Course Curriculum Master's Programme: Business Management (M.A.) Three-semester programme (3SEM) and four-semest	ter pro	gramm	ie (4SI	EM)																										
		1st	seme	ster (o	nly 4S	EM)		1	st sen	n(3SEN	/) / 2n	d sem(	4SEM	)		2nd s	em(3SE	M) / 3rc	l sem(4	ISEM)		3	rd sem(	BSEM)	) / 4th	sem(	4SEM)			recommended time of module
Module	Total	Cours L	e unit: S	s T	сн	ян	ECTS	Total	Course	e units S	т	сн	SH	EC1	TS Total	1	se units S	т	сн	SH	ECTS	C Total	Course u	-	т	сн	SH	ECTS	Exam	in the case of a part-time degree course (semester)*
M-BUe-ALL-DTE Digital Technologies	3	1		2	45	105	5										<u> </u>												PA	1
M-BUe-AL-ATE																														
Current Issues	3		3		45	105	5																						m	2
M-BUe-AL-PPR	3		3		45	255	10																						PA	1
Praktical-based Project			-																											
M-BUe-AL-FPR Research-oriented Project	3		3		45	255	10																						PA	2
M-Bue-ALL-MW1 <sup>1</sup>								3		3		45	105	5	;														PA	3
Foresight and Global Trends															_															
M-BUe-AL-MW2 <sup>2</sup> Statistics and Business Mathematics								3	2		1	45	105	5															PA	3
M-BUe-AL-PRO1																														
Interdisciplinary Project								3			3	45	255	10	D														PA	4
Elective module (1 out of 9)								6						10	D															
M-BUe-AL-MW3 <sup>5</sup> Strategy and Innovation Processes															3		3		45	105	5							Ī	PA	5
M-BUe-ALL-MW4																														
Contemporary Management Thinking															3		3		45	105	5								m	5
M-BUe-ALL-MW5 <sup>6</sup>															3	2		1	45	105	5								к	5
Accounting and Finance																					-									
Elective module (1 out of 9)															6						15									
M-BUe-ALL-MW6 <sup>8</sup>																						3		3		45	105	5	m	7
Leadership and Entrepreneurial Thinking M-BUe-AL-MW7																									-					
Management Research																						2		2		30	120	5	I	7
M-BUd-AL-MAT <sup>9</sup>																										76	505	20		
Master Thesis						_	_							_												75	525	20	MA <sup>+</sup>	8
Total	12	1	9	2	180	720	30	15	2	3	4	135	465	30	0 15	2	6	1	135	315	30	5		5		150	750	30		
									L = 1	ecture,	S = se	eminar,	T = tu	toria	ne Europ II, W = w	orkshop														
*Report (not graded), + consists of the master thesis (8	80%) ar	r nd an o	n = ora ral exa	im (20%	i, PA = 6), *mc	odules	a tnesis can als	o, r. = wi to be off	ered in	xam (9 i other :	o minu semes	ters, ~a	= no e: amoun igemer	t of c	(pass/fa course u	nits may	vary, #s	nic supp ipecial p	on,Oo prerequ	isites a	ccordin	g to § 4	, (5) of th	e exar	minatio	n reg	ulation	s for th	e master's	programme Busine
		1,5, 8,	9 also	offerd	in all M	laster's	s progra 7=	ammes, M-MKd	2=M-E -BMT-\	8Ud-AL- /T3, M-	-MW2, -MKd-	, 3= M- SMT-V	MKd-B T3, M-I	IMT- BUd	-VT1, M- -SMK-V	MKd-CO 12, M-BL	IC-VT1, 4 Jd-LFM-	4=M-Mi VT2	Kd-COG	C-VT2,	6=M-B	Ud-AL-I	MW5,							

Course	Curriculum
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Master's Programme: Business Management (M.A.) Three-semester programme (3SEM) and four-semester programme (4SEM) Field of Study: Business Management (generic variant)

ried of Study. Business Management (generic varia	it.)															
		1st sei	m(3SEI	VI) / 2n	d sem(	4SEM)	)		2nd se	m(3SE	M) / 3rd	sem(4	SEM)			recommended time of module
Module		Cours	e units						Cours	e units					Exam	in the case of a part-time
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS		degree course (semester)*
M-BUe-BUS-VT1 <sup>3</sup>	3		3		45	105	5					-	-	-	m	3
Marketing Strategy	3		3		45	100	J									3
M-BUe-BUS-VT2 <sup>4</sup>	3		3		45	105	5								к	4
Digital Transformation und Operations	,		,		45	100	,								ĸ	-
M-BUe-BUS-FOK								3			3	45	255	10	PA	6
Focus Project								J			J		200	10		
M-BUe-BUS-VT3 <sup>7</sup>								3		3		45	105	5	к	6
Applied Business Intelligence und Analytics								,		5		40	105	5	ĸ	0
Total	6		6		90	210	10	6		3	3	90	360	15		
CH = class hours, SH = stu m = oral exam, PA = project thesi ^Report (not graded), + consists of the master thesis	s, K = w (80%) a	L = vritten e and an	lecture exam (9 oral ex	, S = s 0 minu am (20	eminar ites) / I%), *m	, T = tu = no ex odules	torial, V kam (pa can als	V = wor ass/fail), so be of	kshop T non-a, ffered in	icademi other s	c suppo emester	rt,Oonli rs, ∼am	ine mo ount of	dule po f course	ssible,	vary, #special
prerequisites accordir	ng to § 4	4 (5) of	the exa	aminati	on regi	ulations	s for the	e maste	r's progi	ramme I	Busines	s Mana	igemer	nt		

