

Bachelor degree
Management B.A.
Specialisation Fashion Management I EN

Job perspectives
Fashion Sponsoring Manager/in
Retail Marketing Manager/in
Fashion Brand Manager/in
Fashion Retail Manager/in
Product Manager/in

Semester overview 7 semesters, starting in winter semester

1st Semester	2nd Semester	3rd Semester (Abroad)	4th Semester	5th Semester	6th Semester (Internship)	7th Semester
Language Proficiency and Cultural Sensitivity 4 SWS	Fashion in History and Theory 3 SWS	Intercultural Communication 3 SWS	Investment and Financing 3 SWS	Digital Technologies 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Academic Writing and Research 3 SWS	Basics of Law 4 SWS	Project Management 3 SWS	Customer Experience Management 4 SWS	Current Issues in Management 2 SWS	Student Initiative	Advanced Research Methods Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	Fashion Technologies 3 SWS	Fashion Business and Value Chain Management 4 SWS	Internship Semester	Strategy and Organisation 3 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Economics 3 SWS	Fashion Trends and Design 3 SWS	Special Topics in Fashion Management 3 SWS		Bachelor Thesis
Innovation by Design 3 SWS	Management Accounting and Basics of Controlling 4 SWS	Interdisciplinary Project 5 SWS	Orientation Pproject 5 SWS	Focus Project 5 SWS		
Basics of Marketing 3 SWS	Basics of Human Resource Management 3 SWS					
30 ECTS / 21 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 17 SWS	30 ECTS / 3 SWS	30 ECTS / 8 SWS