

Studienverlaufsplan *Course schedule*

Digitales Management (Vollzeit), Master of Arts

Digital Management (full time), Master of Arts

	1.	2.	3.	4.	Semester	
Fachgebiete, Module und Teilmodule <i>Subjects, Modules and Partial Modules</i>					CP	SWH SWS
Digital Management <i>Digital Management</i>					25	20
Digital Entrepreneurship <i>Digital Entrepreneurship</i>	■				5	4
Digitale Ökonomie <i>Digital Economy</i>	■				5	4
Digitale Innovationen <i>Digital Innovation</i>		■			5	4
Digitale Medien <i>Digital Media</i>		■			5	4
Digitale Transformation <i>Digital Transformation</i>			■		5	4
General Management <i>General Management</i>					25	20
Internationales Management <i>International Management</i>	■				5	4
Führung & Management <i>Leadership & Strategy</i>	■				5	4
Finanz-Management <i>Finance Management</i>		■			5	4
Entrepreneurial Finance <i>Entrepreneurial Finance</i>			■		5	4
Organisations-Management <i>Organization Management</i>			■		5	4
Advanced Management <i>Advanced Management</i>					20	16
Behavioral Decision Making <i>Behavioral Decision Making</i>	■				5	4
Wirtschaftsethik <i>Business Ethics</i>	■				5	4
Case Study I Management <i>Case Study I Management</i>		■			5	4
Case Study II Entrepreneurship <i>Case Study II Entrepreneurship</i>			■		5	4

	1.	2.	3.	4.	Semester	
Wahlfächer* (je Sem. 2 aus 4) <i>Specialized Modules* (per Sem. 2 from 4)</i>					CP	SWH SWS
Sustainable Management <i>Sustainable Management</i>		<input type="checkbox"/>			5	4
Internationales digitales Recht <i>International Digital Law</i>		<input type="checkbox"/>			5	4
Consulting & Marketing <i>Consulting & Marketing</i>		<input type="checkbox"/>			5	4
Social Media Management I <i>Social Media Management I</i>		<input type="checkbox"/>			5	4
Soziologie & Kommunikation <i>Sociology & Communication</i>			<input type="checkbox"/>		5	4
Electronic Commerce <i>Electronic Commerce</i>			<input type="checkbox"/>		5	4
Technical Applications & Data Mgt <i>Technical Applications & Data Mgt</i>			<input type="checkbox"/>		5	4
Social Media Management II <i>Social Media Management II</i>			<input type="checkbox"/>		5	4
Case Study III Business Plan <i>Case Study III Business Plan</i>				<input checked="" type="checkbox"/>	10	4
Masterthesis <i>Master's Thesis</i>				<input checked="" type="checkbox"/>	25	
Summe CP und SWS <i>Total ECTS and SWH</i>					120	58

CP = Credit Points gemäß European Credit Transfer System

SWS = Semesterwochenstunden

* Im 2. und 3. Semester sind je 2 Schwerpunkte mit jeweils 5 Creditpoints zu belegen.

CP = Credit Points according to the European Credit Transfer System

SWH = Semester Weekly Hours

*In the 2nd and 3rd semesters, students must take 2 specialist-subject courses each worth 5 Credit Points.