

Bachelor degree
Management B.A.
Specialisation Fashion Management

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 5 ECTS 4 SWS	Fashion in History and Theory 5 ECTS 3 SWS	Intercultural Communication 5 ECTS 3 SWS	Investment and Financing 5 ECTS 3 SWS	Digital Technologies 5 ECTS 3 SWS	Communication Skills 5 ECTS 3 SWS	Entrepreneurship 5 ECTS 3 SWS
Academic Writing and Research 5 ECTS 3 SWS	Basics of Law 5 ECTS 4 SWS	Project Management 5 ECTS 3 SWS	Customer Experience Management 5 ECTS 4 SWS	Current Issues in Management 5 ECTS 2 SWS	Student Initiative 5 ECTS	Advanced Research Methods Management 5 ECTS 2 SWS
Basics of Business Administration 5 ECTS 4 SWS	Empirical Research and Statistics 5 ECTS 4 SWS	Business Planning 5 ECTS 4 SWS	Fashion Technologies 5 ECTS 3 SWS	Fashion Business and Value Chain Management 5 ECTS 4 SWS	Internship Semester	Strategy and Organisation 5 ECTS 3 SWS
Accounting and Basics of Balancing 5 ECTS 4 SWS	Management Concepts 5 ECTS 2 SWS	Economics 5 ECTS 3 SWS	Fashion Trends and Design 5 ECTS 3 SWS	Special Topics in Fashion Management 5 ECTS 3 SWS		Bachelor Thesis
Innovation by Design 5 ECTS 3 SWS	Management Accounting and Basics of Controlling 5 ECTS 4 SWS	Interdisciplinary Project 10 ECTS 5 SWS	Orientation Project 5 ECTS 5 SWS	Focus Project 5 ECTS 5 SWS		
Basics of Marketing 5 ECTS 3 SWS	Basics of Human Resource Management 5 ECTS 3 SWS					20 ECTS
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