# B_DAWP24.0 Studienverlaufs- und Prüfungsplan Data Analytics & Angewandte Wirtschaftspsychologie (B.Sc.)

| | | | Aufwand pro Semester | | | | | | | | | | | | | | Prüfung | | | | | | Einordnung | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Modul-Nr. | Modul | | ECTS pro Semester | | | | | | | Fq. | SWS | Pflgk | WS | KoZ | EiZ | Anw. | Vorl. | Art. | Ber | Vers. | Daue | OA | Vert. | WB | LF. | Mit. | Sprache | | Fachgebiet | Curr. Bezug |
| | Prfg.-Nr. | Veranstaltung | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | [min] | [h] | [h] | | | | | [min] | | | | | | | V. | M. | | |
| MB268 | Grundlagen der Wirtschaftspsychologie | | | | | | | | | | | | | | | | | | | | | | | | | afi | | | Integrationsfach | |
| | TB268 | Grundlagen der Wirtschaftspsychologie | 5,0 | | | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1[U] | J | 3* | 120 | J | | | V | afi | DE | DE | | |
| MBXXX | Grundlagen der Psychologie | | | | | | | | | | | | | | | | | | | | | | | | | afi | | | Integrationsfach | |
| | TBXXX | Grundlagen der Psychologie | 5,0 | | | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 120 | J | | | V | mt | DE | DE | | |
| MB276 | Grundlagen Rechnungswesen | | | | | | | | | | | | | | | | | | | | | | | | | web | | | Wirtschaft | |
| | TB269 | Grundlagen Rechnungswesen | 5,0 | | | | | | | W | 6 | 12 | 225,0 | 45,0 | 105,0 | N | | K1 | J | 3* | 90 | J | | | VU | web | DE | DE | | |
| MB216 | Grundlagen der Betriebswirtschaftslehre | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Wirtschaft | |
| | TB056 | Grundlagen der Betriebswirtschaftslehre | 5,0 | | | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1[U] | J | 3* | 75 | J | | | V | Doz | DE | DE | | |
| MB033 | Business and Commercial English | | | | | | | | | | | | | | | | | | | | | | | | | ev | | | Fremdsprachen & Recht | |
| | TB138 | Business English | 2,5 | | | | | | | W | 4 | 12 | 150,0 | 30,0 | 45,0 | N | | K1 | J | 3* | 180 | J | | | V | ev | DE | DE | | |
| | | Commercial English | 2,5 | | | | | | | E | 2 | 12 | 75,0 | 15,0 | 60,0 | N | | | | | | | | | V | ev | DE | DE | | |
| MB016 | Einführung in die Programmierung | | | | | | | | | | | | | | | | | | | | | | | | | krg | | | Informatik | |
| | TB142 | Einführung in die Programmierung | 3,0 | | | | | | | W | 3 | 12 | 112,5 | 22,5 | 67,5 | N | | K1[U] | J | 3* | 120 | J | | | V | krg | DE | DE | | |
| | TB147 | Übung Einführung in die Programmierung | 2,0 | | | | | | | W | 4 | 12 | 150,0 | 30,0 | 30,0 | J | | AB[U] | N | o.B. | | N | | | U | krg | DE | DE | | |
| MB277 | Differentielle-, Emotions- und Motivationspsychologie | | | | | | | | | | | | | | | | | | | | | | | | | afi | | | Integrationsfach | |
| | TB270 | Differentielle-, Emotions- und Motivationspsychologie | | 5,0 | | | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 120 | J | | | VU | rgi | DE | DE | | |
| MB279 | Einführung in das wissenschaftliche Arbeiten | | | | | | | | | | | | | | | | | | | | | | | | | gi | | | Integrationsfach | |
| | TB272 | Einführung in das wissenschaftliche Arbeiten | | 5,0 | | | | | | S | 4 | 6 | 75,0 | 15,0 | 135,0 | J | | AB | N | o.B. | | N | | | U | Doz | DE | DE | | |
