

## Verbindliche Mitteilungen

### Verkündungsblatt

23. Jahrgang, Nr. 21, 26.09.2023

Bekanntmachung der

### **Spezielle Prüfungs- und Studienordnung für den Studiengang Digital Product Management (B.A.)**

**der University of Europe for Applied Sciences**

*\*Please note:*

*An English translation is included as second part of the document. The German version of the regulations is the legally binding one. The English translation is solely for information purposes.*

Herausgegeben vom  
**Präsidenten**  
der UE – University of Europe for Applied Sciences  
Konrad-Zuse-Ring 11  
14469 Potsdam

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Spezielle Prüfungs- und Studienordnung für den Studiengang  
Digital Product Management (B.A.)

der

University of Europe for Applied Sciences (UE)

beschlossen am 26.09.2023  
gültig ab Wintersemester 2023/24

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Auf Grundlagen von § 19 Abs. 2, § 22 Abs. 2 sowie § 72 Abs. 2 Nr. 1 des Brandenburgischen Hochschulgesetzes (BbgHG) vom 28.04.2014 (GVBl. I/14, [Nr. 18]), zuletzt geändert durch Gesetz vom 23.09.2020 (GVBl. I/20, [Nr.26]) in Verbindung mit § 15 Abs. 1 der Grundordnung der University of Europe for Applied Sciences hat der Fachbereich Art & Design der Hochschule in seiner Sitzung am 26.09.2023 folgende spezielle Prüfungs- und Studienordnung beschlossen.

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## **Spezielle Prüfungs- und Studienordnung für den Studiengang Digital Product Management (B.A.)**

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### **§ 1 Geltungsbereich**

- (1) Diese Prüfungs- und Studienordnung enthält spezielle Bestimmungen für den Studiengang Digital Product Management (B.A.) an der University of Europe for Applied Sciences (UE). Sie ergänzt die allgemeine Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE.
- (2) Weitere Bestandteile dieser Ordnung sind das zum Studiengang gehörende Curriculum sowie das Modulhandbuch.
- (3) Die spezielle Prüfungs- und Studienordnung ist in ihrer jeweils gültigen Fassung Bestandteil des Studienvertrages.

### **§ 2 Ziel des Studiums**

- (1) Das Studium endet mit einem ersten berufsqualifizierenden Abschluss und befähigt zur Aufnahme eines Master-Studiums.
- (2) Gemäß § 2 der Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE soll das Studium die erforderlichen fachlichen, praktischen und theoretischen Kenntnisse vermitteln und die Studierenden zu einer professionellen Handhabung ihrer Kenntnisse und zu einem gesellschaftlich verantwortlichen Handeln befähigen.
- (3) Die studiengangsspezifischen Qualifikationsziele sind im Modulhandbuch für den Studiengang Digital Product Management (B.A.) festgelegt.

### **§ 3 Abschlussgrad**

Aufgrund des erfolgreichen Abschlusses des Bachelorstudiums wird der akademische Grad „Bachelor of Arts“ (B.A.) verliehen. Das Zeugnis und die Urkunde werden mit dem Datum der letzten Prüfung ausgestellt.

### **§ 4 Aufbau des Studiums und Regelstudienzeit**

- (1) Das Bachelorstudium umfasst im Studiengang Digital Product Management (B.A.) eine Regelstudienzeit von 6 Semestern.
- (2) Die Regelstudienzeit schließt gemäß § 4 Abs. 2 der Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE alle Prüfungszeiten ein. Sie umfasst die theoretischen Studiensemester sowie integrierte Auslands- oder Praxissemester. Die Bachelorarbeit bildet im Regelfall den Abschluss des Studiums.
- (3) Der Studiengang ist modular aufgebaut. Für jedes bestandene Modul werden ECTS-Leistungspunkte (ECTS-LP) vergeben. Das Curriculum enthält je Modul dessen semesterweise Zuordnung sowie Angaben zu Modulart, Lehrform, ECTS-LP, Semesterwochenstunden, Workload, Sprache und Prüfungsform.
- (4) Für den Studiengang ergibt sich ein Gesamtumfang an studentischem Arbeitsaufwand für das Studium von 180 ECTS-LP. Pro Studienhalbjahr werden 30 ECTS-LP vergeben, in einem Studienjahr nicht mehr als 60 ECTS-LP.
- (5) Einem ECTS-LP liegen kalkulatorisch 25 Stunden an studentischem Arbeitsaufwand (Workload) zugrunde.

