

1. Semester	CP	2. Semester	CP	3. Semester	CP
Kommunikation	8	Contentproduktion	7	Media Management	6
Medienökonomie	3	Print & Online	3	Media Business	2
Massenkommunikation & Journalismus	3	Radio	2	Ethik in Medien und PR	2
Public Relations	2	TV	2	Coding Basics	2
Business Administration Basics	5	Organisational Management	5	Controlling & Steuern	5
Historie und Trends der Betriebswirtschaft	2	Personal	3	Controlling	3
Marketing	3	Organisation	2	Steuern	2
Accounting & Mathematics	6	Corporate Accounting	5	Corporate Management & Finance	6
Accounting (+ Tutorium)	3	Bilanzierung	2	Unternehmensführung	3
Wirtschaftsmathematik (+ Tutorium)	3	Kostenmanagement	3	Finanzierung und Investition (+ Tutorium)	3
Economics: Theory	6	Empirische Methoden & Statistik	5	Economics: Digital Transformation	5
Microeconomics	2,5	Deskriptive Statistik	2	Digital Transformation	3
Macroeconomics	2,5	Methodenlehre: Market Research	3	Case Studies	2
Economics Tutorial	1				
		Recht I	2	Recht II	3
		Wirtschaftsprivatrecht: Zivilrecht		Medienrecht	
Skills I	3	Skills II	3	Skills III	3
Business English I: Correspondence	2	Business English II: Ethics	2	Business English III: Case Studies	2
Kommunikation und Präsentation	1	Wissenschaftliches Arbeiten	1	Team und Mediation	1
		Internship	7		
		Praktikum			
		4. Semester	CP		
		Study Abroad	30		
		Auslandssemester			
		5. Semester	CP	6. Semester	CP
Digital Business	8	Social Media Communication and Management	2	E-Commerce/ M-Commerce/ Social Commerce	2
		Digital Business Modelling	2	Website and Search Optimisation	2
Customer Experience Management	8	Creative Coding	2	Content Management	2
		User Experience and Usability	2	Innovative Mediengeschäftsmodelle	2
Creative Methods & Development	10	Creative Problem Solving and Strategy Development	6	Virtual Reality	2
				Virtual Reality Project	2
Internship	6	Praktikum			

CP		5. Semester	CP	6. Semester	CP
Wahlpflichtmodule (2 aus 10)					
Controlling	8	Strategisches Controlling	2	Operatives Controlling	2
		Process und Project Controlling	2	Controlling auf Basis integrierter Informationssysteme	2
Finance	8	Mergers and Aquisitions	2	Investment Analysis and Portfolio Management	2
		Financial Risk Management	2	Derivate Finanzmarktinstrumente	2
Public Relations	8	Corporate Media	2	International PR	2
		Unternehmenskommunikation	2	Reputationsmanagement	2
Customer Relationship Management	8	Strategic CRM	2	Operational CRM	2
		Customer Relationship Measurement	2	Case Studies CRM	2
Marketing	8	Strategic Marketing	2	Marketing Performance Measurement	2
		International Marketing and Sales	2	Communication and Brand Management	2
Moderation in Radio & TV	8	TV-Moderation	2	Innovative TV-Formate	2
		Radio Moderation	2	Innovative Radio-Formate	2
Entrepreneurship	8	Business- und Finanzplanung	2	Economics and Management of Networks	2
		Wissens- und Innovationsmanagement	2	Business Start-up Simulation	2
International Management	8	International Business Manners	2	Global Politics and Economics	2
		Global Thinking and Mindset	2	International Business Concepts	2
Corporate Management	8	Strategisches Management	2	Corporate Development	2
		Sector Management	2	Personalmanagement	2
Automotive Management	8	Automotive Quality Management & Engineering	2	Automotive Management & Controlling	2
		Sourcing & Supply Chain Management	2	Sales & Marketing in Automotive Industries	2
Bachelor Thesis	12	Bachelor Thesis Kolloquium	2	Bachelor Thesis	10
					180 Credit Points