

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)

Module	1st semester (only 4SEM)						1st sem(3SEM) / 2nd sem(4SEM)						2nd sem(3SEM) / 3rd sem(4SEM)						3rd sem(3SEM) / 4th sem(4SEM)						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	Course units				CH	SH	ECTS						
	Total	L	S	T				Total	L	S	T				Total	L	S	T				Total	L	S			T
M-Bue-AL-DTE Advanced Digital Technologies	3	1		2	45	105	5																PA	1			
M-Bue-AL-ATE Current Issues	3		3		45	105	5																PA	2			
M-Bue-AL-PPR Practical-based Project	3		3		45	255	10																PA	1			
M-Bue-AL-FPR Research-oriented Project	3		3		45	255	10																PA	2			
M-Bue-ALL-MW1 ¹ Foresight and Global Trends								3		3		45	105	5										PA	3		
M-Bue-AL-MW2 ² Statistics and Business Mathematics								3	2		1	45	105	5										PA	3		
M-Bue-AL-PRO1 Interdisciplinary Project								3			3	45	255	10										PA	4		
Elective module (1 out of 9)								6						10													
M-Bue-AL-MW3 ³ Strategy and Innovation Processes															3		3		45	105	5			PA	5		
M-Bue-AL-MW4 Contemporary Management Thinking															3		3		45	105	5			m	5		
M-Bue-AL-MW5 ⁴ Finance and Accounting															3	2		1	45	105	5			K	5		
Elective module (1 out of 9)															6												
M-Bue-AL-MW6 ⁵ Leadership and Entrepreneurial Thinking																	3		3		45	105	5	m	7		
M-Bue-AL-MW7 Management Research																	2		2		30	120	5	/	7		
M-Bud-AL-MAT ⁶ Master Thesis															**				75	525	20		MA*	8			
Total	12	1	9	2	180	720	30	15	2	3	4	135	465	30	15	2	6	1	135	315	30	5	5	150	750	30	

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), T non-academic support, Online module possible.
 *Report (not graded), + consists of the master 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 master's programme Business Management

1,5, 8,9 also offered in all Master's programmes, 2=M-Bud-AL-MW2, 3= M-MKd-BMT-VT1, M-MKd-COC-VT1, 4=M-MKd-COC-VT2, 6=M-BUd-AL-MW5,
 7=M-MKd-BMT-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum
Master's Programme: Business Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of Study: Business Management (generic variant)

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T					
M-BUe-BUS-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-BUS-VT2 ² Digital Transformation und Operations	3		3		45	105	5								K	4
M-BUe-BUS-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-BUS-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	6
Total	6		6		90	210	10	6		3	3	90	360	15		

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), T non-academic support, Oonline module possible,
*Report (not graded), + consists of the master 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 master's programme Business Management

1= M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-BUd-MWP-VT1; M-MKd-BMT-VT2, M-MKd-SMT-VT2, M-BUd-GBU-VT1, 2=M-MKd-COC-VT2,
3=M-MKd-BMT-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)
 Field of Study: Strategic Marketing

Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-SMK-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-SMK-VT2 ² Brands and Branding	3		3		45	105	5								K	4
M-BUe-SMK-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-SMK-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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), T non-academic support, Oonline module possible,
 ^Report (not graded), + consists of the master 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 master's programme Business Management

¹= M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-BUd-MWP-VT1, M-BUd-GBU-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2,
²= M-BUd-LFM-VT2, M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-MKd-SMT-VT3;³= M-BUd-BUS-VT3, M-BUd-MAN-VT3, M-BUd-DBT-VT3

Course Curriculum
Master's Programme: Business Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of Study: Marketing Analytics

Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							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				Total	L	S	T					
M-BUe-MAN-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MAN-VT2 ² Social Media Management	3		3		45	105	5								K	4
M-BUe-MAN-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-MAN-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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), T non-academic support, Online module possible,
*Report (not graded), + consists of the master 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 master's programme Business Management

1= M-BUd-BUS-VT1, M-BUd-SMK-VT1, M-BUd-LFM-VT1, M-BUd-MWP-VT1, M-BUd-GBU-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2, 2= M-MKd-DMB-VT3,
3= M-BUd-BUS-VT3, M-BUd-SMK-VT3, M-BUd-DBT-VT3

