

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

Programme content Spring-Start | 4 semester

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