



**Persönlichkeiten  
und Innovationen**  
- für eine lebenswerte Zukunft.

Master of Science (M.Sc.)

# **ENTREPRENEURSHIP AND DIGITAL BUSINESS**

Study Today. Shape Tomorrow.

THI Business School

Technische Hochschule Ingolstadt

[www.thi.de/thi-business-school](http://www.thi.de/thi-business-school)

# PROGRAM FACTS AND REQUIREMENTS.



Our full-time M.Sc. in Entrepreneurship and Digital Business is highly interdisciplinary, emphasizes both practical experience and academic rigor, and allows you to customize your learning journey on and off campus.



## FACTS

**Target Degree:** Master of Science (M.Sc.)

**Duration:** Three semesters (full-time)

**Language:** English and German

**International:** Visiting professors and talks from around the world

**Hands-on:** Earn credits while working on your own startup

**Customization:** Via two electives and entrepreneurship projects

**Study Abroad:** Optional semester abroad at renowned partner universities

## REQUIREMENTS

**Bachelor's degree** in economics, engineering, computer science/IT/math, science, psychology or law

Applicants must pass a **selection procedure**

Sufficient level of both **English (B2)** and **German (B2)**

# **WE DO ENTREPRENEURSHIP.**



This program is not about passively absorbing entrepreneurship in an isolated classroom. Every week you are challenged to apply what you have learned to the real world right away. This also includes connecting with the wider startup ecosystem at events like our Startup Night.



# TECHNISCHE HOCHSCHULE INGOLSTADT.



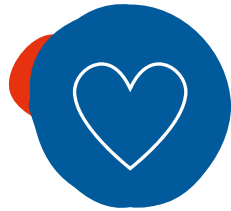
Our students are at the heart of everything we do. With innovative learning concepts, we impart research-backed skills and a professional mindset. Our alumni think and act entrepreneurially and responsibly.



# THI FACTS AT A GLANCE.



In addition to specialist knowledge, we promote social, methodological, and personal competences. Our graduates think and act entrepreneurially and responsibly. We create change and embody sustainability using technology and our business acumen.



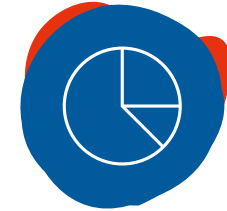
## OUR MISSION

We develop personalities for the professional world of the future.



## LOCATION

In the heart of Bavaria.  
Beautiful historic city center.  
Lower cost of living.



## NUMBERS

6,900 Students.  
6 schools with 72 programs.  
160 international partner universities.



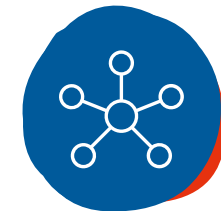
## BUSINESS SCHOOL

Our business school is ranked among Bavaria's top institutions.  
We are one of only three applied sciences business schools with AACSB accreditation.



## RESEARCH

> 50 research professors  
> 120 PhD students  
~ 30m research funding p.a.



## ECOSYSTEM

Audi  
MediamarktSaturn  
Airbus  
brigg.digital

# OUR UNIVERSITY CAMPUS.



The centrally located teaching facilities, research labs, and offices on the esplanade make THI a beautiful campus university. Drop by some time and explore our campus. It is worth it!

The campus of Technische Hochschule Ingolstadt is located in the center of Ingolstadt. Within a few minutes, the pedestrian zone and the historic old town, as well as the Danube, Klenzepark, and Hindenburgpark, can be reached.

We are currently expanding our teaching and research capacity by adding several state-of-the-art buildings with modern labs and teaching facilities.



# ALUMNI RECOMMENDATIONS.



Don't just take our word for it... We are proud of our program graduates! Feel free to reach out to them and ask about their experiences in the program. Here's what a few of them have to say...



**Neslihan Keskin**

**26, B.A. International Retail Management**

“The master's program in Entrepreneurship and Digital Business is perfect for developing your own business ideas and expanding your network. The mindset in our program is what I personally like. Creativity is in the foreground and there are no failures, instead you always learn something new. The skills you learn can help you in project management as well as in developing new innovations.

**Angela Montanaro**

**24, B.A. Business Administration**

“During my studies, what I enjoyed the most was the exchange and networking with international guest lecturers from the private sector. The master's program is very practice-oriented and is not only suitable for students who want to start their own business after graduation but also want to support the further development of an existing company. Creativity is more important than capital and knowledge, here you learn how to look at problems as solutions.



