

Studienplan

Semester Credit Units | ECTS-Credits

	1	2	3	4	5	6
RECHNUNGSWESEN & CONTROLLING						
Rechnungswesen & Controlling I + II	4 5	4 5				
Investition & Finanzierung			4 5			
OPERATIONS MANAGEMENT						
Projekt-, Prozess,- & Qualitätsmanagement	4 5					
Operations Management		4 5				
MARKETING						
Marketing & Vertrieb			4 5			
Digitales Marketing					4 5	
ORGANISATION, FÜHRUNG & PERSONAL						
Personalmanagement & Führung			4 5			
Organisationsentwicklung & Organisationaler Wandel			4 5			
ENTREPRENEURSHIP, INNOVATION & TRANSFORMATION						
Entrepreneurship				4 5		
Innovations- & Technologiemanagement				4 5		
Digitale Transformation				4 5		
STRATEGISCHES & INTERNATIONALES MANAGEMENT						
Strategisches Management				4 5		
Internationales Management					4 5	
VERTIEFUNG*						
A. Digital Workplace Learning						
Digital Workplace Learning					4 5	
Knowledge Management						4 5
Interdisciplinary Elective					4 5	
B. Innovation & Entrepreneurship						
Innovation & Entrepreneurship					4 5	
Corporate Entrepreneurship						4 5
Interdisciplinary Elective					4 5	
VOLKSWIRTSCHAFT & RECHT						
Einführung in die Wirtschaftsgeschichte & Volkswirtschaft	4 5					
Rechtliche Grundlagen	4 5					
ETHISCHE ENTSCHEIDUNGSFINDUNG						
Entscheidungstheorien & Decision Making		4 5				
Wirtschaftsethik					4 5	
KOMMUNIKATION & PERSÖNLICHE ENTWICKLUNG						
Digitale Kompetenz & Selbstmanagement	4 5					
Interkulturelle Kompetenz & Diversity Training		4 5				
Business Communication I + II		4 5	4 5			
FORSCHUNGSMETHODEN						
Datenmanagement & Statistik	4 5					
Forschungsmethoden I + II			4 5	4 5		
WISSENSCHAFTLICHES ARBEITEN						
Wissenschaftliches Schreiben		4 5				
Wissenschaftliches Coaching					4 5	
INTEGRATIVE PROJEKTE						
Fallstudie & Integrative Prüfung				4 5		
BERUFSPRAKTIKUM						
Berufspraktikum						0 12
BACHELORARBEIT						
Bachelorarbeit & Bachelorprüfung						0 13
SEMESTER CREDIT UNITS ECTS-CREDITS	24 30	24 30	24 30	24 30	20 30	4 30

* Im 5. & 6. Semester wählen Sie eine von zwei Vertiefungen aus.

Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4	5	6
ACCOUNTING & CONTROLLING						
Accounting & Controlling I + II	4 5	4 5				
Investment & Finance			4 5			
OPERATIONS MANAGEMENT						
Project, Process & Quality Management	4 5					
Operations Management		4 5				
MARKETING						
Marketing & Sales			4 5			
Digital Marketing					4 5	
ORGANIZATION, LEADERSHIP & PERSONELL						
Human Resource Management & Leadership			4 5			
Organizational Development & Change			4 5			
ENTREPRENEURSHIP, INNOVATION & TRANSFORMATION						
Entrepreneurship				4 5		
Innovation & Technology Management				4 5		
Digital Transformation				4 5		
STRATEGIC & INTERNATIONAL MANAGEMENT						
Strategic Management				4 5		
International Management					4 5	
MAJOR*						
A. Digital Workplace Learning						
Digital Workplace Learning					4 5	
Knowledge Management						4 5
Interdisciplinary Elective					4 5	
B. Innovation & Entrepreneurship						
Innovation & Entrepreneurship					4 5	
Corporate Entrepreneurship						4 5
Interdisciplinary Elective					4 5	
ECONOMICS & LAW						
Introduction to Economic History & Economics	4 5					
Fundamentals of Law	4 5					
ETHICAL DECISION MAKING						
Decision Theories & Decision Making		4 5				
Business Ethics					4 5	
COMMUNICATION & PERSONAL DEVELOPMENT						
Digital Competence & Self-Management	4 5					
Intercultural Competence & Diversity Training		4 5				
Business Communication I + II		4 5	4 5			
RESEARCH METHODS						
Data Management & Statistics	4 5					
Research Methods I + II			4 5	4 5		
ACADEMIC WORKING						
Academic Writing & Empirical Social Research		4 5				
Academic Coaching					4 5	
INTEGRATIVE PROJECTS						
Case Study & Integrative Exam				4 5		
INTERNSHIP						
Internship						0 12
BACHELOR'S THESIS						
Bachelors's Thesis & Exam						0 13
SEMESTER CREDIT UNITS ECTS-CREDITS	24 30	24 30	24 30	24 30	20 30	4 30

* In the 5th & 6th semester you choose one out of two electives.