

Title: Bachelor of Arts (plus vocational training degree)
Study duration: 4 years
Credit points: 180 CP

| Year of study | Module name | Place of study | Examination | Workload (Presence / Self study) | Credit points | |
|---------------|---|-----------------------|---|-------------------------------------|---------------|----|
| Year 1 | Methodological and social skills I | University | Combined module examination: Exam (50 %) Portfolio (50 %) | 70 / 80 | 6 | 42 |
| | Fundamentals of business administration | University | Exam | 50 / 100 | 6 | |
| | Market research for decision-making areas of marketing | Vocational school | Portfolio | 80 / 70 | 6 | |
| | Conceptual marketing | Vocational school | Combined module examination: Exam (25 %) Portfolio (75 %) | 80 / 70 | 6 | |
| | Framework conditions of business I: Legal and business psychology basics | University | Combined module examination: Exam (50 %) Assignment (50 %) | 60 / 90 | 6 | |
| | Validation of practical experience I: Basics | Company University | Practice validation work (ungraded) Presentation (ungraded) Practical report (ungraded) | 50 / 250 | 12 | |
| Year 2 | Methodological and social skills II | University | Combined module examination: Exam (50 %) Portfolio (50 %) | 70 / 80 | 6 | 42 |
| | Project management | Vocational school | Portfolio | 80 / 70 | 6 | |
| | Marketing communication tools | Vocational school | Combined module examination: Exam (25 %) Portfolio (75 %) | 80 / 70 | 6 | |
| | External accounting: Bookkeeping and accounting | University | Exam | 50 / 100 | 6 | |
| | | University | Exam | 60 / 90 | 6 | |
| | Validation of practical experience II | Company University | Practice validation work (70 %) Presentation (30 %) Practical report (ungraded) | 50 / 250 | 12 | |

| Year of study | Module name | Place of study | Examination | Workload (Presence / Self study) | Credit points | |
|---------------|--|-------------------|--|-------------------------------------|---------------|----|
| Year 3 | Internal accounting: Cost and activity accounting, operational controlling | University | Exam | 50 / 100 | 6 | 42 |
| | Investment, financing and basic principles of business taxation | University | Exam | 50 / 100 | 6 | |
| | Media planning | Vocational school | Exam | 80 / 70 | 6 | |
| | Business English | Vocational school | Continuous assessment | 80 / 70 | 6 | |
| | Capstone project | University | Portfolio | 50 / 100 | 6 | |
| | Validation of practical experience III | Company | Practice validation work (100 %) Practical report (ungraded) | 50 / 250 | 12 | |
| | | University | | | | |
| Year 4 | Personnel and management | University | Portfolio | 50 / 100 | 6 | 54 |
| | Framework conditions of economic activity III: Media economics, economic policy and ethics | University | Combined module examination: Exam (80 %) Assignment (20 %) | 50 / 100 | 6 | |
| | Business simulation | University | Portfolio | 50 / 100 | 6 | |
| | General elective subject | University | Depending on the module selected | 150 | 6 | |
| | Specialization | University | Depending on the module selected | 50 / 100 | 6 | |
| | Validation of practical experience IV | Company | Presentation (70 %) Colloquium (30 %) | 50 / 250 | 12 | |
| | | University | | | | |
| | Bachelor thesis | Company | BA thesis | 0 / 300 | 12 | |
| | | University | | | | |