Studienverlaufsgrafik für den Studiengang Media Management (B.A.)
Vertiefung Games
Start: 1. Oktober
Dauer: 7 Semester

1. Semester 30 ECTS 19 Wochen	Studium Generale Scientific Work I 5 ECTS	Management General Business Studies 5 ECTS	Management Financial Management 5 ECTS	Media Creative and Media Industries 5 ECTS	Media Digital Media Technologies 5 ECTS	Projekt I Media Technologies 5 ECTS
2. Semester 30 ECTS 19 Wochen	Studium Generale Presentation and Rhetoric 5 ECTS	Management Project Management and Leadership 5 ECTS	Management Marketing & Brand Management 5 ECTS	Vertiefung - Games Storytelling 5 ECTS	Projekt II Digital Business Models 10 ECTS	
3. Semester 30 ECTS 19 Wochen	Studium Generale Cultural Studies 5 ECTS	Management Business Math and Statistics 5 ECTS	Management Market Research 5 ECTS	Vertiefung - Games Game Design 5 ECTS	Projekt III Trend and Future Research 10 ECTS	
4. Semester 30 ECTS 19 Wochen	Studium Generale Media Psychology 5 ECTS	Management Controlling 5 ECTS	Media Social Media I 5 ECTS	Vertiefung - Games Game Production 5 ECTS	Projekt IV Digital Media Content 10 ECTS	
5. Semester 30 ECTS 19 Wochen	Management Vision and Strategy 5 ECTS	Media Social Media II 5 ECTS	Media Media Ethics 5 ECTS	Media Media Law 5 ECTS	Projekt V Games Management 10 ECTS	
6. Semester 30 ECTS 19 Wochen	Praxissemester 30 ECTS					
7. Semester 30 ECTS 19 Wochen	Studium Generale CSR and Sustainability 5 ECTS	Studium Generale Scientific Work II 5 ECTS	Studium Generale Case Studies and Research 5 ECTS	Vertiefung - Games Game Finance 5 ECTS	Bachelor-Abschluss 10 ECTS	

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