

Course Curriculum  
 Master's Programme: Business Management (M.A.)  
 Three-semester programme (120 ECTS including four online Modules)

Module	1st semester							2nd semester							3rd 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	Course units				CH	SH	ECTS					
	Total	L	S	T				Total	L	S	T				Total	L	S	T								
M-Bue-ALL-MW1 <sup>1</sup> Foresight and Global Trends	3		3		45	105	5																PA	3		
M-BUe-AL-MW2 <sup>2</sup> 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-BUo-AL-ATE Current Issues	3		3		45	105	5																		PA	
M-BUo-AL-FPR Research-oriented Project	3		3		45	105	10																		PA	
M-BUe-AL-MW3 <sup>5</sup> 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 <sup>5</sup> Finance and Accounting								3	2		1	45	105	5											K	5
Elective module (1 out of 9)								6						15												
M-BUo-AL-DTE Advanced Digital Technologies								3	1		2	45	105	5											PA	
M-BUo-AL-PPR Practical-based Project								3		3		45	255	10											PA	
M-BUe-AL-MW6 <sup>5</sup> 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 <sup>9</sup> Master Thesis															**				75	525	20			MA*	8	
<b>Total</b>	<b>21</b>	<b>2</b>	<b>9</b>	<b>4</b>	<b>225</b>	<b>675</b>	<b>45</b>	<b>21</b>	<b>3</b>	<b>9</b>	<b>3</b>	<b>225</b>	<b>675</b>	<b>45</b>	<b>5</b>	<b>5</b>	<b>150</b>	<b>750</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), † 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 (120 ECTS including four online Modules)**  
**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 <sup>1</sup> Marketing Strategy	3		3		45	105	5								m	3
M-BUe-BUS-VT2 <sup>2</sup> 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 <sup>3</sup> Applied Business Intelligence und Analytics								3		3		45	105	5	K	6
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</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), 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-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 (120 ECTS including four online Modules)																
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 (semester)*		
	Course units				CH	SH	ECTS	Course units				CH			SH	ECTS
	Total	L	S	T				Total	L	S	T					
M-BUe-SMK-VT1 <sup>1</sup> Marketing Strategy	3		3		45	105	5							m	3	
M-BUe-SMK-VT2 <sup>2</sup> 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 <sup>3</sup> Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</b>		
<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), 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</p>																
<p><sup>1</sup>= 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,  <sup>2</sup>= M-BUd-LFM-VT2, M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-MKd-SMT-VT3, <sup>3</sup>= M-BUd-BUS-VT3, M-BUd-MAN-VT3, M-BUd-DBT-VT3</p>																

Course Curriculum  
 Master's Programme: Business Management (M.A.)  
 Three-semester programme (120 ECTS including four online Modules)  
 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 <sup>1</sup> Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MAN-VT2 <sup>2</sup> 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 <sup>3</sup> Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</b>		

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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-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 (120 ECTS including four online Modules)**  
**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 <sup>1</sup> Digital Media Management	3		3		45	105	5								m	3
M-BUe-DBT-VT2 <sup>2</sup> 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 <sup>3</sup> Applied Business Intelligence und Analytics								3		3		45	105	5	K	5
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</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), T non-academic support, Oonline module possible,  
<sup>1</sup>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

<sup>1</sup>= M-BUd-DBT-VT2, M-BUd-BUS-VT2 <sup>2</sup>= M-BUd-MAN-VT2; M-BUd-WPY-VT2

**Course Curriculum**  
**Master's Programme: Business Management (M.A.)**  
**Three-semester programme (120 ECTS including four online Modules)**  
**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 <sup>1</sup> Marketing Strategy	3		3		45	105	5								m	3	
M-BUe-LFM-VT2 <sup>2</sup> 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	
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</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), 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-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

Course Curriculum  
 Master's Programme: Business Management (M.A.)  
 Three-semester programme (120 ECTS including four online Modules)  
 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 <sup>1</sup> 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	
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</b>			

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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), 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 (120 ECTS including four online Modules)																
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 <sup>1</sup> 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
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</b>		
<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), 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</p>																
<p>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,</p>																



**Course Curriculum**  
**Master's Programme: Business Management (M.A.)**  
**Three-semester programme (120 ECTS including four online Modules)**  
**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 <sup>1</sup> 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
<b>Total</b>	<b>6</b>		<b>6</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</b>		

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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, Oonline module possible,  
<sup>1</sup>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 (120 ECTS including four online Modules)**

**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
<b>Total</b>	<b>6</b>	<b>4</b>	<b>2</b>		<b>90</b>	<b>210</b>	<b>10</b>	<b>6</b>		<b>3</b>	<b>3</b>	<b>90</b>	<b>360</b>	<b>15</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), 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