CURRICULUM B.A. ENTREPRENEURSHIP DISTANCE LEARNING

S	emes PT I	ter PT II	Module	Course Code	Course	ECTS credits	Type of Exam
		1. Semester	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
	Le.		Entrepreneurship and Innovation	DLBBAEI01-01_E	Entrepreneurship and Innovation	5	Exam
ester	1. Semester		International Marketing	DLBDSEIMB01	International Marketing	5	Exam
1. Semester		2. Semester	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
			Project: Development of Business Ideas	DLBEPPEG01_E	Project: Development of Business Ideas	5	Oral Project Report
			ELECTIVES D		Internship or modules to choose	5	
	2. Semester	3. Semester	Accounting and Balancing	DLBEPEAB01	Accounting and Balancing	5	Exam
			Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment
Semester			Start-Up Financing	DLBEPGF01_E	Start-Up Financing	5	Exam
2. Sen		Je.	Digital Methods in Market Research	DLBWPWMW01_E	Digital Methods in Market Research	5	Exam
	ter	4. Semester	Project: Prototyping and validation of a business idea	DLBEPPPV01_E	Project: Prototyping and validation of a business idea	5	Project Report
	3. Semester	32	ELECTIVES D		Internship or modules to choose	5	
	3.5	-e-	International Contract Management	DLBINTIWR01_E	International Contract Management	5	Exam
		Semester	Sales and Distribution	DLBMASD01_E	Sales and Distribution	5	Exam
Semester		r,	Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
3. Serr	4. Semester	6. Semester	Corporate Planning and Control	BPUE01-01_E	Corporate Planning and Control	5	Project Report
			Project: Entrepreneurship	DLBBWPUG01_E	Project: Entrepreneurship	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
		Semester 7. Semester	Business Ethics	BETH01_E	Business Ethics	5	Exam
	ter		Project: Agile Project Management	DLBCSAPM01	Project: Agile Project Management	5	Project Report
ester	Semester		Online Marketing	DLBMSM01-01_E	Online Marketing	5	Written Assignment
4. Semester	5.5		Seminar: Ethical Innovation	DLBAIBESEI01	Seminar: Ethical Innovation	5	Research Essay
			Project: Business Model Development	DLBEPPGE01_E	Project: Business Model Development	5	Oral Project Report
		αó	ELECTIVES D		Internship or modules to choose	5	
	6. Semester	9. Semester	ELECTIVES A*		e.g. Social Media Marketing, Project: Campaigns in Social Media	10	
nester			ELECTIVES B*		e.g. Applied Sales I, Applied Sales II	10	
5. Semester			Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
	ter		ELECTIVES D		Internship or modules to choose	5	
	7. Semester	10.	ELECTIVES C*		e.g. Search Engine Advertising - SEA, Search Engine Advertising Optimization - SEO	10	
nester		ä	Project: Minimum Viable Product	DLBEPPMVP01_E	Project: Minimum Viable Product	5	Portfolio
6. Semester	. 69	11	ELECTIVES D		Internship or modules to choose	10	
_		12.	Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Thesis Defense	9 1	Bachelor Thesis Colloquium
180	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. Mised forms of internship and
compulsory electives D are not possible.



Specialisation track	Electives A:	Electives B:	Wahlpflichtbereich C:
Major Digital Entrepreneurship and Al	Digital Business Models	Artificial Intelligence	Ethics and Legal Aspects in Al
	Project: Digital Business Models	Project Artificial Intelligence	Project: Generative AI in an Enterprise Context
Major Intrapreneurship	Innovation Management	Project: Organizational Development	Introduction to New Work
	Organizational Development	Change Management	Project: New Work
Major Sustainable Entrepreneurship	Sustainability	Circular Economy	Sustainability and Quality Management
	Project: Sustainable Entrepreneurship	Sustainable Technologies	Ethics and Sustainability in IT
Major Marketing and Sales	Social Media Marketing	Applied Sales I	Search Engine Advertising - SEA
	Project: Campaigns in Social Media	Applied Sales II	Search Engine Advertising - SEO
Major Product Development and Management	Fundamentals of Product Management	Introduction to Business Informatics	Introduction to User Research
	Pricing	Project: Digital Entrepreneurship	UX Prototyping

All Electives Electives A:	Electives B:	Electives C:	Electives D:
Digital Business Models Project. Digital Business Models Innovation Management Organizational Development Sustainablity Project: Sustainable Entrepreneurship Social Media Marketing Project: Campaigns in Social Media Fundamentals of Product Management Pricing	Artificial Intelligence Project Artificial Intelligence Project Organizational Development Change Management Circular Economy Sustainable Technologies Applied Sales I Applied Sales I Introduction to Business informatics Project Digital Entrepreneurship	Ethics and Legal Aspects in Al Project Generative Al in an Enterprise Context Introduction to New Work Project New Work Sustainability and Quality Management Ethics and Sustainability in IT Search Engine Advertising - SEA Search Engine Advertising - SEO introduction to User Research U.X Prototyping Personal Career Plan Personal Elevator Pitch Studium Generale I Studium Generale II	Internship: Business & Management or Collaborative Work Intercultural and Ethical Decision-Making Projects Public Speaking Leadership 4.0 Negotiation Techniques Organizational Behavior