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)
 Field of Study: Digital Business Transformation

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T					
M-BUe-DBT-VT1 ¹ Digital Media Management	3		3		45	105	5								m	3
M-BUe-DBT-VT2 ² Digital Transformation and Operations	3		3		45	105	5								K	4
M-BUe-DBT-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-DBT-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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), T non-academic support, Online module possible,
 ^Report (not graded), + consists of the master 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 master's programme Business Management

¹= M-BUd-DBT-VT2, M-BUd-BUS-VT2 ²= M-BUd-MAN-VT2; M-BUd-WPY-VT2

Course Curriculum																
Master's Programme: Business Management (M.A.)																
Three-semester programme (3SEM) and four-semester programme (4SEM)																
Field of Study: Luxury- and Fashion-Management																
Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd Sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T					
M-BUe-LFM-VT1 ¹ Marketing Strategy	3		3		45	105	5							m	3	
M-BUe-LFM-VT2 ² Brands and Branding	3		3		45	105	5							K	4	
M-BUd-LFM-FOK Focus Projekt								3			3	45	255	10	PA	6
M-BUe-LFM-VT3 Luxury- and Fashion-Business								3		3		45	105	5	PA	5
Total	6		6		90	210	10	6		3	3	90	360	15		
<p>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), Tnon-academic support, Online module possible, *Report (not graded), + consists of the master 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 master's programme Business Management</p>																
<p>1= M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-BUd-MWP-VT1; M-BUd-GBU-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2, 2 = M-BUd-SMK-VT2, M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-MKd-SMT-VT3</p>																

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)
 Field of Study: Business Psychology

Module	1st sem(3SEM) / 2nd sem(4SEM)						2nd Sem(3SEM) / 3rd sem(4SEM)						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				Total	L	S	T						
M-BUe-WPY-VT1 Basics and Methods of General Psychology	3		3		45	105	5								K	3	
M-BUe-WPY-VT2 ¹ Digital Transformation und Operations	3		3		45	105	5								K	4	
M-BUe-WPY-FOK Focus Project								3				3	45	255	10	PA	6
M-BUe-WPY-VT3 Personnel, Work and Organisational Psychology								3	2	1			45	105	5	PA	5
Total	6		6		90	210	10	6	2	1	3	90	360	15			

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), Tnon-academic support, Online module possible,
 *Report (not graded), + consists of the master 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 master's programme Business Management

1= M-BUd-MAN-VT2, M-BUd- DBT-VT2

Course Curriculum

Master's Programme: Business Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of Study: Market and Advertising psychology

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T					
M-BUe-MWP-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MWP-VT2 Market Research	3		3		45	105	5								PA	4
M-BUe-MWP-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-MWP-VT3 Current Topics of Market and Advertising Psychology								3		3		45	105	5	PA	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,

*Report (not graded), + consists of the master 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 master's programme Business Management

1=M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-BUd-SMT-VT1; M-BUd-GBU-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2,

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)
 Field of Study: Games Business

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T					
M-BUe-GBU-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-GBU-VT2 Gaming und Gamers	3		3		45	105	5								PA	4
M-BUe-GBU-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-GBU-VT3 Video Games Business Models								3		3		45	105	5	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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 m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
 ^Report (not graded), + consists of the master 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 master's programme Business Management

M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-BUd-MWP-VT1; M-Bud-SMT-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2

Course Curriculum
 Master's Programme: Business Management (M.A.)
 Three-semester programme (3SEM) and four-semester programme (4SEM)
 Field of Study: Smart City Management

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							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				Total	L	S	T						
M-BUe-SCM-VT1 Urbane Structures and Concepts	3	3			45	105	5								m	3	
M-BUe-SCM-VT2 Advanced Smart City Management	3	1	2		45	105	5								PA	4	
M-BUe-SCM-FOK Focus Project								3				3	45	255	10	PA	6
M-BUe-SCM-VT3 Design and Management of Urban Services								3		3		45	105	5	PA	5	
Total	6	4	2		90	210	10	6		3	3	90	360	15			

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L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T nonacademic support, Online module possible.

*Report (not graded), + consists of the master 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 master's programme Business Management