

**Subject-Specific Study and Examination
Regulations
for the four-year B.Sc. Study Program
Management, Economics & Social Sciences
SSSER BSc MES | 4y**

(starting from Fall Semester 2024)

Subject-specific Study and Examination Regulations
Management, Economics & Social Sciences | BSc MES
at Zeppelin Universität
dated 06/12/2023

In order to regulate teaching, study and examinations in the Bachelor's program Management, Economics & Social Sciences, 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 2023-12-06, last amended by the Central Examination Committee on 2025-04-30:

§ 1 Program structure

- (1) The program (240 ECTS credits) consists of 3 mandatory modules within the interdisciplinary Zeppelin Foundation (30 ECTS credits, 1st to 2nd semesters), a minimum of 17 mandatory modules within the Major Phase (112 ECTS credits, 1st to 8th semesters), 10 elective modules within the Major Phase (60 ECTS credits, 3rd to 8th semesters), 2 alternatives within the interdisciplinary Humboldt-Year (24 ECTS credits, 6th to 7th semesters) as well as the Bachelor Phase including a bachelor thesis and a disputation (14 ECTS credits, 8th semester) (see appendix 2). The TandemCoaching is part of the workload in accordance with ECTS and takes place during semester 1 through 8.
- (2) Of the elective modules in the Major Phase, at least 6 modules (36 ECTS points) must be chosen. The number of multidisciplinary elective modules is limited to 4 modules (24 ECTS points).
- (3) Generally, students may choose any mandatory and elective modules within the Zeppelin University bachelor programs that are not included in the student's own program (major) as multidisciplinary elective modules (depending on availability and subject-specific admission requirements), as well as from offered StudentStudies and GlobalStudies. Modules that are chosen within the elective modules „Specialization I-III“ and that do not correspond to the own field of study are considered multidisciplinary elective modules.
- (4) Admission requirements for individual modules are regulated by the respective module description.

§ 3 Authorization of the examination committee

The Central Examination Committee is authorized to decide on changes to these regulations, while consecutively informing the senate. This does not apply to significant changes, in particular those effecting the essence, the content-related orientation or the basic structure of the program.

§ 4 Effective dates

- (5) These amended regulations in the version of 2025-04-30 come into force on 2025-09-01.
- (6) These SSSER apply to students who begin their studies in Fall Semester 2024 or later.

Footnote

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, 2025-04-03

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

SSSER BSc MES | Appendix 1 Study Structure

1.	2.	3.	4.	5.	6.	7.	8.		
Zeppelin Foundation		Major Phase			Humboldt-Year		Bachelor Phase		
<ul style="list-style-type: none"> Zeppelin-Project Introduction to Science Foundations of Methods 		<ul style="list-style-type: none"> Planet People Prosperity Methods Professional Practice Individual Development & Interpersonal Skills 			<ul style="list-style-type: none"> Research Project or Proseminars 		<ul style="list-style-type: none"> Thesis Disputation 		
<p>Elective modules to the extent of 60 ECTS points including elective major modules to the extent of at least 36 ECTS points & multidisciplinary elective modules to a maximum of 24 ECTS points</p>									
		<ul style="list-style-type: none"> Human Resource Management Marketing Management of Innovation & Transformation Digitalization, Virtual Reality and AI Strategic Management External Accounting Entrepreneurship Digital Finance Mobility Industry Organization Corporate Responsibility & Leadership History of Economic Thought Microeconomics Advanced Microeconomics 			<ul style="list-style-type: none"> Macroeconomics Advanced Macroeconomics International Monetary Economics Political Economy International Political Economy Sustainable Governance & Public Policy Public Entrepreneurship & Public Corporate Governance International Organizations & Institutions Policy Analysis Post- and Decolonial Studies Cultural Organization Selected Topics I & II Specialization I – III 				
		<ul style="list-style-type: none"> TandemCoaching, StudentStudy & GlobalStudy 							

SSSER BSc MES | Appendix 2 Study Plan

Zeppelin Foundation (Semesters 1 – 2)												
Module Course (C)	Semester / hours per week										ECTS points	
	1	2	3	4	5	6	7	8	Σ	C	Module	
Modul 10000 Interdisciplinary Module Zeppelin-Project LV 100006 Disciplinary Perspectives LV 100007 A-K Methods Workshop I LV 100007 A-K Methods Workshop II LV 100008 Project Work in Groups		2	1.5							6	3	13
Modul 10001 Interdisciplinary Module Introduction to Science LV 100014 Philosophy of Science LV 100015 Introduction to Academic Research LV 100009 Fundamentals of Artificial Intelligence (AI)		3	1.5							6	3	5
Modul 10002 Foundations of Methods LV 100024 Empirical Social Research LV 100025 Statistics		3	3							6	6	12
Total Zeppelin Foundation												30

