

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS
Strategic Branding	10	6	Business Model Design	10	6
Product Strategy	5	3	Thesis & Colloquium	15	9
Business Management & Marketing	5	3			
Atlas of Design	5	3			
Design Research & Insight Generation (DS module)	5	3	Contemporary Leadership	5	3
	30	18		30	18
60 ECTS					

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System