

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Digital Transformation	5	3	Media Informatics	5	3	Thesis & Colloquium	20	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			
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	7
90 ECTS								

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other 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