
MBA New Media Technology and Management

By Admin

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The [MBA in New Media Technology and Management](#) is tailored to students of different educational backgrounds who intend to specialize in new media in conjunction with advanced knowledge and information management. These technologies revolutionize the economic foundations of many industries and thus have a significant impact on strategic business decisions. To survive and flourish in such a dynamic and increasingly competitive business environment, decision makers need to re-examine their knowledge assets and identify new methods to exploit them more effectively.



This new degree program addresses this need. It sharpens the students' leadership skills by linking proven management methods to new media processes. The curriculum not only covers general business administration and management knowledge from human resources, marketing, finance and project management, but also includes specialized modules on the economic foundations and applications of new media technology.

Students will become familiar with the state-of-the-art in the field, from geospatial and semantic Web technologies to advanced user interfaces and visualization techniques, multimedia applications, mobile services, social software, and content management systems. Interactive seminars address the advantages and limits of new media, and provide the opportunity to discuss best practice models for electronic retailing, electronic publishing and online marketing with leading experts in these disciplines. New forms of virtual communication and collaboration receive particular attention, given their potential to optimize information flows within and across organizations.



The MBA program is organized over four terms and can be studied in a regular or extended format - completing the degree in 18 or 24 months, respectively. Internationally recognized scholars convey their expertise in the form of blocked units, which are taught in English and mainly take place on weekends - about 5-6 days every month (regular) or every second month (extended). Admission requirements include a completed Bachelor's degree or an equivalent qualification, two years of professional experience as well as the proof of proficiency in the English language. Advanced computing or programming skills are not a prerequisite for enrolling in the program.

You can obtain detailed information on the enrollment procedure by participating at one of our upcoming [information evenings](#). Alternatively, please contact us by phone or e-mail:



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Size

[Program Overview and Curriculum](#) 492.6 KB