# EVEN MORE ALUMNI RECOMMENDATIONS.



Still not fully convinced? Listen to what our former students from the first program cohort have to say about the Entrepreneurship and Digital Business master's program at THI...



**Gala Geiger**

25, B.A. Business Administration

“Within this Master's program you get the chance to work with very interesting entrepreneurs and leaders around the world. Applying the theoretical knowledge on my own project, is one of the most valuable lessons I gained during the first two semesters. I developed an incredible network of people and professors I am very thankful of. “Entrepreneurship and digital business” is not only a Master's degree, but rather a process of growing a new kind of mindset and figuring out what your potential users or customers might need and what you as a student expect for your future.

**Danny Držaić**

27, B.A. International Management

“The special part about this course is its international focus and the direct exchange with professors from the USA, Canada or Brazil. What I really appreciate about the degree program is the direct proximity to the professors, since you usually work in smaller groups and can therefore develop a good relationship with both the professors and the students.





# WHAT SETS US APART.



We designed a program that allows us to create a collaborative study atmosphere and learn from the many guest speakers who are part of the program. A degree in entrepreneurship also opens up several interesting career paths after graduation.



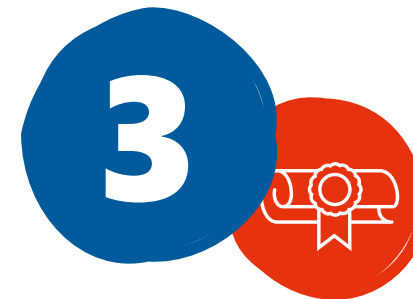
## DIVERSITY AND INTERACTION

We learn together in small groups. This enables individual coaching and mentoring between our students and course professors.



## EXPERT GUEST SPEAKERS

Guest speakers from across the globe provide expert opinions and support regarding current trends and ongoing student challenges.



## MASTER OF SCIENCE

Students graduating from this program receive a Master of Science (M.Sc.) degree. The standard duration of study for this program is only three semesters.



## MULTIPLE CAREER PATHS

This program prepares its graduates for leadership roles as (co)-founders as well as for entrepreneurial roles in established companies.



# YOUR STUDY PATH AT A GLANCE.

Your study path will depend on which semester or term you start our program (winter or summer). We encourage you to follow the suggested learning path and customize your experience through various electives and optional studies abroad.

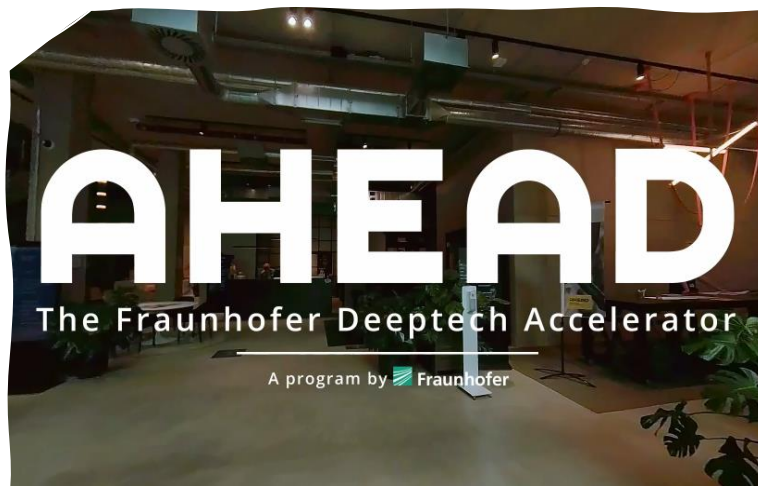
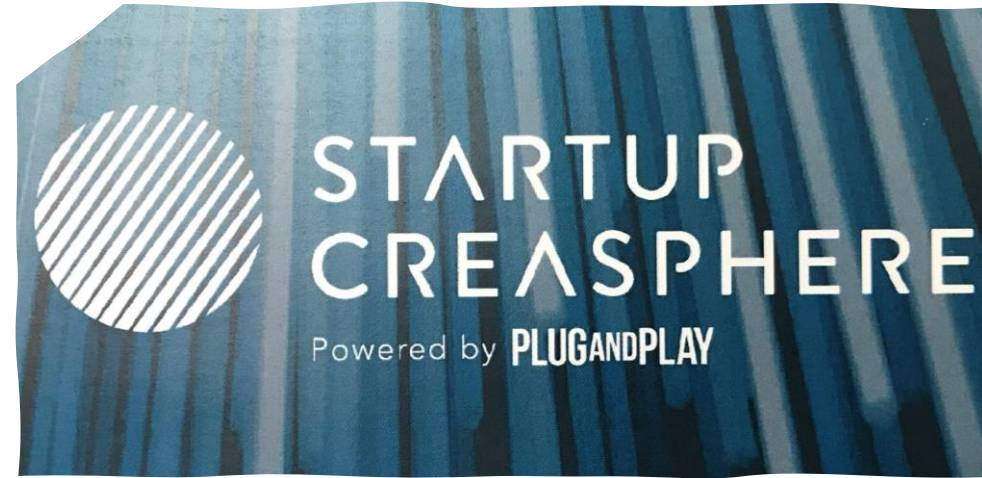
Each course has a workload of 5 ECTS = 125 hours.