| MB218 | Human Resource Management | | | | | | | | | | | | | | | | | | | | | | | | | kle | | | Wirtschaft | |
| | TB109 | Human Resource Management | | 5,0 | | | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 120 | J | | | V | kle | DE | DE | | |
| MB042 | Datenschutz und Wirtschaftsprivatrecht | | | | | | | | | | | | | | | | | | | | | | | | | gb | | | Fremdsprachen & Recht | |
| | TB018 | Datenschutz | | 2,0 | | | | | | S | 2 | 12 | 75,0 | 15,0 | 45,0 | N | | K1 | J | 3* | 180 | J | | | V | swe | DE | DE | | |
| | | Wirtschaftsprivatrecht | | 3,0 | | | | | | S | 4 | 12 | 150,0 | 30,0 | 60,0 | N | | | | | | | | | V | fre | DE | DE | | |
| MB019 | Deskriptive Statistik und Grundlagen der Linearen Algebra | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Mathematik | |
| | TB009 | Deskriptive Statistik | | 2,5 | | | | | | S | 2 | 12 | 75,0 | 15,0 | 60,0 | N | | K1[U] | J | 3* | 120 | J | | | V | fbo | DE | DE | | |
| | | Grundlagen der Linearen Algebra | | 2,5 | | | | | | S | 2 | 12 | 75,0 | 15,0 | 60,0 | N | | | | | | | | | V | aha | DE | DE | | |
| MB035 | Office-Anwendungen | | | | | | | | | | | | | | | | | | | | | | | | | ne | | | Informatik | |
| | TB114 | Office-Software | | 3,0 | | | | | | S | 4 | 12 | 150,0 | 30,0 | 60,0 | N | | K1 | J | 3* | 120 | J | | | VU | fko | DE | DE | | |
| | TB124 | Visual Basic for Applications | | 2,0 | | | | | | S | 4 | 12 | 150,0 | 30,0 | 30,0 | N | TB142, TB147 | AB | N | o.B. | 90 | J | | | VU | fko | DE | DE | | |
| MB278 | Kognitive Psychologie | | | | | | | | | | | | | | | | | | | | | | | | | afi | | | Integrationsfach | |
| | TB271 | Kognitive Psychologie | | | 5,0 | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 120 | J | | | V | N.N. | DE | DE | | |
| MB221 | Grundlagen Data Science | | | | | | | | | | | | | | | | | | | | | | | | | ann | | | Integrationsfach | |
| | TB104 | Data Litracy | | | 3,0 | | | | | W | 2 | 12 | 75,0 | 15,0 | 75,0 | N | | K1[U] | J | 3* | 60 | J | | | V | ann | DE | DE | | |
| | TB121 | Übung Data Science | | | 2,0 | | | | | W | 2 | 12 | 75,0 | 15,0 | 45,0 | N | | AB[U] | N | o.B. | | N | | | U | kil | DE | DE | | |
| MB017 | Einführung in die Volkswirtschaftslehre | | | | | | | | | | | | | | | | | | | | | | | | | gi | | | Wirtschaft | |
| | TB008 | Einführung in die Volkswirtschaftslehre | | | 5,0 | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | VU | gi | DE | DE | | |
| MB280 | Grundlagen Servicemanagement und Grundlagen Marketing- und Vertriebsmanagement | | | | | | | | | | | | | | | | | | | | | | | | | gi | | | Wirtschaft | |
| | TB281 | Grundlagen Servicemanagement | | | 2,5 | | | | | W | 2 | 12 | 75,0 | 15,0 | 30,0 | N | | K1 | J | 3* | 90 | J | | | VU | gi | DE | DE | | |
| | | Grundlagen Marketing- und Vertriebsmanagement | | | 2,5 | | | | | W | 2 | 12 | 75,0 | 15,0 | 30,0 | J | | | | | | | | | VU | afi | DE | DE | | |
| MB041 | Induktive Statistik | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Mathematik | |
| | TB017 | Induktive Statistik | | | 5,0 | | | | | W | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | VU | fbo | DE | DE | | |
| MB052 | Einführung in Datenbanken | | | | | | | | | | | | | | | | | | | | | | | | | mpa | | | Informatik | |
