

| 1 <sup>st</sup> Semester        |   | 2 <sup>nd</sup> Semester            |   | 3 <sup>rd</sup> Semester                 |   | 4 <sup>th</sup> Semester            |   | 5 <sup>th</sup> Semester      |    | 6 <sup>th</sup> Semester    |                            |    |
|---------------------------------|---|-------------------------------------|---|--|---|-------------------------------------|---|-------------------------------|----|-----------------------------|----------------------------|----|
| <b>Basic Modules</b>            |   | <b>Basic Modules</b>                |   | <b>Basic Modules</b>                     |   | <b>Mandatory Modules</b>            |   | <b>Electives (1 out of 2)</b> |    | <b>Practical Experience</b> |                            |    |
| Media Management                | 5 | Strategic Value Creation            | 5 | Content Production                       | 5 | Experimental Media                  | 5 | Semester Abroad               | 30 | Internship                  | 15                         |    |
| Management Basics               | 5 | Personal & Organisation             | 5 | Recht                                    | 5 | Media Production Management         | 5 | Internship Semester           | 30 |                             |                            |    |
| Mathematics & Statistics        | 5 | Quantitative & Qualitative Methoden | 5 | Applied Research Project                 | 5 | Reputation Management & Crisis Comm | 5 |                               |    |                             |                            |    |
| Economics                       | 5 | Finanzbuchhaltung & Bilanzierung    | 5 | Controlling & Kostenmanagement           | 5 | Digital Enterprise                  | 5 |                               |    |                             |                            |    |
| Marketing, Sales & CRM          | 5 | Digital Media & Communication       | 5 | Digital Transformation                   | 5 | Finance                             | 5 |                               |    |                             |                            |    |
| Employability: Business English | 5 | Employability: Soft Skills          | 5 | Employability: Agile & kreative Methoden | 5 | Digital Work / Lab                  | 5 |                               |    |                             |                            |    |
|                                 |   |                                     |   |  |   |                                     |   |                               |    |                             | <b>Final Thesis</b>        |    |
|                                 |   |                                     |   |  |   |                                     |   |                               |    |                             | Bachelor Thesis Kolloquium | 3  |
|                                 |   |                                     |   |  |   |                                     |   |                               |    |                             | Bachelor Thesis            | 12 |

**Total: 180 ECTS**

**eSports Studies (Specialisation)**

| 1 <sup>st</sup> Semester |   | 2 <sup>nd</sup> Semester  |   | 3 <sup>rd</sup> Semester        |   | 4 <sup>th</sup> Semester                |   |
|--------------------------|---|---------------------------|---|---------------------------------|---|---|---|
| eSports Industry         | 5 | eSports Games & Analytics | 5 | eSports Athlete & Team Coaching | 5 | eSports Future Prospects & Case Studies | 5 |

**Total: 200 ECTS**

Compulsory subjects

Elective courses