

1. Semester

Business Administration 1: Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

Business Administration 2: Financial Reporting

- Financial Accounting 1
- Financial Reporting & Business Taxation 1

Mathematical Basics

- Business Mathematics
- Statistics 1

Business English 1

- Business Correspondence

2. Fremdsprache*

- Spanisch/Französisch/Italienisch

Spezialisierungsmodule

Core Competencies

- Introduction to Applied Data Science & Business Analytics
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

Programming/Tools

- Introduction to Programming (R/Python)
- SPSS

2. Semester

Business Administration 3: Managerial Accounting

- Investment & Financing
- Cost Accounting

Economics 1: Principles of Economics

- Microeconomics
- Macroeconomics

Applied Statistics

- Statistics 2
- Market Research

Business English 2

- Moderation & Presentation

2. Fremdsprache*

- Spanisch/Französisch/Italienisch

Spezialisierungsmodule

Analytics & Dynamics

- Predictions in Time
- Introduction to Panel Analytics

Applied Data Science 1

- Inferential Methods
- Multivariate Methods

3. Semester

Business Administration 4: Human Resources & Organization Management

- Human Resource Management
- Organization

Business Administration 5: Business Management

- Principles of Corporate Management
- Service Management

Economics 2: Basics of Political Economy

- Economic Policy
- Corporate Social Responsibility

Business English 3

- Negotiation

2. Fremdsprache*

- Spanisch/Französisch/Italienisch

Spezialisierungsmodule

Market Analytics

- Applied B2C Analytics
- Applied B2B Analytics

Applied Data Science 2

- Introduction to Big Data
- Regression Models

4. Semester

Auslandssemester

- in Europa oder Übersee

5. Semester

Field Project

- Field Project

Business Research

- Simulation (R)
- Business Modeling

E-Business

- E-Procurement
- Digital Process Management
- E-Commerce

General Management

- Strategic Management
- Leadership & Motivation
- Crisis Management & Recapitalization

2. Fremdsprache*

- Spanisch/Französisch/Italienisch

6. Semester

Business Applications in DA/DS

- Product/Sales
- Traffic Analysis & Online Marketing
- IT

Information Transfer

- Reporting & Data Visualization
- SQL Data Modeling
- Process Mining

Consulting

- Consulting Instruments
- Management of Consulting Projects
- Consulting Project/Tender Pitch

2. Fremdsprache*

- Spanisch/Französisch/Italienisch

Bachelor-Thesis