

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS
Business Development & Control	5	3	Corporate Framing: Financials, Group Accounting	5	3
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3
Human Resource-Management	5	3	Thesis & Colloquium	15	2
Globalized Value Chain & Digital Management	5	3			
Entrepreneurial Thinking & Digital Models	5	3			
Advanced Research Methodologies	5	3	Interdisciplinary Elective (z.B. aus IDM oder ISEM)	5	3
	30	18		30	11
60 ECTS					

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	Elective module from another UE faculty

List of abbreviations

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

ECTS: European Credit Transfer System

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