CURRICULUM B.SC. AI IN BUSINESS
DISTANCE LEARNING

iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

Semester FT	PT I	PT II	Module	Course Code	Course	ECTS credits	Type of Exam
1. Semester	1. Semester	1. Semester	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
			Artificial Intelligence	DLBDSEAIS01	Artificial Intelligence	5	Exam
			Introduction to NLP	DLBAIINLP01	Introduction to NLP	5	Exam
		2. Semester	ELECTIVES A*		e.g. Corporate Finance and Investment	5	
			Project: AI Excellence with Creative Prompting Techniques	DLBPKIEKPT01_E	Project: AI Excellence with Creative Prompting Techniques	5	Oral Project Report
			ELECTIVES D		Internship or modules to choose	5	
2. Semester	2. Semester	3. Semester	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
			Principles of Management	DLBBAPM01_E	Principles of Management	5	Case Study
			Advanced NLP: Generative AI in Business Applications	DLBAIBEANGAIBA01	Advanced NLP: Generative AI in Business Applications	5	Case Study
		4. Semester	ELECTIVES A*		e.g. Digital Finance and Controlling	5	
			Project: AI Product Commercialisation	DLBAIBEPAIPC01	Project: AI Product Commercialisation	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
3. Semester	3. Semester	5. Semester	Deep Learning in Business Contexts: Predictive Analytics	DLBAIBEDLBCPA01	Deep Learning in Business Contexts: Predictive Analytics	5	Exam
			Ethics and Legal Aspects in AI	DLBAIBEELAAI01	Ethics and Legal Aspects in AI	5	Exam
			Advanced Data Analysis	DLBDSEDA01	Advanced Data Analysis	5	Exam
		6. Semester	ELECTIVES B*		e.g. Introduction to the Internet of Things	5	Bitte wählen...
			Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis	DLBAIBEPNBACSA01	Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
4. Semester	4. Semester	7. Semester	Business Intelligence and Data Visualization	DLBAIBEBIDV01	Business Intelligence and Data Visualization	5	Written Assignment
			Change Management	DLBDBCM01_E	Change Management	5	Exam
			Augmented, Mixed and Virtual Reality	DLBMIAMVR01_E	Augmented, Mixed and Virtual Reality	5	Exam
	5. Semester	8. Semester	ELECTIVES B*		e.g. Product Development in Industry 4.0	5	Bitte wählen...
			Project: AI Change Management	DLBAIBEPAICM01	Project: AI Change Management	5	Portfolio
			ELECTIVES D		Internship or modules to choose	5	
5. Semester	6. Semester	9. Semester	AI Talent Development	DLBAIBEAITD01	AI Talent Development	5	Written Assignment
			Process Automation	DLBAIBEPA01	Process Automation	5	Case Study
			Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
		10. Semester	ELECTIVES C*		e.g. User Experience	5	Bitte wählen...
			Project: Generative AI in an Enterprise Context	DLBFMPGKIU01_E	Project: Generative AI in an Enterprise Context	5	Portfolio
			ELECTIVES D		Internship or modules to choose	5	
6. Semester	7. Semester	11. Semester	Seminar: Ethical Innovation	DLBAIBESEI01	Seminar: Ethical Innovation	5	Research Essay
			ELECTIVES C*		e.g. Seminar: AI in Marketing & E-Commerce	5	
			Project: Low-Code Development	DLBDBEPLCD01	Project: Low-Code Development	5	Oral Project Report
	8. Semester	12.	ELECTIVES D		Internship or modules to choose	5	
			Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Thesis Defense	9 1	Bachelor Thesis Presentation: Colloquium
Total 180 ECTS credits							

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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.

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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.

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Information about electives D:
Decide at the beginning between an internship at a company or modules from electives D. You will complete the internship with a practical reflection. If you decide on the modules from electives D, all modules from this area must be completed. Mixed forms of internship and compulsory electives D are not possible.

