

Digital Innovation Master's Programme (English, full-time) - Oral Admission Exam Requirements for the 2026A Central Admission Procedure

Name of the Master's Programme	Digital Innovation
Type of Exam	Oral
Name of the Exam	Admission Interview for the Digital Innovation Master's Programme
Duration of the Exam	15–30 minutes
Mode of the Exam	Online
Short Description of the Exam	During the entrance exam, we make sure that the candidate has the appropriate methodological, business, and IT (digital) knowledge. We do this by asking short questions about their previous studies and any work (project) experience, and we also examine why the applicant has applied for the "Digital Innovation" master programme and whether that is the perfect fit for them.
Tools Allowed During the Exam	None
Recommended Literature	None
Exam Topics	With complex questions we cover the following topics: Basic business knowledge Basic IT knowledge Current digital technologies (e.g., AI, blockchain, web3, etc.) Corporate business models The impact of digital technologies on corporate life and innovation
Sample Questions / Example Tasks	How have digital technologies changed the real estate market or the passenger transportation market? What will be the business role of AI agents in an industry of your choice? How has the business model of a company of your choice changed over the past 10 years?