

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS	4 th Semester	ECTS	HWS
Digital Transformation	5	3	Media Informatics	5	3	Capstone Project	15	9	Thesis & Colloquium	30	1
Data Analytics	5	3	Marketing Analytics	5	3						
Managing Innovation	5	3	Agile Development	5	3						
Digital Interactive Media	5	3	Machine Learning	5	3	Man-Machine Interaction	5	3			
Entrepreneurial Thinking & Digital Models	5	3	Comparative Cultural Studies	5	3	Speculative Futures	5	3			
Contemporary Leadership Culture	5	3	Interdisciplinary Elective*	5	3	Advanced Research Methodologies	5	3			
	30	18		30	18		30	18		30	1
120 ECTS											

- Specialization Modules from your study programme
- Faculty-wide modules (interdisciplinary projects from other programmes)
- The Capstone Project: Practical-oriented (consulting) project, which can be organised across multiple study programmes.
- Elective module from another UE faculty
- 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