

Studienplan

SEM 4 | SWS 1 | ECTS 30

3 | 26 | 30

2 | 22 | 30

1 | 23 | 30



2 OUT OF 4 SPECIALIZATIONS
+ INTERDISCIPLINARY COMPETENCIES

CORE MODULES
(FULL-TIME & PART-TIME)

*The indicated digits represent the ECTS weighting of each course.

- Marketing Management
- DigitalBusiness
- InterdisciplinaryCompetencies
- Innovation & Sustainability
- FinancialManagement