



Masters in Digital Business & Innovation Management

Presentation for Company Partners about Student Projects



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Welcome

DigiBIM's Vision

What we aim for

Develop digitally literate professionals who can:

1. transform existing and create new digital business models
2. think entrepreneurially and innovatively, and
3. work in an interdisciplinary context to challenge the status quo in business and society.



DigiBIM's Program Structure

Discovery (Semester 1)

Solutions (Semester 2)

Empathize

Industry Knowledge Building / Empathy

Use industry expert board/mentors.

Qualitative interviews, quantitative data analysis, observations, conversations.

Define

Problem Definition

Define the nature of problems in terms of direct and indirect effects across multiple stakeholders.

Understand

Understand

Understand the root causes of the problem from multiple perspectives.

Ideate Solutions

Ideate/Pitch

Create multiple potential innovative solutions based on customer needs.

Business Model Creation

Business Model Design/Pitch

Build a business model around the selected solution.

Test, Adapt Implement

Prototyping

Build and test working prototypes.

Optional (3rd Semester)

Experiential semester

Thesis (3rd/4th Semester)

DigiBIM's Curriculum

Semester 1: Discovery (20 SWS)

Onboarding (4 SWS, 8 days block, week -2/-1)

- Leadership, Collaboration, Communication and
- Basics of Data Literacy

Foundations 1: Digitalization and Innovation (6 SWS / weekly)

- Digital Transformation
- Innovation of Products, Processes, Services
- Law for Innovation and Digitalization

Integrative Project, Part 1 (2 SWS / weekly)

Applications of Digital Innovation Theory and Tools

(8 SWS / delivered in 4 sprints, each lasting 4 days)

Market Research for Digital Innovation, Design Thinking and Creativity, Sustainability and Innovation, E-Commerce and Logistics

Semester 2: Solutions (20 SWS)

Foundations 2: Applied Digitalization (4 SWS, 8 days block, week -2/-1)

- Data Analytics
- Programming

Integrative Project, Part 2 (8 SWS / weekly on 2 days)

Developing innovative solutions to address digital innovation opportunities. Work with partner organizations or create a startup.

Integrative Project-Related Concepts and Skills

(8 SWS / delivered in 4 sprints, each lasting 4 days)

Choose from (for example): Advanced Design Thinking, Agile Project Management, Product Design, Additive Manufacturing, Startup Innovation

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Management, Product Design, Additive Manufacturing, Startup Innovation

DigiBIM's Integrative Project

Overview

Semester 1

Integrative Project, Part 1 (2 SWS / weekly)

**You: Make a 90 minute
Presentation to our
Students**

**We: Match
Students to
Projects**

November

December

January

Semester 2

Integrative Project, Part 2
(8 SWS / weekly on 2 days)

Developing innovative solutions to address digital innovation opportunities. Work with partner organizations or create a startup.

**Kick off
meeting**

Student Team Work on Project
(two days weekly)

**Project
Deliver-
able**

March

June

DigiBIM's Integrative Project:

Project Partner View – Semester 1

YOU would be one of 6 organizations invited to present a 90-minute overview of:

- ✓ Your organization
- ✓ Your competitive market (customers, suppliers, competitors)
- ✓ The current digital and/or innovation challenges facing your organization
- ✓ Timeframe: November - December 2020.

DigiBIM's Integrative Project: Project Partner View – Semester 1

WE will work to align your interests with student skills, interests, and constraints:

- ✓ Work with you to create a short project summary that includes the purpose, the stakeholders, and the deliverables, and share this with the students.

OUR STUDENTS select their top choices for the 2nd semester. They may also pitch start-up ideas, so all 6 project options may not be staffed.

WE will match students with company projects in January 2021.

- ✓ We will work to align your expectations and student expectations.

DigiBIM's Integrative Project

Project Partner View – Semester 2

YOU:

- ✓ Be present for a Project Kickoff Meeting (March 2021)
- ✓ Provide guidance along the way as needed (Mar – June 2021)
- ✓ Cover any travel or other project-related costs that students must incur to complete the project
- ✓ Be present for final deliverables in late June 2021. This should be a presentation to members of your organization and some of our FH Münster professors.

