

Study plan for the study and examination regulations for the Bachelor's degree programme in Business Administration at Rosenheim University of Applied Sciences for the winter semester 2025/2026

Examination regulations number 2018/2
(for first-year students from winter semester 2018/19)

- I. Announcement of the performance records
- II. Catalogue of the compulsory elective subjects
- III. Procedure for registering for the degree programmes
- IV. Allocation of weekly semester hours per subject and study semester
- V. Overview of learning objectives and course content

(adopted by the Faculty Council and the Examination Board on 30.07.2025; subject to change)

Status: 22/09/2025

I. Announcement of the performance records

Abbreviations:

S.P.P. Written examination in the examination period

S.P.V. Written examination during the lecture period

PStA Examination study work

Colloquium

mdIP Oral examination

Study group	StuPo no.	Module name	Number and	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
BW-B-1	B1	Introduction to General Business Administration I	S.P.P.	1,0	No	Koel, RoKt	RoKt, Koel	---	90	Calculator, HGB/ all legal texts and official guidelines
	B2	Cost and performance accounting	S.P.P.	1,0	No	LaE, RoFe	RoFe, LaE	---	90	Pocket calculator
	B3	Business mathematics	S.P.P.	1,0	No	LbAKop	ScVa	---	90	Lecture notes, handwritten additions, calculator, not programmable
	B4	Economic statistics	S.P.P.	1,0	No	ScVa	HoSt	---	90	Calculator single-line, not programmable; max. 3 books, own documents stapled together
	B5	Bookkeeping and accounting	S.P.P.	1,0	No	Hac	HoSt	---	90	Pocket calculator HGB
	B6	Fundamentals of Economics	S.P.P.	1,0	No	HoSt	Hac	---	90	Calculator single-line, not programmable
	B6	Fundamentals of Economics	S.P.P.	1,0	No	HoSt	Hac	---	90	Calculator single-line, not programmable, uncommented English lexicon

Note for the examination office: For the two courses "Grundlagen der Volkswirtschaftslehre" (B6) and "Fundamentals of Economics" (B6), please provide separate registration options for students for both B6 groups and create separate but simultaneous examinations for Stephan Hornig as examiner!!!!

Study group	StuPo-No.	Module name	Number and	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
	B12	Specialised scientific Compulsory elective module Languages*)								
		Current Affairs in Business	S.P.V.	1,0	No	ArMa	DuMe	---	90	None
		Spanish	S.P.V.	1,0	No	LbPBec	PeEl	---	90	None
		French	S.P.V.	1,0	No	LbSHöp	LeBa	---	90	None
		Russian	S.P.V.	1,0	No	LbNEde	Wil	---	90	none

*) In the case of repeat examinations that are not offered in this announcement, candidates should contact the relevant subject lecturer. Once a compulsory elective module has been chosen, it must be repeated if it is not passed.

Study group	StuPo no.	Module name	Number and type	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
BW-B-3	B13	Business Informatics with PC exercises	S.P.P.	0,8	No	Seid, KuAl, HmAn, BrMk, PoMi	HmAn, BrMk, PoMi, KuAl, Seid	---	180	None
		Business informatics with PC exercises	PStA	0,2	No	Seid, KuAl, HmAn, BrMk, PoMi	HmAn, BrMk, PoMi, KuAl, Seid		---	all
	B14	Business Law II	S.P.P.	1,0	No	KuAd	Lis	---	90	Legal texts
	B16	Taxes/Auditing	S.P.P.	1,0	No	Lis, LbASch	LbASch, Lis	---	90	Laws, official guidelines
	B17	Marketing I: Strategic marketing management marketing management	S.P.P.	1,0	No	Koel	HoJ	---	90	None
	B21	Fundamentals of organisation theory	S.P.V.	0,8	No	Seid, LbSWen, WeFn, LbCJoe	WeFn, Seid, LbCJoe, LbSWen	---	90	none
	B21	Fundamentals of organisational theory	PStA	0,2	ZV for PStA: Attendance at all group exercises	Seid, LbSWen, WeFn, LbCJoe	WeFn, Seid, LbCJoe, LbSWen		---	all

All greyed out contents are no longer offered as lectures. However, the examinations can be taken!

