

Curriculum

1 ONLINE PHASE | 90 ECTS 100% online, guided self-study

Digital Competence & Self-Management

Introduction to Economic History & Economics

Accounting I

Academic Writing

Project, Process & Quality Management

Fundamentals of Law

Data Management & Statistics

Accounting II

Intercultural Competence & Diversity Training

Decision Theories & Decision-Making

Operations Management

Business Communication I

Investment & Finance

Human Resource Management & Leadership

Research Methods I

Marketing & Sales

Organizational Development & Change

Business Communication II

2 FOCUS PHASE | 60 ECTS online, guided self-study supplementary live webinars and two optional on-campus weeks at MCI

Research Methods II

Strategic Management

Entrepreneurship

Innovation & Technology Management

Digital Transformation

Case Study & Integrative Exam

Business Ethics

International Business

Digital Marketing

Majors Innovation & Entrepreneurship, Digital Workplace Learning

Academic Coaching

Interdisciplinary Elective

3 FINAL PHASE | 30 ECTS 100% online, guided self-study

Majors Knowledge Management, Corporate Entrepreneurship

Practical Application

Bachelor Thesis & Final Exam