

## MBA in Digital Business & AI

Fit for the digital future!





## GREETINGS FROM DR. MARKUS SÖDER Bavarian Minister President

*“The digital revolution and advancements in artificial intelligence are indeed unstoppable, penetrating increasingly more facets of our lives and reshaping both our professional environment and daily habits. This highlights the necessity of actively influencing these accompanying transformations. Alongside courage and creativity, a considerable depth of expertise is indispensable.”*

*The Faculty of Business, Economics and Society at FAU Erlangen-Nürnberg offers this through its part-time MBA program in Digital Business & AI. Tailored for individuals confronted with the swiftly evolving challenges of digitalization and artificial intelligence in their professional pursuits, this program equips them with the essential knowledge and skills to influence future advancements in a digitalized economy.*

*Throughout its extensive history, the esteemed ,WiSo‘ has consistently provided substantial momentum for the economic advancement of Bavaria and beyond. The part-time MBA degree program is poised to further bolster the area’s future prosperity in global competitiveness.”*

**Dr. Markus Söder**  
Bavarian Minister President

**MBA** Digital Business  
& AI

## FIT FOR MANAGEMENT IN THE DIGITAL AGE

Digitalization and artificial intelligence are reshaping the business landscape, presenting both opportunities and challenges. Companies, processes, business models, and management practices are undergoing scrutiny and must adapt to the digital age. Emerging technologies such as machine learning, data science, and business analytics are becoming essential competitive factors, necessitating a fundamental shift in management systems towards digital proficiency.

The part-time MBA in Digital Business & AI at FAU Erlangen-Nürnberg equips managers with the necessary skills for success in the digital era. Grounded in the latest research and industry best practices, the program covers key digital competencies in management, information technology, and security & law. Emphasis is placed on digital strategy, leadership, transformation processes, and the digitalization of value chains, processes, and business models within organizations, as well as machine and deep learning.

Practical application is prioritized through current case studies, training sessions, simulations, and a field trip to digital startups and unicorns. The program culminates in a Master’s thesis, providing students with the opportunity to apply digital & AI skills to real-world business challenges.

Upon completion, graduates receive a recognized university degree in “MBA in Digital Business & AI,” demonstrating their readiness to navigate the opportunities and challenges presented by digitalization and artificial intelligence.

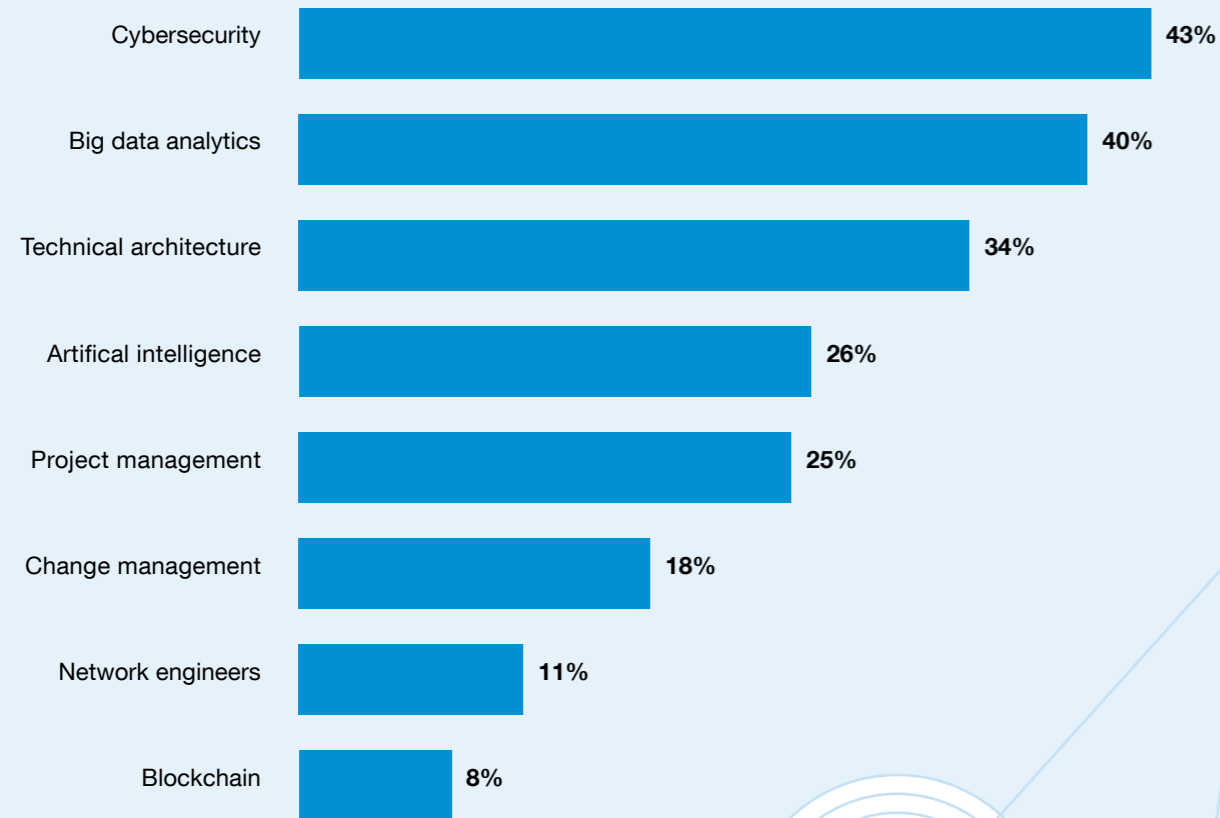
**Prof. Dr. Kai-Ingo Voigt**  
Chair of Industrial Management  
MBA Management Board  
Friedrich-Alexander-Universität

