

CURRICULUM B.A. DIGITAL BUSINESS

DISTANCE LEARNING

Semester		Module	Course Code	Course	ECTS credits	Type of Exam
FT	PT I PT II					
1. Semester	1. Semester	Digital Business Models	DLBLOB01_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
		Introduction to Computer Science	DLBCSICS01	Introduction to Computer Science	5	Exam
		Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
2. Semester	2. Semester	Project: Digital Business Models	DLBWPPDBM01_E	Project: Digital Business Models	5	Project Report
		Accounting and Balancing	DLBEPAB01	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	DLDBEFDPISNP01	Fundamentals of Data Protection and IT Security for Non-Technical Programs	5	Exam
		Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study
3. Semester	3. Semester	Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment
		Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
		Statistics - Probability and Descriptive Statistics	DLDBSSPDS01-01	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	4. Semester	Introduction to Low-Code Development	DLDBBEILCD01	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	DLDBBEPLCD01	Project: Low-Code Development	5	Oral Project Report
		IT Law	DLBCSITL01	IT Law	5	Case Study
		Seminar in Current Topics in Digitalization	DLDBBATD01_E	Seminar in Current Topics in Digitalization	5	Research Essay
5. Semester	5. Semester	Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment
		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
		Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	Exam
6. Semester	6. Semester	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
		Project: New Work	DLBPEPNW01_E	Project: New Work	5	Portfolio
		ELECTIVE A*		e.g.	10	
		ELECTIVE B*		e.g.	10	
7. Semester	7. Semester	ELECTIVE C*		e.g.	10	
		Bachelor Thesis		Bachelor Thesis Thesis Defense	9	Bachelor Thesis Presentation: Colloquium
Total						
180 ECTS credits						



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 modules at the same time or one by one.

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 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 Programming	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

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

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	Data Analyst
Salesforce Platform Development	Foundations of Programming with Python	Agile Software Engineering
Machine Learning	AI Specialist	Global Corporations and Sourcing
Software Engineering - Requirements Engineering and Quality Assurance	Data Engineer	Agile Management and Digital Entrepreneurship
Managing People and Fundamentals of Business Psychology	Digital HR and Change Management	IT project and architecture management
Entrepreneurship, Innovation and Financing	Sustainable Entrepreneurship	Business intelligence
IT Service Management	Innovative Technologies and Sustainability	Salesforce Platform Management
Object-oriented Programming		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