

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

Programme content Spring-Start | 3 semester | Edition Academic Year 2023/24

1 st semester	Digital Customer Management (incl. Block Week) 6 credits	Organisational Transformation & Change 6 credits	Strategic Network & Ecosystem Management* (incl. Block Week) 6 credits	Research Theory & Ethics 3 credits	Qualitative Research Methods 3 credits	Quantitative Research Methods 3 credits
2 nd semester	Applied Research Project & Colloquium 9 credits	Digital Marketing & Artificial Intelligence 6 credits	Online Platforms & Interfaces 6 credits	Preliminary Study for the Master's Thesis 3 credits		
3 rd semester	Online Business Strategy 6 credits	Online Customer Integration 6 credits	Study Week 3 credits	Web Literacy 6 credits	Digital Transformation in Society & the Economy* 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:
- International Festival & Events Management combined with Sustainable Tourism Management
 - Social Entrepreneurship (incl. a study trip abroad)
 - Entrepreneurial Management
 - People Management & Digital Transformation