**Prof. Dr. Andreas Füst**  
Chair of Marketing  
MBA Management Board  
Friedrich-Alexander-Universität



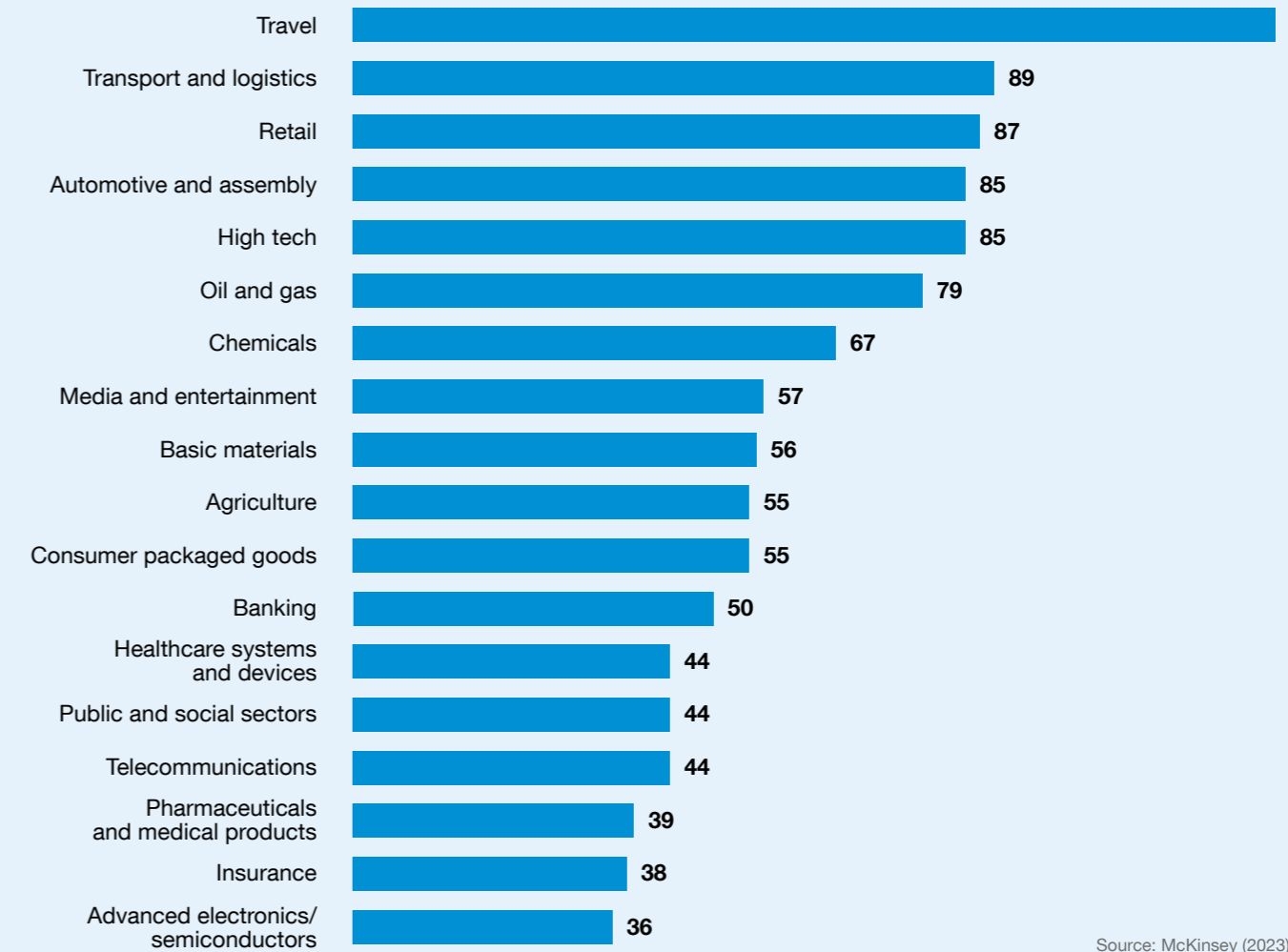
# CHALLENGES AND OPPORTUNITIES OF DIGITALIZATION

The companies poised to emerge as leaders in digitalization will be those whose employees adeptly navigate the