Master's Programme: Design Management (M.A.)																														
Course Curriculum Master's Programme: Design Management (M.A.) Three-semester programme (3SEM) and four-semes	ster pro	gramm	ne (4SF	EM)																										
		1s	st sem	ester (c	only 4SI	EM)			1st ser	m(3SEI	M) / 2n	ıd semi	(4SEM)	)		2nd s	em(3SE	EM) / 3	rd sem	(4SEM)	)		3rd se	m(3SI	EM) / 4t	th sem(	4SEM)			recommended time of module in
Module			e units		Ė				ourse								e units						course		_				Exam	the case of a part- time degree
	Total	L	s	т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS	Total	L	s	Т	СН	SH	ECTS	Total	L	s	т	СН	SH	ECTS	1	course (*Semester)
M-DMe-AL-DIT									-				1			1			1	1										
Advanced Digital Technologies	3	1		2	45	105	5																						PA	1
M-DMe-AL-ATE																														
Current Issues in Design Management	3		3		45	105	5																						PA	2
M-DMe-AL-PPR																														
Practical - based Project	3		3		45	255	10																						PA	1
M-DMe-AL-FPR																														
Research- oriented Project	3		3		45	255	10																						PA	2
M-DMe-AL-MW1 <sup>1</sup>															1															
Foresight and Global Trends								3		3		45	105	5															PA	3
M-DMe-AL-MW2															i															
Design Project Management								3		3		45	105	5															К	3
M-DMe-AL-PRO1															i															
Interdisciplinary Project								3		3		45	255	10															PA	4
Elective module (1 out of 6)												90	210	10																
M-DMe-AL-MW3 <sup>2</sup>															3		3		45	105	5								PA	5
Strategy and Innovation Processes															3		,		45	103	J									,
M-DMe-AL-MW4															3		3		45	105	5								m	5
Contemporary Design Theories															3		,		45	103	J									,
M-DMe-AL-MW5															3		2	1	45	105	5								к	5
The Value of Design															3		1		43	103	J									,
Elective module (1 out of 6)																			90	360	15									
M-DMe-AL-MW6 <sup>4</sup>	ĺ															<u> </u>		l				3		3		45	105	5	m	7
Leadership and Entrepreneurial Thinking																														
M-DMe-AL-MW7																						2		2		30	120	5	,	7
Design Research																						_		_						,
M-DMe-AL-MAT <sup>5</sup>																						**				75	525	20	MA*	8
Master Thesis																											010		HIA	Ů
Total	12	1	9	2	180	720	30	9		9		135	465	20	9		8	1	225	675	30	5	0	5	0	150	750	30		
				CII			CII4		- 501	rc				4-46-1	Europea	- 0	## T	-f A-	4 4		Contra									
			m	= oral e	exam. P.	'A = proi	ect thes	is. K = v	L = vritten (	: lecture exam (!	e, S = s 90 min	semina utes) /	r, T = tu = no ex	utorial, 1 xam (pa	W = wor ass/fail).	kshop T non-	academ	nic supi	port.Oo	nline me	odule po	ssible.								
	^Re	eport (r	not gra	aed), +	consists	s of the	master	inesis (8	u%) ar	nd an o	ral exa	am (209	%), *mo	aules c	an also	pe offe	ered in c	otner se	emester	s, ~am	ount of o	course u	units ma	y vary	'					
		_					1.2.4.5 -					_	_	3						_		_			_		_	_		
							C	ompuls	ory mo	aule in	ail M.A	A. Progr	rammes	s, =M-	DMd-SV	ı⊓-∧L3	s, M-DM	ia-DTH	I-V13											

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

		1st se	m(3SI	EM) / 2r	nd sem(	4SEM)			2nd s	em(3S	EM) / 3	rd sem	(4SEM)			recommended time of module in the case of a part
Module	Ī	course	units		СН	SH	ECTS		course	units		СН	SH	ECTS	Exam	time degree
	Total	L	Ø	Т	G	эп	ECIS	Total	L	ø	T	C	эп	ECIS		course (*Semester)
M-DMe-DMM-VT1																
Frameworks of Design and Management	3		3		45	105	5								m	3
M-DMe-DMM-VT2																
Applied Design Strategy	3		3		45	105	5								PA	4
M-DMd-DMM-FOK																
Focus Project								3		3		45	255	10	PA	6
M-DMe-DMM-VT3 <sup>1</sup>															.,	
Applied HCD & UX Principles and Methods								3		2	1	45	105	5	К	6
Total	6		6		90	210	10	6		5	1	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

 $^1$ =M-DMd-SVD-VT3, M-DMd-DTH-VT3

Master's Programme: Design Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of study: Creative Direction

