

## curriculum.

### Semester Credit Units | ECTS-Credits

A. CORE PROGRAM MANAGEMENT, COMMUNICATION & IT	1	2	3	4	5	6
Fundamentals of IT	5   7					
Economics & IT	6   8					
Applied Mathematics	3   3	4   4				
Databases & Systems Development	3   4	4,5   6				
Bookkeeping & Accounting	3   4	3   4				
English & Social Skills	3,5   4	4   4				
Programming Languages & Security		6   8				
Commercial Law		3   4	2   3			
Human Resource Management & Business Ethics					4   5	
Organisational Behavior & Intercultural Competences					4   6	
International Marketing & Sales					5   6	
Strategic Management					5   6	
Entrepreneurship & Integrative Synopsis					5,5   7	
B1. MAJOR IN MANAGEMENT	1	2	3	4	5	6
Project & Process Management			6   9			
Economics & Fundamentals of Statistics			6   7			
Communication Theory			2   4			
Controlling & Logistics			5   7			
Systems Planning & User Experience				5   7		
Enterprise Resource Planning Systems				4,5   6		
Business Intelligence, Business Analytics & Project				5,5   7		
Leadership Camp				3   4		
B2. MAJOR IN MEDIA	1	2	3	4	5	6
Project & Process Management			6   9			
Economics & Fundamentals of Statistics			6   7			
Communication Theory			2   4			
Controlling & Information Logistics			5   7			
Systems Planning & User Experience				5   7		
Communication Planning Systems				4,5   6		
Business Intelligence, Communication Analytics & Project				5,5   7		
Innovation Camp				3   4		
C. SCIENTIFIC WORKING & INTERNSHIP	1	2	3	4	5	6
Empirical Social Research & Applied Statistics				5   6		
Bachelor Thesis & final exam						2   15
Internship						2   15
SEMESTER CREDIT UNITS   ECTS-CREDITS	23,5   30	24,5   30	21   30	23   30	23,5   30	4   30

# studienplan.

Semesterwochenstunden | ECTS-Credits

A. GRUNDSTUDIUM MANAGEMENT, COMMUNICATION & IT	1	2	3	4	5	6
Grundlagen IT	5   7					
Betriebswirtschaft & IT	6   8					
Angewandte Mathematik	3   3	4   4				
Datenbanken und Systementwicklung	3   4	4,5   6				
Buchhaltung & Bilanzierung	3   4	3   4				
English & Social Skills	3,5   4	4   4				
Programmiersprachen & Security		6   8				
Wirtschaftsrecht		3   4	2   3			
Human Resource Management & Business Ethics					4   5	
Organisational Behavior & Intercultural Competences					4   6	
International Marketing & Sales					5   6	
Strategic Management					5   6	
Entrepreneurship & Integrative Synopsis					5,5   7	

B1. STUDIENZWEIG MANAGEMENT	1	2	3	4	5	6
Projekt & Prozessmanagement			6   9			
Ökonomie & Grundlagen Statistik			6   7			
Communication Theory			2   4			
Controlling & Logistik			5   7			
Systemplanung & User Experience				5   7		
Enterprise Resource Planning Systeme				4,5   6		
Business Intelligence, Business Analytics & Projekt				5,5   7		
Leadership Camp				3   4		

B2. STUDIENZWEIG MEDIA	1	2	3	4	5	6
Projekt & Prozessmanagement			6   9			
Ökonomie & Grundlagen Statistik			6   7			
Communication Theory			2   4			
Controlling & Informationslogistik			5   7			
Systemplanung & User Experience				5   7		
Communication Planning Systeme				4,5   6		
Business Intelligence, Communication Analytics & Projekt				5,5   7		
Innovation Camp				3   4		

C. WISSENSCHAFTLICHES ARBEITEN & BERUFSPRAKTIKUM	1	2	3	4	5	6
Empirische Sozialforschung & Angewandte Statistik				5   6		
Bachelorarbeit & Bachelorprüfung						2   15
Berufspraktikum						2   15

SEMESTERWOCHENSTUNDEN   ECTS-CREDITS	23,5   30	24,5   30	21   30	23   30	23,5   30	4   30
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