

| 1 <sup>st</sup> Semester         |   | CP | 2 <sup>nd</sup> Semester           |    | CP | 3 <sup>rd</sup> Semester                |    | CP |    |
|----------------------------------|---|----|------------------------------------|----|----|---|----|----|----|
| Basic Modules                    |   |    | Basic Modules                      |    |    | Basic Modules                           |    |    |    |
| Value Chain Management           | 5 |    | Start Up-Management                | 5  |    | Big Data Management                     | 5  |    |    |
| Management Basics                | 5 |    | Human Resources & Organisation     | 5  |    | Law                                     | 5  |    |    |
| Mathematics & Statistics         | 5 |    | Quantitative & Qualitative Methods | 5  |    | Applied Research Project                | 5  |    |    |
| Economics                        | 5 |    | Financial Accounting & Reporting   | 5  |    | Controlling & Cost Accounting           | 5  |    |    |
| Marketing, Sales & CRM           | 5 |    | Digital Media & Communication      | 5  |    | Digital Transformation                  | 5  |    |    |
| Employability: Business English  | 5 |    | Employability: Soft Skills         | 5  |    | Employability: Agile & Creative Methods | 5  |    |    |
| 4 <sup>th</sup> Semester         |   |    | 5 <sup>th</sup> Semester           |    | CP | 6 <sup>th</sup> Semester                |    |    | CP |
| Mandatory Modules                |   |    | Electives (1 out of 2)             |    |    | Final Thesis                            |    |    |    |
| Management Consulting            | 5 |    | Semester Abroad                    | 30 |    | Bachelor Thesis Kolloquium              | 3  |    |    |
| Corporate Management             | 5 |    | Internship Semester                | 30 |    | Bachelor Thesis                         | 12 |    |    |
| Finance                          | 5 |    |                                    |    |    |   |    |    |    |
| Digital Work / Lab               | 5 |    |                                    |    |    |   |    |    |    |
| Electives (2 out of 6)           |   |    |                                    |    |    | Practical Experience                    |    |    |    |
| Management & Controlling         | 5 |    |                                    |    |    | Internship                              | 15 |    |    |
| Modern Marketing                 | 5 |    |                                    |    |    |   |    |    |    |
| Digital Business                 | 5 |    |                                    |    |    |   |    |    |    |
| Entrepreneurship                 | 5 |    |                                    |    |    |   |    |    |    |
| International Management         | 5 |    |                                    |    |    |   |    |    |    |
| Customer Relationship Management | 5 |    |                                    |    |    |   |    |    |    |
|                                  |   |    |                                    |    |    | <b>Total: 180 Credit Points</b>         |    |    |    |