# LEARNING HAPPENS EVERYWHERE.



Our classrooms are everywhere. There are many amazing events and learning opportunities in the world and we try to make the most of them. Whenever we can, we pack our bags and go out to look for inspiration in the world of entrepreneurship.



# YOUR VISITING PROFESSORS & LECTURERS.



Several courses of this master's program are taught by visiting professors and industry professionals from various parts of the world. Everyone of these course instructors make their way to Ingolstadt to engage with you and be part of your learning journey.



## PROF. THOMAS SHIRLEY, PHD

San Jose State University, USA

Global Entrepreneurship



## PROF. THIAGO MARQUES, PHD

Senac Santa Catarina, Brazil

Director @ Zucchetti Brazil

Growth Management



## DR. SARAH THEINERT

UnternehmerTUM Munich

Director @ UVC Partners

Entrepreneurial Finance



## DR. MADELEIN KLEYN

Chief Legal Officer @ Collaborative Consumer Intelligence, South Africa

Technology Transfer and Negotiation Skills



## DR. ANDREA CORNELIUS

Member Board Of Directors  
St. Galler Kantonalbank AG, Switzerland

AI Expert; ex VP IBM

AI & Smart Data Science



## DR. ANDREA FUNK

Sales Manager, FarmInsect

Founder and CEO  
Founder and CEO, DECIDER  
Business Development Manager, Organic Garden

Digital Business Management



## PROF. STEVEN GEDEON, PHD

Toronto Metropolitan University, Canada

Co-Founder < 10 Organizations/Startups

Entrepreneurial Mindset



## PROF. FRANCES GUNN, PHD

Toronto Metropolitan University, Canada

Former CEO of a Large Retailer

Entrepreneurial Methods



# YOUR INSPIRATIONAL TALKS.



We encourage you to engage with the wider entrepreneurship ecosystem. Therefore, we invite around ten guest speakers every semester to give short, virtual inspirational talks and discuss their perspectives and learnings from the world of entrepreneurship and corporate innovation.





## TOBIAS WAGNER

-  Co-Founder @ ChargeX
-  THI Alumnus




## CALLAM FLETCHER

-  Founder Asia Leaders Series, Switzerland
-  Co-Founder Universal Internet Solutions



## STEFANY NIETO

-  Co-Founder Gwella, Canada/USA
-  Co-Founder Green Iglu, Canada





## JANINE WEIRICH

-  Co-Founder Xeem
-  Die Höhle der Löwen Rockstar






## ASSAF SHAMIA

-  Investment Partner G+D Ventures
-  Former Investment Principal next47
-  Former Principal Carmel Ventures, Israel





## JAN AUERNHAMMER, PHD

-  d.school, Stanford University
-  Research Engineer
-  Director Stanford NeuroDesign Research





## DR. RUDOLF FREYTAG

-  CEO Siemens Technology Accelerator
-  Technology Commercialization



## DR. UWE OVER

-  Corporate VP, Head of IP and Associate General Counsel, Henkel
-  Intellectual Property Management

# STUDENT STARTUP.

## SIMBLI – PRE-SORTED MEDICATION.



Simbli 

Simbli solves the problem that people still buy medications offline in pharmacies and sort them themselves. Mistakes in this process can lead to fatal consequences. Simbli offers a B2C & B2B platform which allows customers to **receive their medications pre-sorted by experts** and on the other hand enables blister pharmacies to expand their customer base.

# STUDENT STARTUP.

## MENTALITY – ATHLETE MENTAL HEALTH.



Mentality is a startup focused on **improving the mental health of professional athletes** and minimizing the stigma attached to mental health issues in the professional sports industry.