associated challenges and leverage the opportunities presented. Proficiency in digital and AI skills across diverse disciplines is indispensable for attaining these objectives.



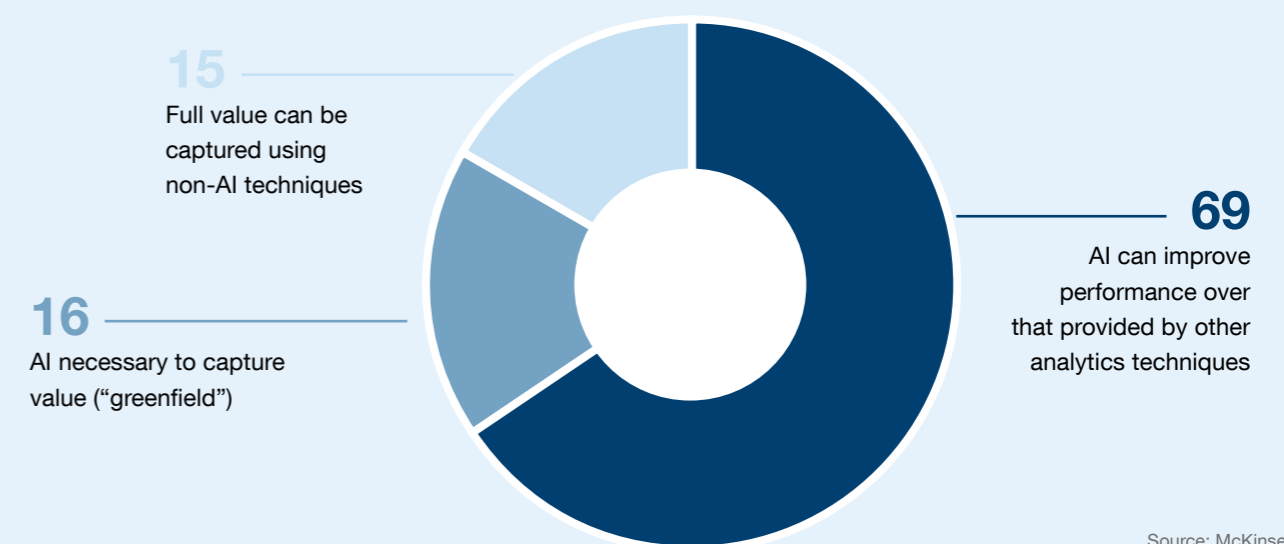
Source: n=2,120 business executives across 87 countries; Harvey Nash/Cionet/NashTech (2021)

