

1 <sup>st</sup> semester		CP	2 <sup>nd</sup> semester		CP
<b>Design Culture</b>		<b>6</b>			
Atlas of Design		3			
Age of Disruption		3			
<b>Business Management and Market Analysis</b>		<b>8</b>			
Economic Theory		4			
Market Analysis Tools		4			
<b>Projects</b>					
<b>Product Strategy</b> (Project I)		<b>6</b>	<b>Entrepreneurship</b> (Project IV)		<b>6</b>
Theory & Concept		3	Theory & Concept		3
Workshop		3	Project Workshop		3
<b>Digital Brand Innovation and Strategic Branding</b> (Project II)		<b>6</b>	<b>Elective I: Product Strategy</b> (optional: 1 out of 2)		<b>6</b>
Theory & Concept		3	Theory & Concept		3
Workshop		3	Workshop		3
<b>Research Project</b> (Project III)		<b>4</b>	<b>Elective II: Identity Design</b> (optional: 1 out of 2)		<b>6</b>
Research & Topic		2	Theory & Concept		3
Colloquium		2	Workshop		3
			<b>Master Thesis</b>		<b>18</b>
			Thesis		
<b>60 Credit Points</b>					