| | TB020 | Einführung in Datenbanken | | | 3,0 | | | | | W | 2 | 12 | 75,0 | 15,0 | 75,0 | N | | K1 | J | 3* | 60 | J | | | V | mpa | DE | DE | | |
| | TB021 | Übung Einführung in Datenbanken | | | 2,0 | | | | | W | 1 | 12 | 37,5 | 7,5 | 52,5 | J | | AB | N | o.B. | | N | | | U | mzo | DE | DE | | |
| MB086 | Controlling und Unternehmensführung | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Wirtschaft | |
| | TB031 | Controlling | | | | 2,5 | | | | S | 2 | 12 | 75,0 | 15,0 | 30,0 | N | TB269 | K1 | J | 3* | 120 | J | | | VU | fbo | DE | DE | | |
| | | Unternehmensführung | | | | 2,5 | | | | S | 2 | 12 | 75,0 | 15,0 | 30,0 | J | | | | | | | | | VU | fbo | DE | DE | | |
| MB118 | Soft Skills | | | | | | | | | | | | | | | | | | | | | | | | | gi | | | Medien & Kommunikation | |
| | TB042 | Assistenz | | | | 3,0 | | | | E | 3 | 12 | 112,5 | 22,5 | 67,5 | N | | SA | N | o.B. | | N | | | A | Doz | DE | DE | | |
| | TB043 | Communications Skills | | | | 2,0 | | | | E | 2 | 12 | 75,0 | 15,0 | 45,0 | J | | SA | N | o.B. | | N | | | W | amk | DE | DE | | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MB287 | Sozialpsychologie | | | | | | | | | | | | | | | | | | | | | | | | | afi | | | Integrationsfach | | |
| | TB278 | Sozialpsychologie | | | | 5,0 | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 120 | J | | | VU | mt | DE | DE | | | |
| MB285 | Qualitative und Quantitative Analysemethoden | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Mathematik | | |
| | TB280 | Qualitative Analyseverfahren | | | | 2,5 | | | | S | 2 | 12 | 75,0 | 15,0 | 30,0 | N | | K1 | J | 3* | 90 | J | | | VU | fbo | DE | DE | | | |
| | | Quantitative Analyseverfahren & psychologische Testtheorie | | | | 2,5 | | | | S | 2 | 12 | 75,0 | 15,0 | 30,0 | N | | | | | | | | | VU | fbo | DE | DE | | | |
| MB281 | Strategisches Marketing- und Vertriebsmanagement | | | | | | | | | | | | | | | | | | | | | | Marketing und Vertrieb | A1 | | afi | | | Wirtschaft | | |
| | TB273 | Strategisches Marketing- und Vertriebsmanagement | | | | 5,0 | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | VU | afi | DE | DE | | | |
| MB282 | Servicemärkte: Wettbewerb, Strategien, Branchen | | | | | | | | | | | | | | | | | | | | | | Servicemanagement | A2 | | gi | | | Wirtschaft | | |
| | TB274 | Servicemärkte: Wettbewerb, Strategien, Branchen | | | | 5,0 | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | V | gi | DE | DE | | | |
| MB283 | Operatives Marketing- und Vertriebsmanagement | | | | | | | | | | | | | | | | | | | | | | Marketing und Vertrieb | A1 | | afi | | | Wirtschaft | | |
| | TB275 | Operatives Marketing- und Vertriebsmanagement | | | | 5,0 | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | VU | afi | DE | DE | | | |
| MB284 | Servicemanagement: Qualität, Leadership und Organisation | | | | | | | | | | | | | | | | | | | | | | Servicemanagement | A2 | | gi | | | Wirtschaft | | |
| | TB276 | Servicemanagement: Qualität, Leadership und Organisation | | | | 5,0 | | | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | N | | K1 | J | 3* | 90 | J | | | V | gi | DE | DE | | | |
| MB099 | Auslandssemester | | | | | | | | | | | | | | | | | | | | | | | B1 | | sal | | | Integrationsfach | | |