## POTENTIAL INCREMENTAL VALUE FROM AI OVER OTHER ANALYTICS TECHNIQUES % 128



Source: McKinsey (2023)

## BREAKDOWN OF USE CASES BY APPLICABLE TECHNIQUES %



Source: McKinsey (2023)



# THE SOLUTION: MBA IN DIGITAL BUSINESS & AI

The MBA program is structured as a part-time degree program, aimed at preparing managers for the future by equipping them with essential digital & AI skills. The modules are designed holistically around the framework of the “House of Digital Business & AI.”

### Interdisciplinary and integrative

- Management: strategy and key functional areas (incl. R&D, SCM, HRM, production, marketing, sales)
- Information technology: digital technologies, digital infrastructure, digital platforms, artificial intelligence, machine learning, data collection/analysis
- Security & Law : IT security, IT compliance, IT/Internet/media law

### Well-founded and practice-oriented

- State-of-the-art findings from research
- Best-practice approaches and case studies from practice
- Intensive discussion and teamwork

### Renowned and recognized

- FAU Erlangen-Nürnberg is one of the world’s most innovative universities (e.g., Reuters ranking)
- Degree: MBA in Digital Business & AI (qualifies for doctoral studies)
- Tuition fees: 9,917 euros per semester (usually tax-deductible)

### Part-time parallel to the job

- 1 year of courses (plus Master’s thesis)
- 3 sessions per course: Fridays 3p.m. – 8p.m., Saturdays 8a.m. – 6a.m.
- 1 three-day digital field trip and 1 practice-oriented Master’s thesis



# THE STRUCTURE: THE “HOUSE OF DIGITAL BUSINESS & AI”

### Orientation based on the “House of Digital Business & AI”

- Fundament (“Strategy”):** Conceptual tools for digital business & AI (including digital business models, digital transformation management, digital forms of work, agile management, change management)
- First Level (“Methods”):** Technical and analytical tools for digital business & AI (including machine learning, deep learning, natural language processing, Internet of Things, cloud computing, blockchain, data science)
- Second Level (“Functions”):** Operational tools for digital business & AI along the value chain (e.g., design thinking, Industry 4.0, robotics, digital processes, e-procurement & e-commerce, online/social media, marketing, digital pricing, digital marketplaces, IT encryption, data protection)
- Roof (“Applications”):** Transfer-related tools to round off and crown the program (especially application in projects and Master’s thesis)

House of Digital Business & AI			
Application	Digital Field Trip		Master’s thesis
Functions	Digital Innovation & Business Models (Prof. Dr. Voigt, FAU/WiSo)	Digital Processes & Services (Prof. Dr. Matzner, FAU/WiSo)	Digital Marketing & Sales (Prof. Dr. Fürst, FAU/WiSo)
	IT Security & Law (Prof. Dr. Schröder, FAU/TechFak und Prof. Dr. Safferling, FAU/RW)		
Methods	Digital Technologies & Applications (Prof. Dr. Eskofier, FAU/TechFak)	Business Analytics & Data Science (Prof. Dr. Mammen, TH/BW)	Applied AI (Prof. Dr. Maier, FAU/TechFak)
Strategy	Digital Transformation & Projects (Prof. Dr. Laumer, FAU/WiSo)		
	Digital Strategy & Leadership (Prof. Dr. Gilbert, Universität Hamburg)		

## THE ORGANIZERS

### INNOVATIVE AND INTERDISCIPLINARY Friedrich-Alexander-Universität Erlangen-Nürnberg

Established in 1743, the university stands as one of Germany's most robust, innovative, and globally renowned institutions. Boasting five faculties, encompassing over 300 chairs, and employing more than 14,000 individuals, along with maintaining 500 international university partnerships and engaging in 130 international research collaborations with leading institutions worldwide, the university serves as a formidable ally for industry partners.

