Modulbezeichnung 2021-2022	Modulbezeichnung neu ab WiSe 22/23
Digital Business Model Generation	Digital Business Model Innovation
Digital Technology & Law	Digital Technology & Law
Digital Marketing Strategy, Branding & Campaign Management	Digital Marketing Strategy, Branding & Campaign Management
Digital Customer Experience & Relationship Management	Digital AI based Customer Experience & Relationship Management
Digital Transformation & Change Management	Digital Transformation & Sustainable Change Management
Entrepreneurship & Innovation	Digital Entrepreneurship & Value Based Start-Up Development
Design Thinking & User Experience	Design Thinking & User Experience Management
Digital Leadership & Agile Management	Digital Leadership & Agile Management
Digital HR Management	Digital HR Management
Digital Operations Management	Data-based B2B Business Models & Platforms
Digital Business Planning, Steering & Valuation	Digital Business Planning, Steering & Valuation
Digital Controlling & Process Management	Digital Controlling & AI based Process Management Automation
Digital Operations Management	Internet of Things, Industrie 4.0 & Innovation Management
Digital Operations Management	Digital Supply Chain Management
Digital Market Analytics	Data Management & Visual Analytics
Digital Market Analytics	Machine Learning & Big Data Analytics

Search Engine & Performance Marketing	Search Engine/ Performance Marketing & Web Analytics
Advanced & Programmatic Digital Marketing	Advanced & Programmatic Digital Marketing
Social Media, Content & Influencer Marketing	Social Media, Content & Influencer Marketing
Digital Sales & E-Commerce	Digital Sales & E-Commerce
Project based Master Thesis (+ Seminar Research Methods)	Project based Master Thesis (+ Seminar Research Methods)