1,5, 8,9 also offerd in all Master's programmes, 2=M-BUd-AL-MW2, 3= M-MKd-BMT-VT1, M-MKd-COC-VT1, 4=M-MKd-COC-VT2, 6=M-BUd-AL-MW5, 7=M-MKd-BMT-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

		1st se	m(3SE	M) / 2n	d sem	(4SEM	)		2. Se	m(3SE	M) / 3.	Sem(4	SEM)			recommende time of module in the
Module		Cours	e units	5					Cours	e units					Exam	case of a par
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS		time degree course (semester)*
M-BUe-SMK-VT1 <sup>1</sup>	3		3		45	105	5								m	3
Marketing Strategy	3		3		45	105	5									5
M-BUe-SMK-VT2 <sup>2</sup>			3		45	105	5								к	
Brands and Branding	3		3		45	105	5								ĸ	4
M-BUe-SMK-FOK								3			3	45	255	10	PA	6
Focus Project								3			5	40	200	10	FA	0
M-BUe-SMK-VT3 <sup>3</sup>								3		3		45	105	5	к	5
Applied Business Intelligence und Analytics								3		5		40	105	5	ĸ	5
Total	6		6		90	210	10	6		3	3	90	360	15		
CH = class hours, SH = stu	dv hours.	ECTS :	= credit	points	accord	ling to	the Eur	opean	Credit	Transfe	er And /	Accum	lation	System	<u>.</u> ו	

<sup>2</sup> = M-BUd-LFM-VT2, M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-MKd-SMT-VT3,<sup>3</sup> = M-BUd-BUS-VT3, M-BUd-MAN-VT3, M-BUd-DBT-VT3

		1st se	m(3SE	M) / 2n	d sem	(4SEM	)		2. Se	m(3SE	M) / 3.	Sem(4	ISEM)			recommended time
Nodule		Cours	e units						Course	e units					Exam	case of a part-time
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS		degree course (semester)*
M-BUe-MAN-VT1 <sup>1</sup>							_									
Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MAN-VT2 <sup>2</sup>																
Social Media Management	3		3		45	105	5								к	4
M-BUe-MAN-FOK																
Focus Project								3			3	45	255	10	PA	6
M-BUe-MAN-VT3 <sup>3</sup>																
Applied Business Intelligence und Analytics								3		3		45	105	5	к	5
Fotal	6		6		90	210	10	6		3	3	90	360	15		
	-		TS - or	edit no	inte ac	cording	to the F	uropea	n Credi	t Trans	fer And	d Accu	mulatio	n Syster	n	

		1st ser	m(3SE	M) / 2n	d sem(	4SEM)			2nd se	m(3SE	EM) / 3r	d sem	4SEM	)		recommended time of module i the case of a par
Module	Total	Cours L	e units S	т	сн	SH	ECTS		Cours L	e units S	т	сн	SH	ECTS	Exam	time degree course (semester)*
M-BUe-DBT-VT1 <sup>1</sup> Digital Media Management	3		3		45	105	5								m	3
M-BUe-DBT-VT2 <sup>2</sup> Digital Transformation and Operations	3		3		45	105	5								к	4
M-BUe-DBT-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-DBT-VT3 <sup>3</sup> Applied Business Intelligence und Analytics								3		3		45	105	5	к	5
Total	6		6		90	210	10	6		3	3	90	360	15		
Applied Business Intelligence und Analytics Total CH = class hours, SH = study m = oral exam, PA = project thesis,	y hours K = wr	L = le itten ex	G = creo ecture, kam (90	S = se ) minut	ts acco minar, es) /=	rding to T = tuto no exa	o the Eu orial, W m (pas	6 uropear = worl s/fail),	(shop T non-a	3 t Trans	sfer And	90 d Accur port,Oc	360 nulatio	15 n Syste	m possible,	5 ay vary, #spe

Course Curriculum Master's Programme: Business Management (M.A.) Three-semester programme (3SEM) and four-semest Field of Study: Luxury- and Fashion-Management	er prog	jramm	e (4SEI	M)												
		1st sei	m(3SEI	M) / 2n	d sem	4SEM	)	:	2nd Se	em(3SE	:M) / 3r	d sem	(4SEM	I)		recommended time of module in the
Module		Cours	e units						Cours	e units					Exam	case of a part-time degree course
	Total	L	S	т	СН	SH	ECTS	Total	L	s	Т	СН	SH	ECTS		(semester)*
M-BUe-LFM-VT1 <sup>1</sup> Marketing Strategy	3		3		45	105	5								m	3
M-BUe-LFM-VT3 Luxury- and Fashion-Business	3		3		45	105	5								PA	4
M-BUd-LFM-FOK Focus Projekt								3			3	45	255	10	PA	6
M-BUe-LFM-VT22 Brands and Branding								3		3		45	105	5	к	5
Total	6		6		90	210	10	6		3	3	90	360	15		
CH = class hours, SH = stu	dy hour	rs, ECT	S = cre	edit poi	nts acc	ording	to the	Europe	an Cre	dit Trar	nsfer A	nd Acci	umulat	ion Sys	tem	

