

## curriculum.

	Semester Credit Units   ECTS-Credits					
	1	2	3	4	5	6
<b>ACCOUNTING &amp; CONTROLLING</b>						
Accounting I + II	4   5	4   5				
Investment & Finance			4   5			
<b>OPERATIONS MANAGEMENT</b>						
Project, Process & Quality Management	4   5					
Operations Management		4   5				
<b>MARKETING</b>						
Marketing & Sales			4   5			
Digitales Marketing					4   5	
<b>ORGANIZATION, LEADERSHIP &amp; PERSONNEL</b>						
Human Resource Management & Leadership			4   5			
Organizational Development & Change			4   5			
<b>ENTREPRENEURSHIP, INNOVATION &amp; TRANSFORMATION</b>						
Entrepreneurship				4   5		
Innovation & Technology Management				4   5		
Digital Transformation				4   5		
<b>STRATEGIC &amp; INTERNATIONAL MANAGEMENT</b>						
Strategic Management				4   5		
International Business					4   5	
<b>ELECTIVES*</b>						
<b>A. Digital Workplace Learning</b>						
Digital Workplace Learning					4   5	
Knowledge Management					4   5	
Elective Course						4   5
<b>B. Innovation &amp; Entrepreneurship</b>						
Innovation & Entrepreneurship					4   5	
Corporate Entrepreneurship					4   5	
Elective Course						4   5
<b>ECONOMICS &amp; LAW</b>						
Introduction to Economic History & Economics	4   5					
Fundamentals of Law	4   5					
<b>ETHICAL DECISION MAKING</b>						
Decision Theories & Decision-Making		4   5				
Business Ethics					4   5	
<b>COMMUNICATION &amp; PERSONAL DEVELOPMENT</b>						
Digital Competence & Self-Management	4   5					
Intercultural Competence & Diversity Training		4   5				
Business Communication I + II		4   5	4   5			
<b>RESEARCH METHODS</b>						
Data Management & Statistics	4   5					
Research Methods I + II			4   5	4   5		
<b>ACADEMIC WORKING</b>						
Academic Writing		4   5				
Academic Coaching						1   2
<b>INTEGRATIVE PROJECTS</b>						
Case Study & Integrative Exam				4   5		
Digital Project Management & Applied Project					4   5	
<b>INTERNSHIP</b>						
Internship						1   10
<b>BACHELOR THESIS</b>						
Bachelor Thesis & Exam						1   13
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>24   30</b>	<b>24   30</b>	<b>24   30</b>	<b>24   30</b>	<b>24   30</b>	<b>5   30</b>

\* In the 5<sup>th</sup> semester you choose one out of two electives.