

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

Programme content Spring-Start | 4 semester | Edition Academic Year 2023/24

1 <sup>st</sup> semester	<b>Organisational Transformation &amp; Change</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>Digital Customer Management</b> (incl. Block Week) 6 credits	<b>Strategic Network &amp; Ecosystem Management</b> (incl. Block Week) 6 credits			
3 <sup>rd</sup> semester	<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>Study Week</b> 3 credits	<b>Web Literacy</b> 6 credits	<b>Preliminary Study for the Master's Thesis</b> 3 credits
4 <sup>th</sup> semester	<b>Digital Marketing &amp; Artificial Intelligence</b> 6 credits	<b>Online Platforms &amp; Interfaces</b> 6 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:
- International Festival & Events Management combined with Sustainable Tourism Management
  - Social Entrepreneurship (incl. a study trip abroad)
  - Entrepreneurial Management
  - People Management & Digital Transformation