Study Schedule for the Study Programme Media Management (B.A.)
Start: 1. October
Duration: 7 Semester

1. Semester 30 ECTS 19 Weeks	General Studies Scientific Work I 5 ECTS	Management General Business Studies 5 ECTS	Management Financial Management 5 ECTS	Media Creative and Media Industries 5 ECTS	Media Digital Media Technologies 5 ECTS	Projects Project I: Media Technologies 5 ECTS
2. Semester 30 ECTS 18 Weeks	General Studies Presentation and Rhetoric 5 ECTS	Management Project Management and Leadership 5 ECTS	Management Marketing and Brand Management 5 ECTS	Elective Module A or B Innovation and Change Management or Storytelling 5 ECTS	Projects Project II: Digital Business Models 10 ECTS	
3. Semester 30 ECTS 19 Weeks	General Studies Cultural Studies 5 ECTS	Management Business Math and Statistics 5 ECTS	Management Market Research 5 ECTS	Elective Module A or B Data Science and AI or Game Design 5 ECTS	Projects Project III: Trend and Future Research 10 ECTS	
4. Semester 30 ECTS 18 Weeks	General Studies Media Psychology 5 ECTS	Management Controlling 5 ECTS	Media Social Media I 5 ECTS	Elective Module A or B Digital Transformation and Emerging Technologies or Game Production 5 ECTS	Projects Project IV: Digital Media Content 10 ECTS	
5. Semester 30 ECTS 19 Weeks	Internship 30 ECTS					
6. Semester 30 ECTS 18 Weeks	Management Vision and Strategy 5 ECTS	Media Social Media II 5 ECTS	Media Media Ethics 5 ECTS	Media Law 5 ECTS	Elective Module A or B Project: Innovation Management or Project: Games Management 10 ECTS	
7. Semester 30 ECTS 19 Weeks	Genral Studies CSR and Sustainability 5 ECTS	General Studies Scientific Work II 5 ECTS	General Studies Case Studies and Research 5 ECTS	Elective Module A or B Entrepreneurship or Game Finance 5 ECTS	Bachelor-Thesis and Colloquium 10 ECTS	

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