

1. Semester	LS	ECTS	2. Semester	LS	ECTS	3. Semester	LS	ECTS	4. Semester	LS	ECTS	5. Semester	LS	ECTS	6. Semester	LS	ECTS	7. Semester	LS	ECTS
Media Management	DE	5	Digital Work / Lab	EN	5	Content Production	DE	5	Strategic Value Creation	DE	5	Employability: Agile & kreative Methoden	DE	5	Experimental Media	DE	5	Kursprojekt	DE	10
Management Basics	EN	5	Financial Accounting & Reporting	DE	5	Controlling & Kostenmanagement	DE	5	Human Resources & Organisation	DE	5	Recht	DE	5	Digital Enterprise	DE	5	Bachelor Thesis Kolloquium	DE	3
Mathematics & Statistics	DE	5	Quantitative & qualitative Methoden	DE	5	Digital Transformation	EN	5	Employability: Soft Skills	DE	5	Economics	DE	5	Reputation Management & Crisis Communication	DE	5	Bachelor Thesis	DE	12
Marketing, CRM & Sales	DE	5	Digital Media & Communication	DE	5	Applied Research Project	DE	5	Digitale & analoge Arbeitsabläufe	DE	5	Employability: Business English	EN	5	Media Production Management	DE	5			
Theorie-Praxis-Transfer*																			DE	35

*Jedes Semester hat ein Theorie-Praxis-Transfer-Modul mit jeweils 5 ECTS pro Modul (insgesamt 35 ECTS verteilt auf 7 Semester).

180 ECTS