

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

Module	1st semester (only 4SEM)							1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							3rd sem(3SEM) / 4th sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS									
	Total	L	S	T				Total	L	S	T				Total	L	S	T				Total	L	S	T					
M-BUe-ALL-DTE Digital Technologies	3	1		2	45	105	5																	PA	1					
M-BUe-AL-ATE Current Issues	3		3		45	105	5																	m	2					
M-BUe-AL-PPR Praktical-based Project	3		3		45	255	10																	PA	1					
M-BUe-AL-FPR Research-oriented Project	3		3		45	255	10																	PA	2					
M-BUe-ALL-MW1 ^f Foresight and Global Trends								3		3		45	105	5											PA	3				
M-BUe-AL-MW2 ^g Statistics and Business Mathematics								3	2		1	45	105	5											PA	3				
M-BUe-AL-PRO1 Interdisciplinary Project								3		3		45	255	10											PA	4				
Elective module (1 out of 9)								6						10																
M-BUe-AL-MW3 ^g Strategy and Innovation Processes														3		3		45	105	5					PA	5				
M-BUe-ALL-MW4 Contemporary Management Thinking														3		3		45	105	5					m	5				
M-BUe-ALL-MW5 ^g Accounting and Finance														3	2		1	45	105	5					K	5				
Elective module (1 out of 9)														6						15										
M-BUe-ALL-MW6 ^g Leadership and Entrepreneurial Thinking																3		3		45	105	5		m	7					
M-BUe-AL-MW7 Management Research																2		2		30	120	5		/	7					
M-BUd-AL-MAT ^g Master Thesis																**				75	525	20		MA*	8					
Total	12	1	9	2	180	720	30	15	2	3	4	135	465	30	15	2	6	1	135	315	30	5	5	150	750	30				

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, Online 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

1,5, 8,9 also offered 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

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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*	
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS			
	Total	L	S	T				Total	L	S	T						
M-BUe-BUS-VT1 ³ Marketing Strategy	3		3		45	105	5									m	3
M-BUe-BUS-VT2 ⁴ Digital Transformation und Operations	3		3		45	105	5									K	4
M-BUe-BUS-FOK Focus Project								3			3	45	255	10		PA	6
M-BUe-BUS-VT3 ⁷ Applied Business Intelligence und Analytics								3		3		45	105	5		K	6
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, Online 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

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

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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-SMK-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-SMK-VT2 ² Brands and Branding	3		3		45	105	5								K	4
M-BUe-SMK-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-SMK-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	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, Online 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

¹= M-BUd-BUS-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2,

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

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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-MAN-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MAN-VT2 ² Social Media Management	3		3		45	105	5								K	4
M-BUe-MAN-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-MAN-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5	K	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, Online module possible,

¹Report (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

1= M-BUd-BUS-VT1, M-BUd-SMK-VT1, M-BUd-LFM-VT1, M-MKd-BMT-VT2, M-MKd-SMT-VT2, 2= M-MKd-DMB-VT3,
 3= M-BUd-BUS-VT3, M-BUd-SMK-VT3, M-BUd-DBT-VT3

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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*	
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS			
	Total	L	S	T				Total	L	S	T						
M-BUe-DBT-VT1 ¹ Digital Media Management	3		3		45	105	5									m	3
M-BUe-DBT-VT2 ² Digital Transformation and Operations	3		3		45	105	5									K	4
M-BUe-DBT-FOK Focus Project								3			3	45	255	10		PA	6
M-BUe-DBT-VT3 ³ Applied Business Intelligence und Analytics								3		3		45	105	5		K	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, Online 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

¹= M-BUd-DBT-VT2, M-BUd-BUS-VT2²= M-BUd-MAN-VT2

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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd Sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-LFM-VT1 ¹ 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	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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 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, Online module possible,

¹Report (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: Business Psychology																
Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-WPY-VT1 Basics and Methods of General Psychology	3		3		45	105	5								K	3
M-BUe-WPY-VT2 ¹ Digital Transformation und Operations	3		3		45	105	5								K	4
M-BUe-WPY-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-WPY-VT3 ² 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		

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 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, Online 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

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-MWP-VT1 ¹ Marketing Strategy	3		3		45	105	5								m	3
M-BUe-MWP-VT2 ² Market Research	3		3		45	105	5								PA	4
M-BUe-MWP-FOK Focus Project								3			3	45	255	10	PA	6
M-BUe-MWP-VT3 ³ 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		

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 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, Online 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: Games Business

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-BUe-GBU-VT1 Marketing Strategy	3		3		45	105	5								m	3
M-BUe-GBU-VT2 ¹ 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 ² Video Games Business Models								3		3		45	105	5	K	5
Total	6		6		90	210	10	6		3	3	90	360	15		

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,

¹Report (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: Smart City Management

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*	
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS			
	Total	L	S	T				Total	L	S	T						
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 Focus Project								3				3	45	255	10	PA	6
M-BUe-SCM-VT3 Design and Management of Urban Services								3		3		45	105	5	PA	5	
Total	6	4	2		90	210	10	6		3	3	90	360	15			

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