

| Course Curriculum Bachelor's programme Management                             |              |           |          |          |          |            |            |           |              |              |   |   |   |            |            |           |      |   |
|---|--------------|-----------|----------|----------|----------|------------|------------|-----------|--------------|--------------|---|---|---|------------|------------|-----------|------|---|
| Module  | 1st semester |           |          |          |          |            |            |           |              | 2nd semester |   |   |   |            |            |           | Exam | recommended time of module in the case of a part-time degree course (semester)* |
|   | Course units |           |          |          |          | CH         | SH         | ECTS      | Course units |              |   |   |   | CH         | SH         | ECTS      |      |   |
|   | Total        | L         | S        | T        | W        |            |            |           | Total        | L            | S | T | W |            |            |           |      |   |
| B-SQe-ALL-LPC<br>Language Proficiency and Cultural Sensitivity <sup>1</sup>   | 4            | 2         |          | 2        |          | 60         | 90         | 5         |              |              |   |   |   |            |            |           | /    | 1   |
| B-SQe-ALL-WAR<br>Academic Writing and Research <sup>2</sup>                   | 3            | 1         |          | 2        |          | 45         | 105        | 5         |              |              |   |   |   |            |            |           | PA   | 1   |
| B-STGe-ALL-BWL<br>Basics of Business Administration <sup>3</sup>              | 4            | 2         |          | 2        |          | 60         | 90         | 5         |              |              |   |   |   |            |            |           | K    | 1   |
| B-STGe-ALL-BGB<br>Accounting and Basics of Balancing <sup>4</sup>             | 4            | 2         |          | 2        |          | 60         | 90         | 5         |              |              |   |   |   |            |            |           | K    | 3   |
| B-STGe-ALL-IBD<br>Innovation by Design <sup>5</sup>                           | 3            | 2         | 1        |          |          | 45         | 105        | 5         |              |              |   |   |   |            |            |           | K    | 3   |
| B-MNe-ALL-GMA<br>Basics of Marketing <sup>6</sup>                             | 3            | 2         | 1        |          |          | 45         | 105        | 5         |              |              |   |   |   |            |            |           | K    | 3   |
| B-STGe-ALL-GLR<br>Basics of Law <sup>6</sup>                                  |              |           |          |          |          |            |            |           | 4            | 2            |   | 2 |   | 60         | 90         | 5         | K    | 4   |
| B-STGe-ALL-EFS<br>Empirical Research and Statistics <sup>7</sup>              |              |           |          |          |          |            |            |           | 4            | 2            |   | 2 |   | 60         | 90         | 5         | K    | 2   |
| B-STGe-ALL-MKZ<br>Management Concepts <sup>8</sup>                            |              |           |          |          |          |            |            |           | 2            |              | 2 |   |   | 30         | 120        | 5         | m    | 2   |
| B-MNe-ALL-KGC<br>Management Accounting and Basics of Controlling <sup>9</sup> |              |           |          |          |          |            |            |           | 4            | 2            |   | 2 |   | 60         | 90         | 5         | K    | 4   |
| B-MNe-ALL-GPM<br>Basics of Human Resource Management <sup>9</sup>             |              |           |          |          |          |            |            |           | 3            | 2            |   | 1 |   | 45         | 105        | 5         | K    | 4   |
| Track (1 out of 3)  |              |           |          |          |          |            |            |           |              |              |   |   |   | 45         | 105        | 5         |      |   |
| International Management  |              |           |          |          |          |            |            |           |              |              |   |   |   |            |            |           |      |   |
| Fashion Management  |              |           |          |          |          |            |            |           |              |              |   |   |   |            |            |           |      |   |
| Business Intelligence   |              |           |          |          |          |            |            |           |              |              |   |   |   |            |            |           |      |   |
| <b>Total</b>  | <b>21</b>    | <b>11</b> | <b>2</b> | <b>8</b> | <b>0</b> | <b>315</b> | <b>585</b> | <b>30</b> | <b>17</b>    |              |   |   |   | <b>300</b> | <b>600</b> | <b>30</b> |      |   |

