

Curriculum

1 ONLINE PHASE 90 ECTS 100% online, guided self-study	Digital Competence & Self-Management	Introduction to Economic History & Economics	Accounting I	Academic Writing	Project, Process & Quality Management	Fundamentals of Law
	Data Management & Statistics	Accounting II	Intercultural Competence & Diversity Training	Decision Theories & Decision-Making	Operations Management	Business Communication I
	Investment & Finance	Human Resource Management & Leadership	Research Methods I	Marketing & Sales	Organizational Development & Change	Business Communication II
2 FOCUS PHASE 60 ECTS online, guided self-study supplementary live webinars and two optional on-campus weeks at MCI	Research Methods II	Strategic Management	Entrepreneurship	Innovation & Technology Management	Digital Transformation	Case Study & Integrative Exam
	Business Ethics	International Business	Digital Marketing	Majors Innovation & Entrepreneurship, Digital Workplace Learning	Academic Coaching	Interdisciplinary Elective
3 FINAL PHASE 30 ECTS 100% online, guided self-study	Majors Knowledge Management, Corporate Entrepreneurship	Practical Application		Bachelor Thesis & Final Exam		

Courses eligible for recognition of professional experience & training