### **§ 5 Praxisphase und Auslandssemester**

Im Rahmen des Studiengangs Digital Product Management (B.A.) haben die Studierenden im 5. Semester die Wahl, entweder ein Praxissemester oder ein Auslandssemester zu absolvieren.

## **Spezielle Prüfungs- und Studienordnung für den Studiengang Digital Product Management (B.A.)**

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Die Details sind in der Praxisrichtlinie für alle Bachelorstudiengänge der Hochschule bzw. der Auslandsrichtlinie der Hochschule geregelt.

### **§ 6 Wahlpflichtmodule**

- (1) Bei den Wahlpflichtmodulen ist aus einer Reihe gleichwertiger Module eine Auswahl gemäß den Bestimmungen im Curriculum zu belegen.
- (2) Die Registrierung für ein Wahlpflichtmodul findet im Semester vor dem Semester statt, in dem das Modul gemäß Curriculum vorgesehen ist. Für die Anmeldung wird ein Wahlzeitraum festgelegt, vor dessen Beginn eine Informationsveranstaltung durch die Hochschule angeboten wird.
- (3) Die Anmeldung für ein Wahlpflichtmodul ist verbindlich. Eine Änderung der Wahl ist lediglich innerhalb der Wahlphase über die Online-Plattform der Hochschule (Online Campus) möglich.
- (4) Durch die Hochschule wird eine Mindestanzahl an Anmeldungen für die Durchführung eines Wahlpflichtmoduls festgelegt. Kann ein Modul nicht durchgeführt werden, ist die Registrierung für ein anderes Wahlpflichtmodul erforderlich.

### **§ 7 Prüfungen**

- (1) Prüfungen können sowohl studienbegleitend während des jeweiligen Moduls als auch nach dessen Abschluss im dafür festgelegten Prüfungszeitraum angeboten werden. Dies schließt kontinuierliche Bewertungsformate über das Semester mit ein. Maßgeblich für das Angebot von Prüfungen ist die Festlegung des Semesters im Curriculum.
- (2) Die Prüfungsformen der Module des Studiengangs Digital Product Management (B.A.) sind im Curriculum festgelegt. Alle Prüfungsformen sind in § 15 bis § 24 der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE genauer geregelt. Darüber hinaus sind keine weiteren Prüfungsformen vorgesehen.
- (3) Die Bewertung von Prüfungsleistungen ist in § 25 der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE festgelegt.

### **§ 8 Bachelorarbeit**

- (1) Der Umfang sowie die Bearbeitungszeit der Bachelorarbeit im Studiengang Digital Product Management (B.A.) sind in § 32 der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE geregelt.
- (2) Zulassung, Anmeldung und Bewertung der Bachelorarbeit sind in der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE festgelegt.

### **§ 9 Bestehen des Bachelorstudiums**

Das Bachelorstudium ist bestanden, wenn die studierende Person alle im Studiengang vorgesehenen Module erfolgreich absolviert und die zugehörigen ECTS-LP angesammelt hat. Einzelheiten sind in § 26 der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE geregelt.

### **§ 10 In-Kraft-Treten**

- (1) Diese spezielle Prüfungs- und Studienordnung tritt mit ihrer Veröffentlichung im Verkündungsblatt der UE in Kraft.

