

Comparison of Programs

Criteria	Program	Digital Business	Media Psychology and Digital Business
Topics (choice)			
Shaping the digital transformation, IT in the corporate context		Comprehensive content	Basics
Digital Business Strategies		Comprehensive content	Basics
Media Psychology		No content	Comprehensive content
Business Administration		Advanced basics	Advanced basics
Career orientation			
Main emphasis on ...		Digital strategies, digital transformation in the enterprise	Design of the interaction between companies and customers on digital channels from a psychological and business point of view