

Subject-Specific Study and Examination Regulations

for the four-year BSc Study Program

Corporate Management & Economics

SSSER BSc CME | 4y

(starting from Fall Semester 2024)

**Subject-Specific Study and Examination Regulations
for the four-year BSc Study Program
Corporate Management & Economics | 4y
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 (240 ECTS points) is divided into 5 compulsory modules within the interdisciplinary Zeppelin Year (60 ECTS points, 1st & 2nd study semesters), at least 12 major compulsory modules (82 ECTS points, 3rd to 7th study semesters), 10 elective modules in the major phase (60 ECTS points, 3rd to 8th study semesters), 2 optional subjects within the integrated Humboldt Year (24 ECTS points, 6th to 7th study semesters) and the bachelor phase with the bachelor thesis including a thesis defense (14 ECTS points, 8th study semester) (see Appendix 2). Tandem Coaching is a part of the workload in accordance with ECTS and extends from semester 1 through 8.
- (2) At least 6 major elective modules (36 ECTS points) and no more than 4 multi-disciplinary elective modules (24 ECTS points) must be chosen from the elective module list in the major phase.
- (3) As a rule, students can choose any mandatory and elective modules within the 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 and GlobalStudies. 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 4y BSc CME | Appendix 1 Study Structure

	1.	2.	3.	4.	5.	6.	7.	8.
	Zeppelin Year		Major Phase			Humboldt Year		Bachelor Phase
	Zeppelin Project		Methods			Research Project		Thesis
	Introduction to Science		Management			or		Disputation
	Foundations of Methods		Economics			Proseminar		
	Program Modul CME		Law of Economic Sciences					
	Interdisciplinary Perspectives		Interdisciplinary Workshops					
			Professional Practice					
			<p>Elective modules amounting to 60 ECTS points; of these major elective modules amounting to a minimum of 36 ECTS points and multidisciplinary elective modules amounting to a maximum of 24 ECTS points.</p>					
Pre-Internship			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		Advanced Microeconomics			
			Digital Finance		Advanced Macroeconomics			
			Family Business Management		Political Economy			
			Mobility		Selected Topics CME I & II			
			Corporate Responsibility & Leadership		Specialization (I-III)			
			TandemCoaching, StudentStudy, GlobalStudy					

SSSER 4y BSc CME | Appendix 2 Study Plan

Zeppelin Year (Semester 1-2)												
Module Course (C)	Semester / hours per week									ECTS		
	1	2	3	4	5	6	7	8	Σ	C	Module	
Module 10000 Interdisciplinary Module Zeppelin Project										7		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	
C 100072 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		3									6	
C 100082 Introduction to Issues in Cultural Science		3									6	
C 100083 Cultural History		3									6	
C 100151 Foundations of Sociology		3									6	
Sum ECTS points Zeppelin Year												60

Major Phase (Semester 3-7) Mandatory Modules												
Module Course (C)	Semester / hours per week									ECTS		
	1	2	3	4	5	6	7	8	Σ	C	Module	
Module 112041 Business Mathematics			3							3		6
Module 112044 Econometrics				3						3		6
Module 112091 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 11001 Interdisciplinary Workshops										4		4
C 110011 Fundamentals of Entrepreneurship					2						2	
C 110012 Creativity & Performativity					2						2	
Professional Practice												18
3 options within the mandatory module „Professional Practice“; of these 1 option amounting to 18 ECTS points has to be chosen.												
OPTION 1 INTERNSHIP												
Module 000071 Domestic Internship												9
Module 000072 Internship Abroad												9
OR												
OPTION 2 INTERNSHIP & SET UP OWN BUSINESS												
Module 000081 Domestic Internship or Abroad												9
Module 000082 Own Start-up												9
OR												
OPTION 3 SET UP OWN BUSINESS												
Module 000091 Own Start-up												18
Sum ECTS points of Major-Mandatory Modules												82

Major Phase (Semester 3-8) Elective Modules

Elective Modules amounting to 60 ECTS points. Of these major elective modules amounting to a minimum of 36 ECTS points and multidisciplinary elective modules amounting to a maximum of 24 ECTS points (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		
	1	2	3	4	5	6	7	8	Σ	C	Module	
Module 112071 Human Ressource 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 122172 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 122408 Specialization I, II, III					3					3		6
Sum Major Elective Modules												60

Humboldt Year (Semester 6-7)

2 options in the integrated „Humboldt Year“; of these 1 option (with 24 ECTS points) has to be chosen.

Module Course (C)	Semester / hours per week								Σ	ECTS		
	1	2	3	4	5	6	7	8		C	Module	
OPTION 1 RESEARCH PROJECT												
Module 11270										4		18
Research Project												
LV 112701												
Research Project							2				12	
LV 112702												
Research Colloquium							1				1	
LV 112703												
Advanced Disciplinary Perspective							1				5	
Module x												
1 CCM/CME/PAIR/SPE-Elective-Module matching the Research Project							3			3		6
OR												
Module 12348												
Advanced Methods										3		6
LV 123241-44 A-Z												
Advanced Methods 1							1.5				3	
LV 123241-44 A-Z												
Advanced Methods 2							1.5				3	
OPTION 2 PROSEMINAR												
Module 112535												
Proseminar Management I							3			3		9
Module 112537												
Proseminar Economics I							3			3		9
OR												
Module 112535												
Proseminar Management I							3			3		9
Module 112536												
Proseminar Management II							3			3		9
OR												
Module 112537												
Proseminar Economics I							3			3		9
Module 112538												
Proseminar Economics II							3			3		9
Module x												
1 CCM/CME/PAIR/SPE-Elective-Module							3			3		6
OR												
Module 12348												
Advanced Methods										3		6
LV 123241-44 A-Z												
Advanced Methods 1							1.5				3	
LV 123241-44 A-Z												
Advanced Methods 2							1.5				3	
Sum ECTS points Humboldt Year												24
Sum ECTS points Major Phase												166

Bachelor Phase (Semester 8)

Module Course (C)	Semester / hours per week										ECTS points	
	1	2	3	4	5	6	7	8	Σ	C	Module	
Module 11280												
Final Module												14
Bachelor Thesis								1		1	12	
Disputation											2	
Sum ECTS points Bachelor Phase												14
Total Sum ECTS points 4y BA CME												240