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System  
 L = lecture, S = seminar, T = tutorial, W = workshop  
 m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>1</sup> technical support, <sup>9</sup> online module possible.  
<sup>1-8</sup> Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>9</sup> modules can also be offered in other semesters, <sup>\*</sup> amount of course units may vary, <sup>\*</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Management

<sup>1-8</sup>: Module is also offered in: <sup>1</sup>FFe, DSe, MMe; <sup>2</sup>FFe, DSe, MMe; <sup>3</sup>MMe; <sup>4</sup>MMe; <sup>5</sup>DSe; <sup>6</sup>MMe; <sup>7</sup>MMe; <sup>8</sup>MMe

| Course Curriculum Bachelor's programme Management         |                                |          |          |          |          |            |            |           |              |   |   |   |     |            |            |           |      |   |
|---|--------------------------------|----------|----------|----------|----------|------------|------------|-----------|--------------|---|---|---|-----|------------|------------|-----------|------|---|
| Module  | 3rd semester (semester abroad) |          |          |          |          |            |            |           | 4th semester |   |   |   |     |            |            |           | Exam | recommended time of module in the case of a part-time degree course (semester)* |
|   | Course units                   |          |          |          |          | CH         | SH         | ECTS      | Course units |   |   |   |     | CH         | SH         | ECTS      |      |   |
|   | Total                          | L        | S        | T        | W        |            |            |           | Total        | L | S | T | W   |            |            |           |      |   |
| B-SQe-ALL-IKK<br>Intercultural Communication <sup>1</sup> | 3                              | 2        |          | 1        |          | 45         | 105        | 5         |              |   |   |   |     |            |            |           | PA   | 5   |
| B-SQe-ALL-PMM<br>Project Management <sup>2</sup>          | 3                              | 2        | 1        |          |          | 45         | 105        | 5         |              |   |   |   |     |            |            |           | K    | 5   |
| B-STGe-ALL-BSP<br>Business Planning <sup>3</sup>          | 4                              | 2        |          | 2        |          | 60         | 90         | 5         |              |   |   |   |     |            |            |           | PA   | 5   |
| B-MNe-ALL-ECO<br>Economics <sup>o</sup>                   | 3                              | 2        | 1        |          |          | 45         | 105        | 5         |              |   |   |   |     |            |            |           | K    | 7   |
| B-MNe-ALL-IDP<br>Interdisciplinary Project <sup>o</sup>   | 5                              |          |          |          | 5        | 75         | 225        | 10        |              |   |   |   |     |            |            |           | PA   | 7   |
| B-MNe-ALL-IVF<br>Investment and Financing <sup>o</sup>    |                                |          |          |          |          |            |            |           | 3            | 1 |   | 2 |     | 45         | 105        | 5         | K    | 8   |
| B-MNe-ALL-OTP<br>Orientation Project <sup>f</sup>         |                                |          |          |          |          |            |            |           | 5            |   |   | 5 | 75  | 225        | 10         | PA        |      | 8   |
| Track ( 1 out of 3)                                       |                                |          |          |          |          |            |            |           |              |   |   |   | 150 | 300        | 15         |           |      |   |
| International Management                                  |                                |          |          |          |          |            |            |           |              |   |   |   |     |            |            |           |      |   |
| Fashion Management  |                                |          |          |          |          |            |            |           |              |   |   |   |     |            |            |           |      |   |
| Business Intelligence                                     |                                |          |          |          |          |            |            |           |              |   |   |   |     |            |            |           |      |   |
| <b>Total</b>  | <b>18</b>                      | <b>8</b> | <b>2</b> | <b>3</b> | <b>5</b> | <b>270</b> | <b>630</b> | <b>30</b> | <b>8</b>     |   |   |   |     | <b>270</b> | <b>630</b> | <b>30</b> |      |   |

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>f</sup> technical support, <sup>o</sup> online module possible,  
<sup>1</sup>Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>2</sup>modules can also be offered in other semesters, <sup>3</sup>amount of course units may vary, <sup>4</sup>special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Management