| | TB039 | Auslandssemester | | | | | 30,0 | | | E | 25 | 12 | 937,5 | 187,5 | 712,5 | N | | AU | J | 3 | | N | | | V | sal | DE | DE | | | |
| MB176 | Praxissemester | | | | | | | | | | | | | | | | | | | | | | | B2 | | aam | | | Integrationsfach | | |
| | TB053 | Praxissemester | | | | | 25,0 | | | E | 20 | 20 | 1250,0 | 250,0 | 500,0 | J | | PB | N | o.B. | | N | | | P | aam | DE | DE | | | |
| MB179 | Wissenschaftliche Ausarbeitung | | | | | | | | | | | | | | | | | | | | | | | B2 | | aam | | | Integrationsfach | | |
| | TB054 | Wissenschaftliche Ausarbeitung | | | | | 5,0 | | | E | 3 | 12 | 112,5 | 22,5 | 127,5 | J | | SA | J | 3 | | N | | | P | Doz | DE | DE | | | |
| MB286 | Arbeits- und Organisationspsychologie | | | | | | | | | | | | | | | | | | | | | | | | | kle | | | Integrationsfach | | |
| | TB277 | Arbeits- und Organisationspsychologie | | | | | | 5,0 | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | J | | K1 | J | 3* | 120 | J | | | VU | kle | DE | DE | | | |
| MB226 | Workshop Prognose und Simulation | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Integrationsfach | | |
| | TB117 | Workshop Prognose und Simulation | | | | | | 5,0 | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | J | | SA | J | 3 | | N | | | W | Doz | DE | DE | | | |
| MB290 | Wirtschaftspsychologisches Projekt | | | | | | | | | | | | | | | | | | | | | | | | | afi, fbo | | | Integrationsfach | | |
| | TB279 | Wirtschaftspsychologisches Projekt | | | | | | 10,0 | | S | 4 | 12 | 225,0 | 45,0 | 255,0 | J | | SA | J | 3 | | N | | | PR | Doz | DE | DE | | | |
| MB302 | Data Analytics und BI Anwendungen | | | | | | | | | | | | | | | | | | | | | | | | | fbo | | | Integrationsfach | | |
| | TB293 | Data Analytics und BI Anwendungen | | | | | | 5,0 | | S | 4 | 12 | 150,0 | 30,0 | 120,0 | J | | SA | J | 3 | | N | | | W | fbo | DE | DE | | | |
| MB288 | Seminar Marketing- und Vertriebsmanagement | | | | | | | | | | | | | | | | | | | | | | Marketing und Vertrieb | A1 | | afi | | | Integrationsfach | | |
| | TB040 | Seminar | | | | | | 5,0 | | E | 2 | 3 | 18,75 | 3,75 | 146,25 | J | TB272 | SA | J | 3 | | N | | | S | afi | DE | DE | | | |
| MB289 | Seminar Servicemanagement | | | | | | | | | | | | | | | | | | | | | | Servicemanagement | A2 | | gi | | | Integrationsfach | | |
| | TB040 | Seminar | | | | | | 5,0 | | E | 2 | 3 | 18,75 | 3,75 | 146,25 | J | TB272 | SA | J | 3 | | N | | | S | gi | DE | DE | | | |
| MB159 | Praktikum | | | | | | | | | | | | | | | | | | | | | | | | | Doz | | | Integrationsfach | | |
| | TB051 | Praktikum | | | | | | | 17,0 | E | 0 | 12 | 0,0 | 0,0 | 510,0 | N | | PB | N | o.B. | | N | | | BR | Doz | DE | DE | | | |
| MB150 | Bachelor-Thesis | | | | | | | | | | | | | | | | | | | | | | | | | Doz | | | Integrationsfach | | |
| | TB050 | Bachelor-Thesis | | | | | | | 12,0 | E | 0 | 12 | 0,0 | 0,0 | 360,0 | N | | SA | J | 2 | | N | | | TS | Doz | DE | DE | | | |
| MB160 | Bachelor-Kolloquium | | | | | | | | | | | | | | | | | | | | | | | | | Doz | | | Integrationsfach | | |
| | TB052 | Bachelor-Kolloquium | | | | | | | 1,0 | E | 1 | 12 | 37,5 | 7,5 | 22,5 | N | TB050 | KO | J | 2 | 15 | N | | | K | Doz | DE | DE | | | |