

BA Digital Business & Management

BASIC STUDY PERIOD 1ST – 2ND SEMESTER

Modules	1st Semester	FOT	HPW	ECTS	Modules	2nd Semester	FOT	HPW	ECTS
Business Administration Functions	Management (BAB1011)	L	4	6	Business Administration Functions 2	Human Resource Management (BAB1072)	L/P	2	3
	Marketing (BAB1013)	L	2	2		Organization (BAB1074)	L/P	2	3
	International Business (BAB1015)	L	2	2		Finance & Investment (BAB1076)	L	2	2
Accounting	Introduction to Accounting 1 (BAB1021)	L	2	2		Knowledge Management (BAB1078)	L	2	3
Research Methods	Research Methods 1: Basics (BAB1031)	L/P	4	6	Digital Economy - Digital Business	Platform Strategy	L	2	3
Law (Digital Business)	Law 1 (BAB1041)	L	2	2	Accounting	Introduction to Accounting 2 (BAB1022)	L	4	4
Digital Economy - Digital Business	Introduction to Digital Business	L	2	3		Management Accounting (BAB1024)	L	4	4
Economics	Introduction to Economics	L	2	2	Research Methods	Research Methods 2: Statistics (BAB1024)	L	2	2
General Vocational Preparation (GVP)	GVP 1	S/P	2	2,5	Law (Digital Business)	Law 2 (BAB1042)	L	2	2
	GVP 2	S/P	2	2,5	Economics	Microeconomics (BAB1061)	L	2	2
						Economic Policy (BAB2061)	L	2	2
Overall			24	30	Overall			26	30

MAIN STUDY PERIOD 3RD – 4TH SEMESTER

Modules	3rd Semester	FOT	HPW	ECTS	Modules	4th Semester	FOT	HPW	ECTS
Complex Data Analysis	Big Data Analysis (BAB2103)	L	2	2	Business Case Studies	Business Case Studies (BAB2112)	P	4	8
	Dynamic Systems Analysis (BAB2101)	L/P	2	3	Platform Business: Creating Platforms	Platform Business: Creating Platforms	L	4	5
	Big Data Analysis: Special Topics	E	2	2	Platform Research: Special Topics	Platform Research: Special Topics	S	4	5
Applied Big Data Analysis: Analytic Lab	Applied Big Data Analysis: Analytic Lab	E	4	5	Applied Platform Business: Platform Lab	Applied Platform Business: Platform Lab	L	4	6
Economics	Macroeconomics (BAB1062)	L	2	2	Digital Marketing 1	Digital Marketing 1	L	4	6
	Behavioral Economics	L	2	2					
Law (Digital Business)	IT Law	L	2	2					
Introduction to Programming App Development	Introduction to Programming App Development	L	4	6					
Applied Programming App Development: Programming Lab	Applied Programming App Development: Programming Lab	L	6	6					
Overall			26	30	Overall			20	30

MAIN STUDY PERIOD 5TH – 6TH SEMESTER

Modules	5th Semester	FOT	HPW	ECTS	Modules	6th Semester	FOT	HPW	ECTS
Data Management	Data Management Frameworks	L	3	5	Business Simulation	Business Simulation (BAB3142)	S/P	4	8
	Enterprise Architecture	L	3	4	Digital Marketing 3	Digital Marketing 3	L	2	5
Digital Marketing 2	Digital Marketing 2	P	4	6	Bachelor Thesis	Thesis (BAB3152)	T	0	10
Internship	Practical Study Semester	I	0	13		Seminar (BAB3154)	S	2	2
	Colloquium for Internees	C	2	2	Non-departmental Elective	[Choice of one course]	S/P	4	5
Overall			12	30	Overall			8	30