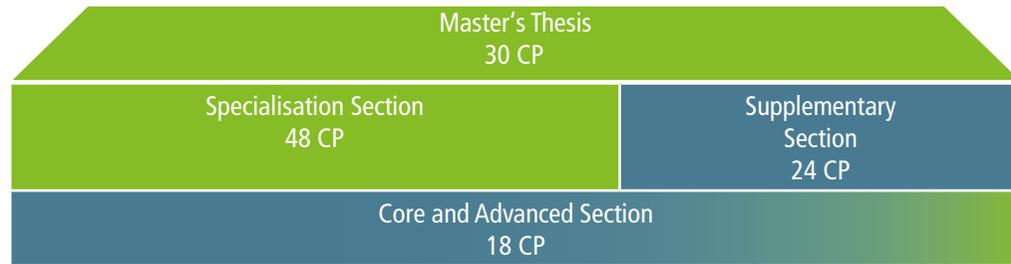


Standard period of study: 4 semesters, full-time | Start: fall term | Degree title: Master of Science



*Total Number of CP: 120 CP = 4 Semester Standard Period of Study

PROGRAMME STRUCTURE

The Master's programme carries 120 ECTS credits and comprises a Core and Advanced Section, a Specialisation Section, a Supplementary Section and a Master's Thesis.

DEADLINE **15 June** → Deadline for all applications

ENTRY REQUIREMENTS

A Bachelor's degree or equivalent with an overall grade of at least 2.7 (German grade) in the Bachelor's degree. The degree must be worth at least 180 ECTS credits.

Following subject-related requirements has to be fulfilled:

- At least 78 ECTS credits in the field of Business Administration and Economics (of this at least 48 ECTS credits in Business Administration and 18 ECTS credits in Economics)
- At least 15 ECTS credits in Statistics and/or Mathematics (methodological expertise only, no user expertise)

Language requirements: English language skills B2 (CEFR)

More information about admission requirements and selection can be found on the official website.



DETAILED INFORMATION & CONTACT

WiSo Student Service | Meister-Ekkehart-Str. 1 | D-50937 Köln
Tel.: +49 (0) 221/470-8818 | e-mail: wiso-beratung@uni-koeln.de
www.wiso.uni-koeln.de/en/studies



Innovation for society



MASTER OF SCIENCE BUSINESS ADMINISTRATION MEDIA AND TECHNOLOGY MANAGEMENT



- Get intensive focuses on strategic management of media, IT and telecommunications companies, processes and markets
- Find out, which business models various media, IT and telecommunications companies use in order to be successful in the digital era
- Analyze, how are digitisation and social media changing journalism products and how they are used
- Get an understanding of how does entrepreneurship based on innovative media, IT and telecommunication products and services work
- Establish contacts with potential employers during this programme





Photo: Lisa Beller



Photo: Pexels

Media and Technology Management

CONTENT: The Department of Media and Technology Management offers courses on the methods and tools for the strategic management of media, IT and telecommunications companies, processes and markets.

CAREER OPPORTUNITIES AND PERSPECTIVES: Take advantage of the hands-on skills and excellent contacts with businesses, trade associations and consultancies on a national and international level throughout your studies which, taken together, will open up a host of career opportunities. Find opportunities in media, IT or telecommunications companies, as a consultant, in politics, or in one of many industry associations. The management skills you will acquire through your specialisation will also help you set up your own start-up. For many managing positions of different industries and for certain professions in research and teaching, a master is indispensable. Furthermore, so-called "Master Fast Tracks" offer the possibility of already taking classes relevant to future PHD-studies to distinguished scholars.

As the University of Cologne is state-funded, there are no tuition fees, just a biannual "semester contribution" of slightly more than 250 euros, which includes the semester ticket for public transport throughout North Rhine-Westphalia. So, with us, you can invest in an excellent education – and your professional future – without paying a fortune.

INTERNATIONAL: Many of our courses are offered in English language. Therefore, it is possible to complete your master's degree mostly in English. For our Master of Science in Business Administration, a large number of different nationalities interested in studying apply. Thus, we ensure you to study in an international as well as intercultural environment. We maintain cooperation with more than 130 partner universities throughout the world, so it is easy for you to go a semester abroad. Or take part in one of our study tours or other short programmes such as „WiSo@NYC“.



Photo: Lisa Beller

The Department of Media and Technology Management covers a wide range of economic and strategic topics from the digital era which are equally relevant for already established companies, start-ups, industry associations and political decision-makers. Our courses at the University of Cologne are characterised by their practical approach, international orientation and focus on research.

Claudia Loebbecke, Professor and Director, Department of Business, Media and Technology Management

PRACTICAL RELEVANCE: As a student of the WiSo Faculty, you benefit from an approach that is based on theory and methods, combining both research and teaching with practical elements. The teaching at our faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Many of the visiting lecturers are professionals and managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. This ensures that the programmes reflect the real world and that they thus combine the practical and the theoretical, whilst also promoting knowledge-sharing between you and companies.

Photo: stockphoto mania - Fotolia.com