

**CURRICULUM B.SC. AI IN BUSINESS - DIGITAL MARKETING & SEO**

**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	Social Commerce	DLBOMSC01_E	Social Commerce	5	Exam		
			Project: AI Excellence with Creative Prompting Techniques	DLBPKEKPT01_E	Project: AI Excellence with Creative Prompting Techniques	5	Oral Project Report		
2. Semester	3. Semester	3. Semester	ELECTIVES D		Internship or modules to choose	5			
			4. Semester	4. Semester	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
					Principles of Management	DLBBAPM01_E	Principles of Management	5	Case Study
	5. Semester	5. Semester	Advanced NLP: Generative AI in Business Applications	DLBAIBEANGAIBA01	Advanced NLP: Generative AI in Business Applications	5	Case Study		
			Project: Campaigns in Social Media	DLBOMPSMK01_E	Project: Campaigns in Social Media	5	Portfolio		
	6. Semester	6. Semester	Project: AI Product Commercialisation	DLBAIBEPAPIC01	Project: AI Product Commercialisation	5	Project Report		
			ELECTIVES D		Internship or modules to choose	5			
	3. Semester	7. Semester	7. Semester	Deep Learning in Business Contexts: Predictive Analytics	DLBAIBEDLBCPA01	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	DLBDEDA01	Advanced Data Analysis	5	Exam	
8. Semester		8. Semester	Search Engine Optimization - SEO	DLBCESEO01_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		
4. Semester	9. Semester	9. Semester	ELECTIVES D		Internship or modules to choose	5			
			10. Semester	10. Semester	Business Intelligence and Data Visualization	DLBAIBEBIDV01	Business Intelligence and Data Visualization	5	Written Assignment
					Change Management	DLBDBCM01_E	Change Management	5	Exam
	11. Semester	11. Semester	Augmented, Mixed and Virtual Reality	DLBBIAMVR01_E	Augmented, Mixed and Virtual Reality	5	Exam		
			Search Engine Advertising - SEA	DLBCESEA01_E	Search Engine Advertising - SEA	5	Case Study		
	12. Semester	12. Semester	Project: AI Change Management	DLBAIBEPAPICM01	Project: AI Change Management	5	Portfolio		
			ELECTIVES D		Internship or modules to choose	5			
	5. Semester	13. Semester	13. 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	
14. Semester		14. 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		
6. Semester	15. Semester	15. Semester	ELECTIVES D		Internship or modules to choose	5			
			16. Semester	16. 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
	17. Semester	17. Semester	Project: Low-Code Development	DLDBEPLCD01	Project: Low-Code Development	5	Oral Project Report		
			ELECTIVES D		Internship or modules to choose	5			
8. Semester	18. Semester	18. Semester	Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Thesis Defense	9 1	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.

**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	