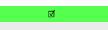
	emest		RNING	Course Code	Course	ECTS	Type of Exam
т	PTI	PT II		course code	Course	credits	Exam or Written
1. Semester	1. Semester	Semester	Business 101	DLBBAB01_E	Business 101	5	Assignment
			Artificial Intelligence	DLBDSEAIS01	Artificial Intelligence	5	Exam
		т.	Introduction to NLP	DLBAIINLP01	Introduction to NLP	5	Exam
		ter	Social Commerce	DLBOMSC01_E	Social Commerce	5	Exam
		Semester	Project: AI Excellence with Creative Prompting Techniques	DLBPKIEKPT01_E	Project: AI Excellence with Creative Prompting Techniques	5	Oral Project Report
		2. S	ELECTIVES D		Internship or modules to choose	5	
	2. Semester	ter 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
lester			Advanced NLP: Generative AI in Business Applications	DLBAIBEANGAIBA01	Advanced NLP: Generative AI in Business Applications	5	Case Study
2. Semester			Project: Campaigns in Social Media	DLBOMPSMK01_E	Project: Campaigns in Social Media	5	Portfolio
	ter	4. Semester	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 Al	DLBAIBEELAAI01	Ethics and Legal Aspects in Al	5	Exam
			Advanced Data Analysis	DLBDSEDA01	Advanced Data Analysis	5	Exam
	Semester	6. Semester	Search Engine Optimization - SEO	DLBECSEO01_E	Search Engine Optimization - SEO	5	Case Study
			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. S	Semester	Business Intelligence and Data Visualization	DLBAIBEBIDV01	Business Intelligence and Data Visualization	5	Written Assignment
			Change Management	DLBDBCM01_E	Change Management	5	Exam
semester	5. Semester	7. S	Augmented, Mixed and Virtual Reality	DLBMIAMVR01_E	Augmented, Mixed and Virtual Reality	5	Exam
4. Serr		ter	Search Engine Advertising - SEA	DLBECSEA01_E	Search Engine Advertising - SEA	5	Case Study
		Semester	Project: Al Change Management	DLBAIBEPAICM01	Project: Al Change Management	5	Portfolio
		8. S	ELECTIVES D		Internship or modules to choose	5	
	6. Semester	ter	Al Talent Development	DLBAIBEAITD01	Al Talent Development	5	Written Assignment
5. Semester		Semester	Process Automation	DLBAIBEPA01	Process Automation	5	Case Study
		6	Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
		10. Semester	Project: Cross Media Marketing	DLBOMPCMM01_E	Project: Cross Media Marketing	5	Oral Project Report
			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	
	7. Semester	11. Semester	Seminar: Ethical Innovation	DLBAIBESEI01	Seminar: Ethical Innovation	5	Research Essay
6. Semester			Seminar: Al in Marketing & E-Commerce	DLBOMSKIMEC01_E	Seminar: Al in Marketing & E-Commerce	5	Research Essay
			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	Bachelor Thesis Presentation: Colloqui

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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 chose 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.

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