Major Phase (Semesters 1 – 8) Mandatory Modules												
Module Course (C)	Semester / hours per week										ECTS points	
	1	2	3	4	5	6	7	8	Σ	C	Module	
Planet												
Module 115001 Nature, Humankind, and Demography		3								3		6
Module 115002 Economics of Climate Change			3							3		6
Module 100072 Introduction to Economics		3								3		6
Module 115003 Public Policies			3							3		6
People												
Module 115101 Introduction to Business Psychology		3								3		6
Module 115102 Economics of Inequality			3							3		6
Module 115103 Responsible Leadership			3							3		6
Module 115104 Digital Transformation & Change Management			3							3		6

Major Phase (Semesters 3 – 8) Elective Modules

Elective modules amounting to 60 ECTS points. Of the elective modules in the major phase, at least 6 major elective modules (36 ECTS points) must be chosen. The number of multidisciplinary elective modules is limited to 4 modules (24 ECTS points). Modules that are chosen within the elective module „Specialization I – III“ and that do not correspond to the own field of study are considered multidisciplinary elective modules.

Module Course (C)	Semester / hours per week										ECTS points	
	1	2	3	4	5	6	7	8	Σ	C	Module	
Module 112071 Human Resource Management			3							3		6
Module 112072 Marketing			3							3		6
Module 112073 Management of Innovation & Transformation			3							3		6
Module 121291 Digitalization, Virtual Reality and AI			3							3		6
Module 122102 Strategic Management			3							3		6
Module 122112 External Accounting			3							3		6
Module 122152 Entrepreneurship			3							3		6
Module 122175 Digital Finance			3							3		6
Module 122182 Mobility Industry			3							3		6
Module 122101 Organization			3							3		6
Module 124042 Corporate Responsibility & Leadership			3							3		6
Module 100111 History of Economic Thought			3							3		6
Module 112061 Microeconomics			3							3		6
Module 122174 Advanced Microeconomics			3							3		6
Module 112062 Macroeconomics			3							3		6
Module 122171 Advanced Macroeconomics			3							3		6
Module 122172 International Monetary Economics			3							3		6
Module 114093 Political Economy			3							3		6
Module 123221 International Political Economy			3							3		6
Module 113062 Sustainable Governance & Public Policy			3							3		6
Module 123142 Public Entrepreneurship & Public Corporate Governance			3							3		6
Module 123201 International Organizations & Institutions			3							3		6
Module 123251 Policy Analysis			3							3		6
Module 121600 Post- and Decolonial Studies			3							3		6
Module 241130 Cultural Organization			3							3		6

Humboldt-Year (Semesters 6 – 7)

2 alternatives within the integrated „Humboldt-Year“, of which 1 must be chosen (24 ECTS points).

Module Course (C)	Semester / hours per week									ECTS points		
	1	2	3	4	5	6	7	8	Σ	C	Module	
ALTERNATIVE 1 RESEARCH PROJECT												
Module 11270										4		18
Research Project												
LV 112701												
Research Work							2				12	
LV 112702												
Research Colloquium							1				1	
LV 112703												
Advanced Disciplinary Perspective							1				5	
1 CCM/CME/PAIR/SPE elective module corresponding to the research project							3			3		6
OR												
Module 12348										3		6
Advanced Methods												
LV 123241-44 A-Z												
Advanced Methods 1							1.5				3	
LV 123241-44 A-Z												
Advanced Methods 2							1.5				3	
ALTERNATIVE 2 PROSEMINARS												
Module 112535										3		9
Proseminar Management							3					
Module 112537										3		9
Proseminar Economics							3					
OR												
Module 112535										3		9
Proseminar Management							3					
Module 115533										3		9
Proseminar Social Sciences							3					
OR												
Module 112537										3		9
Proseminar Economics							3					
Module 115533										3		9
Proseminar Social Sciences							3					
1 CCM/CME/PAIR/SPE elective module							3			3		6
OR												
Module 12348										3		6
Advanced Methods												
LV 123241-44 A-Z												
Advanced Methods 1							1.5				3	
LV 123241-44 A-Z												
Advanced Methods 2							1.5				3	
Total Humboldt-Year												24
Total Major Phase												196

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			12	
Disputation										1	2	
Total Bachelor Phase												14
Sum Total BSc MES												240

ZU|plus (Semesters 1 – 8) optional

Module Course (C)	Semester / hours per week										ECTS points	
	1	2	3	4	5	6	7	8	Σ	C	Module	
Workshops												
C 110011												
Fundamentals of Entrepreneurship					2						2	
C 110012												
Creativity & Performativity					2						2	