

Curriculum

1 ONLINE PHASE | 90 ECTS 100% online, guided self-study

Digital Competence & Self-Management	Introduction to Economic History & Economics	Accounting I	Academic Writing	Project, Process & Quality Management	Fundamentals of Law
Data Management & Statistics	Accounting II	Intercultural Competence & Diversity Training	Decision Theories & Decision-Making	Operations Management	Business Communication I
Investment & Finance	Human Resource Management & Leadership	Research Methods I	Marketing & Sales	Organizational Development & Change	Business Communication II

Courses eligible for recognition of professional experience & training

2 FOCUS PHASE | 60 ECTS online, guided self-study supplementary live webinars and two optional on-campus weeks at MCI

Research Methods II	Strategic Management	Entrepreneurship	Innovation & Technology Management	Digital Transformation	Case Study & Integrative Exam
Business Ethics	International Business	Digital Marketing	Electives: Innovation & Entrepreneurship Digital Workplace Learning	Digital Project Management & Applied Project	

3 FINAL PHASE | 30 ECTS 100% online, guided self-study

Academic Coaching	Practical Application	Elective Course	Bachelor Thesis & Final Exam
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