

1 st Semester			2 nd Semester			3 rd Semester			4 th Semester			5 th Semester			6 th Semester		
ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS	
Theory 1			Theory 2			Theory 3			Theory 4			Semester Abroad or Internship Semester			Curatorial Practice		
Art, Design and Cultural Studies	5	3	Theories and Discourses in Media and Cultural Theory	5	3	Discourses of Aesthetics and Ethics	5	3	BA Proposal	5	3				Presentation Techniques	5	3
General Foundations			Studium Generale ^{*,AQ}			Project 3²			Project 5²			30			BA Project		
General Design Foundations	5	3	Essentials	5	3	Product Strategy	10	6	Organizational Design & Entrepreneurship	10	6				BA Thesis	25	
Program Foundations 1			Program Foundations 2														
Finance & Controlling	5	3	Digital Product Innovation & Marketing	5	3	Project 4 ²	10	6	Project 6 ²	10	6						BA Documentation
Foundation Project 1			Foundation Project 2														
Business Analytics & Data Driven Decision Making	10	6	Design Thinking & Agile Project Management	10	6	Business Model Design	10	6	Products for Social Responsibility & Sustainability	10	6						
Tools & Technologies 1			Tools & Technologies 2									Tools & Technologies 3					
Digital Workflow & Collaborative Tools	5	3	Design Research & Insight Generation	5	3	Strategic Design Methodologies	5	3	Start-Up Culture	5	3						
30			30			30			30			30					
180 ECTS																	

¹ Subject to change.

² At least 2 of Projects 3 to 6 must be selected from this study programme.

* Selectable from all BA programmes from Art & Design.

AQ Additional qualifications to your own study programme is possible through the following combination:
Studium Generale a secondary study programme + 2 selections from Projects 3 to 6 from the same secondary study programme.

	Theory and Fundamentals / Mandatory courses
	Projects, Tools and Technologies / Compulsory electives

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System