

Studienplan für den Bachelorstudiengang Betriebswirtschaftslehre (BWL) ab Jahrgang 2023

| | Grundlagen- und Kernbereich | | | | | | | | | | | | Vertiefungsbereich | | | | | | | | |
|--|-----------------------------|----|----|-----|-----|----|-----|----|----|-----|-----|-----|--------------------|----|-----|-----|----|-----|-----|----|-----|
| | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | | |
| | SWS | PL | CP | SWS | PL | CP | SWS | PL | CP | SWS | PL | CP | SWS | PL | CP | SWS | PL | CP | SWS | PL | CP |
| Volkswirtschaftslehre - Märkte und Wettbewerb | 5 | PL | 5 | | | | | | | | | | | | | | | | | | |
| Grundlagen des Marketings | 5 | PL | 5 | | | | | | | | | | | | | | | | | | |
| Einführung in die ABWL | 5 | PL | 5 | | | | | | | | | | | | | | | | | | |
| Quantitative Methoden der BWL I | 5 | PL | 5 | | | | | | | | | | | | | | | | | | |
| Grundlagen der Digitalisierung I | | | | 5 | PL | 5 | | | | | | | | | | | | | | | |
| Digitale Geschäftsmodelle | | | | 5 | PL | 5 | | | | | | | | | | | | | | | |
| Buchhaltung und Bilanzierung | | | | 5 | PL | 5 | | | | | | | | | | | | | | | |
| Quantitative Methoden der BWL II | | | | 5 | PL | 5 | | | | | | | | | | | | | | | |
| Volkswirtschaftslehre - Geld- und Kapitalmärkte | | | | 3 | PL | 3 | | | | | | | | | | | | | | | |
| Kosten- und Leistungsrechnung | | | | | | | 5 | PL | 5 | | | | | | | | | | | | |
| Grundlagen der Digitalisierung II | | | | | | | 5 | PL | 5 | | | | | | | | | | | | |
| Personalmanagement | | | | | | | 5 | PL | 5 | | | | | | | | | | | | |
| Investition und Finanzierung | | | | | | | 5 | PL | 5 | | | | | | | | | | | | |
| E-Markets & Communication | | | | | | | 6 | PL | 6 | | | | | | | | | | | | |
| Design Thinking & Innovation | | | | | | | | | | 6 | PL | 6 | | | | | | | | | |
| Nachhaltigkeitsmanagement | | | | | | | | | | 5 | PL | 5 | | | | | | | | | |
| KI/ML | | | | | | | | | | 6 | PL | 6 | | | | | | | | | |
| Projektmanagement | | | | | | | | | | 3 | PL | 3 | | | | | | | | | |
| Qualitätsmanagement | | | | | | | | | | 5 | PL | 5 | | | | | | | | | |
| Datengetriebene Unternehmen | | | | | | | | | | | | | 5 | PL | 5 | | | | | | |
| Strategisches Management | | | | | | | | | | | | | 5 | PL | 5 | | | | | | |
| Unternehmensplanspiel | | | | | | | | | | | | | 6 | PL | 6 | | | | | | |
| Digitales Prozess- und Produktionsmanagement | | | | | | | | | | | | | | | | 5 | PL | 5 | | | |
| Leadership & Organisation | | | | | | | | | | | | | | | | 6 | PL | 6 | | | |
| Digital Supply Chain | | | | | | | | | | | | | | | | 5 | PL | 5 | | | |
| Digitale Transformation | | | | | | | | | | | | | | | | | | | 6 | PL | 6 |
| Wahlpflichtfach I | | | | | | | | | | | | | 6 | PL | 6 | | | | | | |
| Wahlpflichtfach II | | | | | | | | | | | | | | | | 6 | PL | 6 | | | |
| Wahlpflichtfach III | | | | | | | | | | | | | | | | | | | 6 | PL | 6 |
| Praxisprojekt | | | | | | | | | | | | | 6 | CA | 6 | 6 | CA | 6 | 6 | CA | 6 |
| Sonstige fachübergreifende Module | | | | | | | | | | | | | | | | | | | | | |
| Wirtschafts-Englisch I & II | 4 | T | 4 | 2 | T | 2 | | | | | | | | | | | | | | | |
| Präsentation & Rhetorik | 2 | T | 2 | | | | | | | | | | | | | | | | | | |
| Praxistransferprojekt I & II | | | | 0 | PTB | 5 | | | | 0 | PTB | 5 | | | | | | | | | |
| Wissenschaftliches Arbeiten/Forschungsmethodiken/Excel | | | | | | | 4 | T | 4 | | | | | | | | | | | | |
| Interkulturelle Kommunikation | | | | | | | | | | | | | | | | 2 | T | 2 | | | |
| Teamwork | | | | | | | | | | | | | 2 | T | 2 | | | | | | |
| Ethik & Nachhaltigkeit | 4 | PL | 4 | | | | | | | | | | | | | | | | | | |
| Bachelorarbeit | | | | | | | | | | | | | | | | | | | | TH | 12 |
| Semestersumme | 30 | 5 | 30 | 25 | 5 | 30 | 30 | 5 | 30 | 25 | 5 | 30 | 30 | 5 | 30 | 30 | 5 | 30 | 18 | 3 | 30 |
| Summe SWS | 30 | | | 55 | | | 85 | | | 110 | | | 140 | | | 170 | | | 188 | | |
| Summe CP | | | 30 | | | 60 | | | 90 | | | 120 | | | 150 | | | 180 | | | 210 |

PL: Prüfungsleistung entspr. § 7 der APO, wird vom Modulverantwortlichen zu Beginn des Moduls bekannt gegeben; PTB: Praxistransferbericht; T: Testat (PL ohne Note); CA: Continuous Assessment

Angebote Wahlpflichtmodule werden vor Semesterbeginn bekannt gegeben.

SWS = Semesterwochenstunde, CP = Credit Points