### **CURRICULUM B.A. DIGITAL BUSINESS**

#### DISTANCE LEARNING

	neste: PT I   I		Module	Course Code	Course	ECTS credits	Type of Exam
Ť			Digital Business Models	DLBLODB01_E	Digital Business Models	5	Exam or Advanced Workbook
,	, e	1. Semester	Business 101		Business 101	5	Exam or Written Assignment
,	1. Semester	1. S.	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work		Assignment Basic Workbook
1 Comp	1.5	Į.	Introduction to Computer Science	DLBCSICS01	Introduction to Computer Science	5	Exam
		Semester	Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
Ţ	$\exists$		Project: Digital Business Models	DLBWPPDBM01_E	Project: Digital Business Models	5	Project Report
	Semester	iter	Accounting and Balancing	DLBEPEAB01	Accounting and Balancing	5	Exam
-	2. Sem	Semester	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
	7	iter	Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study
	ster	Semester	Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment
	Semester		Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
1	3.5	iter	Statistics - Probability and Descriptive Statistics	DLBDSSPDS01-01	Statistics - Probability and Descriptive Statistics	5	Exam
		Semester	Collaborative Work	DLBCSCW01	Collaborative Work		Oral Assignment
Γ	1		Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment
	nester	ter	Introduction to Low-Code Development	DLBDBEILCD01	Introduction to Low-Code Development		Case Study
	4. Semester	Semester	Introduction to Process Management	DLBWIEPM01_E	Introduction to Process Management	5	Exam or Written Assignment
1			Project: Low-Code Development	DLBDBEPLCD01	Project: Low-Code Development	5	Oral Project Report
Γ	7	iter	IT Law	DLBCSIITL01	IT Law	5	Case Study
3	ster	l & l	Seminar in Current Topics in Digitalization	DLBDBATD01_E	Seminar in Current Topics in Digitalization	5	Research Essay
,	Semester		Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment
	5.5	ter	E-Commerce I	BWEC01-01_E	E-Commerce I		Exam
		Semester	Corporate Planning and Simulation	BUPL01_E	Corporate Planning and Simulation		Proof of participation (passed/ not passed)
ſ	1	انسا	Agile Project Management	DLBCSAPM01	Agile Project Management		Project Report
	nester	,	Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	Exam
	6. Semester	Semester	Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
		9. Sem	Introduction to Data Science	DLBDSIDS01	Introduction to Data Science	5	Exam
-	rer	1 1	Project: New Work	DLBPEPNW01_E	Project: New Work	5	Portfolio
	7. Semester	10.	ELECTIVE A*		e.g.	10	
ı	7.7		ELECTIVE B*		e.g.	10	
Г		11	ELECTIVE C*		e.g.	10	
	80	12.	Bachelor Thesis		Bachelor Thesis Thesis Defense		Bachelor Thesis Presentation: Colloquiu

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Ø You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences offers you the flexibility to choose any available module you like from any semester. You can work on a number of module at the same time or one by one.

Ø

At the beginning, choose modules that particularly interest you or that you can use directly in your job. This motivates you and gives you success right from the start.

A module with two courses consists of an introduction and a consolidation. In order to successfully complete a module, you must successfully pass both the introduction and the consolidation of the module within the framework of a module examination.

\* Electives: Choose three modules, every elective module can only be chosen once.

FT: Full-Time, 36 months PT I: Part-Time I, 48 months PT II: Part-Time II, 72 months

Recommended electivce 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	Al 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
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## **(i)**

You can find more information about your degree program in the module handbook on our website.

# Elective A:

Content Marketing and CRM
Business Consulting
Markets and Advertising
Salesforce Platform Development
Machine Learning
Software Engineering - Requirements Engineering and Quality Assurance
Managing People and Fundamentals of Business Psychology
Entrepreneurship, Innovation and Financing
IT Service Management

### Elective B:

Search Engine Marketing
Conflict Management and Coaching
Market Research and Media
Object-oriented Programing
Al Specialist
Data Engineer
Digital HiR and Change Management
Sustainable Entrepreneurship
Innovative Technologies and Sustainability

### Elective C:

Elective C:

International Brand Management and Corporate Communication
Digital Market and Consumer Psychology
Foundations of Programming with Python
Data Analyst
Agile Software Engineering
Global Corporations and Sourcing
Agile Management and Digital Entrepreneurship
If project and architecture management
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