[www.fau.eu](http://www.fau.eu)

### PRACTICAL AND STRONG IN RESEARCH School of Business, Economics and Society (WiSo)

The Nuremberg "WiSo" serves as an innovative think tank, a compelling gathering point for practitioners, and a globally recognized center of learning. Renowned for its seamless integration of scientific research and practical application, the "WiSo" embodies excellence in bridging theory and practice. Its international outlook and extensive network, boasting over 100 active collaborations, solidify its status as a respected partner on the global stage.

[www.wiso.rw.fau.eu](http://www.wiso.rw.fau.eu)

### PROFESSIONAL AND SERVICE-ORIENTED WiSo Management Academy (WFA)

The spin-off of Friedrich-Alexander University has established itself as a thriving provider of education and course management services. Recognized for its excellence, the spin-off has garnered numerous awards for its continuing education programs. Notably, it has been honored in prestigious competitions such as the "365 Places" innovation contest organized by the "Deutschland – Land der Ideen" initiative, jointly supported by the German government and industry leaders.

[www.wfa-akademie.de](http://www.wfa-akademie.de)



### GREETINGS FROM PROF. DR. JOACHIM HORNEGGER President of Friedrich-Alexander-University

*"In addition to its core tasks in research and teaching, FAU has long prioritized knowledge transfer and the provision of part-time study programs as part of its "Third Mission". With the rapid digital transformation and the dynamic advancements in artificial intelligence, acquiring new knowledge at all levels has become crucial. FAU offers the opportunity to gain digital & AI skills through the MBA in Digital Business & AI. The MBA program serves as a tangible testament to FAU's recognition as the most innovative university in Germany and "No. 2" in Europe, as per the 2019 Reuters ranking."*

## THE PROFESSORS – EXPERTS FROM SCIENCE AND PRACTICE

The qualifications of our professors are paramount in ensuring the quality of our MBA program. Therefore, we place particular emphasis on the meticulous selection of lecturers. Without exception, our professors are esteemed experts in their respective fields, possessing both academic rigor and practical experience in business. They have a proven track record in continuing education and are affiliated with Friedrich-Alexander Universität. Our professors provide participants with ongoing guidance and play a vital role in maintaining the program's high standards. To ensure optimal staffing, we also collaborate with select university professors from other institutions. Additionally, experienced managers are appointed as co-lecturers or guest lecturers under the professional guidance of our professors. However, it is solely the university professors who are responsible for the content, teaching, and examinations in the program. This approach enables us to uphold the program's hallmark of excellence and ensure its high quality standards.





## VOICES FROM PRACTICE

Many high-ranking executives know and appreciate the MBA at FAU in Nuremberg, not least because of its part-time model and interdisciplinary triad of management, information technology, and security & law, which provides in-depth knowledge of digitalization, data science, and machine learning.

*“The MBA executive program is a bridge to the future. It provides the practical digital expertise that the German economy urgently needs. I am delighted about this initiative by FAU Erlangen-Nürnberg, because it is precisely study programs like this that help to ensure that German companies have the necessary foundation to operate successfully in international competition in the long term.”*

