

Management, Decisions and Data Analytics (180 CP)

	CHOICE / CORE / CAREER					3 x 45 = 135 CP		CONSTRUCTOR Track 45 CP	
3 rd Year CAREER	Bachelor Thesis / Seminar (research or industry) m, 15 CP				Summer Internship / Start-Up (after 2 nd year) m, 15 CP	Argumentation, Data Visualization and Communication** m, 5 CP	Agency, Leadership & Accountability OR Community Impact Project me, 5 CP		
	MDDA Specialization I me, 5 CP	MDDA Specialization II me, 5 CP	MDDA Specialization III me, 5 CP	Linear Model and Matrices OR Complex Problem Solving me, 5 CP					
2 nd Year CORE	Entrepreneurship & Innovation m, 7.5 CP		Judgement & Decision m, 5 CP	Org. Psych. & Comm. m, 5 CP	Applied Machine Learning m, 7.5 CP		Econometrics m, 5 CP	Causation / Correlation** m, 2.5 CP	
	Digital Transformation and Information Economy me, 5 CP		Social Cognition m, 5 CP		Data Analytics and Modeling m, 7.5 CP		Digital Marketing Fundamentals and SEO m, 5 CP	Logic** m, 2.5 CP	
	Design Thinking, E-Business & E-Services OR Entrepreneurial Challenges and Creative Solutions m, 2.5 CP								
1 st Year CHOICE	Introduction to Finance and Accounting m, 7.5 CP		Essentials of Social Psychology m, 7.5 CP		Data Structures and Processing m, 7.5 CP		Applied Statistics with R m, 5 CP	German / Humanities me, 2.5 CP	
	Introduction to International Business m, 7.5 CP		Essentials of Cognitive Psychology m, 7.5 CP		Introduction to Data Science m, 7.5 CP		Applied Calculus m, 5 CP	German / Humanities me, 2.5 CP	

CP: Credit Points

m: mandatory

me: mandatory elective

Study abroad Option in 5th
Semester (22.5 CP)

**Different module
perspectives available