## Spezielle Prüfungs- und Studienordnung für den Studiengang Digital Product Management (B.A.)

- (2) Sie gilt für Studierende, die das Studium im Bachelorstudiengang Digital Product Management (B.A.) ab dem Wintersemester 2023/24 aufnehmen.
- (3) Anlage und Bestandteil dieser Ordnung ist das Curriculum des Studiengangs Digital Product Management (B.A.).
- (4) Soweit in dieser Ordnung keine weiteren Regelungen getroffen sind, gelten die Bestimmungen der allgemeinen Prüfungs- und Studienordnung für alle Bachelorstudiengänge der UE vom 12.12.2022.

Potsdam, den 26.09.2023



Prof. Johannes Kiessler  
Dekan des Fachbereichs Art & Design

# Spezielle Prüfungs- und Studienordnung für den Studiengang Digital Product Management (B.A.)

## Anlage: Curriculum

**Curriculum<sup>1</sup>**  
**Digital Product Management (B.A.)**  
**For Intakes starting Winter Term 2022/2023**

| Module  | Module type / Method of Teaching | Credit Points per Semester |    |    |    |    | Credits per module | Hours per week (HWS) | Workload (in h) |       |                | Language | Form of Examination                            | Weight of exam related to final grade |                    |       |
|---|----------------------------------|----------------------------|----|----|----|----|--------------------|----------------------|-----------------|-------|----------------|----------|--|---------------------------------------|--------------------|-------|
|   |                                  | 1.                         | 2. | 3. | 4. | 5. |                    |                      | 6.              | Total | Hours in Class |          |  |                                       | Hours Self-Study   |       |
| Theory 1: Art, Design and Cultural Studies                                    | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Learning diary                                 | 3,33%                                 |                    |       |
|   | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| General Foundations: General Design Foundations                               | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Presentation                                   | 3,33%                                 |                    |       |
|   | S                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Programme Foundations 1: Management Basics                                    | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Written exam                                   | 3,33%                                 |                    |       |
|   | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Programme Foundations 2: Human-Centered Design                                | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Foundation Project 1: Business Analytics & Data Driven Decision Making        | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Tools & Technologies 1: Digital Transformation                                | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Learning diary                                 | 3,33%                                 |                    |       |
|   | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Theory 2: Theories and Discourses in Media and Cultural Theory                | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Presentation                                   | 3,33%                                 |                    |       |
|   | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Studium Generale: Essentials <sup>2</sup>                                     | CE                               |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | defined by module                              | 3,33%                                 |                    |       |
|   | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Programme Foundations 3: Agile Project Management                             | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Programme Foundations 4: Digital Product Innovation & Marketing               | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Foundation Project 2: Design Thinking   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Tools & Technologies 2: Soft Skills   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Presentation                                   | 3,33%                                 |                    |       |
|   | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Theory 3: Discourses of Aesthetics and Ethics                                 | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Term Paper                                     | 3,33%                                 |                    |       |
|   | S + C                            |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Project 3 <sup>2*</sup> : Product Strategy                                    | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                | English  | Project assignment                             | 6,67%                                 |                    |       |
|   | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178            |          |  |                                       |                    |       |
| Project 4 <sup>2*</sup> : Business Model Design                               | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                | English  | Project assignment                             | 6,67%                                 |                    |       |
|   | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178            |          |  |                                       |                    |       |
| Tools & Technologies 3: Strategic Design                                      | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | I                                |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Theory 4: BA Proposal   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Proposal                                       | 3,33%                                 |                    |       |
|   | W                                |                            |    | 5  |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Project 5 <sup>2*</sup> : Organisational Design & Entrepreneurship            | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                | English  | Project assignment                             | 6,67%                                 |                    |       |
|   | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178            |          |  |                                       |                    |       |
| Project 6 <sup>2*</sup> : Products for Social Responsibility & Sustainability | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                | English  | Project assignment                             | 6,67%                                 |                    |       |
|   | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178            |          |  |                                       |                    |       |
| Professional Practice: Start-up   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Project assignment                             | 3,33%                                 |                    |       |
|   | I                                |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Semester Abroad / Internship Semester   | CE                               |                            |    |    |    |    | 30                 |                      |                 |       |                | English  | Internship: Presentation and internship report |                                       |                    |       |
|   |                                  |                            |    |    | 30 |    |                    |                      | 750             |       | 750            |          |  |                                       |                    |       |
| Presentation and Documentation Methods  | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                | English  | Presentation (Curatorial Practice)             | 3,33%                                 |                    |       |
|   | I                                |                            |    |    |    | 5  |                    | 3                    | 125             | 36    | 89             |          |  |                                       |                    |       |
| Bachelor Thesis and Final Project A   | CE                               |                            |    |    |    |    | 25                 |                      |                 |       | 625            | 0        | 625  |                                       |                    |       |
| Bachelor Thesis A   |                                  |                            |    |    |    |    | 8                  |                      |                 |       | 200            |          | 200  | English                               | Thesis             | 5,33% |
| Final Project A   |                                  |                            |    |    |    |    | 12                 |                      |                 |       | 300            |          | 300  |                                       | Project assignment | 8,00% |
| Documentation and Presentation  |                                  |                            |    |    |    |    | 5                  |                      |                 |       | 125            |          | 125  |                                       | 3,33%              |       |
| Bachelor Thesis and Final Project B   | CE                               |                            |    |    |    |    | 25                 |                      |                 |       | 625            |          | 625  |                                       |                    |       |
| Bachelor Thesis B   |                                  |                            |    |    |    |    | 12                 |                      |                 |       | 300            |          | 300  | English                               | Thesis             | 8,00% |
| Final Project B   |                                  |                            |    |    |    |    | 8                  |                      |                 |       | 200            |          | 200  |                                       | Project assignment | 5,33% |
| Documentation and Presentation  |                                  |                            |    |    |    |    | 5                  |                      |                 |       | 125            |          | 125  |                                       | 3,33%              |       |
| <b>Total</b>  |                                  |                            | 30 | 30 | 30 | 30 | 30                 | 180                  | 75              | 5.125 | 900            | 4.225    |  |                                       | <b>100,0%</b>      |       |

