

Course Curriculum																				Exam	Recommended time of module in the case of a part-time degree course (Semester)								
Master's Programme: Design 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)										
	course units						course units						course units						course units										
Total	L	S	T	CH	SH	ECTS	Total	L	S	T	CH	SH	ECTS	Total	L	S	T	CH	SH	ECTS	Total	L	S	T	CH	SH	ECTS		
M-DMe-AL-DIT 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-PFR 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 ¹ Foresight and Global Trends								3		3		45	105	5														PA	3
M-DMe-AL-MW2 Design Project Management								3		3		45	105	5														K	3
M-DMe-AL-PRO1 Interdisciplinary Project								3		3		45	255	10														PA	4
Elective module (1 out of 6)												90	210	10															
M-DMe-AL-MW3 ² Strategy and Innovation Processes												3		3		45	105	5										PA	5
M-DMe-AL-MW4 Contemporary Design Theories												3		3		45	105	5										m	5
M-DMe-AL-MWS The Value of Design												3		2	1	45	105	5										K	5
Elective module (1 out of 6)															90	360	15												
M-DMe-AL-MW6 ⁴ Leadership and Entrepreneurial Thinking															3		3		45	105	5						m	7	
M-DMe-AL-MW7 Design Research															2		2		30	120	5					/	7		
M-DMe-AL-MAT ⁵ Master Thesis															**				75	525	20					MA*	8		
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				

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

^{1,2,4,5} Compulsory module in all M.A. Programmes, ³=M-DM4-SVD-VT3, M-DM4-DTH-VT3

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)																
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-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 ¹ Applied HCD & UX Principles and Methods								3		2	1	45	105	5	K	6
Total	6		6		90	210	10	6		5	1	90	360	15		
<p>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, 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</p>																
¹ =M-DMd-SVD-VT3, M-DMd-DTH-VT3																

Course Curriculum

Master's Programme: Design Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of study: Creative Direction

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-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		

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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

¹=M-MKd-MCM-VT1, M-MKd-COC-VT1, ²= M-MKd-SMT-VT2, M-Bud-BUS-VT1, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1,

³=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	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-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 ¹ Applied HCD & 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		

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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

¹= M-DMd-DMM-VT3, M-DMd-SVD-VT3

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

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-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 ¹ 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, 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

¹=M-DMd-DMM-VT3, M-DMd-DTH-VT3

Course Curriculum

Master's Programme: Design Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of study: Smart City Design

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-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 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		

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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

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

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

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-DMe-IDS-VT1 Foundations of Design and Instructions	3	3			45	105	5								K	3
M-DMe-IDS-VT2 Learners, Learning and Assessment	3	1	2		45	105	5								PA	4
M-DMe-IDS-FOK Focus Project								3		3		45	255	10	PA	6
M-DMe-IDS-VT3 Technologies and Systems for Instructionals Design								3	2		1	45	105	5	PA	5
Total	6	4	2	0	90	210	10	6	2	3	1	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

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