

**Subject-Specific Study and Examination
Regulations
for the three-year BSc Study Program
Corporate Management & Economics
SSSER BSc CME | 3y**

(starting from Fall Semester 2024)

**Subject-Specific Study and Examination Regulations
for the three-year BSc Study Program
Corporate Management & Economics | 3y BSc CME
at Zeppelin University
dated 2024-12-04**

In order to regulate teaching, study and examinations in the Bachelor's program Corporate Management & Economics, the Senate of Zeppelin University adopted the following regulations on the basis of § 70 Para. 6 in conjunction with § 32 Para. 1 of the Law on Universities in Baden-Württemberg (Landeshochschulgesetz – LHG) in the respective version on 2024-12-04, last amended on 2025-04-30.

§ 1 Study program-specific admissions requirements

The internship required for enrollment according to the Admission and Registration Regulations (ZImmO) must be proven by submitting appropriate documentation. Further details are governed by the respective version of the guidelines for the recognition of pre-study internships for the bachelor's study program Corporate Management & Economics (CME Pre-study Internship Guidelines) issued by the program board.

§ 2 Study program structure

- (1) The study program (180 ECTS points) is divided into 5 compulsory Modules within the interdisciplinary Zeppelin Year (60 ECTS points, 1st & 2nd semester), 13 major compulsory Modules (76 ECTS points, 3rd to 6th study semesters) and 5 elective Modules in the major phase (30 ECTS points, 3rd to 6th study semesters) and the bachelor phase with the bachelor thesis including a thesis defense (14 ECTS points, 6th semester) (see Appendix 2). Tandem Coaching is a part of the workload in accordance with ECTS and extends from semester 1 through 6.
- (2) At least 4 major elective Modules (24 ECTS points) and no more than 1 multi-disciplinary elective Module (6 ECTS points) must be chosen from the elective Modules list in the major phase.
- (3) As a rule, students can choose any mandatory and elective Modules within Zeppelin University bachelor study programs that are not included in the student's own program as a multidisciplinary elective Module (depending on availability and subject-related admission requirements), as well as offerings from StudentStudies. Modules selected as part of the elective Module "Specialization" that do not correspond to the student's own field of study are also considered multidisciplinary elective Modules. Furthermore, up to two courses from the Zeppelin Year's module "Interdisciplinary Perspectives" can be elected as multidisciplinary elective modules.

§ 3 Degree

Students are awarded the Bachelor of Science (BSc) degree.

§ 4 Authorization of the Examination Committee

The Examination Committee of the bachelor study programs is authorized to adopt amendments to these regulations, in the event of which, they will notify the Senate. This does not apply to significant changes, particularly those which affect the very essence, content-related orientation or the basic structure of the study program.

§ 5 Effective date, transitional regulations

- (1) These regulations in the version of 2025-04-30 come into force on 2025-09-01.
- (2) They shall apply to students who begin their studies in the Fall Semester 2024 or later.
- (3) The academic degree Bachelor of Science (BSc) is awarded to all graduates of the degree program, regardless of when they began their studies.

Footnote

In accordance with § 70 Para. 6 in conjunction with § 32 Para. 1 LHG, approval has been granted and the regulations will be published.

Friedrichshafen, 2025-04-30

Signed
Professor Dr. Klaus Mühlhahn
President | Chairman of the Senate

SSSER 3y BSc CME | Appendix 1 Study Structure

	1.	2.	3.	4.	5.	6.
	Zeppelin Year		Major Phase			Bachelor Phase
PRE-INTERNSHIP	Zeppelin Project		Methods			Thesis
	Introduction to Science		Management			Disputation
	Foundations of Methods		Economics			
	Program Module CME		Law of Economic Sciences			
	Interdisciplinary Perspectives		Advanced Methods			
			Interdisciplinary Workshops			
			Professional Practice			
			Elective Modules amounting to 30 ECTS points , of these major elective Modules amounting to a minimum of 24 ECTS points and no more than 1 multi-disciplinary elective Module.			
			Human Resource Management			
			Organization			
		Strategic Management			Legal Framework of Economic Activity	
		Marketing			History of Economic Thought	
		External Accounting			Theory of the Firm	
		Management of Innovation and Transformation			International Monetary Economics	
		Entrepreneurship				
		Digital Finance			Advanced Microeconomics	
		Family Business Management			Advanced Macroeconomics	
		Mobility			Political Economy	
		Corporate Responsibility & Leadership			Selected Topics CME	
					Specialisation (I-II)	
		TandemCoaching, StudentStudy, GlobalStudy				