<sup>1</sup> Subject to modifications

<sup>2</sup> 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". Students can achieve an additional focus in UX / UI Design by selecting the two remaining projects and the module "Studium Generale" from UX / UI Design (B.A.).

In conjunction with Business study programmes

In conjunction with UX / UI Design

Interdisciplinary modules

\* Selectable from UX / UI Design, "Backend Development" and "Parallel Programming", both from the Bachelor's study programme "Software Engineering" (B.Sc.) from the Business Faculty.

**List of abbreviations**

Module type: M = mandatory, CE = compulsory elective

Methods of Teaching: L = Lecture, E = Exercise, S = Seminar, INT = Integrated (with lecture, seminar and exercise components), W = Workshop, C = (HWS: Hours per week (1 hour = 45 min.))

Special Examination and Study Regulations for the Degree Programme  
Digital Product Management (B.A.)  
of the

University of Europe for Applied Sciences (UE)

Approved on 26.09.2023  
Valid as from Winter Semester 2023/24

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On the basis of § 19 para. 2, § 22 para. 2 and § 72 para. 2 no. 1 of the Brandenburg Higher Education Act (BbgHG) of 28.04.2014 (GVBl. I/14, [No. 18]), last amended by the Act of 23.09.2020 (GVBl. I/20, [No.26]) in conjunction with § 15 para. 1 of the Constitution of the University of Europe for Applied Sciences, the Faculty of Art & Design adopted the following Special Examination and Study Regulations at its meeting on 26.09.2023.

