

1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS	HWS
Strategic Branding	10	6	Business Model Design	10	6
Product Strategy	5	3	Thesis & Colloquium	15	9
Business Management & Marketing	5	3			
Atlas of Design	5	3			
Advanced Research Methodologies	5	3	Contemporary Leadership Culture	5	3
	30	18		30	18
<b>60 ECTS</b>					

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	University-wide modules (interdisciplinary projects from other UE faculties)

**List of abbreviations**

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

ECTS: European Credit Transfer System