

* in Akkreditierung

		1. Semester	CP	2. Semester	CP	3. Semester	CP	4. Semester	5. Semester	CP	6. Semester	CP		
International Business & Fashion Management		Retail and Fashion Business	6	Fashion Branding	6	Fashion Buying and Merchandising	6	Auslandsstudium	Channel and Digital Strategies	6	Advanced Fashion and Retail	6		
		Handelsmanagement		Branding und Marken in der Mode- und Luxusgüterbranche		Fashion Buying and Merchandising			Customer Experience and Journey		Sales Management			
		Fashion Business Insights		Markenrecht					Channel Integration		Business Models in Fashion and Retail			
		Understanding Fashion Design and Materials	6	Supply Chain and Fashion Markets	6	Designing and Implementing Fashion Events	6		Trends and Communication	6	International Horizons	6		
		Understanding Fashion Design		Supply Chain Management and Fair Trade		Designing Fashion Events			Trends in Fashion and Retail		Exkursion in eine Modestadt inkl. Besichtigungen, Workshops und kreativem Abschlussprojekt			
		Materials and Fabrics		International Fashion Markets		Implementing Fashion Events			Fashion Journalism, PR and Blogs					
ABWL / VWL / Recht	studiengangübergreifend 1. - 3. Semester / 5. - 6. Semester	General Management	5	Management Accounting	5	Unternehmensführung	5		Wahlpflichtmodule (1 aus 4 Tracks)	Start-Up Incubator	8			
		BWL/Verantwortliches Wirtschaften		Controlling		Organisation				Entwicklung eines Gründungsszenarios oder reale Umsetzung einer Gründungsidee				
		Marketing		Finanzierung und Investition		Human Resource Management/Leadership								
		Financial Accounting	5	Marketing Research	5	Wirtschaftsprivat recht	5			Investment Banking	6	Track Finance	Investment Banking	6
		Finanzbuchhaltung		Wirtschaftsstatistik		BGB / Arbeitsrecht / Handelsrecht				Mergers and Acquisitions		Portfolio Management		
		Bilanzierung und Bilanzanalyse		Methoden der Marktforschung						Corporate Finance		Valuation		
Generic Skills		Quantitative Grundlagen der Ökonomie	5	Digital Economy	5	Kundenmanagement	5	Digital Branding/ Marketing		6	Track Marketing	Digital and Content Marketing	6	
		Wirtschaftsmathematik		Digital Transformation and Network Economy		Service management		Social Media Strategies			Performance Marketing			
		Mikroökonomie		Makroökonomie		Konsumentenverhalten		Brand Management			Digital Storytelling			
Praktika		Skills 1 Englisch/Kreative Methoden	3	Skills 2 Englisch/wissenschaftl. Methoden	3	Generic Skills III	3	Digitalisation and HRM		6	Track HRM	New Leadership	6	
		Business English I		Business English II		Business English III		Electronic Human Resource Management (E-HRM) focusing on Personnel Selection			Agility and Digitalisation: Balancing trust, control and empowerment			
		Innovations- und Kreativitätsmethoden		Wissenschaftliches Arbeiten		Kooperation- und Konfliktkompetenz								
Bachelor Thesis								Digital Business	6	Track Digitalisation	Business Intelligence	6		
								Digital Business Models and the Digital Value Chain		Reporting and CRM: Tools and Application				
								Digital Start-Ups: How to!		Programming Languages, Coding, Algorithms and Data Structures				
							Data, Data Bases and Data Models							
								Responsible Economy/Science	4		Bachelor Thesis	12		
								Business Ethics and Corporate Social Responsibility			Bachelor Thesis			
								Kolloquium						