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## **Special Examination and Study Regulations for the Degree Programme Digital Product Management (B.A.)**

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### **§ 1 Scope of Application**

- (1) These Examination and Study Regulations contain special provisions for the degree programme Digital Product Management (B.A.) at the University of Europe for Applied Sciences (UE). They supplement the General Examination and Study Regulations for all Bachelor degree programmes at the UE.
- (2) Further components of these Regulations are the curriculum belonging to the degree programme and the module manual.
- (3) The Special Examination and Study Regulations in their currently valid version are part of the study contract.

### **§ 2 Goal of the Degree Programme**

- (1) The degree programme ends with a first professional qualification and qualifies the student to take up a Master's programme.
- (2) According to § 2 of the Examination and Study Regulations for all Bachelor degree programmes at the UE, the study programme shall impart the required professional, practical and theoretical knowledge and enable students to implement their knowledge professionally and to act in a socially responsible manner.
- (3) The qualification goals specific to the study programme are set out in the module manual for the study programme Digital Product Management (B.A.).

### **§ 3 Final Degree**

On the basis of the successful completion of the Bachelor's degree programme, the academic degree "Bachelor of Arts" (B.A.) is awarded. The certificate and the diploma are issued with the date of the final examination.

### **§ 4 Programme Structure and Standard Study Period**

- (1) The Bachelor's degree programme Digital Product Management (B.A.) comprises a standard period of study of 6 semesters.
- (2) The standard period of study includes all examination periods in accordance with § 4 para. 2 of the Examination and Study Regulations for all Bachelor degree programmes at the UE. It includes the theoretical study semesters, integrated semesters abroad or practical semesters as well as integrated phases abroad or practical phases. The Bachelor's thesis as a rule forms the conclusion of the study programme.
- (3) The degree programme has a modular structure. ECTS credit points (ECTS-LP) are awarded for each module passed. The curriculum shall contain the semester-by-semester assignment of each module as well as information on the type of module, form of teaching, ECTS credits, semester hours per week, workload, language and form of examination.
- (4) The total student workload for the degree programme is 180 ECTS credits. 30 ECTS credits shall be awarded per semester, and no more than 60 ECTS credits in an academic year.
- (5) One ECTS credit point is calculated on the basis of 25 hours of student workload.

### **§ 5 Study Periods at other Universities and in Practice Period**

As part of the degree programme Digital Product Management (B.A.), students have the choice

## **Special Examination and Study Regulations for the Degree Programme Digital Product Management (B.A.)**

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in the fifth semester to complete either a practical semester or a semester abroad. A compulsory internship is planned for the sixth semester. The details are regulated in the UE guideline for Practice Periods or in the UE Study Abroad guideline.

### **§ 6 Elective Modules**

- (1) In the case of compulsory elective modules, a selection from a series of equivalent modules must be taken in accordance with the provisions in the curriculum.
- (2) Registration for a compulsory elective module takes place in the semester before the semester in which the module is scheduled according to the curriculum. An elective period is set for registration, before the start of which an information session is offered by the university.
- (3) Registration for a compulsory elective module is binding. A change of choice is only possible within the elective phase via the online platform of the University (Online Campus).
- (4) The University shall determine a minimum number of registrations for the implementation of a compulsory elective module. If a module cannot be carried out, registration for another compulsory elective module is required.

### **§ 7 Examinations**

- (1) Examinations can be offered both during the course of the respective module and after its completion within the examination period specified for it. This includes continuous assessment formats throughout the semester. The decisive factor for the offering of examinations is the determination of the semester in the curriculum.
- (2) The forms of examination of the modules of the degree programme Digital Product Management (B.A.) are specified in the curriculum. All forms of examinations are regulated in more detail in § 15 to § 24 of the General Examination and Study Regulations for all Bachelor degree programmes at the UE. No other forms of examination are provided for beyond this.
- (3) The assessment of examination achievements is specified in § 25 of the General Examination and Study Regulations for all Bachelor degree programmes at the UE.

