

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Strategic Branding	10	6	Business Model Design	10	6	Thesis & Colloquium	20	1
Product Strategy	5	3	Entrepreneurship	5	3			
Business Management & Marketing	5	3	Managing Change by Design	5	3			
Atlas of Design	5	3	Cultural Studies	5	3	Speculative Futures	5	3
Advanced Research Methodologies	5	3	Interdisciplinary Elective	5	3	Contemporary Leadership Culture	5	3
	30	18		30	18		30	7
90 ECTS								

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	Elective module from another UE faculty
	University-wide modules (interdisciplinary projects from other UE faculties)

List of abbreviations

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

ECTS: European Credit Transfer System