DigiBIM's Integrative Project

Project Partner View – Semester 2

WE:

- ✓ Will provide a single point of contact on our side and offer regular coaching for the teams
- ✓ Will provide within the semester a solid introduction to the topics of change management, project management, and stakeholder pitch or workshop moderation as needed

DigiBIM Integrative Project

Project Partner View

FINANCIAL DONATION

- In exchange for the work provided by our students, we ask you for a **donation** to the DigiBIM program of €3000.
 - ✓ The fee is reduced for non-profit organizations
 - ✓ The fee is negotiable if there are special circumstances
 - ✓ The fee is negotiable if the deliverables do not meet your expectations.
- The fees all go directly back to student activities, to support field trips, learning-related student events, and specialized materials/equipment that our students need as part of their studies.

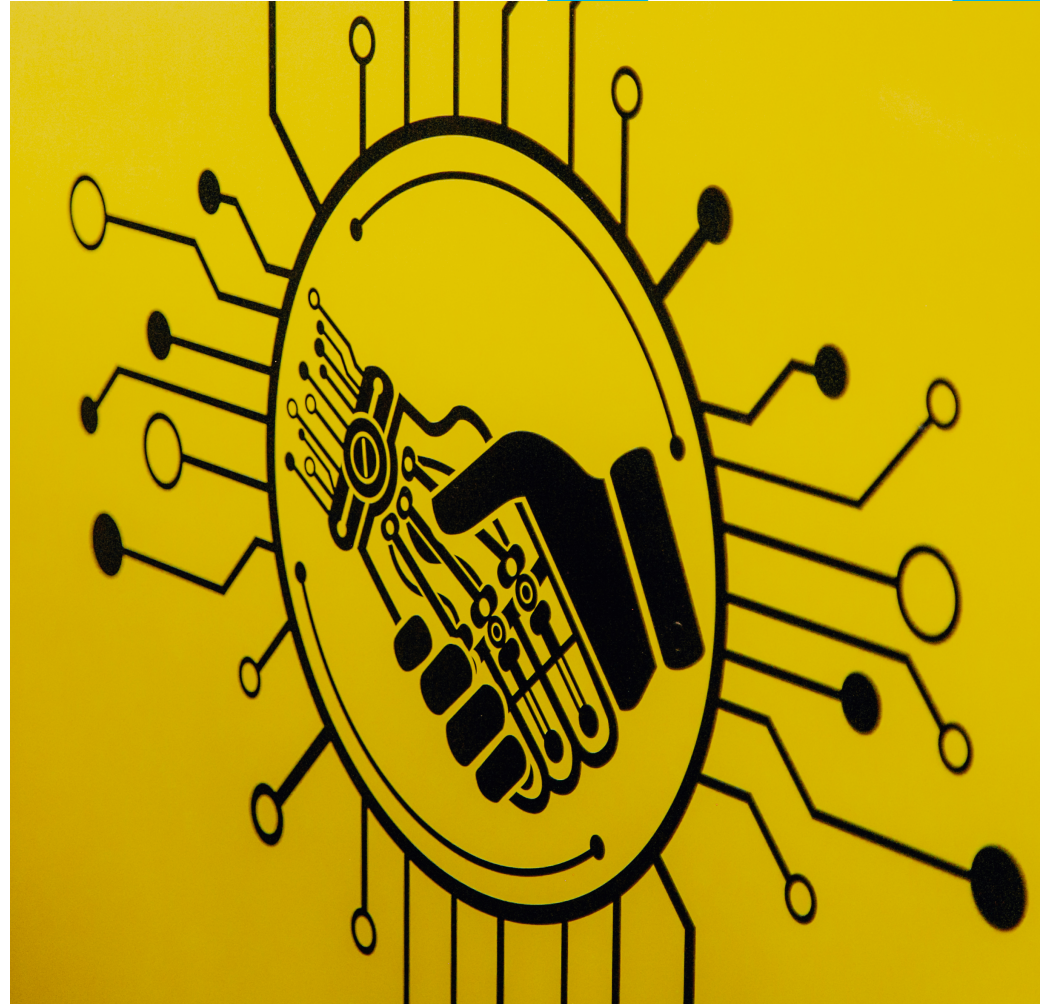
Key Differentiators

What makes us stand out

- **Project focused** – the curriculum supports the project. Not the other way around. Learn by doing. Learn while doing.
 - Program structure works **the way innovation and digitalization happen**. Deep dives into key concepts, punctuated by sprints that get you the skills you need when you need them.
 - Corporate and startup partners that **support** our program.
 - We are building a creative, energized **digital innovation network of great students, alumni, and partners that will** become a force for positive change.
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Thank you for your support!



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