

2.4. Curriculum

Module	1. Term	ECTS	2. Term	ECTS	3. Term	ECTS	4. Term	ECTS	Σ ECTS
Introduction	1a CI - Introduction to CI 1c Cultural and Economic Politics 1d Marketing 1e Digital Marketing	5 2 2 3	1b Innovation and Business Start-Up in CI	6					18
Business and Communication Skills	2a Business and Communication Skills I 2b Business and Communication Skills II 2d Project Design and Planning 2f English for the Creative Industries	3 3 3 3	2c Business and Communication Skills III 2f Project Implementation in the CI	1 3					16
Analysis & Methods	3a Methods I (incl. Tutorial)	6	3b Methods II (incl. Tutorial) 3c Data & Analytics in Music Business	2 2					10
Content			4b Music Business I 4b Games Industry 4b Publishing Industries 4b Advertising Industries 4d Law in the CI	3,5 3,5 3,5 3,5 5	4a Trends 4b Film Industries 4b Music Business II 4b Music Business III 4b Additional Subareas of CI 4c Financial Management	2 3,5 3,5 3,5 3,5 2			30
Projects & Practice					5a Internship (3 months) 5b Research Project	10 6	Master Thesis & Colloquium	30	46
Σ ECTS		30		29,5		30,5		30	120