

IU International

BACHELOR (B.A.) DIGITAL BUSINESS

Digital disruption is transforming business models all over the world. Social commerce, smart solutions, innovative supply chains—these ever-expanding trends require an agile approach and excellent knowledge for management. More and more, companies require forward-thinking business minds and talented employees to drive long-term success in the digital economy.

With a degree in Digital Business, you'll learn to optimise processes for companies large or small with sustainability in mind. You'll understand how to harness the power of digital transformation, social networks, and consumer data to adapt to rapidly changing markets. This degree has a strong practical focus, enabling you to apply what you have learned to confidently to manage effectively and lead businesses to success throughout your career.



Degree

Bachelor of Arts (B.A.)



Duration

36, 48, or 72 months



Study start

Official start date: 1st October 2021.
Afterwards: Anytime*



Credits

180 ECTS



Study model

Online



Fees

From €75 per month

Study Content

MODULE TITLE	SEMESTER	ECTS
Business 101	1	5 ECTS
Digital Future Commerce		5 ECTS
Introduction to Academic Work		5 ECTS
Introduction to the Internet of Things		5 ECTS
Managerial Economics		5 ECTS
Software Engineering Principles		5 ECTS
Accounting and Balancing	2	5 ECTS
Digital Business Models		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
International Marketing		5 ECTS
Requirements Engineering		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Statistics — Probability and Descriptive Statistics	3	5 ECTS
Collaborative Work		5 ECTS
Management Accounting		5 ECTS
Database Modelling and Database Systems		5 ECTS
Online Marketing		5 ECTS
Agile Project Management		5 ECTS
Mathematics I	4	5 ECTS
Data Analytics and Big Data		5 ECTS
Statistical Computing		5 ECTS
Deep Learning		5 ECTS
Business Intelligence		5 ECTS
Project: Business Intelligence		5 ECTS
Product Development in Industry 4.0	5	5 ECTS
Seminar in Current Topics in Digitalisation		5 ECTS
Corporate Finance and Investment		5 ECTS
Project: Design Thinking		5 ECTS
Project: Smart Product Solutions		5 ECTS
Change Management		5 ECTS
Elective	6	10 ECTS
Leadership 4.0		5 ECTS
Entrepreneurship and Innovation		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR ELECTIVES

Choose one elective out of the following list:

- Applied Sales
- Big Data and Cloud Technologies
- Business Ethics and Sustainability
- Financial Services Management
- Foundations of Programming with Python
- Innovative Technologies and Sustainability
- IT project and architecture management
- IT Security
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Smart Mobility
- Smart Services
- Supply Chain Management
- Sustainable Entrepreneurship