



## Master of Science in Digital Business Administration

Interested? Regular online info  
events available

# Study Programme at a Glance

Start date	Induction Days CW 37 Start Study Programme CW 38
Mode of study	Hybrid study model: On-campus presence blocks (Thursday to Saturday) 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 aimed at prospective students, who wish to contribute to the digital transformation of our businesses and society. Business and IT bachelor graduates, who aim to make a difference 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 Sciences, Business Engineering, Agricultural Economics) with at least 30 ECTS credits in Business Administration or Economics. Graduates from a comparable degree Swiss or acknowledged foreign University, with a minimum of 6 months of relevant work experience.



Further information and application process  
[bfh.ch/master-dba](https://bfh.ch/master-dba)







# Structure of the study programme

- Elective modules
- Practical Application modules
- Optional modules
- Compulsory modules

## Conditions for obtaining the diploma

- At least 90 ECTS achieved
- At least 12 ECTS from each Elective module group need to be fulfilled
- Master-Thesis submitted and defended
- Optional modules: Starting from 2nd semester

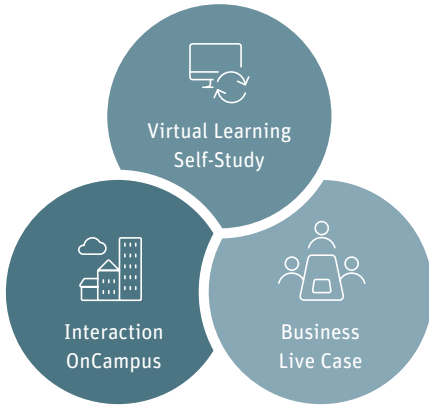
The numbers next to the modules indicate the ECTS credits that can be earned.

	1. Semester	2. Semester	3. Semester	4. Semester
<b>Elective modules (min. 12 ECTS Credits each module group)</b>				
<b>Strategy &amp; Entrepreneurship</b> 	Business in a Digital Environment DS1a   3	Operational Excellence DS1b   3	Business Expansion DS2   6	Disruptive Business Models DS3   6
<b>Leadership &amp; Organisation</b> 	Agility & New Work DO1   3		Leadership & Organisation Development DO2   6	People & Collaboration DO3   3
<b>Data &amp; Technology</b> 	Enabling Technologies DT1   6		Data DT2   6	Emerging Technologies DT3   6
<b>Practical Application modules</b>				
<b>Live Case Project</b> 	Digitalise Operations – Increase Efficiency		Expand Digital Business – Target Effectiveness & Optimize	Design Business Models – Create & Innovate
<b>Optional modules</b>				
<b>Optional Modules</b> 	Corporate Digital Responsibility   3	AI for Business   3	Deep Dive Digital Transformation I*   3	Products and Services in the Digital Age   3
			Digital Transformation: Management and Marketing (International Cooperation module)   6	Module from MSc BA**   3
				Module from MSc Business IT**   3
				Digital Marketing   3
<b>Compulsory modules</b>				
<b>Research Methods</b> 	Scientific Research Methods DR1   6		Scientific Project I DR2   6	Scientific Project II DR3   6
				Master Thesis DR4   21

\* Building of Individual Expertise Profiles (students get the opportunity to develop and showcase their digital transformation expertise)

\*\* To be agreed on with the Heads of Master Programmes

## The Didactical Concept – a Hybrid Study Programme



### Virtual Learning Self-Study

Students will acquire 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

Toolbox filled with a wide portfolio of digital tools and techniques. Throughout all modules, students are exposed to and gain hands-on experience with a wide range of relevant digital tools and techniques. This equips them with the necessary skills to thrive as future digital business architects, enabling them to excel in their careers.

### Toolbox for Digital Skills

Toolbox for Digital Skills		Digital Tools and Skills from the Toolbox
	Strategy & Entrepreneurship	<ul style="list-style-type: none"> <li>- Digital Skills</li> <li>- Design Thinking</li> <li>- Computational Thinking</li> <li>- Change Management</li> <li>- Simulation Tools</li> <li>- Innovation and Collaboration</li> <li>- Prototyping</li> <li>- Social Media</li> <li>- And More</li> </ul>
	Leadership & Organisation	
	Data & Technology	
	Research Methods	
	Business Live Case	
	Optional Modules	

# Profile of Digital Business Administration

This programme is an exciting blend of practical business know-how and advanced technological understanding. 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 puts students at the heart of real-world digital business challenges. Every semester, students tackle a complex challenge, developing wholistic solutions considering business, technology and their effects on the wider organization. This hands-on approach offers students a unique opportunity to understand the transformative power of digital technologies across various business contexts. During the study programme students work on established businesses and start ups; digitalizing their existing operations, expanding and/or developing digital business models. For the entrepreneurs amongst students there is an opportunity to work on their own business idea as a live case



in their last semester. Upon graduation, they're not just well-versed in theory; they are equipped with invaluable problem-solving experiences, ready to become the architects of the digital future.

[Overview of all Business Live Cases](#)

## Individual expertise profile

We understand that our students bring specific industry or function expertise and experiences. That's why we provide the opportunity to earn an 'Individual Expertise Profile' – for instance in e-health/healthtech, fintech or digital marketing. This feature allows our students to align their studies 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 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's a launchpad to become an architect of the digital landscape in your company or organization. This programme will take you on an exciting adventure into the world of digital technology, data analytics and their integration into business. It's your chance to help shape the digital future in your company. At the heart of the master programme lies the "Business Live Case." Here, you'll dive deep into actual business challenges, strategizing and developing solutions in collaboration with our partner companies. With all this in mind, we can't wait to welcome you to our Digital Business Administration community. Let's get started on shaping the future together!



**Prof. Dr. Marie Peskova**  
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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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



expo media  
expo event services



Eidgenössisches Finanzdepartement  
**Bundesamt für Informatik  
und Telekommunikation BIT**



**SBB CFF FFS**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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