



Digital MBA- & Studienprogramm an der HfWU

Kursplan Sommersemester 2026 - 2. Semester

Vorlesungsorte: Sigmaringer Str. 25 C110, Hechinger Str. 12 C18 (ZuG/Future.Box), 72622 Nürtingen * / Online



Abchlüsse: Digital Marketing & Sales, Digital Management & Analytics, Digital Operations Management, Digital Business & Leadership und Digital & Sustainable Management

Stand: 30/04/2026

Fachrichtung 1	Fachrichtung 2	Fachrichtung 3	Fachrichtung 4	Termine		Freitag				Samstag		WE Präsenz/ Online
						vor 16:15	16.15 – 17.45 Uhr	17.55 – 19.25 Uhr	19.30 – 20.15 Uhr	08.30 – 10.00 Uhr	10.10 – 11.40 Uhr	
Digital & Sust. Mgmt.				20.02.26	21.02.26		Principles of Sustainable Management, Gabriel, Raum tbd (9:00-18:00 Uhr)					P
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales		13.03.26	14.03.26		Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Generation/ wertebasierte Geschäftsmodellentwicklung - Ellenberg, Zoom 2				Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Marketing/ Entrepreneurial Marketing - Müller - Zoom 2	O
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales	Digital Operations Management	17.03.26 (Dienstag)			AI Application Workshop/ KI-Werkstatt - Hoppenstedt, Zoom 1 (Dienstag, 18:00 - 20:00 Uhr)					O
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales	Digital Operations Management		21.03.26						AI Application Workshop/ KI-Werkstatt - Hoppenstedt/Saale, Raum C110 113 (bis 16:15 Uhr)	P
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales	Digital Operations Management	24.03.26 (Dienstag)			AI Application Workshop/ KI-Werkstatt - Saale, Zoom 1 (Dienstag, 18:00 - 20:00 Uhr)					O
Digital Management & Analytics				27.03.26	28.03.26		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, C110 105				Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Future.Box C18 005	P
Digital Marketing & Sales				17.04.26	18.04.26		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch, Zoom 2				Social Media und Content Marketing/Influencer Marketing - Hoffmann, Zoom 2	O
Digital Management & Analytics	Digital Operations Management			17.04.26	18.04.26		Digital Controlling & AI Based Process Automation: Data Analytics/ Process Mining & Optimization - Horstmann, Raum C110 113				Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - Sailer, C110 113	P
Digital Business & Leadership	Digital & Sustainable Mgmt.				18.04.26						Digital Leadership & Agile Management: Leadership Simulation- Pflumm, Zoom 3 (8:30-13:30)	O
Digital Management & Analytics				21.04.26 (Dienstag)			Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Zoom 2					O
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales	Digital Operations Management	22.04.26 (Mittwoch)			AI Application Workshop/ KI-Werkstatt - Hoppenstedt, Zoom 1 (Mittwoch, 18:00 - 20:00 Uhr)					O
Digital Operations Management				24.04.26	25.04.26		Info Doppelabschluss (ab 15:50 Uhr), Zoom 2 Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp, Zoom 2				Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp, Zoom 2	O
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales	Digital Operations Management	28.04.26 (Dienstag)			AI Application Workshop/ KI-Werkstatt - Hoppenstedt, Zoom 1 (Dienstag, 18:00 - 20:00 Uhr)					O
Digital Business & Leadership	Digital & Sustainable Mgmt.			11.05.26 (Montag)			Digital Leadership: Leadership Simulation - Pflumm, Zoom 2 (Montag, 18:00 - 20:00 Uhr)					O
Digital Management & Analytics	Digital Operations Management			04.05.26 (Montag)			Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - Sailer, Zoom 1 (Montag, 18:00 - 20:00 Uhr)					O
Digital Marketing & Sales				08.05.26			Digital Marketing Strategy, Branding & Campaign Management: Digital Marketing Strategy & Growth Hacking (Englisch) - Detscher, Zoom 2					O
Digital Operations Management	Digital Business & Leadership			08.05.26	09.05.26		Data-Based B2B Business Models & Platforms: B2B Business Platforms - Lerch, Raum C110 113				Data-Based B2B Business Models & Platforms: B2B Business Platforms - Lerch, Raum C110 113	P
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales		22.05.26			Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Generation/ wertebasierte Geschäftsmodellentwicklung - Ellenberg, Zoom 2					O
Digital Marketing & Sales					23.5.26		Digital Marketing Strategy, Branding & Campaign Management: Digital Global Branding & Campaign Management (Englisch) - Brenner, Zoom 2					O
Digital Business & Leadership	Digital & Sustainable Mgmt.			08.06.26 (Montag)			Digital Leadership: Leadership Simulation - Pflumm, Zoom 2 (Montag, 18:00 - 20:00 Uhr)					O
Digital Operations Management				12.06.26	13.06.26		Digital Transformation & Sustainable Change Management: Partizipative Transformation & Change Management - Renhof, Raum C110 113				Digital Transformation & Sustainable Change Management: Partizipative Transformation & Change Management - Renhof, Raum C110 113	P
Digital & Sust. Mgmt.				12.06.26	13.06.26		Innovation & Entrepreneurship im Nachhaltigkeitsmanagement, Arndt Raum tbd (9:00-18:00 Uhr)				Innovation & Entrepreneurship im Nachhaltigkeitsmanagement, Arndt Raum tbd (9:00-18:00 Uhr)	P
Digital Management & Analytics	Digital Business & Leadership	Digital Marketing & Sales			13.06.26		Digital Entrepreneurship & Value-based Start-Up Development - Ellenberg + Müller (D.), Future.Box C18 005					P
Digital Marketing & Sales				19.06.26	20.06.26		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch, Raum C110 113				Social Media Marketing/Content Marketing/Influencer Marketing - Besch, Raum C110 113	P
Digital Operations Management	Digital Business & Leadership			19.06.26	20.06.26		Data-Based B2B Business Models & Platforms: Hybrid Business Models - Zanker, Zoom 1				Data-Based B2B Business Models & Platforms: Hybrid Business Models - Zanker, Zoom 1	O
Digital Business & Leadership	Digital & Sustainable Mgmt.			26.06.26	27.06.26		Digital Leadership & Agile Management: Agile Steuerung und Führung- Pflumm, Raum C110 105				Digital Leadership & Agile Management: Agile Steuerung und Führung- Pflumm, Raum C110 105	P
Digital Marketing & Sales				26.06.26	27.06.26		Digital Marketing Strategy, Branding & Campaign Management: Digital Marketing Strategy & Growth Hacking (Englisch) - Detscher, Raum C110 113				Digital Marketing Strategy, Branding & Campaign Management: Digital Global Branding & Campaign Management (Englisch) - Brenner, Raum C110 113	P
Digital Management & Analytics	Digital Operations Management			03.07.26	04.07.26		Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - Sailer, Zoom 2				Digital Controlling & AI Based Process Automation: Data Analytics/ Process Mining & Optimization - Horstmann, Zoom 2	O
Digital Management & Analytics				10.07.26	11.07.26		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Zoom 2				Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Zoom 2	O
Digital & Sust. Mgmt.				24.07.26	25.07.26		Nachhaltigkeitsmarketing, Bühler Raum tbd (9:00-18:00 Uhr)				Nachhaltigkeitsmarketing, Bühler Raum tbd (9:00-18:00 Uhr)	O
alle				24.07.26			DBS Sommer-Gel-Together - tba in Nürtingen (ab 19 Uhr)					P