<sup>1-3</sup>: Module is also offered in: <sup>1</sup>FFe, DSe, MMe; <sup>2</sup>FFe, DSe, MMe; <sup>3</sup>MMe

| Course Curriculum Bachelor's programme Management   |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |
|---|--------------|---|---|---|---|-----|-----|------|--------------|--------------|---|---|---|----|-----|------|------|---|----|
| Module  | 5th semester |   |   |   |   |     |     |      |              | 6th semester |   |   |   |    |     |      | Exam | recommended time of module in the case of a part-time degree course (semester)* |    |
|   | Course units |   |   |   |   | CH  | SH  | ECTS | Course units |              |   |   |   | CH | SH  | ECTS |      |   |    |
|   | Total        | L | S | T | W |     |     |      | Total        | L            | S | T | W |    |     |      |      |   |    |
| <b>B-STGe-ALL-DTG</b><br>Digital Technologies <sup>o1</sup>   | 3            | 1 | 2 |   |   | 45  | 105 | 5    |              |              |   |   |   |    |     |      |      | PA  | 9  |
| <b>B-MNe-ALL-AMN</b><br>Current Issues in Management <sup>p</sup>   | 2            |   | 2 |   |   | 30  | 120 | 5    |              |              |   |   |   |    |     |      |      | PA  | 11 |
| <b>B-MNe-ALL-FKP</b><br>Focus Project <sup>f</sup>  | 5            |   |   |   | 5 | 75  | 225 | 10   |              |              |   |   |   |    |     |      |      | PA  | 9  |
| <b>Track (1 out of 3)</b>   |              |   |   |   |   | 105 | 195 | 10   |              |              |   |   |   |    |     |      |      | K   | 11 |
| International Management  |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |
| Fashion Management  |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |
| Digital Business & Coding   |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |
| <b>B-SQe-ALL-KMK</b><br>Communication Skills <sup>3</sup>   |              |   |   |   |   |     |     |      | 3            |              |   |   | 3 | 45 | 105 | 5    |      | m   | 8  |
| <b>B-STGe-ALL-SIT</b><br>Student Initiative <sup>4</sup>  |              |   |   |   |   |     |     |      |              |              |   |   |   | 0  | 150 | 5    |      | PA  | 12 |
| <b>B-MNe-ALL-PRA</b><br>Internship Semester   |              |   |   |   |   |     |     |      |              |              |   |   |   | 0  | 600 | 20   |      | ^   | 10 |
| <b>Total</b>  | 18           | 1 | 4 |   | 5 | 150 | 450 | 20   | 3            |              |   |   | 3 | 45 | 855 | 30   |      |   |    |
| <p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i><br/> <i>L = lecture, S = seminar, T = tutorial, W = workshop</i><br/> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>1</sup> technical support, <sup>o</sup> online module possible,</i><br/> <sup>a</sup>Report (not graded), <sup>+</sup> consists of the bachelor thesis (80%) and an oral exam (20%), <sup>*</sup>modules can also be offered in other semesters, <sup>~</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Management</p> |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |
| <p><sup>1-4</sup>: Module is also offered in: <sup>1</sup>DSe, MMe; <sup>2</sup>MMe; <sup>3</sup>FFe, DSe, MMe; <sup>4</sup>FFe, DSe, MMe</p>   |              |   |   |   |   |     |     |      |              |              |   |   |   |    |     |      |      |   |    |

| Course Curriculum Bachelor's programme Management  |              |          |          |          |          |            |            |           |   |      |   |
|--|--------------|----------|----------|----------|----------|------------|------------|-----------|---|------|---|
| Module   | 7th semester |          |          |          |          |            |            |           |   | Exam | recommended time of module in the case of a part-time degree course (semester)* |
|  | Course units |          |          |          |          | CH         | SH         | ECTS      |   |      |   |
|  | Total        | L        | S        | T        | W        |            |            |           |   |      |   |
| B-SQe-ALL-EXG<br>Entrepreneurship <sup>1</sup>   | 3            | 1        |          | 2        |          | 45         | 105        | 5         | m | 8    |   |
| B-MNe-ALL-MMN<br>Advanced Research Methods Management <sup>#</sup>   | 2            |          | 2        |          |          | 30         | 120        | 5         | / | 13   |   |
| B-STGe-ALL-SOG<br>Strategy and Organisation <sup>o,2</sup>   | 3            | 2        | 1        |          |          | 45         | 105        | 5         | m | 12   |   |
| B-MNe-ALL-BTH<br>Bachelor Thesis <sup>#</sup>  | 0            |          |          |          |          | 0          | 450        | 15        | + | 14   |   |
| <b>Total</b>   | <b>8</b>     | <b>3</b> | <b>3</b> | <b>2</b> | <b>0</b> | <b>120</b> | <b>780</b> | <b>30</b> |   |      |   |
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| <p><sup>1</sup>Module is also offered in FFe, DSe, MMe</p>   |              |          |          |          |          |            |            |           |   |      |   |