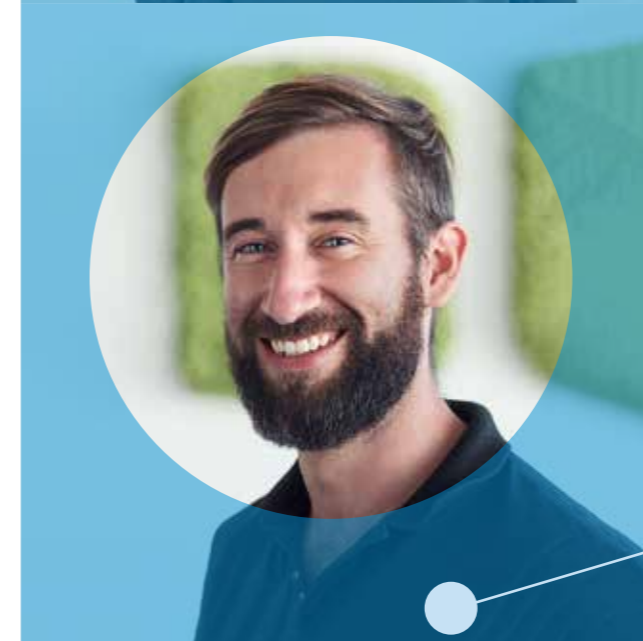
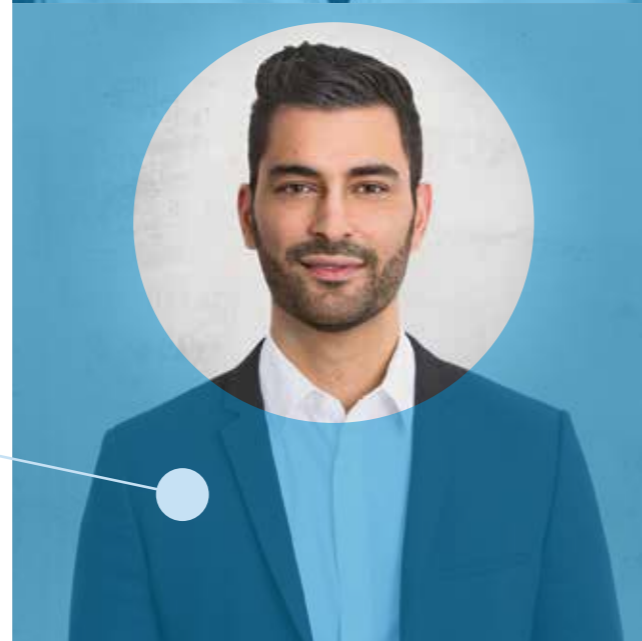
**Janina Kugel**  
Senior Advisor  
Boston Consulting Group (BCG)

*“E-commerce is already the adidas sales channel with the fastest growth. In order to successfully drive this growth forward, we need employees with in-depth digital and AI expertise. We are therefore delighted that FAU is offering this part-time Master's program here in our home region.”*

**Roland Auschel**  
Chief Sales Officer  
Cybex

*“New technologies and advancing automation are not only changing processes, products and services, but also the way in which decisions are made. Managers are increasingly faced with digital disruption, which requires them to think and act more cross-functionally. In addition, the dividing lines between marketing, sales and IT are becoming increasingly blurred as a result of digitalization. The Master of Business Administration in Digital Business & AI at FAU Erlangen-Nürnberg focuses exactly on these topics with the aim of optimally preparing managers for the challenges ahead.”*

**Khaleeq Aziz**  
Founder and CEO  
Symanto Research GmbH & Co. KG



*“Basically, every business today is a digital business. This makes it all the more important to position yourself as a competent digitalization expert in your professional life. FAU's Master of Digital Business & AI offers the ideal prerequisite for this. Thanks to the close integration of theory and practice, the MBA represents an important building block for the digital transformation of the economy.”*

**Prof. Dr. Robert Mayr**  
CEO  
DATEV eG

*“In today's dynamic working world, we are designers of new business models and translators of innovative technologies into customer solutions. In order to master this task, the Master of Digital Business Administration offers tools and skills at the interface between data science, strategic thinking and digital project management. The exciting thing about the MBA program is that it harmoniously combines these different perspectives and thus optimally prepares graduates for the future world of work.”*

**Dr. Oana Buliga**  
Innovation Manager R&D  
LEONI Digital Solutions Group

*“Artificial intelligence and machine learning on all areas of our lives is constantly growing. Of course, there are many aspects to this complex topic - linking existing teaching with tangible practical examples is certainly one of the most important. This Master program at FAU has everything it takes to bring not only this, but also many other important aspects of digitalization closer to the participants. Even my absolute favorite topic of digitalization, the change in leadership, is not neglected in this part-time study program.”*

**Daniel Krauss**  
Founder and CIO  
Flix SE



# THE PARTICIPANTS

Our participants come from a variety of different companies and are often active in a digital professional environment. The different professional backgrounds and interdisciplinary composition enable a particularly fruitful exchange across specialist and industry boundaries. What all participants have in common: a high level of motivation and a strong interest in digital business, artificial intelligence, further education and careers. Together they build a strong alumni network.