SSSER 3y BSc CME | Appendix 2 Study Plan

Zeppelin Year (Semester 1-2)									
Module Course (C)	Semester / hours per week							ECTS points	
	1	2	3	4	5	6	Σ	C	Module
Module 10000 Interdisciplinary Module Zeppelin Project							6		13
C 100006 Disciplinary Perspectives	2							3	
C 100007 A-K Methods Workshop I		1.5						1	
C 100007 A-K Methods Workshop II		1.5						1	
C 100008 Project Work in Groups		1						8	
Module 10001 Interdisciplinary Module Introduction to Science							6		5
C 100014 Philosophy of Science	3							3	
C 100015 Introduction to Academic Research	1.5							1	
C 100009 Fundamentals of Artificial Intelligence (AI)		1.5						1	
Module 10002 Foundations of Methods							6		12
C 100024 Empirical Social Research	3							6	
C 100025 Statistics		3						6	
Module 10007 Program Module CME							9		18
C 100071 Introduction to Business Management	3							6	
C100072 Introduction to Economics		3						6	
C 100073 Business Accounting	3							6	
Module 10015 Interdisciplinary Perspectives (2 of 8)							6		12
C 100091 Polity, Politics, Policy		3						6	
C 100092 Public Administration		3						6	
C 100093 Fundamentals of Law		3						6	
C 100094 International Relations		3						6	
C 100081 Introduction to Issues in Communication Studies		3						6	
C 100082 Introduction to Issues in Cultural Studies		3						6	
C 100083 Cultural History		3						6	
C 100151 Foundations of Sociology		3						6	
Sum ECTS points Zeppelin Year									60

Major Phase (Semester 3-6) Mandatory Modules

Module Course (C)	Semester / hours per week							ECTS points	
	1	2	3	4	5	6	Σ	C	Module
Module 112041 Business Mathematics			3				3		6
Module 112041 Econometrics				3			3		6
Module 11209 Advanced Statistics			3				3		6
Module 112045 Data Science				3			3		6
Module 112051 Controlling			3				3		6
Module 112052 Corporate Finance				3			3		6
Module 112061 Microeconomics			3				3		6
Module 112062 Macroeconomics				3			3		6
Module 100102 Civil Law			3				3		6
Module 112075 Commercial & Corporate Law				3			3		6
Module 12347 Advanced Methods C 123241-44 A-Z Advanced Methods			1.5						3
Module 11001 Interdisciplinary Workshops C 1110011 Fundamentals of Entrepreneurship C 110012 Creativity & Performativity			2				4	2	4
Professional Practice 2 Modules within the mandatory module „Professional Practice“, of these 1 option amounting to 9 ECTS points has to be chosen.			2					2	9
Module 000081 Domestic Internship or Abroad OR Module 000082 Own Start-up			2						9
Sum ECTS points of Major-Mandatory Modules									76

Major Phase (Semester 3-6) Elective Modules

Elective Modules amounting to 30 ECTS points. Of these major elective modules amounting to a minimum of 24 ECTS points and maximum one multidisciplinary elective module (vgl. § 2 Abs. 3 FSPO); in the case of the specialization, the respective professionalism decides on the assignment.

Module Course (C)	Semester / hours per week							ECTS points	
	1	2	3	4	5	6	Σ	C	Module
Module 112071 Human Resource Management					3		3		6
Module 122101 Organization					3		3		6
Module 122102 Strategic Management					3		3		6
Module 112072 Marketing					3		3		6
Module 122112 External Accounting					3		3		6
Module 112073 Management of Innovation and Transformation					3		3		6
Module 122152 Entrepreneurship					3		3		6
Module 122175 Digital Finance					3		3		6
Module 122151 Family Business Management					3		3		6
Module 122182 Mobility					3		3		6
Module 124042 Corporate Responsibility & Leadership					3		3		6
Module 122161 Legal Framework of Economic Activity					3		3		6
Module 100111 History of Economic Thought					3		3		6
Module 124043 Theory of the Firm					3		3		6
Module 122171 International Monetary Economics					3		3		6
Module 122174 Advanced Microeconomics					3		3		6
Module 122171 Advanced Macroeconomics					3		3		6
Module 114093 Political Economy					3		3		6
Module 122401 122402 Selected Topics CME I & II					3		3		6
Module 122406 122407 Specialization I & II					3		3		6
Sum Major Elective Modules									30

Bachelor Phase (6. Semester)									
Module Course (C)	Semester / hours per week							ECTS points	
	1	2	3	4	5	6	Σ	C	Module
Module 11280									14
Final Module									
Bachelor Thesis						1	1	12	
Disputation								2	
Sum ECTS Points Bachelor Phase									14
Total Sum ECTS points 3y BA CME									180