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

DISTANCE LEARNING

PT II	Module	Course Code	Course	ECTS credits	Type of Exam
	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
emest	Artificial Intelligence	DLBDSEAIS01	Artificial Intelligence	5	Exam
1. S	Introduction to NLP	DLBAIINLP01	Introduction to NLP	5	Exam
2. Semester	Applied Sales I	DLBDSEAS01	Applied Sales I	5	Exam
	Project: AI Excellence with Creative Prompting Techniques	DLBPKIEKPT01_E	Project: Al Excellence with Creative Prompting Techniques	5	Oral Project Report
	ELECTIVES D		Internship or modules to choose	5	
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
	Advanced NLP: Generative AI in Business Applications	DLBAIBEANGAIBA01	Advanced NLP: Generative AI in Business Applications	5	Case Study
	Applied Sales II	DLBDSEAS02	Applied Sales II	5	Exam or Advanced Workbook
4. Semesi	Project: Al Product Commercialisation	DLBAIBEPAIPC01	Project: AI Product Commercialisation	5	Project Report
	ELECTIVES D		Internship or modules to choose	5	
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
6. Semester	E-Commerce I	BWEC01-01_E	E-Commerce I	5	Exam
	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	
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
ter	E-Commerce II	BWEC02-02_E	E-Commerce II	5	Exam
emes	Project: Al Change Management	DLBAIBEPAICM01	Project: Al Change Management	5	Portfolio
∞;	ELECTIVES D		Internship or modules to choose	5	
ter	Al Talent Development	DLBAIBEAITD01	Al Talent Development	5	Written Assignment
emes	Process Automation	DLBAIBEPA01	Process Automation	5	Case Study
6.6	Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
ster	Sales and Distribution	DLBMASD01_E	Sales and Distribution	5	Exam
Semes	Project: Generative Al in an Enterprise Context	DLBFMPGKIU01_E	Project: Generative AI in an Enterprise Context	5	Portfolio
10.	ELECTIVES D		Internship or modules to choose	5	
11. Semester	Seminar: Ethical Innovation	DLBAIBESEI01	Seminar: Ethical Innovation	5	Research Essay
	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
~;	ELECTIVES D		Internship or modules to choose	5	
17	Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Thesis Defense	9	Bachelor Thesis Presentation: Colloquium
	Semester 10. Semester 9. Semester 8. Semester 7. Semester 6. Semester 5. Semester 4. Semester 2. Semester 1. Semester 1. Semester 1. Semester 1. Semester 2. Semester 1. Semester 3. Semester 2. Semester 3. Semes	Business 101 Artificial Intelligence Introduction to NLP Applied Sales I Project: Al Excellence with Creative Prompting Techniques ELECTIVES D Introduction to Academic Work Principles of Management Advanced NLP: Generative AI in Business Applications Applied Sales II Project: Al Product Commercialisation ELECTIVES D Deep Learning in Business Contexts: Predictive Analytics Ethics and Legal Aspects in AI Advanced Data Analysis E-Commerce II Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis ELECTIVES D Business Intelligence and Data Visualization Change Management Augmented, Mixed and Virtual Reality E-Commerce II Project: AI Change Management LECTIVES D Long Lectives D La Talent Development Process Automation Data Analytics and Big Data Sales and Distribution Project: Generative AI in an Enterprise Context ELECTIVES D La Seminar: Ethical Innovation Seminar: AI in Marketing & E-Commerce Project: Low-Code Development	Business 101 DLBBAB01_E Artificial Intelligence Introduction to NLP Applied Sales I DLBDSEASO1 DLBDSEASO2 DLBDSEASO1 DLBDSEASO2 DLBDSEASO1 ELECTIVES D Deep Learning in Business Contexts: Predictive Analytics Ethics and Legal Aspects in Al Advanced Data Analysis DLBDSEDAO1 ELECTIVES D DLBDSEDAO1 ELECTIVES D DLBDSEDAO1 Business Intelligence and Data Visualization DLBAIBEPNBACSA01 ELECTIVES D DLBAIBEPNBACSA01 ELECTIVES D DLBAIBEPNBACSA01 ELECTIVES D Al Talent Development DLBAIBEPAICM01 DLBAIBEROLDON DLBAIBEROLDON DLB	Business 101 DLBBABOL_E Business 101 Artificial Intelligence DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 Applied Sales I Project: Al Excellence with Creative Prompting Techniques Project: Al Excellence with Creative Prompting Techniques DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 DLBAINLPO1 Applied Sales II Project: Al Excellence with Creative Prompting Techniques DLBAINLPO1 DLBAI	Business 101 DLBABBOL_E Business 101 S Artificial Intelligence 5 Artificial Intelligence 5 Artificial Intelligence 5 Artificial Intelligence 5 Business 101 Artificial Intelligence 5 Artificial Intelligence 5 Artificial Intelligence 6 Artificial Intelligence 6 Artificial Intelligence 6 Artificial Intelligence 7 Artificial Intelligence 8 Applied Sales 1 DLBOSEASID 1 Introduction to NLP 5 ELECTIVES D Introduction to Academic Work 5 Frinciples of Management 6 Advanced NLP- Generative Al in Business Applications 7 DLBABPANOL_E 7 Advanced NLP- Generative Al in Business Applications 8 DLBABPANOL_E 8 Applied Sales II 9 Depletaming in Business Contexts: Predictive Analytics 9 Depletaming in Business Contexts: Predictive Analytics 9 Depletaming in Business Contexts: Predictive Analytics 9 DEBLETIVES D 1 DEBLETIVES D 1 DLBABPENBACSAD2 Advanced Data Analysis 5 E-Commerce I 8 E-Commerce I 9 Augmented, Mixed and Virtual Reality 9 Change Management 9 DLBABPENBACSAD2 Augmentation and Sentiment Analysis 5 DLBABPENBACSAD2 Augmentation and Sentiment Analysis 5 E-Commerce I 8 E-Commerce I 9 E-Commerce



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You've already planned out exactly how your course schedule should look? Wonderful! The III 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 erflection. 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