

1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS	HWS	3 <sup>rd</sup> Semester	ECTS	HWS	4 <sup>th</sup> Semester	ECTS	HWS
Design Operations	5	3	UX/ UI Web/ AR/ VR/ AI	5	3	Implementation Management	5	3	Thesis & Colloquium	30	1
Strategic & Digital Marketing	5	3	Dialogical Communication: Influencer, Social & Co.	5	3						
Visual Identities	10	6	Design Strategies	10	6	Capstone Project	15	9			
Project Management	5	3	Interdisciplinary Elective	5	3	Thesis	5				
Advanced Research Methodologies	5	3	Cultural Studies	5	3	Ethics in Design and Management	5	3			
	30	18		30	18		30	18			
<b>120 ECTS</b>											

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	The Capstone Project: Practical-oriented (consulting) project, which can be organised across multiple study programmes.
	Elective module from another UE faculty (Business)
	Mandatory elective modules

**List of abbreviations**

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System