CURRICULUM B.A. DIGITAL BUSINESS
DISTANCE LEARNING

Semester FT	PT I	PT II	Module	Course Code	Course	ECTS credits	Type of Exam
1. Semester	1. Semester	1. Semester	Digital Business Models	DLBLODB01_E	Digital Business Models	5	Exam or Advanced Workbook
			Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
			Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
		2. Semester	Introduction to Computer Science	DLBCSICS01	Introduction to Computer Science	5	Exam
			Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
			Project: Digital Business Models	DLBWPPDBM01_E	Project: Digital Business Models	5	Project Report
2. Semester	2. Semester	3. Semester	Accounting and Balancing	DLBEPEAB01	Accounting and Balancing	5	Exam
			Digital Future Commerce	DLBLOGC201_E	Digital Future Commerce	5	Exam
			Fundamentals of Data Protection and IT Security for Non-Technical Programs	DLBDBEFDPISNP01	Fundamentals of Data Protection and IT Security for Non-Technical Programs	5	Exam
		4. Semester	Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study
			Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment
			Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
3. Semester	3. Semester	5. Semester	Statistics - Probability and Descriptive Statistics	DLBDSSPDS01-01	Statistics - Probability and Descriptive Statistics	5	Exam
			Collaborative Work	DLBCSCW01	Collaborative Work	5	Oral Assignment
			Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment
		4. Semester / 6. Semester	Introduction to Low-Code Development	DLBDBEILCD01	Introduction to Low-Code Development	5	Case Study
			Introduction to Process Management	DLBWIEPM01_E	Introduction to Process Management	5	Exam or Written Assignment
			Project: Low-Code Development	DLBDBEPLCD01	Project: Low-Code Development	5	Oral Project Report
4. Semester	5. Semester	7. Semester	IT Law	DLBCSIITL01	IT Law	5	Case Study
			Seminar in Current Topics in Digitalization	DLBDBATD01_E	Seminar in Current Topics in Digitalization	5	Research Essay
			Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment
		8. Semester	E-Commerce I	BWEC01-01_E	E-Commerce I	5	Exam
			Corporate Planning and Simulation	BUPL01_E	Corporate Planning and Simulation	5	Proof of participation (passed/ not passed)
			Agile Project Management	DLBCSAPM01	Agile Project Management	5	Project Report
5. Semester	6. Semester	9. Semester	Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	Exam
			Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
			Introduction to Data Science	DLBDSIDS01	Introduction to Data Science	5	Exam
	7. Semester	10. Semester	Project: New Work	DLBPEPNW01_E	Project: New Work	5	Portfolio
			ELECTIVE A*		e.g.	10	
			ELECTIVE B*		e.g.	10	
6. Semester	8. Semester	11. Semester	ELECTIVE C*		e.g.	10	
		12.	Bachelor Thesis		Bachelor Thesis / Thesis Defense	9 / 1	Bachelor Thesis / Presentation: Colloquium
Total 180 ECTS credits							

Recommended elective combinations:

	Elective A:	Elective B:	Elective C:
Marketing	Content Marketing and CRM	Search Engine Marketing	International Brand Management and Corporate Communication
Market Research	Markets and Advertising	Market Research and Media	Digital Market and Consumer Psychology
Programming	Salesforce Platform Development	Object-oriented Programing	Foundations of Programming with Python
Data Analytics & Machine Learning	Machine Learning	AI Specialist	Data Analyst
Software & Data Engineering	Software Engineering - Requirements Engineering and Quality Assurance	Data Engineer	Agile Software Engineering
Management	Managing People and Fundamentals of Business Psychology	Digital HR and Change Management	Global Corporations and Sourcing
Entrepreneurship	Entrepreneurship, Innovation and Financing	Sustainable Entrepreneurship	Agile Management and Digital Entrepreneurship
IT-Management	IT Service Management	Innovative Technologies and Sustainability	IT project and architecture management

All electives

Elective A:	Elective B:	Elective C:
Content Marketing and CRM	Search Engine Marketing	International Brand Management and Corporate Communication
Business Consulting	Conflict Management and Coaching	Digital Market and Consumer Psychology
Markets and Advertising	Market Research and Media	Foundations of Programming with Python
Salesforce Platform Development	Object-oriented Programing	Data Analyst
Machine Learning	AI Specialist	Agile Software Engineering
Software Engineering - Requirements Engineering and Quality Assurance	Data Engineer	Global Corporations and Sourcing
Managing People and Fundamentals of Business Psychology	Digital HR and Change Management	Agile Management and Digital Entrepreneurship
Entrepreneurship, Innovation and Financing	Sustainable Entrepreneurship	IT project and architecture management
IT Service Management	Innovative Technologies and Sustainability	Business Intelligence
		Salesforce Platform Management
		Smart Mobility
		Studium Generale
		Salesforce Platform Development
		Supply Chain Management
		Applied Sales
		Smart Factory
		Organizational Behavior and Development
		Secure Cloud Computing
		Product Development and Solutions
		Robotics and Production Engineering
		Augmented, Mixed and Virtual Reality
		Mastering Prompts