Master of Science
in Digital Business Administration

Interested? Regular online info
events available

▶ Business School

Study Programme at a Glance

Start date	Interdisciplinary Future Week CW 37
	Induction Days CW 37
	Start Study Programme CW 38
Mode of study	Hybrid study model:
	On-campus presence blocks
	(Thursday to Saturday) 2–4 × per semester
	Flexible virtual 2-week learning cycles
	6 × per semester
Duration	4 semesters – standard study duration
	Flexible study plan is possible, e.g. 6
	semesters
ECTS credits	90 ECTS credits
Teaching language	English
Location	Bern and asynchronous virtual learning

Who should pursue this degree

Our master's programme in Digital Business Administration is designed for students who aspire to contribute to the digital transformation of businesses and society. It is ideal for graduates in Business and IT who are eager to make a meaningful impact and become the architects of the digital future.

Why this degree is worth your investment

Master of Digital Business Administration equips you with a blend of research-based and practical skills for the digital future, highly sought after in today's market. You'll become a change-maker, capable of digitally transforming organizations, innovating business models, and designing new digital enterprises.

Eligibility and Entry

Bachelor's degree in Business Administration or Business IT with English proficiency at C1 level. Bachelor's degree in related fields (like Communication and Media, Business Engineering, Agricultural Economics) with at least 30 ECTS in Business Administration or Economics (up to 12 ECTS may be earned through a pre-master's programme during the first and second semester). Graduates from a comparable Swiss degree program or a recognized foreign university, with at least 6 months of work experience.

Further information and application process
bfh.ch/master-dba

Structure of the Study Programme

The numbers next to the modules indicate the ECTS credits that can be earned.
This is an exemplary curriculum which may be changed to 5 or 6 semesters.

🔧 Practical Application   ⚡ Digital   💡 Entrepreneurial   🍃 Sustainable

■ Compulsory modules
■ Elective modules

Conditions for obtaining the degree
– At least 90 ECTS achieved
– At least 12 ECTS from each module group
– Master thesis submitted and defended

	1st Semester	2nd Semester	3rd Semester	4th Semester
Start with a Strong Foundation 🧱	**Interdisciplinary Future Week** Setting the base for IT, Data and Business Management **IFW** | 3 ⚡💡🍃			
Strategy & Business Development (min. 12 ECTS) 🗼	**Digital Business Management & Operational Excellence** **DS1** | 6 ⚡🍃	**Digital Business Models** **DS2** | 6 ⚡	**Leadership & Organizational Development** **DS3** | 6 ⚡	
Data & Technology (min. 12 ECTS) 📊	**Enabling Technologies** **DT1** | 6 ⚡	**Data** **DT2** | 6 ⚡	**Emerging Technologies** **DT3** | 6 ⚡	
Live Case Projects (min. 12 ECTS) 💼	**Digitalise Operations – Increase Efficiency** **DL1** | 6 🔧💡🍃	**Expand Digital Business Models – Target Effectiveness & Optimise DL2** | 6 🔧⚡	**Design Business Models – Create & Innovate** **DL3** | 3 🔧💡	**International Study Trip** **DL4** | 3 💡
Understand and Apply Research 📖	**Scientific Research Methods** **DR1** | 3	**Scientific Project I** **DR2** | 6	**Scientific Project II** **DR3** | 6	**Master Thesis** **DR4** | 21
Focus on What Inspires You 🔲	**Elective Modules in MSc Digital Business Administration**	**Digital Responsibility** **DDR** | 3 / **Agile Organizations & Lasting Change** **DSP** | 3	**Prompt Engineering: Innovation Through Generative AI** **DPE** | 6	
	Exemplary Electives MSc Entrepreneurship & Business Innovation and MSc Business Administration	**New Product Development** **NPRO** | 3 / **Entrepreneurial Wellbeing & Self-Leadership TBD** | 3	**Financial Instruments** **FINT** | 6	**Ecosystems, Partnerships & Networks** **TBD** | 3 / **Affordability in Innovation & Eship** **TBD** | 3

The curriculum is subject to minor changes.