# MENTALITY



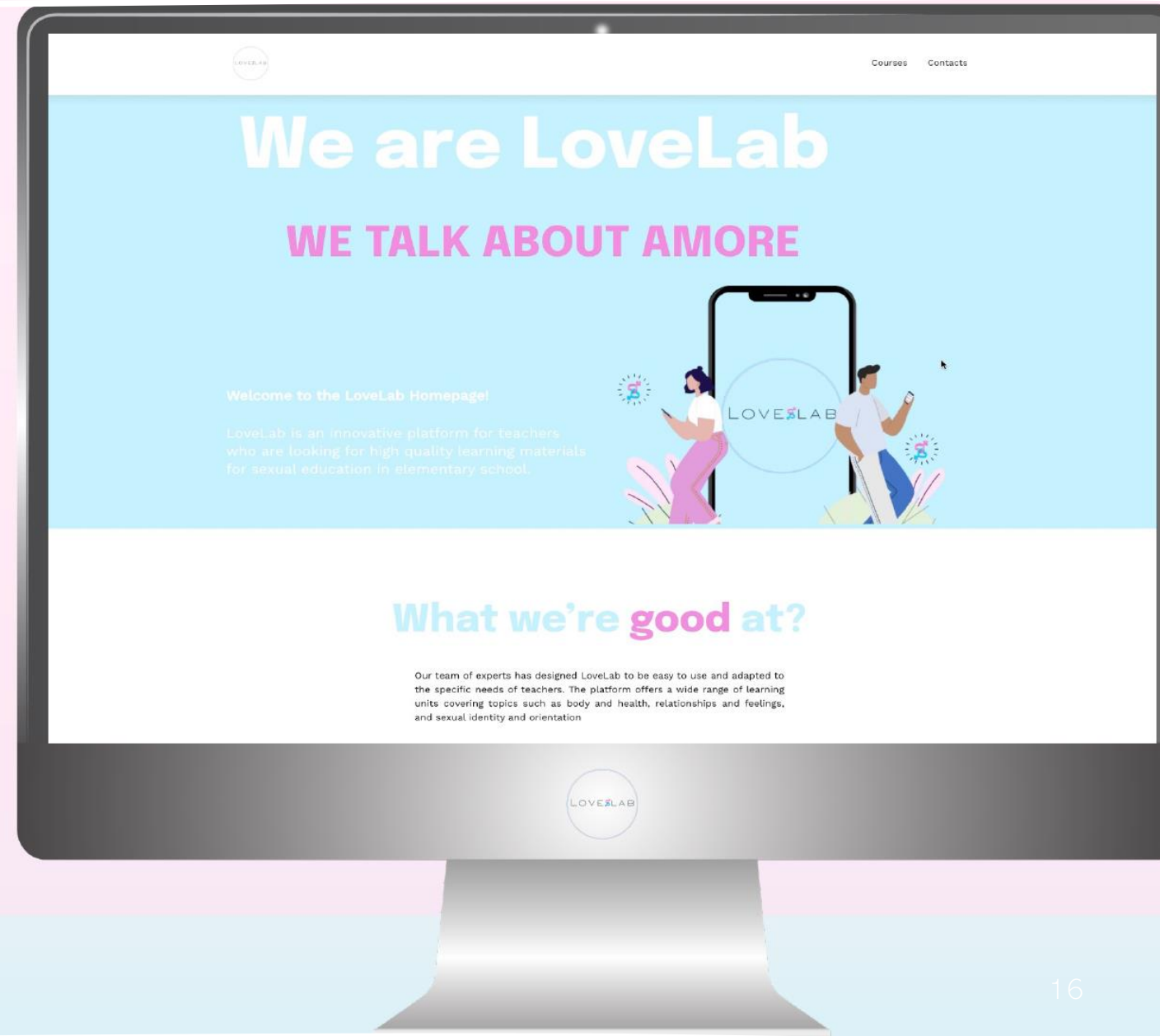
# STUDENT STARTUP.

## LOVE LAB – CONTEMPORARY SEX ED.



LOVE  LAB  
WE TEACH ABOUT AMORE

Love Lab empowers elementary school teachers with **comprehensive quality sex education material** through a user-friendly digital platform.





# STUDENT STARTUP. SMOOCH – PET MATCHING.



Smooth offers a convenient and efficient **matching system** for **pet owners and pet sitters**, focusing on their personality and living situation. Their approach emphasizes the importance of considering a dog's unique traits and the sitter's lifestyle.

