

1 st semester		CP	2 nd semester		CP	3 rd semester		CP
Quantitative Research		5	Digital Communication & Trade		4	Economics: Digital Transformation		5
Descriptive Statistics			Online- and Multi-Channel-Marketing			Digital Transformation		
Stochastics			E-Commerce			Case Studies		
Economics: Theory		6	Programming		7	IT Systems		6
Microeconomics			Programming			IT Service Management		
Macroeconomics			Algorithms and Data Structures			Software Engineering Basics		
Economics Tutorial						IT-Systems and Networks		
Business Administration Basics		5	Corporate Accounting		5	Controlling & Taxes		5
History and Trends in Business			Accounting			Controlling		
Marketing			Cost Management			Taxes		
Accounting & Mathematics		6	Value Chain Management I		6	Corporate Management & Finance		6
Accounting (+ Tutorial)			Logistics & Sourcing			Corporate Management		
Business Mathematics (+ Tutorial)			Production & Process Management			Finance and Investment (+ Tutorial)		
Mathematics for Digital Technologies		3	Civil Law		2	Business and Corporate Law		3
Mathematics For Digital Technologies			Civil Law			Business and Corporate Law		
Skills I		3	Skills II		3	Skills III		3
Business English I: Correspondence			Business English II: Ethics			Business English III: Case Studies		
Communication & Presentation			Academic Writing			Team and Mediation		
			Internship			Internship		7
			Internship					
4th Semester								
			Study Abroad			Study Abroad		30
			Study Abroad					

	CP	5 th semester	6 th semester
Data Structure & Analytics	8	Databases Data Mining	Predictive Analytics Information Design
Advanced Programming	8	Pro Level Web Programming Pro Level Application Programming	IT Security Crypto Technologies
Engineering & Development	8	Agile Development 1 ITIL and DevOPS	Agile Development 2 Software Testing
Electives (2 out of 3)			
Customer Relationship Management	8	Strategic CRM Customer Relationship Measurement	Operational CRM Case Studies CRM
Marketing	8	Marketing Performance Measurement Strategic Marketing	International Marketing and Sales Communication and Brand Management
Entrepreneurship	8	Business- and Finance Planning Knowledge and Innovation Management	Economics and Management of Networks Business Start Up Simulation
Business Project	8	Business Project	
Bachelor Thesis	12	Bachelor Thesis Colloquium	Bachelor Thesis
			180 Credit Points