

Bachelor degree
Media Management B.A.
Specialisation Music Management I EN

Job perspectives
Artists- und Product Manager/in
Concert and Project Manager/in
Music Manager/in
Label 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	Principles of Music Management 3 SWS	Intercultural Communication 3 SWS	Media and Communication Theories 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	Musicology 4 SWS	Current Issues in Media Management 2 SWS	Student Initiative	Advanced Research Methods Media Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	Live-Entertainment 3 SWS	Artist Management and Music Marketing 4 SWS	Internship Semester	Current Issues in Media Management 3 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Marketing 3 SWS	Digital Business 3 SWS	Special Topics in Music Management 3 SWS		Bachelor Thesis
Editorial Design 2 SWS	Media Economics and Politics 3 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS	Focus Project 5 SWS		
Audiovisual Media 2 SWS	Online Media 4 SWS					
30 ECTS / 19 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