CURRICULUM B.A. DIGITAL BUSINESS
DISTANCE LEARNING

Semester FT	PT I	PT II	Module	Course Code	Course	ECTS credits	Type of Exam
1. Semester	1. Semester	1. Semester	Digital Business Models	DLBLODB01_E	Digital Business Models	5	Exam or Advanced Workbook
			Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
			Introduction to Computer Science	DLBCSICS01	Introduction to Computer Science	5	Exam
		2. Semester	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
			Project: Agile Project Management	DLBCSAPM01	Project: Agile Project Management	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
2. Semester	2. Semester	3. Semester	Introduction to Data Science	DLBDSIDS01-01	Introduction to Data Science	5	Advanced Workbook
			Accounting and Balancing	DLBEPEAB01	Accounting and Balancing	5	Exam
			Data Analytics and Big Data	DLBINGDABD01_E	Data Analytics and Big Data	5	Case Study
		4. Semester	Fundamentals of Data Protection and IT Security for Non-Technical Programs	DLBDBEFDPISNP01	Fundamentals of Data Protection and IT Security for Non-Technical Programs	5	Exam
			Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
3. Semester	3. Semester	5. Semester	Business Mathematics	BWMA01_E	Business Mathematics	5	Exam
			Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment
			Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
		6. Semester	Ethics and Legal Aspects in AI	DLBAIBEELAAI01	Ethics and Legal Aspects in AI	5	Exam
			Project: Organizational Development	DLBWPPOE01_E	Project: Organizational Development	5	Project Report
			ELECTIVES D		Internship or modules to choose	5	
4. Semester	4. Semester	7. Semester	Statistics	BSTA01-01_E	Statistics	5	Exam
	5. Semester		Artificial Intelligence	DLBDSEAIS01	Artificial Intelligence	5	Exam
			Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment
		8. Semester	Seminar: Current Topics in Digitalization	DLBDBATD01_E	Seminar: Current Topics in Digitalization	5	Research Essay
			Project: New Work	DLBPEPNW01_E	Project: New Work	5	Portfolio
			ELECTIVES D		Internship or modules to choose	5	
5. Semester	6. Semester	9. Semester	Project: Digital Business Models	DLBWPPDBM01_E	Project: Digital Business Models	5	Project Report
			ELECTIVES A*		e.g. Operations Research	10	
			ELECTIVES B*		e.g. Big Data Technologies	10	
	7. Semester		ELECTIVES D		Internship or modules to choose	5	
		10.	ELECTIVES C*		e.g. Seminar: AI in Marketing & E-Commerce	10	
6. Semester			Project: Generative AI in an Enterprise Context	DLBFMPGKIU01_E	Project: Generative AI in an Enterprise Context	5	Portfolio
	8.	11.	ELECTIVES D		Internship or modules to choose	5	
		12.	Bachelor Thesis	DLBBT01 / DLBBT02	Bachelor Thesis / Thesis Defense	9 / 1	Bachelor Thesis / Presentation: Colloquium
Total 180 ECTS credits							

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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.

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* 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

Recommended elective combinations	Electives A:	Electives B:	Electives C:
Marketing	Corporate Communication	Online Marketing	Social Media Marketing
	Customer Relationship Management	Project: Campaigns in Social Media	Seminar: AI in Marketing & E-Commerce
Analytics	Database Modeling and Database Systems	Advanced Data Analysis	Project: Data Analysis
	Operations Research	Business Intelligence and Data Visualization	Deep Learning
New Technologies	Introduction to NLP	Augmented, Mixed and Virtual Reality	Advanced NLP: Generative AI in Business Applications
	Project: AI Excellence with Creative Prompting Techniques	Big Data Technologies	Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis
Application Development in Digital Business	Introduction to Programming with Python	Project: Software Development with AI	Salesforce Platform App Builder
	Object-oriented Programming with Java	Web Application Development	Project: AWS - Cloud Essentials
Management in Digital Business	Principles of Management	IT Project Management	International Management
	Introduction to New Work	Seminar: Ethical Innovation	Leadership 4.0

All Electives	Electives A:	Electives B:	Electives C:
	Corporate Communication	Online Marketing	Social Media Marketing
	Customer Relationship Management	Project: Campaigns in Social Media	Seminar: AI in Marketing & E-Commerce
	Database Modeling and Database Systems	Advanced Data Analysis	Project: Data Analysis
	Operations Research	Business Intelligence and Data Visualization	Deep Learning
	Introduction to NLP	Augmented, Mixed and Virtual Reality	Advanced NLP: Generative AI in Business Applications
	Project: AI Excellence with Creative Prompting Techniques	Big Data Technologies	Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis
	Introduction to Programming with Python	Project: Software Development with AI	Project: Salesforce Platform App Builder
	Object-oriented Programming with Java	Web Application Development	Project: AWS - Cloud Essentials
	Principles of Management	IT Project Management	International Management
	Introduction to New Work	Seminar: Ethical Innovation	Leadership 4.0
	Deep Learning in Business Contexts: Predictive Analytics	Project: Low-Code Development	Statistical Computing
	Introduction to Low-Code Development	Project: AWS - Cloud Advanced	Project: Artificial Intelligence
	Project: Salesforce Platform Developer		Digital HR
			Personal Career Plan
			Personal Elevator Pitch
			Introduction to the Internet of Things
			Product Development in Industry 4.0
	Electives D:		E-Commerce I
	Internship: Business & Management		IT Law
	or		Certificate Course German
	Personal Career Plan		Foreign Language German
	Diversity Management		Certificate Course French
	Collaborative Work		Foreign Language French
	Interaction and Communication in Organisations		Certificate Course Spanish
	Intercultural and Ethical Decision-Making		Foreign Language Spanish
	Corporate Planning and Simulation		Certificate Course Italian
			Foreign Language Italian
			Studium Generale I
			Studium Generale II