

Student Data

Degree	Course	Initial start	First year students (p.y.)			Students (in winter semester)			Average duration of studies **				Average grade				Graduates (p.y.)		Share of female students (% in winter semester)			
			2021	2022	2023	2021	2022	2023	WS20/21	SS21	WS21/22	SS22	WS20/21	SS21	WS21/22	SS22	2021	2022	2021	2022	2023	
Bachelor	Business Administration	WS94/95	121	150	137	487	471	423	7,7	8,4	7,8	8,5	1,95	2,13	2,04	2,11	98	60	49	49	48	
	Digital Business	WS16/17	64	76	82	243	262	272	7,7	8,3	7,8	8,3	1,94	2,06	1,98	2,04	49	27	50	48	44	
	Global Economics and Business Management	WS20/21	43	41	55	87	108	143	*	*	*	*	*	*	*	*	*	*	51	54	52	
	International Management	WS12/13	49	82	76	235	243	247	7,8	8,3	8,4	8,3	1,88	2,09	2,11	1,99	52	32	63	62	66	
	Life Science Management	WS21/22	24	48	41	24	67	93	*	*	*	*	*	*	*	*	*	*	75	72	69	
	Media Psychology and Digital Business	WS21/22	65	104	84	66	163	228	*	*	*	*	*	*	*	*	*	*	68	79	79	
Master	Automotive and Mobility Management	WS14/15	27	17	17	54	42	37	4,5	4,0	4,0	4,1	1,72	1,77	1,57	1,68	25	17	31	36	41	
	Entrepreneurship and Digital Business	WS21/22	19	10	18	19	27	36	*	*	*	*	*	*	*	*	*	*	37	44	51	
	Financial Management and Controlling	SS13	26	17	28	58	50	53	5,5	4,8	5,6	4,6	2,22	2,11	1,92	2,09	16	7	41	42	45	
	Global Business	WS23/24	*	*	21	*	*	24	*	*	*	*	*	*	*	*	*	*	*	*	*	50
	Marketing / Sales / Media	WS11/12	29	53	33	85	103	102	4,9	4,7	5,0	5,0	1,77	1,59	1,85	1,85	47	19	85	75	78	
	Retail and Consumer Management	WS18/19	21	21	15	73	71	60	4,4	4,7	3,8	4,8	1,73	1,92	2,09	1,61	14	21	63	61	57	
	Taxation and Consulting	WS20/21	14	16	15	44	30	26	*	*	3,4	3,3	*	*	1,85	2,06	7	7	59	40	58	

* Data not yet available due to launch date of program

** The duration of studies is highly impacted by the possible prolongation of study time of up to 3 semesters during the covid pandemic.