

1. Semester		CP	2. Semester		CP	3. Semester		CP
Grundlagen-Module			Grundlagen-Module			Grundlagen-Module		
Value Chain Management	5		Start Up-Management	5		Big Data Management	5	
Management Basics	5		Personal & Organisation	5		Recht	5	
Mathematics & Statistics	5		Quantitative & Qualitative Methoden	5		Applied Research Project	5	
Economics	5		Finanzbuchhaltung & Bilanzierung	5		Controlling & Kostenmanagement	5	
Marketing, Sales & CRM	5		Digital Media & Communication	5		Digital Transformation	5	
Employability: Business English	5		Employability: Soft Skills	5		Employability: Agile & kreative Methoden	5	
4. Semester		CP	5. Semester		CP	6. Semester		CP
Pflichtmodule			Wahlpflichtmodule (1 aus 2)			Praxiserfahrung		
Management Consulting	5		Auslandssemester	30		Praktikum	15	
Corporate Management	5		Praxissemester	30				
Finance	5							
Digital Work / Lab	5							
Wahlpflichtmodule (2 aus 6)						Abschlussarbeit		
Management & Controlling	5					Bachelor Thesis Kolloquium	3	
Modern Marketing	5					Bachelor Thesis	12	
Digital Business	5							
Entrepreneurship	5							
International Management	5							
Customer Relationship Management	5							
<b>Gesamt: 180 Credit Points</b>								