

www.iu.org

MASTER (M.A.)

PRODUCT MANAGEMENT

120 ECTS CREDITS

Every business that views technology as a source of competitive advantage needs a product strategy. The Master in Product Management will arm you with all the information and resources you need to direct the development, strategy, and ongoing evolution of a digital product. You'll learn why product strategy is the cornerstone of company growth. You'll cover every stage of the product strategy lifecycle, from the beginning to the end, and learn to think like the CEO of your product or service. Those involved in developing or delivering product strategy will develop a mindset that establishes product strategy as the path to growth.

Do you have a bachelor's degree in product management or a related field and want to learn more about product management? If so, our Master's program with 120 ECTS credits is for you!



Degree

Master of Arts (M.A.)



Study start and duration

Start date: Anytime

Duration: 24, 36, 48 months



Electives

In the Product Management online programme, you can choose electives worth 20 ECTS credits and focus on interesting practical areas.



Credits

120 ECTS credits



Study model and accreditation

- Online
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study Content (120 ECTS credits)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
Leadership		5	E
Product Discovery and Validation		5	E/WACS
International Marketing		5	E
Business Model Design		5	WAWA
Product Delivery and Development		5	E/WAWA
Advanced Research Methods		5	WAWA
2			
Managing Across Borders		5	E
Product Lifecycle Management		5	OA
Sales and Pricing		5	E
Advanced Growth Hacking		5	WACS
Seminar: Current Issues in Product Management		5	WARE
Project: Customer Discovery and Product Delivery		5	OPR
3			
Quality Management and Sustainability		5	E
Digital Analytics and Strategies		5	WACS
Electives A		10	
Electives B		10	
4			
Master Thesis & Colloquium		30	WAMT & CO

CHOOSE YOUR ELECTIVES

Choose one elective from

“Electives A” list:*

- Agile, Social and Creative Methods
- Consumer Behavior and Brand Management
- Digital Transformation and Product Management
- Digitalized Production
- Entrepreneurship and Disruptive Innovation

Choose one elective from

“Electives B” list:*

- AI and Mastering AI Prompting
- Agile, Social and Creative Methods
- Big Data Applications
- Business Analyst
- Consumer Behavior and Brand Management
- Content Creation and Storytelling
- Data Science and Analytics
- Digital Transformation and Product Management
- Digitalized Production
- E-Commerce
- Entrepreneurship and Disruptive Innovation
- Innovate and Change
- Process Management with Scrum
- Project Management with Prince2
- Salesforce Consultant Specialization
- Social Media Models and Creation
- Supply Chain Management
- UI/UX Expert

ELECTIVES

ENTREPRENEURSHIP AND DISRUPTIVE INNOVATION

In today's competitive landscape, innovation is critical to a company's growth and success. In a highly uncertain environment, new skills must be developed in order to succeed. Entrepreneurial mindset is a set of skills that enables students to recognize opportunities, take action, and innovate. In this hands-on, interactive course, you will learn and practice the entrepreneurial mindset. This course will provide you with the models, tools, and frameworks you need to further develop your business or idea. The IT sector will be prioritized.

BUSINESS ANALYST

Business leaders are increasingly using data-driven decision-making to make better predictions, gain a competitive edge, enhance business decisions, and boost their company's value. Business professionals need to be skilled in data analysis and business analytics as the availability of large and detailed sources of information, or "Big Data," becomes more common. You will be able to make better business decisions that enable them to successfully meet their business objectives while also identifying and addressing any business challenges by mastering how to efficiently sort through and analyze data. You will learn the fundamentals of business analytics and acquire useful tools for data analysis.

SUPPLY CHAIN MANAGEMENT

This course will introduce you to the fascinating subject of supply chain planning. As part of a broader specialization in Supply Chain Management, you will learn various forecasting techniques that are necessary for developing a Sales and Operations Plan. By the end of this course, you will have the tools and techniques to analyze demand data, build various forecasting techniques, and select the best one for projecting future demand.

CAREER OUTLOOK

Exciting career options are available to you after graduation: You could, for instance, join us as a strategic product manager and create concepts for avant-garde products. You'll be in charge of organizing multidisciplinary teams, managing a budget, managing a portfolio, and bringing new products to market. Do you want to be a part of the data scientists and developers' interface? You can anticipate a working environment where you can use agile techniques and put forward innovative product ideas. You would make a great technical product manager if you have a passion for data science, blockchain technology, and other related topics. In this role, you will create technical concepts in accordance with user-oriented standards.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

GENERAL ADMISSION REQUIREMENTS

- Completed, undergraduate degree with 180 ECTS credits in **Product Management, Business Administration, Management, Innovation Management, Entrepreneurship, Intrapreneurship, or other related business-related degree programs.**
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least "satisfactory" or Grade C equivalent in your previous undergraduate degree



ALTERNATIVES TO THE MINIMUM GRADE (120 ECTS CREDITS)

If you have completed your bachelor's degree with a grade of "sufficient" or grade D equivalent to the German grade "ausreichend" (up to 4.0), you can still be admitted to a master's or MBA program. For this, you need:

- A bachelor's degree (grade 3.5-4.0) from a state or state-approved higher education institution/university AND
- Relevant study achievements from a master's/MBA programme at a state or state-approved higher education institution/university relevant to the desired master's/MBA programme, with a minimum of 40 ECTS credits OR
- A relevant completed master's/MBA degree from a state or state-approved higher education institution/university OR
- Relevant qualifications outside of academia which can be credited to you such as further education/training at GQF7 level or - for foreign qualifications such as postgraduate diplomas - equivalent to GQF7 level relevant to the desired master's/MBA programme, with a minimum of 40 ECTS credits

Tip: If you apply for recognition, we can review your relevant achievements and, where possible, credit them towards your study programme in a relevant field.

FURTHER ADMISSION OPPORTUNITIES

Is your undergraduate degree not in the required subject field for this programme's **120 ECTS credit variation admission** requirements? You can still apply! You'll have to take 2 specific courses at the start of your studies and pass them successfully in order to continue with your studies. That way, you don't have to take an entrance examination, and can prove your skills while earning ECTS credits as part of your studies.

SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

Start on our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once you have handed in all admission documents and the courses are completed, you can go on to finish your degree.

Questions? Speak to your study advisor, they will guide you through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS

At IU, we teach in English to prepare you for the international market. We, therefore, ask for proof of your English language skills.*

- TOEFL (minimum 80 points) or
- IELTS (minimum Level 6) or
- Duolingo English-Test (min. 95 points) or
- PTE Academics (minimum 59 points) or
- Cambridge Certificate (minimum Grade B)

8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate

*Proof must be provided before the start of the study and must not be older than five years.