fett geschrieben = Prüfung (wenn nicht markiert, schriftliche Abgabe zu von Lehrendem kommuniziertem Datum)

Lehrveranstaltung	DozentIn	Prüfungsform
Digital Entrepreneurship & Value-Based Start-Up Development		
Start-Up Generation/ wertebasierte Start-Up/ Entrepreneurial Marketing	Eilenberg Müller	Studienarbeit
Social Media, Content & Influencer Marketing		
Social Media & Content Marketing Influencer Marketing & AI based Social Media Analytics	Besch Hoffmann	Studienarbeit
Digital Marketing Strategy, Branding & Campaign Management		
Digital Marketing Strategy & Growth Hacking Digital Branding & Campaign Management	Detscher Brenner	Studienarbeit
Data-Based B2B Business Models & Platforms		
Hybrid Business Models B2B Business Platforms	Zanker Lerch	Studienarbeit
AI Application Workshop		
KI-Werkstatt Content & Prompt Engineering	Hoppenstedt Saale	Studienarbeit
Principles of Sustainable Management		
Principles of Sustainable Management	Gabriel	Studienarbeit

Lehrveranstaltung	DozentIn	Prüfungsform
Digital Leadership & Agile Management		
Agile Steuerung und Führung Agiles (Projekt)Management & New Work	Pflumm	Studienarbeit
Digital Controlling & AI Based Process Automation		
Digitalisierung des Controlling Data Analytics/ Process Mining & Optimization	Sailer Horstmann	Studienarbeit
Machine Learning & Big Data Analytics		
Big Data & Predictive Analytics	Moll/ Seifert	Studienarbeit
Digital Transformation & Sustainable Change Management		
Digital Business Model Transformation Partizipative Transformation & Change Management	Hepp Renhof	Referat / Präsentation
Nachhaltigkeitsmarketing		
Nachhaltigkeitsmarketing	Bühler	Studienarbeit
Innovation & Entrepreneurship im Nachhaltigkeitsmanagement		
Innovation & Entrepreneurship im Nachhaltigkeitsmanagement	Arndt	Studienarbeit

Fachrichtungsmodulare für Digital Business & Leadership
 Fachrichtungsmodulare für Digital Marketing & Sales
 Fachrichtungsmodulare für Digital & Sustainable Management
 Fachrichtungsmodulare für Digital Operations Management
 Fachrichtungsmodulare für Digital Management & Analytics
 * ggf. weiterer Kursort im C13, Neckarsteige 6-10, Nürtingen