

CURRICULUM B.SC. AI IN BUSINESS - MARKETING & E-COMMERCE

DISTANCE LEARNING

Semester			Module	Course Code	Course	ECTS credits	Type of Exam	
FT	PT I	PT II						
1. Semester	1. Semester	1. Semester	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment	
			Artificial Intelligence	DLBDEAIS01	Artificial Intelligence	5	Exam	
			Introduction to NLP	DLBAIINLP01	Introduction to NLP	5	Exam	
	2. Semester	2. Semester	International Marketing	DLBDEIEMB01	International Marketing	5	Exam	
			Project: AI Excellence with Creative Prompting Techniques	DLBPKEKPT01_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	
	3. Semester	4. Semester	4. Semester	Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment
				Project: AI Product Commercialisation	DLBAIBEPAPIC01	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	DLBAIBEDLBPCA01	Deep Learning in Business Contexts: Predictive Analytics	5	Exam	
			Ethics and Legal Aspects in AI	DLBAIBEELAA01	Ethics and Legal Aspects in AI	5	Exam	
			Advanced Data Analysis	DLBSEDA01	Advanced Data Analysis	5	Exam	
	4. Semester	6. Semester	6. Semester	Social Media Marketing	DLBMSM02-01_E	Social Media Marketing	5	Advanced Workbook
				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	5. Semester	8. 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	8. Semester	Project: Marketing Analytics	DLBDBPMA01_E	Project: Marketing Analytics	5	Project Report
				Project: AI Change Management	DLBAIBEPAPICM01	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	
	6. Semester	10. Semester	10. Semester	User Experience	DLBMIUEX01_E	User Experience	5	Exam
				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	
			Seminar: AI in Marketing & E-Commerce	DLBOMSKIMEC01_E	Seminar: AI in Marketing & E-Commerce	5	Research Essay	
	8. Semester	12. Semester	12. Semester	Project: Low-Code Development	DLDBEPLCD01	Project: Low-Code Development	5	Oral Project Report
				ELECTIVES D		Internship or modules to choose	5	
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.

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.

Electives D:	
Internship: Business & Management	
or	
Project: Digital Business Models	
Project: Business Intelligence	
Intercultural and Ethical Decision-Making	
Digital Skills	
Interaction and Communication in Organisations	
Seminar: Current Topics in Digitalization	