The Didactical Concept – a Hybrid Study Programme
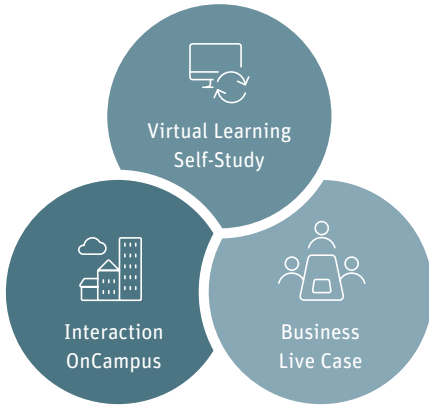
Virtual Learning Self-Study
Students will aquire competencies and methods on a time-flexible and individual basis.

Interaction OnCampus
Taking place once a month to deepen, discuss and reflect the content acquired in the virtual learning self-study. It's hands on!

Business Live Case
A central element of the study programme and the core of each semester is the application of all the knowledge, competences, and skills directly on a complex, real-world challenge.

Course Content and the Digital Toolbox

Your toolbox filled with a diverse portfolio of digital tools and techniques. Throughout all modules, students gain hands-on experience with a broad range of relevant digital tools and techniques. This equips them with the essential skills to succeed as future digital business architects, empowering them to excel in their careers.

Toolbox for Digital Skills	
Strategy & Entrepreneurship	**Digital Tools and Skills from the Toolbox**
Leadership & Organisation	– Digital Skills
Data & Technology	– Design Thinking – Computational Thinking – Change Management
Research Methods	– Simulation Tools – Innovation
Business Live Case	– Collaboration – Prototyping
Optional Modules	– Social Media – And More

Profile of Digital Business Administration

This programme offers an exciting blend of practical business expertise and advanced technological insight. As a participant, you'll immerse yourself in digital technologies and their transformative impact on business models, organization and people. Graduates from our programme aren't just degree holders – they're catalysts for digital change, equipped to lead their organizations into the digital future.

Business Live Case

This interactive core element of the study programme places students at the center of real-world challenges. Each semester, students engage with complex problems, developing holistic solutions that account for business, technology, and their impact on the broader organization. This hands-on approach provides a unique opportunity for students to grasp the transformative power of digital technologies across various business environments. Students work with established companies and startups, focussing on digitalizing existing operations, expanding, or developing new digital business models. For entrepreneurial students, there is an opportunity in their final semester to work on their own business idea. Upon graduation, students are well-versed in relevant theories and equipped with invaluable problem-solving experience, ready to become architects of the digital future.

Overview of all Business Live Cases

Individual expertise profile

We recognize that our students bring unique industry or functional expertise and experiences. That's why we offer the opportunity to earn an 'Individual Expertise Profile' in areas such as e-health/healthtech, fintech, or digital marketing. This feature enables students to tailor their studies to align with their personal ambitions and career goals.

Double degree

Students can benefit from the following double degree programmes:
– Solbridge, South Korea: Build In Double Degree
– University of Sunshine Coast, Australia: Add on Double Degree

PhD Track Option

Interested graduates may continue their journey towards a PhD programme with us or our partner University of Sunshine Coast, Australia.

Welcome to our Business School – the gateway to your digital future.

Our Master of Science in Digital Business Administration is more than a degree – it is your chance to drive digital transformation in your company. Designed for professionals eager to elevate their expertise, this programme immerses you in digital technology, data analytics, and their integration into business strategy.

A key feature is the "Business Live Case", where you'll solve real challenges from partner companies, working with peers and experts to develop innovative, impactful solutions. This hands-on experience positions you to lead the digital future in your organization. We cannot wait to welcoming you to our community as we build the future together!

Prof. Dr. Philipp Julian Ruf
Head of Master of Science
in Digital Business Administration

«By working on live case projects with the business partners and fellow students under the guidance of the lecturers, I have gained valuable hands-on experience in making the best use of skills and resources to deliver state-of-the-art digital solutions. This has been an important learning experience for my future career.»

Michel Arm
Graduate Master of Science in Digital Business Administration

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Business Live Case Partners

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