*Smooch!*  
Paws matched with care.



# EXCHANGE SEMESTER ABROAD.



We love our campus in Ingolstadt, but we also know that there are many other beautiful places around the world. Many of our students therefore also take the opportunity to study abroad at one of our many partner universities.



## Betty Mörgenthaler

Exchange Semester: University of Stellenbosch, South Africa

“I always wanted to do a semester abroad and I have found the perfect university for entrepreneurship courses in South Africa! I can't wait to learn about the differences between their university system and ours. I'm also curious about the (innovation) culture in South Africa and the opportunity to be on my own in a completely new environment.

## Julian Boschan

Exchange Semester: San José State University, USA

“Studying abroad is a perfect addition for my master's degree at THI. I would like to study in the sun and under palm trees while it's cold in Germany. Besides gaining experience overseas I would love to witness the American Dream.



# STUDY ABROAD + MASTER THESIS.



Many students use their third study semester to go abroad. This allows them to finish all core program modules in Ingolstadt before they relocate to our partner university. Many already begin working on their master's thesis under the virtual mentorship of their THI professors.



## Mariam Zosimidou

Exchange Semester: University of Cyprus

“I wanted to spend one semester abroad during my master's program. So, I decided to write my master's thesis abroad and at the same time take some courses I have always been interested in. Today's digital solutions allow the supervision of the Master's thesis from different locations and since my professors support that decision, I will be using this great opportunity.

## Tobias Altmayr

Exchange Semester: University of Cyprus

“A semester abroad is the best way to experience a new culture while studying. Cyprus was the optimal choice for this, as you can experience both the Greek and the Turkish way of living on an island. Of course, the great weather is a further advantage



# CHOOSE WHERE YOU WANT TO GO.



THI has cooperation agreements with around 150 partner universities on all continents. These cooperations offer exchange options for all our study programs with a range of subjects mainly taught in English.



**Patrick Hartmann**

**Exchange Semester: Politecnico di Milano, Italy**

“I see a semester abroad as a unique chance to get to know the country, culture and people and I can't imagine a better place than Milan, Italy – living “la dolce vita” from a student's perspective.”

**Sandra Ableitner**

**Exchange Semester: Ajou University, Suwon, Korea**

“This master's program is optimally designed for doing a semester abroad to gain international insights on entrepreneurship and other related topics. I chose to go to Seoul, South Korea, to experience a completely new culture and see new things that enrich my personal and professional life. I would encourage everyone to do a semester abroad at one of our many partner universities.



# HEC SOCIAL BUSINESS CREATION.



Organized by HEC Montréal, Canada with support from the Yunus Centre, Social Business Creation is an impactful global platform for promoting social entrepreneurship through education, research, and advocacy.



Join the program in parallel to your startup project at THI for a chance to get invited to the HEC Montréal campus.

# THI CENTER OF ENTREPRENEURSHIP.



As an entrepreneurship program, we work very closely with our on-campus entrepreneurship center to provide a “second home” for our students, network with relevant actors in the local entrepreneurship ecosystem, and provide access to various funding schemes.



  
Center of  
Entrepreneurship

# NEWEXIST STUDENT CLUB.



Entrepreneurs need a community to thrive. NEWEXIST is a non-profit club run by a committed group of THI students to foster entrepreneurship on campus. The club also host “Ideas & Beers” – a great event series that features local entrepreneurs and their personal startup stories.



# BRIGK.DIGITAL INGOLSTADT.



brigk is a hub for digital startups in Ingolstadt. It is conveniently located right on our THI campus and offers a maker space, coworking opportunities and offices for upcoming startups. They also host a variety of great events to foster our local entrepreneurship ecosystem.





# WHAT COMES NEXT?



In addition to the possibility of starting your own business as an entrepreneur, you also have excellent career opportunities as a corporate innovator in established companies, consulting, and SMEs. Here are some examples of what our alumni do today...



# MEET THE CORE TEAM.



Trust us, you are in good hands! Our team of experienced program directors, engaging entrepreneurship professors and capable support staff are here to guide you.



**PROF. DR. MARTIN BADER**

Program Director

Technology Management and  
Entrepreneurship

[martin.bader@thi.de](mailto:martin.bader@thi.de)

Office A233



**PROF. FLORIAN HUBER, PHD**

Program Instructor

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# APPLY NOW!

