

Kommunikation & Medienmanagement

1. Semester		CP	2. Semester		CP	3. Semester		CP
Kommunikation	8		Contentproduktion	7		Media Management	6	
Medienökonomie			Print & Online			Media Business		
Massenkommunikation & Journalismus			Radio			Ethik in Medien und PR		
Public Relations			TV			Coding Basics		
Business Administration Basics	5		Organizational Management	5		Controlling & Steuern	5	
Historie und Trends der Betriebswirtschaft			Personal			Controlling		
Marketing			Organisation			Steuern		
Accounting & Mathematics	6		Corporate Accounting	5		Corporate Management & Finance	6	
Accounting (+ Tutorium)			Bilanzierung			Unternehmensführung		
Wirtschaftsmathematik (+ Tutorium)			Kostenmanagement			Finanzierung und Investition (+ Tutorium)		
Economics: Theory	6		Empirische Methoden & Statistik	5		Economics: Digital Transformation	5	
Microeconomics			Deskriptive Statistik			Digital Transformation		
Macroeconomics			Methodenlehre: Market Research			Case Studies		
Economics Tutorial								
			Recht I	2		Recht II	3	
			Wirtschaftsprivatrecht: Zivilrecht			Medienrecht		
Skills I	3		Skills II	3		Skills III	3	
Business English I: Correspondence			Business English II: Ethics			Business English III: Case Studies		
Kommunikation und Präsentation			Wissenschaftliches Arbeiten			Team und Mediation		
Internship								7
Praktikum								
4. Semester								CP
Study Abroad								30
Auslandssemester								
5. Semester			6. Semester					
Digital Business	8		Social Media Communication and Management			E-Commerce/ M-Commerce/ Social Commerce		
			Digital Business Modelling			Website and Search Optimization		
Customer Experience Management	8		Creative Coding			Content Management		
			User Experience and Usability			Innovative Mediengeschäftsmodelle		
Creative Methods & Development	10		Creative Problem Solving and Strategy Development			Virtual Reality		
						Virtual Reality Project		
Internship	6		Praktikum					

CP	5. Semester	6. Semester
----	-------------	-------------

Wahlpflichtmodule (2 aus 10)			
Controlling	8	Strategisches Controlling	Operatives Controlling
		Process und Project Controlling	Controlling auf Basis integrierter Informationssysteme
Finance	8	Mergers and Aquisitions	Investment Analysis and Portfolio Management
		Financial Risk Management	Derivate Finanzmarktinstrumente
Public Relations	8	Corporate Media	International PR
		Unternehmenskommunikation	Reputationsmanagement
Customer Relationship Management	8	Strategic CRM	Operational CRM
		Customer Relationship Measurement	Case Studies CRM
Marketing	8	Marketing Performance Measurement	International Marketing and Sales
		Strategic Marketing	Communication and Brand Management
Moderation in Radio & TV	8	TV-Moderation	Innovative TV-Formate
		Radio Moderation	Innovative Radio-Formate
Entrepreneurship	8	Business- und Finanzplanung	Economics and Management of Networks
		Wissens- und Innovationsmanagement	Business Start-up Simulation
International Management	8	International Business Manners	Global Politics and Economics
		Global Thinking and Mindset	International Business Concepts
Corporate Management	8	Strategisches Management	Corporate Development
		Sector Management	Personalmanagement
Automotive Management	8	Automotive Quality Management & Engineering	Automotive Management & Controlling
		Sourcing & Supply Chain Management	Sales & Marketing in Automotive Industries
Bachelor Thesis	12	Bachelor Thesis Kolloquium	Bachelor Thesis
			180 Credit Points