

## CURRICULUM B.SC. AI IN BUSINESS

## 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	DLBDSEAI01	Artificial Intelligence	5	Exam
			Introduction to NLP	DLBAIINLP01	Introduction to NLP	5	Exam
2. Semester	2. Semester	2. Semester	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
			Project: AI Excellence with Creative Prompting Techniques	DLBPKIEKPT01_E	Project: AI Excellence with Creative Prompting Techniques	5	Oral Project Report
			ELECTIVES D		Internship or modules to choose	5	
	3. Semester	3. Semester	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
			Deep Learning in Business Contexts: Predictive Analytics	DLBAIBEDLBPCA01	Deep Learning in Business Contexts: Predictive Analytics	5	Exam
3. Semester	4. Semester	4. Semester	Ethics and Legal Aspects in AI	DLBAIBEELAAI01	Ethics and Legal Aspects in AI	5	Exam
			Project: AI Product Commercialisation	DLBAIBEPAIPC01	Project: AI Product Commercialisation	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
	5. Semester	5. Semester	Advanced Data Analysis	DLBDSEDA01	Advanced Data Analysis	5	Exam
			Business Intelligence and Data Visualization	DLBAIBEBIDV01	Business Intelligence and Data Visualization	5	Written Assignment
			Change Management	DLBDBCM01_E	Change Management	5	Exam
4. Semester	6. Semester	6. Semester	Augmented, Mixed and Virtual Reality	DLBBIAMVR01_E	Augmented, Mixed and Virtual Reality	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	7. 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
5. Semester	8. Semester	8. Semester	Seminar: Ethical Innovation	DLBAIBESI01	Seminar: Ethical Innovation	5	Research Essay
			Project: AI Change Management	DLBAIBEPAICM01	Project: AI Change Management	5	Portfolio
			ELECTIVES D		Internship or modules to choose	5	
	9. Semester	9. Semester	ELECTIVES A*		ELECTIVES A*	5	
			ELECTIVES A*		ELECTIVES A*	5	
			ELECTIVES B*		ELECTIVES B*	5	
6. Semester	10. Semester	10. Semester	ELECTIVES B*		ELECTIVES B*	5	
			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	
	11. Semester	11. Semester	ELECTIVES C*		ELECTIVES C*	5	
			ELECTIVES C*		ELECTIVES C*	5	
			Project: Low-Code Development	DLDBEPLCD01	Project: Low-Code Development	5	Oral Project Report
8. Semester	12. Semester	12. Semester	ELECTIVES D		Internship or modules to choose	5	
			Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Colloquium	9 1	Bachelor Thesis Colloquium
Total							
180 ECTS credits							

Major	Electives A:	Electives B:	Electives C:
Finance	Corporate Finance and Investment Digital Finance and Controlling International Marketing Online Marketing	FinTechs (Overview and Technological Basics) FinTechs (Disruptive and Innovative Approaches) Social Media Marketing Project: Marketing Analytics	Start-Up Financing Project: AI in Finance User Experience Seminar: AI in Marketing & E-Commerce
Marketing & E-Commerce	Healthcare Management International Health Systems Automation Technology Product Development in Industry 4.0	Introduction to Biomedical AI Pharmaceutical Management Smart Factory Production Engineering Industry 4.0	Global Health Seminar: Technology in Healthcare Supply Chain Management I Seminar: Human-Robot Interaction

All Electives	Electives A:	Electives B:	Electives C:	Electives D:
	Corporate Finance and Investment Digital Finance and Controlling International Marketing Online Marketing Healthcare Management International Health Systems Automation Technology Product Development in Industry 4.0 Electrical Engineering Customer Relationship Management Project: Agile Project Management Supply Chain Management I Supply Chain Management II International HR Management Digital HR Production Engineering Industry 4.0 Applied Sales I Applied Sales II	FinTechs (Overview and Technological Basics) FinTechs (Disruptive and Innovative Approaches) Social Media Marketing Project: Marketing Analytics Introduction to Biomedical AI Pharmaceutical Management Smart Factory Production Engineering Industry 4.0 Electrical Machines and Energy Technology Consumer Behavior Business Consulting I Digital Future Commerce Introduction to the Internet of Things Product Development in Industry 4.0 Introduction to New Work Project: New Work Search Engine Optimization - SEO Search Engine Advertising - SEA E-Commerce I Project: Generative AI in an Enterprise Context	Start-Up Financing Project: AI in Finance User Experience Seminar: AI in Marketing & E-Commerce Global Health Seminar: Technology in Healthcare Supply Chain Management I Seminar: Human-Robot Interaction Personal Career Plan Personal Elevator Pitch Business Consulting II Collaborative Work Conflict Management and Mediation Corporate Planning and Simulation Energy Industry Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management Project: SAP S/4HANA - Business Processes Project: Dynamics 365 Business Central - Financial Company Setup Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution Studium Generale I Studium Generale II Project: AWS-Cloud Essentials Project: AWS-Cloud Advanced Project: Process Innovation with Copilot Introduction to the Internet of Things Leadership 4.0 Project: Cross Media Marketing	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

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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.



**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: Two modules per elective to choose from, each 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