

Management, Decisions and Data Analytics (180 CP)

	CHOICE / CORE / CAREER				3 x 45 = 135 CP	CONSTRUCTOR Track 45 CP	
3 rd Year CAREER	Bachelor Thesis / Seminar (research or industry) m, 15 CP			Summer Internship / Start-Up (after 2 nd year) m, 15 CP	New Skills modules		
	MDDA Specialization I me, 5 CP	MDDA Specialization II me, 5 CP	MDDA Specialization III me, 5 CP				
2 nd Year CORE	Entrepreneurship & Innovation m, 7.5 CP	Judgement & Decision m, 5 CP	Org. Psych. & Comm. m, 5 CP	Applied Machine Learning m, 7.5 CP	Econometrics m, 5 CP	me, 20 CP	
	Digital Transformation and Information Economy me, 5 CP	Social Cognition m, 5 CP		Data Analytics and Modeling m, 7.5 CP	Digital Marketing Fundamentals and SEO m, 5 CP		
	Design Thinking, E-Business & E-Services OR Entrepreneurial Challenges and Creative Solutions m, 2.5 CP						
1 st Year CHOICE	Introduction to Finance and Accounting m, 7.5 CP	Essentials of Social Psychology m, 7.5 CP		Data Structures and Processing m, 7.5 CP	Applied Statistics with R m, 5 CP	German / Humanities me, 2.5 CP	
	Introduction to International Business m, 7.5 CP	Essentials of Cognitive Psychology m, 7.5 CP		Introduction to Data Science m, 7.5 CP	Applied Calculus m, 5 CP	German / Humanities me, 2.5 CP	

CP: Credit Points

m: mandatory

me: mandatory elective

Study abroad Option in 5th
Semester (22.5 CP)