

Bachelor degree
Media Management B.A.
Specialisation Music Management

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 5 ECTS 4 SWS	Principles of Music Management 5 ECTS 3 SWS	Intercultural Communication 5 ECTS 3 SWS	Media and Communication Theories 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	Musicology 5 ECTS 4 SWS	Current Issues in Media Management 5 ECTS 2 SWS	Student Initiative 5 ECTS	Advanced Research Methods Media 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	Live-Entertainment 5 ECTS 3 SWS	Artist Management and Music Marketing 5 ECTS 4 SWS	Internship Semester	Current Issues in Media Management 5 ECTS 3 SWS
Accounting and Basics of Balancing 5 ECTS 4 SWS	Management Concepts 5 ECTS 2 SWS	Marketing 5 ECTS 3 SWS	Digital Business 5 ECTS 3 SWS	Special Topics in Music Management 5 ECTS 3 SWS		Bachelor Thesis
Editorial Design 5 ECTS 2 SWS	Media Economics and Politics 5 ECTS 3 SWS	Interdisciplinary Project 10 ECTS 5 SWS	Orientation Project 10 ECTS 5 SWS	Focus Project 10 ECTS 5 SWS	20 ECTS	10 ECTS
Audiovisual Media 5 ECTS 2 SWS	Online Media 5 ECTS 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