

1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS	HWS
Strategic Branding	x	x	Business Model Design	x	x
Product Strategy	x	x	Thesis & Colloquium	x	x
Business Management & Marketing	x	x		x	x
<b>Atlas of Design</b>	x	x		x	x
<b>Design Research &amp; Insight Generation (DS module) / *RCA</b>	x	x	<b>Contemporary Leadership</b>	x	x
	x	x		x	x
<b>60 ECTS</b>					

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**List of abbreviations**

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

ECTS: European Credit Transfer System

\*RCA - Royal College of Art WS 2021