## MBA Digital Business & AI



“The study program provided me with concise learning materials on the rapidly evolving challenges of digitalization. Theory is consistently enriched with practical examples, making the learning experience exceptional. The freedom to work either in groups or individually, along with the extensive literature, further enhanced my learning. I found personal value in every module. Moreover, the exchange with fellow students was incredibly enriching - thank you very much for that!”

**Johannes Knust**  
(Class III, 2022-2024), INNEX GmbH



“The MBA in Digital Business & AI was the happy medium for me when deciding between a traditional MBA and a business informatics degree programme. The MBA gives you the expertise you need for the dynamic world of work and digital transformation.”

**Martin Werkmann**  
(Class I, 2020-2021), Siemens AG



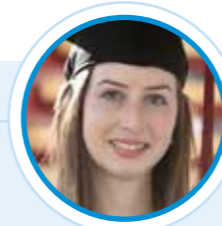
“The MBA program is a great offering which integrates digital business and artificial intelligence, together with various management aspects. Recognizing AI's pivotal role in shaping the future, also in realms like industrial automation, this program provides an ideal foundation for future business challenges and career growth.”

**Marco Schönberger**  
(Class III, 2022-2024), Siemens AG



“During the MBA program, I cultivated a broad professional network by engaging with individuals from diverse backgrounds. The guidance provided by esteemed academics and seasoned professionals greatly enriched my professional capabilities and facilitated my career advancement. Consequently, I wholeheartedly recommend this program to fellow professionals striving for similar goals.”

**Sumeyya Ay**  
(Class III, 2022-2024), Turkish Airlines



“The MBA in Digital Business & AI imparts digital expertise and professional competence on many levels and brings theory and practice together in a clear way, which allowed me to benefit in the company right from the start. I found the exchange with my fellow students from different industries particularly valuable, whether during the group work or the interactive lectures. The modular structure of the MBA can also be easily integrated into everyday working life with a full-time job, makes the programme entertaining and keeps motivation high throughout the entire study period.”

**Lena Tabea Grimm-Pfenning**  
(Class I, 2020-2021), Siemens Energy



“The MBA in Digital Business & AI was exactly the right combination of digitalisation and management aspects for me. The theoretical content, paired with practical examples and working together in groups, helped me to develop both personally and professionally and also connected me with great people from different areas.”

**Katharina Kapp**  
(Class I, 2020-2021), Siemens Energy



“From digital corporate strategies and business analytics to digital marketing - the MBA provides insights into the diverse areas of digitalisation. In particular, the exchange with fellow students from different industries helps to develop new ways of thinking.”

**Lukas Wittmann**  
(Class I, 2020-2021), adidas AG



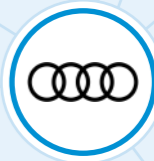
“I now understand the interplay between the different digital disciplines much better and therefore make better decisions. I have also gained a great network of new friends and top professors. And I have been able to demonstrate lifelong learning to my „team“ myself. - so 3x worthwhile!”

**Harald Rosenberger**  
(Class I, 2020-2021), NÜRNBERGER Versicherung



“The MBA programme has helped me to broaden my personal horizons and open up new career prospects.”

**Richard Major**  
(Class I, 2020-2021), Audi AG





# QUICK FACTS / MDBA AT A GLANCE

## Study prerequisites

- Completed university degree from Bachelor's level (180 ECTS)
- At least 1 year of practical experience (during and/or after first degree until the start of the MBA program)
- Good knowledge of English

## Study location

School of Business, Economics and Society (WiSo) of the Friedrich-Alexander Universität Erlangen-Nürnberg (FAU)

## Program accreditation

This degree program is accredited as part of the FAU system accreditation.

