



Lecture Days			Friday			Saturday		
			14:00-15:30	16:15-17:45	18:00-19:30	08:30 -10:00	10:10-11:40	11:50-12:35 13:05-14:35 14:45-16:15
27.03.25		Welcome & Intro Session Zoom 2						
28.03.25	29.03.25			Digital Marketing Strategy, Branding & Campaign Management: Digital Marketing Strategy & Growth Hacking (Englisch) - <i>Detscher</i> - Zoom 1		Digital Marketing Strategy, Branding & Campaign Management: Digital Global Branding & Campaign Management (Englisch) - <i>Brenner</i> - Zoom 1)		
04.04.25	05.04.25			Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> - Zoom 2		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> - Zoom 2		
11.04.25	12.04.25			Digital Business Innovation: Management of disruptive events and developments - <i>Handschuh</i> - Zoom 1		Digital Business Model Innov.: Innovation Simulation Game - <i>Stütz</i> Zoom, 1 (until 11:00 CET)		
25.04.25				AI based Customer Experience Management: Digital Customer Touchpoints with AI/ Chatbots - <i>Lehmann</i> , Zoom 1				
	10.5.25					Digital Business Model Innov.: Innovation Simulation Game - <i>Stütz</i> , Zoom 3 (until 11:00 CET)		
	17.05.25					AI based Customer Experience Management: RPA - <i>Ferreau</i> - Zoom 1		
23.05.25	24.05.25			Digital Marketing Strategy, Branding & Campaign Management: Digital Marketing Strategy & Growth Hacking - <i>Detscher</i> , Zoom 1		Digital Marketing Strategy, Branding & Campaign Management: Digital Global Branding & Campaign Management - <i>Brenner</i>, Zoom 1		
06.06.25	07.06.25			AI based Customer Experience Management: RPA - <i>Ferreau</i>, Zoom 1		AI based Customer Experience Management: Digital Customer Touchpoints mit KI/ Chatbots - <i>Lehmann</i>, Zoom 1		
27.06.25	28.06.25			Digital Business Innovation: Management of disruptive events and developments - <i>Handschuh</i>, Zoom 1		Digital Business Model Innov.: Innovation Simulation Game - <i>Stütz</i>, Zoom 3 (until 11:00 CET)		
18.07.25	19.07.25			Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> , Zoom 1		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i>, Zoom 1		

written in bold = examination (if not marked, written submission on the date communicated by the lecturer)

Course	Lecturer	Examination form	Availability
AI based Customer Experience Management			only available every 3rd semester -> visit obligatorily
Digital Customer Touchpoints mit KI/ Chatbots RPA	Lehmann Ferreau	Project work/ paper	
Digital Business Model Innovation			only available every 3rd semester -> visit obligatorily
Management of disruptive events and developments Innovation Simulation Game	<i>Handschuh</i> <i>Stütz</i>	Project work/ paper	
Machine Learning & Big Data Analytics			only available in summer terms -> visit preferably
Big Data & Predictive Analytics	<i>Moll/Seifert</i>	Project work/ paper	
Digital Marketing			only available in summer terms -> visit preferably
Digital Marketing Strategy & Growth Hacking Digital Global Branding & Campaign Management	<i>Detscher</i> <i>Brenner</i>	Project work/ paper	