

7	Bachelor Thesis		Studium Generale	Elective Module	Digital Sales and CRM	Case Study: Sales Project
6	Elective Module	Elective Module	Value Chain Management I	AI in B2B Sales	International Business and Marketing	Sales Lab: Negotiation Coaching
5	Practical Semester					
4	Scientific Work/ Project	Machine Elements II	Product Development and Product Management	Elective Module	Innovative Value Design and Service Systems	Operational and Strategic Sales
3	Statistics	Machine Elements I	3D-CAX	Manufacturing and Production Systems	B2B Marketing	Management, Governance and Planning
2	Computer Science & Application	Physics	Engineering Mechanics II	German II or Technical English II	Finance and Controlling	Business Administration
1	Mathematics I	Materials Science	Engineering Mechanics I	German I or Technical English I	Cost Accounting	Personal Selling and Sales Management

regular Module

elective Module 3 out of 4 have to be technical oriented