

## Master of Science in Business Administration/Major in Online Business and Marketing

Programme content Autumn-Start | 3 semester

1 <sup>st</sup> semester	<b>Digital Customer Management</b> 6 credits	<b>Organisational Transformation &amp; Change</b> 6 credits	<b>Strategic Network &amp; Ecosystem Management</b> 6 credits	<b>Research Theory &amp; Ethics</b> 3 credits	<b>Qualitative Research Methods</b> 3 credits	<b>Quantitative Research Methods</b> 3 credits
2 <sup>nd</sup> semester	<b>Applied Research Project &amp; Colloquium</b> 9 credits	<b>Web Literacy</b> 6 credits	<b>Digital Transformation in Society &amp; the Economy*</b> 6 credits	<b>Online Business Strategy</b> 6 credits	<b>Online Customer Integration</b> 6 credits	<b>Preliminary Study for the Master's Thesis</b> 3 credits
3 <sup>rd</sup> semester	<b>Online Platforms &amp; Interfaces</b> 6 credits	<b>Digital Marketing &amp; Artificial Intelligence</b> 6 credits	<b>Study Week</b> 3 credits	<b>Master's Thesis</b> 12 credits		

Credits = ECTS credits (1 credit = 30 hrs of student work)

\* or an elective module from a different Major:

- Sustainable Management of Tourism & Events
- Entrepreneurial Management
- People Management & Digital Transformation