

CURRICULUM B.A. DIGITAL BUSINESS

DISTANCE LEARNING

Semester			Module	Course Code	Course	ECTS credits	Type of Exam	
FT	PT I	PT II						
1. Semester	1. Semester	1. Semester	Digital Business Models	DLBLODB01_E	Digital Business Models	5	Exam or Advanced Workbook	
			Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment	
			Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook	
2. Semester	2. Semester	2. Semester	Introduction to Computer Science	DLBCSICS01	Introduction to Computer Science	5	Exam	
			Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam	
			Project: Digital Business Models	DLBWPPDBM01_E	Project: Digital Business Models	5	Project Report	
	3. Semester	3. Semester	Accounting and Balancing	DLBEPEAB01	Accounting and Balancing	5	Exam	
			Digital Future Commerce	DLBLOGC201_E	Digital Future Commerce	5	Exam	
			Fundamentals of Data Protection and IT Security for Non-Technical Programs	DLDBEFPDISNP01	Fundamentals of Data Protection and IT Security for Non-Technical Programs	5	Exam	
3. Semester	4. Semester	4. Semester	Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study	
			Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment	
			Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report	
	5. Semester	5. Semester	Statistics - Probability and Descriptive Statistics	DLBDSPDS01-01	Statistics - Probability and Descriptive Statistics	5	Exam	
			Collaborative Work	DLBCSCW01	Collaborative Work	5	Oral Assignment	
			Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment	
	6. Semester	6. Semester	Introduction to Low-Code Development	DLDBEILCD01	Introduction to Low-Code Development	5	Case Study	
			Introduction to Process Management	DLBWIEPM01_E	Introduction to Process Management	5	Exam or Written Assignment	
			Project: Low-Code Development	DLDBEPLCD01	Project: Low-Code Development	5	Oral Project Report	
4. Semester	7. Semester	7. Semester	IT Law	DLBCSIITL01	IT Law	5	Case Study	
			Seminar in Current Topics in Digitalization	DLBDBATD01_E	Seminar in Current Topics in Digitalization	5	Research Essay	
			Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment	
	8. Semester	8. Semester	E-Commerce I	BWEC01-01_E	E-Commerce I	5	Exam	
			Corporate Planning and Simulation	BUPL01_E	Corporate Planning and Simulation	5	Proof of participation (passed/ not passed)	
			Agile Project Management	DLBCSAPM01	Agile Project Management	5	Project Report	
	5. Semester	9. Semester	9. Semester	Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	Exam
				Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
Introduction to Data Science				DLBDSIDS01	Introduction to Data Science	5	Exam	
Project: New Work				DLBPEPNW01_E	Project: New Work	5	Portfolio	
6. Semester	10. Semester	10. Semester	ELECTIVE A*		e.g.	10		
			ELECTIVE B*		e.g.	10		
6. Semester	11. Semester	11. Semester	ELECTIVE C*		e.g.	10		
			Bachelor Thesis		Bachelor Thesis Thesis Defense	9 1	Bachelor Thesis Presentation: Colloquium	
Total								
180 ECTS credits								

Recommended elective combinations:	Elective A:	Elective B:	Elective C:
Marketing	Content Marketing and CRM	Search Engine Marketing	International Brand Management and Corporate Communication
Market Research	Markets and Advertising	Market Research and Media	Digital Market and Consumer Psychology
Programming	Salesforce Platform Development	Object-oriented Programming	Foundations of Programming with Python
Data Analytics & Machine Learning	Machine Learning	AI Specialist	Data Analyst
Software & Data Engineering	Software Engineering - Requirements Engineering and Quality Assurance Managing People and Fundamentals of Business Psychology	Data Engineer	Agile Software Engineering
Management		Digital HR and Change Management	Global Corporations and Sourcing
Entrepreneurship	Entrepreneurship, Innovation and Financing	Sustainable Entrepreneurship	Agile Management and Digital Entrepreneurship
IT-Management	IT Service Management	Innovative Technologies and Sustainability	IT project and architecture management

All electives

Elective A:	Elective B:	Elective C:
Content Marketing and CRM Business Consulting Markets and Advertising Salesforce Platform Development Machine Learning Software Engineering - Requirements Engineering and Quality Assurance Managing People and Fundamentals of Business Psychology Entrepreneurship, Innovation and Financing IT Service Management Object-oriented Programming	Search Engine Marketing Conflict Management and Coaching Market Research and Media Foundations of Programming with Python AI Specialist Data Engineer Digital HR and Change Management Sustainable Entrepreneurship Innovative Technologies and Sustainability	International Brand Management and Corporate Communication Digital Market and Consumer Psychology Data Analyst Agile Software Engineering Global Corporations and Sourcing Agile Management and Digital Entrepreneurship IT project and architecture management Business Intelligence Salesforce Platform Management Smart Mobility Studium Generale Salesforce Platform Development Supply Chain Management Applied Sales Smart Factory Organizational Behavior and Development Secure Cloud Computing Product Development and Solutions Robotics and Production Engineering Augmented, Mixed and Virtual Reality Mastering Prompts AI Prompting Techniques and Process Innovation with Copilot



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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.



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.



A module with two courses consists of an introduction and a consolidation. In order to successfully complete a module, you must successfully pass both the introduction and the consolidation of the module within the framework of a module examination.



* Electives: Choose three modules, every 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



You can find more information about your degree program in the module handbook on our website.