



Digital MBA- & Studienprogramm an der HWU Kursplan Sommersemester 2026 - 2. Semester

Vorlesungsorte: Sigmaringer Str. 25 C10, Hechinger Str. 12 C18 (ZuG/Future.Box), 72622 Nürtingen * / Online



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

Stand: 24/06/2026

| 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 | 11.50 – 12.35 Uhr | 13.05 – 14.35 Uhr | | 14.45 – 15.30 Uhr |
| Digital & Sust. Mgmt. | | | | 20.02.26 21.02.26 | Principles of Sustainable Management, Gabriel, Raum tbd (9:00-18:00 Uhr) | | | | 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/ werbebasierte Geschäftsmodellentwicklung - Eilenberg, 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/Salle, Raum C110 113 (bis 16:15 Uhr) | | | | | | | | P <i>Florian</i> |
| Digital Management & Analytics | Digital Business & Leadership | Digital Marketing & Sales | Digital Operations Management | 24.03.26 (Dienstag) | AI Application Workshop/ KI-Werkstatt - Salle, 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 <i>Susanne Samstag nicht da -> Nils</i> | |
| 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, Content & Influencer Marketing: Social Media and 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 <i>ggf. Stefan/ Susanne fragt Malte</i> | |
| 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 15:30 Uhr), 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/ werbebasierte Geschäftsmodellentwicklung - Eilenberg, 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 - Remhof, Raum C110 113 | | | | Digital Transformation & Sustainable Change Management: Partizipative Transformation & Change Management - Remhof, 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 - Eilenberg + 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 - Hoffmann, Zoom 2 | | | | Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch, Zoom 2 | | | | O | |
| 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, Zoom 1 | | | | Digital Marketing Strategy, Branding & Campaign Management: Digital Global Branding & Campaign Management (Englisch) - Brenner, Zoom 1 | | | | 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-Get-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/ Werbebasierte 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 Salle | 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 Remhof | Referat / Präsentation |
| Nachhaltigkeitsmarketing | | |
| Nachhaltigkeitsmarketing | Bühler | Studienarbeit |
| Innovation & Entrepreneurship im Nachhaltigkeitsmanagement | | |
| Innovation & Entrepreneurship im Nachhaltigkeitsmanagement | Arndt | Studienarbeit |

Fachrichtungsmodulle für Digital Business & Leadership
Fachrichtungsmodulle für Digital Operations Management
Fachrichtungsmodulle für Digital Market & Sales
Fachrichtungsmodulle für Digital Management & Analytics
Fachrichtungsmodulle Digital & Sustainable Management

* ggf. weiterer Kursort im C13, Neckarsteige 6-10, Nürtingen