### **§ 8 Bachelor's Thesis**

- (1) The scope as well as the processing time of the Bachelor's thesis in the degree programme Digital Product Management (B.A.) are regulated in § 32 of the General Examination- and Study Regulations for all Bachelor degree programmes at the UE.
- (2) Admission, registration and assessment of the Bachelor's thesis are also laid down in the General Examination and Study Regulations for all Bachelor's degree programmes at the UE.

### **§ 9 Completion of Bachelor's Degree Programme**

The Bachelor's degree programme is passed when the student has successfully completed all the modules provided for in the degree programme and has accumulated the associated ECTS credits. Details are regulated in § 26 of the General Examination and Study Regulations for all Bachelor degree programmes at the UE.

### **§ 10 Entering into Force**

- (1) These Special Examination and Study Regulations shall enter into force upon their publication in the UE Gazette.

## **Special Examination and Study Regulations for the Degree Programme Digital Product Management (B.A.)**

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- (2) They apply to students who begin their studies in the Bachelor's degree programme Digital Product Management (B.A.) as from the winter semester 2023/24.
- (3) The curriculum of the study programme Digital Product Management (B.A.) is annexed to and forms part of these regulations.
- (4) Insofar as no further provisions are made in these regulations, the provisions of the General Examination and Study Regulations for all Bachelor degree programmes at the UE dated 12.12.2022 shall apply.

