



**Exponential
University**
of applied sciences



DIGITAL BUSINESS & SUSTAINABILITY

BACHELOR OF SCIENCE

< **OPERATE** THE FUTURE />



**DIGITAL TRANSFORMATION MANAGER
SUSTAINABILITY ANALYST
DIGITAL MARKETING & SOCIAL MEDIA EXPERT
DEEP TECH ENTREPRENEUR
DIGITAL HEALTH CONSULTANT
DIGITAL STRATEGY CONSULTANT**

Step into the future of business with the Bachelor of Digital Business and Sustainability – a program designed to shape the next generation of leaders at the crossroads of technology and sustainability.

Gain hands-on experience:

Our **project-based learning** concept with well known international companies will boost your career after graduation.

CONTACT US



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BACHELOR EXPLAINED

WHAT SKILLS YOU WILL GAIN

HARD & SOFT SKILLS

Industry Relevant Skills

Learn tools and techniques that employers demand, including data analytics, project management, and digital strategy.

Sustainability Focus

Position yourself at the forefront of sustainable innovation and business transformation.

Global Network

Connect with industry leaders, academic experts, and fellow change-makers.

Flexible Learning

Combine online and in-person learning tailored to your schedule.

Impact Oriented

Prepare to make a difference by addressing real-world sustainability challenges.



Prof. Dr. med. Peter Langkafel MBA

Head of Study Program

SAP Academic Board Member

"By choosing this program, you're not just preparing for a career—you're preparing to redefine how businesses innovate, operate, and contribute to a sustainable future. Together, we'll turn challenges into opportunities for a better tomorrow."

CHOOSE YOUR SPECIALIZATION

PROGRAM STRUCTURE

THE BACHELOR OF DIGITAL BUSINESS AND SUSTAINABILITY IS A THREE-YEAR PROGRAM (180 ECTS) DESIGNED TO PROVIDE A COMPREHENSIVE UNDERSTANDING OF DIGITAL BUSINESS STRATEGIES AND SUSTAINABILITY PRACTICES.



YEAR 1: FOUNDATIONS

- Introduction to Digital Business
- Principles of Sustainability and Circular Economy
- Fundamentals of Economics and Management
- Digital Transformation Basics
- Green IT and Technology for Sustainability

YEAR 2: ADVANCED KNOWLEDGE

- Data Analytics for Sustainable Decision-Making
- Sustainable Business Models and Innovation
- Marketing in the Digital Era
- Climate Action and Digital Tools
- AI and Machine Learning for Sustainability
- Regulatory Frameworks for Sustainability (e.g., EU Green Deal)



YEAR 3: APPLICATION AND SPECIALISATION

Choose your specialisation

- **Digital Healthcare:** Focus on health technology, innovation, and patient-centered digital transformation.
- **Strategy and Consulting:** Develop frameworks and strategies for consulting in dynamic business environments.
- **Technology Management:** Manage technological advancements and align them with business strategies.

**** 2 Electives in the above specialisation**

AFTER GRADUATION

FUTURE JOB OPPORTUNITIES

Graduates of this program are equipped to work in various industries where digital and sustainable practices converge:



Digital Transformation Manager

Lead initiatives to integrate digital tools for sustainable growth – a need for all companies worldwide.

Sustainability Analyst

Assess and improve organizational sustainability performance – be the expert in your company!

Digital Marketing & Social Media Expert

Drives brand growth through data-driven campaigns, optimized digital engagement, and innovative online strategies.

ESG Consultant

Guide businesses in meeting environmental, social, and governance standards – understand and speak the language of investors and shareholders

Digital Healthcare Expert

Develop digital solutions for businesses in healthcare leveraging emerging technologies – know what is feasible, realistic and how to implement it.

Entrepreneur

Launch your own sustainability-driven digital startup.



OVERVIEW

	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Digital Business & Sustainability	Foundations of Digital Business 5 ECTS	Business and Technology 5 ECTS	Digital Transformation and Business Models 5 ECTS	Study Abroad Semester 20 ECTS	Finance and Investment 5 ECTS	Strategy and Governance 5 ECTS
	Sustainability and Circular Economics 5 ECTS	Data and Knowledge for Sustainable Business 5 ECTS	Sustainable Business 5 ECTS		Mandatory Electives 1* 5 ECTS	Mandatory Electives 2* 5 ECTS
	Marketing and Budgeting 5 ECTS	HRM and Organization 5 ECTS	Accounting 5 ECTS	Internship 20 ECTS	Mandatory Electives 1* 5 ECTS	Mandatory Electives 2* 5 ECTS
Quantitative Methods	Quantitative Methods I 5 ECTS	Quantitative Methods II 5 ECTS	Research Methods 5 ECTS		Ethics, Inclusion and Law 5 ECTS	Bachelor Thesis (Set Up) 5 ECTS
Innovation Methods	Digital Transformation for Sustainability 5 ECTS	Green Interaction Design: UI/UX for Sustainability 5 ECTS	Innovation 5 ECTS	Or Entrepreneurship Semester / (Semester 7 Optional) 20 ECTS	Organization 5 ECTS	Bachelor Thesis 5 ECTS
Skills	Academic Skills 5 ECTS	Professional Skills 5 ECTS	Coding and Cybersecurity for Everyone 5 ECTS		Data Science Fundamentals 5 ECTS	

*Mandatory Electives (2 out of 3):

Digital Healthcare
Strategy and Consulting
Technology Management

Period of time
6 semesters, 3 years

**Entrepreneurship Semester (Optional Semester 7):

International and Intercultural Management (5 ECTS)

Business Model Innovation & Research (5 ECTS)

Start-Up Campus (5 ECTS)

Start-up Management & Scaling (5 ECTS)

Pitch Night

Further Training





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