## Application process

- Applications accepted year-round
- First stage: Evaluation of the application documents
- Personal selection interview



# YOUR CONTACT PERSONS

Are you personally interested in the MBA program or are you a business manager responsible for the continuing education of your employees? Benefit from our many years of expertise in management training.



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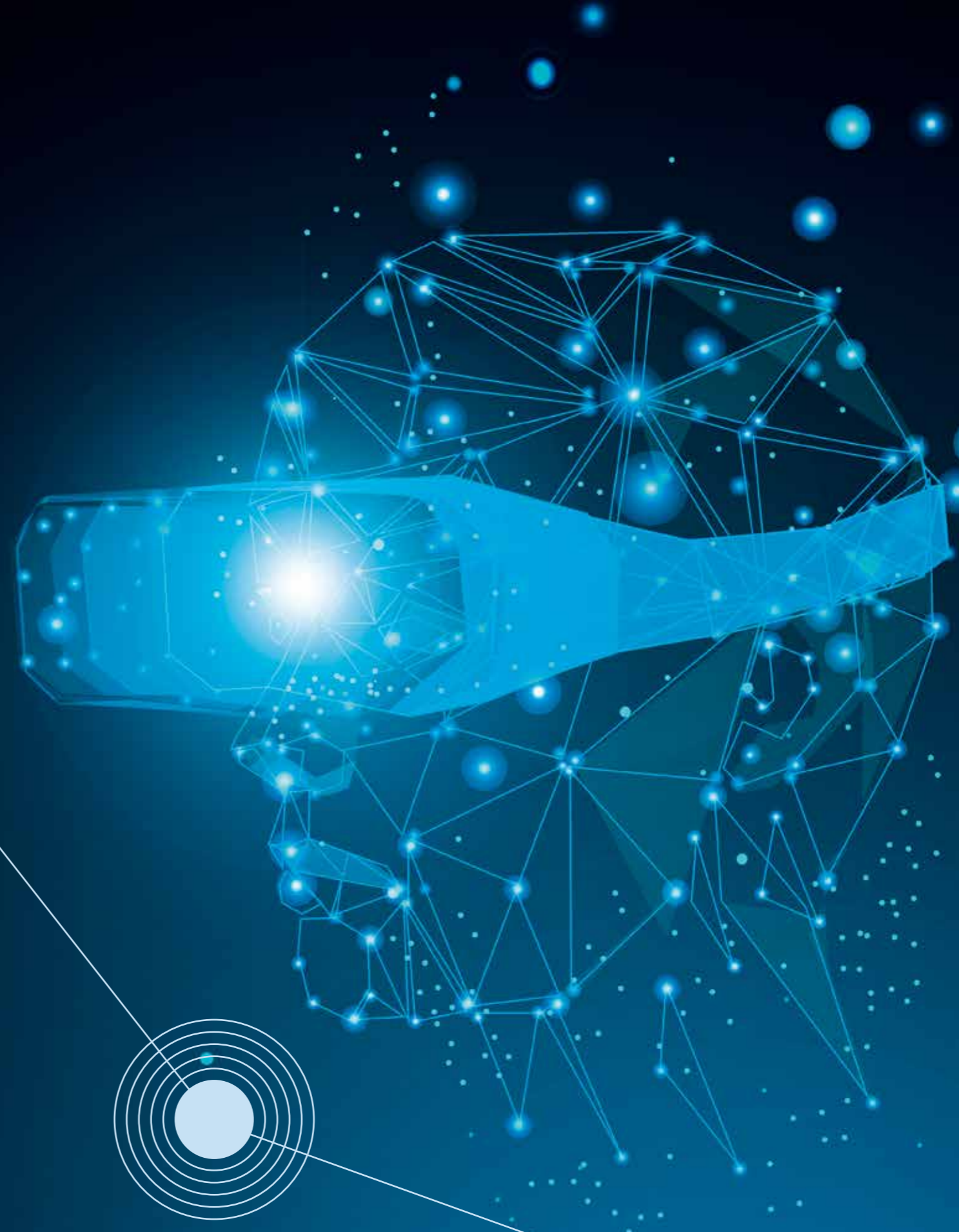
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