Potsdam, 26.09.2023

Prof. Johannes Kiessler  
Dean of the Faculty of Art & Design

# Special Examination and Study Regulations for the Degree Programme Digital Product Management (B.A.)

## Annexure: Curriculum

**Curriculum<sup>1</sup>**  
**Digital Product Management (B.A.)**  
**For Intakes starting Winter Term 2022/2023**

| Module   | Module type / Method of Teaching | Credit Points per Semester |    |    |    |    | Credits per module | Hours per week (HWS) | Workload (in h) |       |                    | Language | Form of Examination                            | Weight of exam related to final grade |                  |
|--|----------------------------------|----------------------------|----|----|----|----|--------------------|----------------------|-----------------|-------|--------------------|----------|--|---------------------------------------|------------------|
|  |                                  | 1.                         | 2. | 3. | 4. | 5. |                    |                      | 6.              | Total | Hours in Class     |          |  |                                       | Hours Self-Study |
| Theory 1: Art, Design and Cultural Studies                                   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Learning diary                                 | 3,33%                                 |                  |
|  | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| General Foundations: General Design Foundations                              | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Presentation                                   | 3,33%                                 |                  |
|  | S                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Programme Foundations 1: Management Basics                                   | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Written exam                                   | 3,33%                                 |                  |
|  | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Programme Foundations 2: Human-Centered Design                               | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Foundation Project 1: Business Analytics & Data Driven Decision Making       | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Tools & Technologies 1: Digital Transformation                               | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Learning diary                                 | 3,33%                                 |                  |
|  | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Theory 2: Theories and Discourses in Media and Cultural Theory               | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Presentation                                   | 3,33%                                 |                  |
|  | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Studium Generale: Essentials*  | CE                               |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | defined by module                              | 3,33%                                 |                  |
|  | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Programme Foundations 3: Agile Project Management                            | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Programme Foundations 4: Digital Product Innovation & Marketing              | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | S + E                            | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Foundation Project 2: Design Thinking  | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | I                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Tools & Technologies 2: Soft Skills  | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Presentation                                   | 3,33%                                 |                  |
|  | L                                | 5                          |    |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Theory 3: Discourses of Aesthetics and Ethics                                | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Term Paper                                     | 3,33%                                 |                  |
|  | S + C                            |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Project 3 <sup>2</sup> : Product Strategy                                    | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                    | English  | Project assignment                             | 6,67%                                 |                  |
|  | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178                |          |  |                                       |                  |
| Project 4 <sup>2</sup> : Business Model Design                               | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                    | English  | Project assignment                             | 6,67%                                 |                  |
|  | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178                |          |  |                                       |                  |
| Tools & Technologies 3: Strategic Design                                     | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | I                                |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Theory 4: BA Proposal  | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Proposal                                       | 3,33%                                 |                  |
|  | W                                |                            |    | 5  |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Project 5 <sup>2</sup> : Organisational Design & Entrepreneurship            | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                    | English  | Project assignment                             | 6,67%                                 |                  |
|  | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178                |          |  |                                       |                  |
| Project 6 <sup>2</sup> : Products for Social Responsibility & Sustainability | CE                               |                            |    |    |    |    | 10                 |                      |                 |       |                    | English  | Project assignment                             | 6,67%                                 |                  |
|  | I                                |                            | 10 |    |    |    |                    | 6                    | 250             | 72    | 178                |          |  |                                       |                  |
| Professional Practice: Start-up  | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Project assignment                             | 3,33%                                 |                  |
|  | I                                |                            | 5  |    |    |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| Semester Abroad / Internship Semester  | CE                               |                            |    |    |    |    | 30                 |                      |                 |       |                    | English  | Internship: Presentation and internship report |                                       |                  |
|  |                                  |                            |    |    | 30 |    |                    |                      | 750             |       | 750                |          |  |                                       |                  |
| Presentation and Documentation Methods                                       | M                                |                            |    |    |    |    | 5                  |                      |                 |       |                    | English  | Presentation (Curatorial Practice)             | 3,33%                                 |                  |
|  | I                                |                            |    |    | 5  |    |                    | 3                    | 125             | 36    | 89                 |          |  |                                       |                  |
| <b>Bachelor Thesis and Final Project A</b>                                   | CE                               |                            |    |    |    |    | 25                 |                      |                 |       |                    | English  |  |                                       |                  |
| Bachelor Thesis A  |                                  |                            |    |    |    | 8  |                    | 200                  |                 | 200   | Thesis             |          | 5,33%  |                                       |                  |
| Final Project A  |                                  |                            |    |    |    | 12 |                    | 300                  |                 | 300   | Project assignment |          | 8,00%  |                                       |                  |
| Documentation and Presentation   |                                  |                            |    |    |    | 5  |                    | 125                  |                 | 125   |                    |          | 3,33%  |                                       |                  |
| <b>Bachelor Thesis and Final Project B</b>                                   | CE                               |                            |    |    |    |    | 25                 |                      |                 |       |                    | English  |  |                                       |                  |
| Bachelor Thesis B  |                                  |                            |    |    |    | 12 |                    | 300                  |                 | 300   | Thesis             |          | 8,00%  |                                       |                  |
| Final Project B  |                                  |                            |    |    |    | 8  |                    | 200                  |                 | 200   | Project assignment |          | 5,33%  |                                       |                  |
| Documentation and Presentation   |                                  |                            |    |    |    | 5  |                    | 125                  |                 | 125   |                    |          | 3,33%  |                                       |                  |
| <b>Total</b>   |                                  |                            | 30 | 30 | 30 | 30 | 30                 | 180                  | 75              | 5.125 | 900                | 4.225    |  |                                       | <b>100,0%</b>    |

<sup>1</sup> Subject to modifications

<sup>2</sup> 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". Students can achieve an additional focus in UX / UI Design by selecting the two remaining projects and the module "Studium Generale" from UX / UI Design (B.A.).

In conjunction with Business study programmes  
 In conjunction with UX / UI Design  
 Interdisciplinary modules

\* Selectable from UX / UI Design, "Backend Development" and "Parallel Programming", both from the Bachelor's study programme "Software Engineering" (B.Sc.) from the Business Faculty.

**List of abbreviations**

Module type: M = mandatory, CE = compulsory elective

Methods of Teaching: L = Lecture, E = Exercise, S = Seminar, INT = Integrated (with lecture, seminar and exercise components), W = Workshop, C = (HWS: Hours per week (1 hour = 45 min.)