

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Strategic Branding	x	x	Business Model Design	x	x	Thesis & Colloquium	x	x
Product Strategy	x	x	Entrepreneurship	x	x			
Business Management & Marketing	x	x	Managing Change by Design	x	x			
Atlas of Design	x	x	Comparative Cultural Studies	x	x	Speculative Futures	x	x
Design Research & Insight Generation (DS module) / *RCA	x	x	Interdisciplinary Elective	x	x	Contemporary Leadership	x	x
	x	x		x	x		x	x
90 ECTS								

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2 please add footnotes text accordingly or delte

3 please add footnotes text accordingly or delte

* please add footnotes text accordingly or delte

** please add footnotes text accordingly or delte

*** please add footnotes text accordingly or delte

XY (placeholder) please add footnotes text accordingly or delte

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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