MANAGEMENT, COMMUNICATION & IT

MCI®
CURRICULUM

BACHELOR

ECTS					
30	SEMESTER 1	Computational Thinking I	Communication & Business Psychology	Introduction to Business Informatics	Coding
		Databases	Digital Accounting	Introduction to Business	
30	SEMESTER 2	Computational Thinking II	Organizational Behavior I	Software Engineering	
		Data Science	Management Accounting & Controlling I	IT Law	
30	SEMESTER 3	Organizational Design	Introduction to Statistics	IT Architecture & Operational Excellence	Supply Chain Management
				Marketing	Information Management
		Data Science Application	Management Accounting & Controlling II	Project & Process Management	
30	SEMESTER 4	Research Methods	Entrepreneurship	User Experience Design	Business Intelligence & Analytics
					Data Storytelling
		Enterprise Resource Planning Systems	Project in MCiT	Management Camp	
		Customer Relation Management Systems		Media Camp	
30	SEMESTER 5	Research in Business Informatics	Organizational Behavior II	Strategy & Ethics	
		Digital Marketing	Cyber Resilience	Interdisciplinary Elective	
30	SEMESTER 6	Bachelor's Thesis & Exam			
		Internship			
180					

Studienzweig Management	
Studienzweig Media	
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Studienzweig Media	
Internationales Semester	

Information & Communication Technologies

Internship – Bachelor's Thesis & Exam

Business Administration – Management – Communication

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