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* Electives: Two modules per elective to choose from, each 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

Major	Electives A:	Electives B:	Electives C:
Finance	Corporate Finance and Investment Digital Finance and Controlling	FinTechs (Overview and Technological Basics) FinTechs (Disruptive and Innovative Approaches)	Start-Up Financing Project: AI in Finance
Transport & Logistics	Supply Chain Management I Supply Chain Management II	Introduction to the Internet of Things Product Development in Industry 4.0	Green and Social Logistics Project: AI in Logistics
HR	International HR Management Digital HR	Introduction to New Work Project: New Work	Leadership 4.0 Project: AI in HR
Marketing & E-Commerce	International Marketing Online Marketing	Social Media Marketing Project: Marketing Analytics	User Experience Seminar: AI in Marketing & E-Commerce
Digital Marketing & SEO	Social Commerce Project: Campaigns in Social Media	Search Engine Optimization - SEO Search Engine Advertising - SEA	Project: Cross Media Marketing Seminar: AI in Marketing & E-Commerce
Production	Product Development in Industry 4.0 Production Engineering Industry 4.0	Digital Future Industry Digital Future Commerce	Introduction to the Internet of Things Project: AI in Production
Sales & E-Commerce	Applied Sales I Applied Sales II	E-Commerce I E-Commerce II	Sales and Distribution Seminar: AI in Marketing & E-Commerce
Healthcare & Pharmaceuticals	Healthcare Management International Health Systems	Introduction to Biomedical AI Pharmaceutical Management	Global Health Seminar: Technology in Healthcare
Manufacturing & Engineering	Automation Technology Product Development in Industry 4.0	Smart Factory I Production Engineering Industry 4.0	Supply Chain Management I Seminar: Human-Robot Interaction

All Electives	Electives A:	Electives B:	Electives C:	Electives D:
	Corporate Finance and Investment	FinTechs (Overview and Technological Basics)	Start-Up Financing	Internship: Business & Management
	Digital Finance and Controlling	FinTechs (Disruptive and Innovative Approaches)	Project: AI in Finance	**or**
	Supply Chain Management I	Introduction to the Internet of Things	Green and Social Logistics	Project: Digital Business Models
	Supply Chain Management II	Product Development in Industry 4.0	Project: AI in Logistics	Project: Business Intelligence
	International HR Management	Introduction to New Work	Leadership 4.0	Intercultural and Ethical Decision-Making
	Digital HR	Project: New Work	Project: AI in HR	Digital Skills
	International Marketing	Social Media Marketing	User Experience	Interaction and Communication in Organisations
	Online Marketing	Project: Marketing Analytics	Seminar: AI in Marketing & E-Commerce	Seminar: Current Topics in Digitalization
	Social Commerce	Search Engine Optimization - SEO	Project: Cross Media Marketing	
	Project: Campaigns in Social Media	Search Engine Advertising - SEA	Introduction to the Internet of Things	
	Product Development in Industry 4.0	Digital Future Industry	Project: AI in Production	
	Production Engineering Industry 4.0	Digital Future Commerce	Sales and Distribution	
	Applied Sales I	E-Commerce I	Global Health	
	Applied Sales II	E-Commerce II	Seminar: Technology in Healthcare	
	Healthcare Management	Introduction to Biomedical AI	Supply Chain Management I	
	International Health Systems	Pharmaceutical Management	Seminar: Human-Robot Interaction	
	Automation Technology	Smart Factory I	Personal Career Plan	
	Product Development in Industry 4.0	Production Engineering Industry 4.0	Personal Elevator Pitch	
	Electrical Engineering	Electrical Machines and Energy Technology	Business Consulting II	
	Customer Relationship Management	Consumer Behavior	Collaborative Work	
	Agile Project Management	Business Consulting I	Conflict Management and Mediation	
			Corporate Planning and Simulation	
			Energy Industry	
			Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management	
			Project: SAP S/4HANA - Business Processes	
			Project: Dynamics 365 Business Central - Financial Company Setup	
			Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution	
			Studium Generale I	
			Studium Generale II	