





BSBA/ DIGITAL ENTERPRISE MANAGEMENT

	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester
German / Foreign Language	German Foreign Language I 5 Cr.	German Foreign Language II 5 Cr.	German Foreign Language III 5 Cr.				
General Skills and Competencies	Cross Culture Communication 3 Cr.			Communication Skills 1 Cr. Presentation Techniques 1 Cr.		Labour Market Bridge 1 Cr.	
General Management / Economics	Foundations of Accounting 2 Cr.		Cost and Management Accounting 5 Cr.		Management Simulation 2 Cr.	Management in Specific Industries- Electives 6 Cr.	
	Managerial Processes, Functions and Decisions I 4 Cr.	Managerial Processes, Functions and Decisions II 5 Cr.	International Economics 5 Cr.			Strategic Management 3 Cr.	
Mathematical for Business and Quantitative Methods	Introduction and Microeconomics 6 Cr.	Macroeconomics 5 Cr.	Scientific Writing: Media Competence and Information Recherche 1 Cr.	Seminar in Economic Policy 2 Cr.			
	Analysis/Linear Algebra 3 Cr.	Descriptive Statistics 3 Cr.	Inferential Statistics 3 Cr.				
	Fundamentals of Financial Mathematics 2 Cr.	Mathematical Optimization 2 Cr.	Operations Research 2 Cr.				
Law & Ethics and Social Responsibility				Business Law 5 Cr.		Ethics and Social Responsibility - Electives 5 Cr.	
Study program focus	Information Systems-Foundations 5 Cr.	Digital Business-Applications	Business Process Management & Transactional Processing Systems 4 Cr.	Programming 4 Cr.	Internship DEM 26 Cr.	DEM - Core Electives 12 Cr.	Current Topics in Digital Enterprise Management 3 Cr.
		Web-Interface-Design 5 Cr.	Electronic Markets, EDI & EAI 5 Cr.	Database Systems 2 Cr.	Accompanying course of the internship 2 Cr.	Project Work 5 Cr.	Case Studies 3 Cr.
				Methods of Project Management 3 Cr.			Thesis 12 Cr.
				Information-Systems (IS) Project 4 Cr.			Oral Examination 3 Cr.
							Scholarly Colloquium 2 Cr.

 G/E > These lectures are available in English or German

 Optional semesters abroad

 E > These lectures are offered in English only

 G > These lectures are offered in German only