



Digital Management Master's program

Study Plan/Curriculum

Course Code	Course Name	Status	Prerequisites	ECTS credits/hours	Student Workload		Semester-based allocation of credits			
				120	Lecture/seminar/group work	Contact/Independent Hours	I	II	III	IV
							30	30	30	30
	Compulsory study courses			100/2500						
D-ME-1.1	Digital Entrepreneurship	Compulsory	N/A	5/125	18/24	47/78	5			
D-ME-1.2	Digital Economy	Compulsory	N/A	5/125	18/24	47/78	5			
D-ME-1.3	Digital Innovation	Compulsory	M-DM-1.1; M-DM-1.2	5/125	17/25	47/78		5		
D-ME-1.4	Digital Media	Compulsory	M-DM-1.1; M-DM-1.2	5/125	15/27	47/78		5		
D-ME-1.6	Research methods and Academic writing	Compulsory	N/A	5/125	16/26	47/78		5		
D-ME-1.5	Digital Transformation	Compulsory	M-DM-1.1; M-DM-1.2; M-DM-1.3; D-ME-1.4	5/125	15/27	47/78			5	
D-ME-2.1	International Management	Compulsory	N/A	5/125	19/23	47/78	5			
D-ME-2.2	Leadership and Strategy	Compulsory	N/A	5/125	14/28	47/78	5			
D-ME-2.3	Financial Management	Compulsory	M-DM-2.1; D-ME-2.2	5/125	20/22	47/78		5		
D-ME-2.4	Entrepreneurial Finance	Compulsory	M-DM-2.1; D-ME-2.2; D-ME-2.3	5/125	18/24	47/78			5	
D-ME-2.5	Organization Management	Compulsory	M-DM-2.1; D-ME-2.2; D-ME-2.3; D-ME-2.4	5/125	17/25	47/78			5	
D-ME-2.6	Operations Management	Compulsory	D-ME-1.1	5/125	17/25	47/78			5	
D-ME-3.1	Behavioral Decision Making	Compulsory	N/A	5/125	19/23	47/78	5			
D-ME-3.2	Business Ethics	Compulsory	N/A	5/125	16/26	47/78	5			
D-ME-3.3	Case Study I - Management	Compulsory	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2; M-DM-3.1; M-DM-3.2	5/125	0/42	47/78		5		
D-ME-3.4	Case Study II -	Compulsory	M-DM-1.1; M-DM-1.2;						5	

	Entrepreneurship		M-DM-1.3; M-DM-1.4; M-DM-1.6; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-3.1; M-DM-3.2; M-DM-3.3	5/125	0/42	47/78				
D-ME-5.1	Case Study III – Business Plan	Compulsory	M-DM-1.1; M-DM-1.2; M-DM-1.3; M-DM-1.4; M-DM-1.5; M-DM-1.6; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-2.4; M-DM-2.5; M-DM-2.6; M-DM-3.3; M-DM-3.4;	10/250	0/42	47/78				10
D-ME-5.2	Master's Thesis	Compulsory	Mandatory components excluding D-ME-5.1 course provided by the program	20/500		47/78				20
	Elective Study Courses			20/500				10	10	
D-ME-4.1	Sustainable Management	Elective	M-DM-2.1; M-DM-2.2; M-DM-3.2	5/125	16/26	47/78		5		
D-ME-4.2	International Digital Law	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1	5/125	18/24	47/78		5		
D-ME-4.3	Consulting and Marketing	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1	5/125	18/24	47/78		5		
D-ME-4.4	Social Media Management I	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	21/21	47/78		5		
D-ME-4.5	Sociology and Communication	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	14/28	47/78			5	
D-ME-4.6	E-Commerce	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	18/24	47/78			5	
D-ME-4.7	Technical Applications and Data Management	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	15/27	47/78			5	
D-ME-4.8	Social Media Management II	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2; M-DM-4.4	5/125	21/21	47/78			5	
D-ME-4.9	Digital Security	Elective	M-DM-1.1; M-DM-1.2; M-DM-1.3	5/125	19/23	47/78			5	