

1st semester			2nd semester			3rd semester			4th semester			5th semester			6th semester						
ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS		ECTS	HWS					
Theory 1			Theory 2			Theory 3			Theory 4			Semester Abroad or Internship			Methods						
Art, Design and Cultural Studies	5	3	Theories and Discourses in Media and Cultural Theory	5	3	Discourses of Aesthetics and Ethics	5	3	BA Proposal	5	3	30		30	Presentation and Documentation Methods	5	3				
General Foundations			Studium Generale *			Project 3²			Project 5²						BA Project						
General Design Foundations	5	3	Essentials	5	3	Product Strategy	10	6	Organisational Design & Entrepreneurship	10	6				BA Thesis	25	BA Project				
Programme Foundations 1			Programme Foundations 3														Project 4²			Project 6²	
Management Basics	5	3	Agile Project Management	5	3	Business Model Design	10	6	Products for Social Responsibility & Sustainability	10	6						BA Final Projects	25	BA Project		
Programme Foundations 2			Programme Foundations 4																Project 6²		
Human-Centered Design	5	3	Digital Product Innovation & Marketing	5	3	Business Model Design	10	6	Products for Social Responsibility & Sustainability	10	6								Documentation and Presentation	25	BA Project
Foundation Project 1			Foundation Project 2												Tools & Technologies 3			Professional Practice			
Business Analytics & Data Driven Decision Making	5	3	Design Thinking	5	3	Strategic Design	5	3	Start-up	5	3				Documentation and Presentation	25	BA Project				
Tools & Technologies 1			Tools & Technologies 2														Tools & Technologies 3			Professional Practice	
Digital Transformation	5	3	Soft Skills	5	3	Strategic Design	5	3	Start-up	5	3	Documentation and Presentation	25	BA Project							
	30	18		30	18										30	18		30	18		30
180 ECTS																					

¹ Subject to modifications

² Projects 3 to 6: at least two of these projects must be selected from those contained in the curriculum of the study programme "Digital Product Management". For the other two projects there are two options: a) free selection of the projects from the own study programme or from any other Art & Design study programme; b) Additional Focus : In order to achieve an additional focus, you need to select the two remaining projects from the same study programme chosen for the module "Studium Generale".

* Selectable from any other Art & Design programme.

	Interdisciplinary modules
	In conjunction with UX/UI Design or related Business study programmes
	Degree programme 'Digital Product Management'

List of abbreviations

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