MASTER DEGREE

## **MBA Data Analytics | EN**

Job perspectives Director Business Consultant General Manager Marketing Manager Financial Manager HR Manager Management Analyst

Overview 3 and 4 semester

macromedia university of applied sciences

lst Semester	MBA Onboarding*	lst Semester	MBA Onboarding+**	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester	Elective modules
Advanced Digital Technologies		Advanced Digital Technologies		Leadership I		Leadership II	Interpersonal Skills III	Two modules are chosen:
5 ECTS I 3 SWS		5 ECTS I 3 SWS		5 ECTS I 2 SWS			5 ECTS   3 SWS	» Applied Business Intelligence and Analytics
Current Issues in Management		Current Issues in Management		Own Project I – Planning the Project 5 ECTS I 2 SWS		10 ECTS I 4 SWS	Elective module 5 ECTS I 3 SWS	<ul> <li>» Digital Transformation and Operations</li> </ul>
Research-oriented Project		Contemporary Management Thinking 5 ECTS I 3 SWS Accounting and Basics of Balancing 5 ECTS I 4 SWS		Business Administration I		Own Project II – Shapening the Project's Success 5 ECTS I 2 SWS	Master's Thesis	» Social Media Management
						Business Administration II		
						5 ECTS I 3 SWS		
Practical-based Project		Management Accounting and Basics of Controlling 5 ECTS   4 SWS		Elective module 5 ECTS I 3 SWS		Business Law		
						5 ECTS I 2 SWS		
		Economics		Interpersonal Skills I		Interpersonal Skills II		
10 ECTS I 3 SWS		5 ECTS I 3 SWS		5 ECTS I 3 SWS		5 ECTS I 3 SWS	20 ECTS l individual support	
30 ECTS / 12	SWS	30 ECTS / 20 SV	WS	30 ECTS / 16 S	SWS	30 ECTS / 14 SWS	30 ECTS / 6 SWS	

As of January 2023. Subject to change without notice. Only module plans that are published on the student portal at the start of the programme are binding.

\*For participants with a first degree in economics under 210 ECTS.

\*\*For participants without a first degree in economics.