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), Tnon-academic support,Oonline module possible, ^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), \*modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Business Management

		1st sei	-		d sem	(4SEM	)		2nd se	-	-	d sem	(4SEM	I)		recommended
Module	(	Course	units						Course	e units					Exam	the case of a part
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS		time degree course (semester)
M-BUe-WPY-VT1																
Basics and Methods of General Psychology	3		3		45	105	5								к	3
M-BUe-WPY-VT2 <sup>1</sup>	3		3		45	105	5								к	4
Digital Transformation und Operations																
M-BUe-WPY-FOK																
Focus Project								3			3	45	255	10	PA	6
M-BUe-WPY-VT3 <sup>2</sup>																
Personnel, Work and Organisational Psychology								3	2	1		45	105	5	PA	5
Total	6		6		90	210	10	6	2	1	3	90	360	15		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), Ton-academic support,Oonline module possible, ^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), "modules can also be offered in other semesters, -amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Business Management

Course Curriculum Master's Programme: Business Management (M.A.) Three-semester programme (3SEM) and four-semester programme (4SEM) Field of Study: Market and Advertising psychology

		1st ser	n(3SE	M) / 2n	d sem(	4SEM)	)		2nd se	m(3SE	:M) / 3r	d sem	(4SEM)			recommended time of module in the case of a part-
Module		Cours	e units	;		SH			Cours	e units					Exam	time degree
	Total	L	S	т	СН	ън	ECTS	Total	L	s	т	СН	SH	ECTS		course (semester)*
M-BUe-MWP-VT1 <sup>1</sup>	3		3		45	105	5								m	3
Marketing Strategy	5		3		45	105	5									5
M-BUe-MWP-VT2 <sup>2</sup>						405	_									
Market Research	3		3		45	105	5								PA	4
M-BUe-MWP-FOK														40		
Focus Project								3			3	45	255	10	PA	6
M-BUe-MWP-VT3 <sup>3</sup>	1															
Current Topics of Market and Advertising Psychology								3		3		45	105	5	PA	5
Total	6		6		90	210	10	6		3	3	90	360	15		
CH = class hours, SH = stud	dy hour	s, ECT	S = cre	dit poir	its acco	ording t	to the E	uropea	in Cred	it Tran	sfer An	d Accu	mulatic	n Syste	em	

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support,Oonline module possible, ^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), \*modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Business Management

Course Curriculum Master's Programme: Business Management (M.A.) Three-semester programme (3SEM) and four-semest Field of Study: Games Business	er progr	amme	(4SEM	)												
		1st ser	n(3SE	M) / 2n	d sem(	4SEM)	)		2nd se	em(3SE	EM) / 31	rd sem	(4SEM	)		recommended time of module in
Module		Course	units						Course	e units					Exam	the case of a part time degree
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS		course (semester)*
M-BUe-GBU-VT1							_									
Marketing Strategy	3		3		45	105	5								m	3
M-BUe-GBU-VT2 <sup>1</sup>																
Gaming und Gamers	3		3		45	105	5								PA	4
M-BUe-GBU-FOK																
Focus Project								3			3	45	255	10	PA	6
M-BUe-GBU-VT3 <sup>2</sup>																
Video Games Business Models								3		3		45	105	5	к	5
Total	6		6		90	210	10	6		3	3	90	360	15		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support,Oonline module possible, ^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), \*modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Business Management

Three-semester programme (3SEM) and four-semest Field of Study: Smart City Management			-	-												recommended
		1st sei	n(3SE	M) / 2n	d sem	(4SEM)		:	2nd se	m(3SE	M) / 3r	d sem(	(4SEM)	)	_	time of module in the case of a
Module		Cours	e units	5	сн	<b>S</b> H	ECTS		Cours	e units		сн	SH	естѕ	Exam	part-time
	Total	L	s	т	•	•		Total	L	S	Т	•	•			degree course (semester)*
M-BUe-SCM-VT1																
Urbane Structures and Concepts	3	3			45	105	5								m	3
M-BUe-SCM-VT2							_									
Advanced Smart City Management	3	1	2		45	105	5								PA	4
M-BUe-SCM-FOK								3			3	45	255	10	PA	6
Focus Project								3			3	45	255	10	PA	6
M-BUe-SCM-VT3								3		3		45	105	5	PA	5
Design and Management of Urban Services								3		3		40	105	5	FA	5
Total	6	4	2		90	210	10	6		3	3	90	360	15		

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Oonline module possible, ^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), \*modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Business Management