



# 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



+49 - (0)331 - 98 22 3881

Marlene-Dietrich-Allee 12B  
14482 Potsdam | Germany

[www.xu-university.com](http://www.xu-university.com)

# BACHELOR EXPLAINED

## WHAT SKILLS YOU WILL GAIN



### 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.

**Hard &**  
soft skills

### Impact Oriented

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

### Flexible Learning

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



### 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
- IT and Technology for Business

### Year 2: Advanced Knowledge

- Data Analytics for Business Decision Making
- Sustainable Business Models and Innovation
- Marketing in the Digital Era
- Climate Action and Digital Tools
- AI and Machine Learning
- International Regulatory Frameworks



### 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

\*\* Optional Entrepreneurship Semester: see page 5 for details



# 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
<b>Digital Business &amp; Sustainability</b>	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 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
<b>Quantitative Methods</b>	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
<b>Innovation Methods</b>	Digital Transformation 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
<b>Skills</b>	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
Global study tours and short-term residencies	Hands-on Inquiry Based Learning in enterprises	International AI entrepreneurship practice




# Exponential University


of applied sciences




[www.xu-university.de](http://www.xu-university.de)

 @xu\_uni

 @xu\_university

 @xu\_university

 @xu\_university