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|---|---------------------------|----------|----------|---|---|-----------|------------|----------------------------|--------------|----------|----------|----------|----------|------------|-----------------------------|-----------|--------------|----------|---|----------|----------|------------|------------|-----------|---|
| Modul   | 2nd semester <sup>#</sup> |          |          |   |   |           |            | 4th semester <sup>##</sup> |              |          |          |          |          |            | 5th semester <sup>###</sup> |           |              |          |   | Exam     |          |            |            |           |   |
|   | Course units              |          |          |   |   | CH        | SH         | ECTS                       | Course units |          |          |          |          | CH         | SH                          | ECTS      | Course units |          |   |          |          |            |            |           |   |
| Fashion Management  | Total                     | L        | S        | T | W |           |            |                            | Total        | L        | S        | T        | W        |            |                             |           | Total        | L        | S | T        | W        | Total      | L          | S         | T |
| B-STGe-STR-FGT<br>Fashion in History and Theory   | 3                         | 2        | 1        |   |   | 45        | 105        | 5                          |              |          |          |          |          |            |                             |           |              |          |   |          | K        |            |            |           |   |
| B-STGe-STR-CEM<br>Customer Experience Management  |                           |          |          |   |   |           |            |                            | 4            |          |          |          | 4        | 60         | 90                          | 5         |              |          |   |          | PA       |            |            |           |   |
| B-STGe-STR-FTE<br>Fashion Technologies  |                           |          |          |   |   |           |            |                            | 3            | 1        |          | 2        |          | 45         | 105                         | 5         |              |          |   |          | K        |            |            |           |   |
| B-STGe-STR-FTD<br>Fashion Trends and Design   |                           |          |          |   |   |           |            |                            | 3            |          |          | 3        | 45       | 105        | 5                           |           |              |          |   |          | PA       |            |            |           |   |
| B-STGe-STR-FBW<br>Fashion Business and Value Chain Management   |                           |          |          |   |   |           |            |                            |              |          |          |          |          |            |                             |           | 4            | 2        |   | 2        | 60       | 90         | 5          | K         |   |
| B-MNe-FSM-SPT<br>Special Topics in Fashion Management   |                           |          |          |   |   |           |            |                            |              |          |          |          |          |            |                             |           | 3            |          |   | 3        | 45       | 105        | 5          | PA        |   |
| <b>Gesamt</b>   | <b>3</b>                  | <b>2</b> | <b>1</b> |   |   | <b>45</b> | <b>105</b> | <b>5</b>                   | <b>10</b>    | <b>1</b> | <b>0</b> | <b>2</b> | <b>7</b> | <b>150</b> | <b>300</b>                  | <b>15</b> | <b>7</b>     | <b>2</b> |   | <b>2</b> | <b>3</b> | <b>105</b> | <b>195</b> | <b>10</b> |   |
| <p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i><br/> <i>L = lecture, S = seminar, T = tutorial, W = workshop</i><br/> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), Technical support, Online module possible.</i><br/> <i>*Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Management</i></p> |                           |          |          |   |   |           |            |                            |              |          |          |          |          |            |                             |           |              |          |   |          |          |            |            |           |   |
| <p><sup>#</sup>=recommended time of module in the case of a part-time degree course (semester) 2. Semester<br/> <sup>##</sup>=recommended time of module in the case of a part-time degree course (semester)6. Semester<br/> <sup>###</sup>=recommended time of module in the case of a part-time degree course (semester) 11. Semester</p>   |                           |          |          |   |   |           |            |                            |              |          |          |          |          |            |                             |           |              |          |   |          |          |            |            |           |   |