		1st se	em(3SE	M) / 21	nd sem	(4SEM)			2. Se	em(3SI	EM) / 3	. Sem(4	SEM)			recommended time of module in the case of a part-
Module		course	units		СН	SH	ECTS		course	units		СН	SH	ECTS	Exam	time degree
	Total	L	s	Т	G	5	ECIS	Total	L	s	Т	СП	5	ECIS		course (*Semester)
M-DMe-CDI-VT1																
Creative Thinking	3		2	1	45	105	5								m	3
M-DMe-CDI-VT2																
Marketing und Branding	3		3		45	105	5								PA	4
M-DMe-CDI-FOK										_						
Focus Project								3		3		45	255	10	PA	6
M-DMe-CDI-VT3																
Management of Creative Leadership								3		2	1	45	105	5	PA	5
Total	6	0	5	1	90	210	10	6	0	5	1	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

<sup>1</sup>=M-MKd-MCM-VT1, M-MKd-COC-VT1, <sup>2</sup>= M-MKd-SMT-VT2, M-Bud-BUS-VT1, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, <sup>3</sup>=M-MKd-MCM-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum
Master's Programme: Design Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of study: Design Thinking

Module			em(3SE units	1	nd sem		ECTS			em(3S	·	rd sem		ECTS	Exam	recommended time of module in the case of a part- time degree course
	Total	L	S	Т				Total	L	S	Т					(*Semester)
M-DMe-DTH-VT1 Applied Design Thinking	3		2	1	45	105	5								PA	3
M-DMe-DTH-VT2 Communication Design & Semiotics	3		3		45	105	5								m	4
M-DMe-DTH-FOK Focus Project							•	3		3		45	255	10	PA	6
M-DMe-DTH-VT3 <sup>1</sup> Applied HCD & UX Principles and Methods								3		2	1	45	105	5	к	5
Total	6	0	5	1	90	210	10	6	0	5	1	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

 $^{1}$ = M-DMd-DMM-VT3, M-DMd-SVD-VT3

Master's Programme: Design Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of study: Service Design

		1st se	em(3SE	EM) / 2:	nd sem	(4SEM)			2nd s	em(3S	EM) / 3	rd sem	(4SEM)			recommended time of module in the case of a part-
Module		course	units		СН	SH	ECTS		Course	units		СН	SH	ECTS	Exam	time degree
	Total	L	s	Т	G	эн	ECIS	Total	L	s	Т	СН	эн	ECIS		course (*Semester)
M-DMe-SVD-VT1									•	•	•	-	-	•		
Applied Service Design	3		2	1	45	105	5								PA	3
M-DMe-SVD-VT2																
CX/UX Touchpoint Design	3		3		45	105	5								m	4
M-DMe-SVD-FOK																
Focus Project								3		3		45	255	10	PA	6
M-DMe-SVD-VT3 <sup>1</sup>																
Applied HCS & UX Principles and Methods								3		2	1	45	105	5	K	5
Total	6	0	5	1	90	210	10	6	0	5	1	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

 $^{1}$ =M-DMd-DMM-VT3, M-DMd-DTH-VT3

Master's Programme: Design Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of study: Smart City Design

		1st se	em(3SE	M) / 2ı	nd sem	(4SEM)			2nd s	em(3S	EM) / 3	rd sem	(4SEM)			recommended time of module in
Module		course	units				F070		course	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-DMe-SCD-VT1																
Urbane Structures and Concepts	3	3			45	105	5								m	3
M-DMe-SCD-VT2	_						_									
Applied Smart City Design	3		2	1	45	105	5								PA	4
M-DMe-SCD-FOK					-		•							40		
Focus Project								3		3		45	255	10	PA	6
M-DMe-SCD-VT3																_
Design and Management of Urban Services								3	2		1	45	105	5	PA	5
Total	6	3	2	1	90	210	10	6	2	3	1	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

1= M-MKd-BMT-VT2, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, 2= M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Master's Programme: Design Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of study: Instructional Design

		1st se	em(3SE	M) / 21	nd sem	(4SEM)			2nd s	em(3S	EM) / 3	rd sem	(4SEM)			recommended time of module in
Module	,	course	units		СН	SH	БОТО	(	course	units		611	SH	БОТО	Exam	the case of a part- time degree
	Total	L	s	T	СН	эп	ECTS	Total	L	s	Т	СН	эп	ECTS		course (*Semester)
M-DMe-IDS-VT1															.,	
Foundations of Design and Instructions	3	3			45	105	5								К	3
M-DMe-IDS-VT2			•		45	405									D4	4
Learners, Learning and Assessment	3	1	2		45	105	5								PA	4
M-DMe-IDS-FOK							•	3		3		45	255	10	PA	6
Focus Project								3		3		45	255	10	PA	0
M-DMe-IDS-VT3								3			1	45	105	5	PA	_
Technologies and Systems for Instructionals Design								3	2		I	45	105	9	FA	5
Total	6	4	2	0	90	210	10	6	2	3	1	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

1= M-MKd-BMT-VT2, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, 2= M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2