

# Course Structure per Semester for Digital Business Management (M.A.) Full-time (4 semesters)

| ECTS Points per Semester                                            |            |           |           |           |
|---------------------------------------------------------------------|------------|-----------|-----------|-----------|
| Module name                                                         | 1          | 2         | 3         | 4         |
| <b>Subject Area: Introduction to Self-organized Learning *</b>      |            |           |           |           |
| Introduction to Self-organized Learning                             |            |           |           |           |
| <b>Subject Area: Foundations of Management</b>                      |            |           |           |           |
| International Finance                                               | 5          |           |           |           |
| Human Resource Management in the Digital Age                        | 5          |           |           |           |
| Accounting for Managers                                             |            | 5         |           |           |
| Strategic Management in the Global Environment                      |            | 5         |           |           |
| Modern Management Approaches                                        |            |           | 5         |           |
| Leadership & Business Ethics                                        |            |           | 5         |           |
| <b>Subject Area: Methods for Management &amp; Research</b>          |            |           |           |           |
| Business Statistics                                                 | 5          |           |           |           |
| Research Methods for Business                                       | 5          |           |           |           |
| Business Analytics                                                  |            | 5         |           |           |
| <b>Subject Area: Business Development &amp; Digitalization</b>      |            |           |           |           |
| Disruptive Technologies & Advanced Artificial Intelligence          |            |           | 5         |           |
| Digital Consulting                                                  |            |           | 5         |           |
| Cyber Security & Risk Management                                    |            |           | 5         |           |
| Digitalization Strategy & Internet of Things                        |            |           | 5         |           |
| <b>Subject Area: Business Intelligence</b>                          |            |           |           |           |
| Data Mining                                                         | 5          |           |           |           |
| Data Management for Business Intelligence                           | 5          |           |           |           |
| Customer-Focused Marketing Intelligence                             |            | 5         |           |           |
| Business Forecasting                                                |            | 5         |           |           |
| Data Warehousing                                                    |            | 5         |           |           |
| <b>Subject Area: International Experience &amp; Master's Thesis</b> |            |           |           |           |
| Internship                                                          |            |           |           | 10        |
| Master's Thesis                                                     |            |           |           | 20        |
| <b>Total ECTS Points per Semester</b>                               | <b>30</b>  | <b>30</b> | <b>30</b> | <b>30</b> |
| <b>Total ECTS Points</b>                                            | <b>120</b> |           |           |           |

\* The introductory project on self-organized learning is an optional, extracurricular module aimed at first year students before the start of the lecture period, which provides knowledge about the online systems to be used in the study program as well as methods for self-organization.