

2.4. Curriculum

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