| Course Curriculum Bachelor's programme Management   |                           |          |   |          |   |           |                            |          |              |          |   |          |                             |            |            |           |              |          |      |          |    |            |            |           |   |
|---|---------------------------|----------|---|----------|---|-----------|----------------------------|----------|--------------|----------|---|----------|-----------------------------|------------|------------|-----------|--------------|----------|------|----------|----|------------|------------|-----------|---|
| Modul   | 2nd semester <sup>#</sup> |          |   |          |   |           | 4th semester <sup>##</sup> |          |              |          |   |          | 5th semester <sup>###</sup> |            |            |           |              |          | Exam |          |    |            |            |           |   |
|   | Course units              |          |   |          |   | CH        | SH                         | ECTS     | Course units |          |   |          |                             | CH         | SH         | ECTS      | Course units |          |      |          |    |            |            |           |   |
| Business Intelligence   | Total                     | L        | S | T        | W |           |                            |          | Total        | L        | S | T        | W                           |            |            |           | Total        | L        | S    | T        | W  | Total      | L          | S         | T |
| B-STG-STR-GP<br>Basics of Coding <sup>1†</sup>  | 4                         | 2        |   | 2        |   | 60        | 90                         | 5        |              |          |   |          |                             |            |            |           |              |          |      |          | PA |            |            |           |   |
| B-STG-STR-AIT<br>Agile IT-Project Management <sup>1</sup>   |                           |          |   |          |   |           |                            |          | 3            | 1        |   | 2        |                             |            | 45         | 105       | 5            |          |      |          |    | m          |            |           |   |
| B-STG-STR-ITS<br>Information Security <sup>1</sup>  |                           |          |   |          |   |           |                            |          | 3            | 3        |   |          |                             |            | 45         | 105       | 5            |          |      |          |    | K          |            |           |   |
| B-STG-STR-DBS<br>Database Systems <sup>1</sup>  |                           |          |   |          |   |           |                            |          | 3            | 1        |   | 2        |                             |            | 45         | 105       | 5            |          |      |          |    | K          |            |           |   |
| B-STG-STR-BDS<br>Operating and Data Systems <sup>1</sup>  |                           |          |   |          |   |           |                            |          |              |          |   |          |                             |            |            |           | 3            | 2        |      | 1        |    | 45         | 105        | 5         | K |
| B-STG-STR-DA<br>Data Structures and Algorithms <sup>1</sup>   |                           |          |   |          |   |           |                            |          |              |          |   |          |                             |            |            |           | 4            | 2        |      | 2        |    | 60         | 90         | 5         | K |
| <b>Gesamt</b>   | <b>4</b>                  | <b>2</b> |   | <b>2</b> |   | <b>60</b> | <b>90</b>                  | <b>5</b> | <b>9</b>     | <b>5</b> |   | <b>4</b> |                             | <b>135</b> | <b>315</b> | <b>15</b> | <b>7</b>     | <b>4</b> |      | <b>2</b> |    | <b>105</b> | <b>195</b> | <b>10</b> |   |
| <p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i><br/> <i>L = lecture, S = seminar, T = tutorial, W = workshop</i><br/> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), Technical support, Online module possible.</i><br/> <sup>†</sup>Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Management</p> |                           |          |   |          |   |           |                            |          |              |          |   |          |                             |            |            |           |              |          |      |          |    |            |            |           |   |
| <p><sup>#</sup>=recommended time of module in the case of a part-time degree course (semester) 2. Semester<br/> <sup>##</sup>=recommended time of module in the case of a part-time degree course (semester)6. Semester<br/> <sup>###</sup>=recommended time of module in the case of a part-time degree course (semester) 11. Semester</p>   |                           |          |   |          |   |           |                            |          |              |          |   |          |                             |            |            |           |              |          |      |          |    |            |            |           |   |