Study group	StuPo no.	Module name	Number and type	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
BW-B-5	B27	Practical activity	TN with report and certificate **)	---	---	RoKt, Hac, KaSt, HoJ, Koel, KmR, LaE, ScBe, ScVa, Seid, FICa, KuAd, RoFe, HoSt	KuAd, HoSt, FICa, LaE, RoKt, ScBe, ScVa, Seid, Hac, HoJ, KaSt, Koel, RoFe, KmR	---	---	all
	B27	Practical activity	mdIP **)	---	---	RoKt, HoSt, Hac, KaSt, HoJ, Koel, KmR, LaE, RoFe, ScBe, ScVa, Seid, FICa, KuAd	KuAd, FICa, LaE, RoFe, HoJ, RoKt, ScBe, ScVa, Seid, Hac, KaSt, Koel, KmR, HoSt	---	15	none
**) Examination dates and assignment to examiners will be announced via the Internship Office!										
BW-B-6	B22	Strategic and operational corporate management <i>Strategic and operative Management</i>	S.P.P.	1,0	No	RoKt, LB Thomas Maier	LB Thomas Maier, RoKt	---	90	Bilingual dictionary, pocket calculator
	B24	International Management	S.P.P.	1,0	No	FICa	LaE	---	90	Bilingual dictionary
	B25	Business management seminar	PStA	1,0	ZV for PStA: Attendance at all attendance events	VA: RoFe Hac, KuAd	KuAd, Hac	Hac KuAd	---	all

Study group	StuPo-No.	Module name	Number and	Weight of individual grades	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
BW-B-7	B28	Business simulation (K. Rößle)	S.P.V.	0,8	No	VA: RoKt RoKt	Hac	---	90	all
	B28	Business simulation (K. Rößle)	PStA*)	0,2	ZV for PStA: Attendance on 5 dates	RoKt	Hac	05.09.25	---	all
	B28	Business simulation (F. Rößle)	S.P.V.	0,8	No	RoFe	Hac	---	90	all
	B28	Business simulation (F. Rößle)	PStA*)	0,2	ZV for PStA: Attendance on at least 10 dates	RoFe	Hac	15.01.26	---	all
	B29	Business project management and case studies	PStA	1,0	No	VA: RoFe FICa, LbUCle	LbUCle, FICa, RoFe	FICa 30.11.25 LbUCle	---	all
	B30	Specialised elective module *)	LN	1,0	No	VA: Hac				
		Process Mining	PStA	1,0	No	Seid	KuAl, Hac		---	all
		Empathy and success	PStA	1,0	No	HoJ				
		STEP / Women in Leadership	PStA	1,0	No	Koel	StNi, Hac		---	all
	B31	Bachelor thesis	BA	1,0	The practical semester must be passed.	all	all	---	---	all

*) In the case of repeat examinations that are not offered in this announcement, candidates should contact the relevant subject lecturer. Once a compulsory elective module has been chosen, it must be repeated if it is not passed.

Study group	StuPo no.	Module name	Number and type	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline for PStA	Duration in	Authorised work/aids
BW-WPM from 4. semester	B39	Compulsory elective module Digital Marketing	Max. Number of participants: 25 *)							
	B39.1	Digital Marketing Colloquium	S.P.V.	0,5	No	HoJ, FeTh, NoAn	FeTh, HoJ, NoAn	---	90	None
	B39.2	Digital Marketing Project Studies	PStA	0,5	No	HoJ, FeTh, NoAn	Koel, HoJ, FeTh, NoAn	09.01.2026	---	all
	B42	Compulsory elective module Supply Chain Management	Max. Number of participants: 25 *)							
	B42.1	Working Capital and LEAN Management	S.P.V.	0,5	No	KmR	Seid	---	90	Non-programmable, 1-line pocket calculator
	B42.2	SCM Business Cases	mdIP	0,5	No	KmR	Seid		20	None
	B48	Compulsory elective module Digital business models and entrepreneurship	Max. Number of participants: 25							
	B48.1	Digital business models	S.P.V.	0,5	No	About VHB	VHB	Modalities see an-		
	B48.2	Entrepreneurship	PStA	0,5	No	KrMc, KaSt	HoSt, KrMc, KaSt		---	all

*) Participation in the courses will be refused if the maximum number of participants specified is exceeded.
Attendance is compulsory in the first lesson for all compulsory elective modules with restricted attendance. This is where the definitive allocation of places takes place.

Study group	StuPo no.	Module name	Number and type	Weight of individual	Admission Prerequisite for module	Examiner	Second examiner	Submission deadline	Duration in min.	Authorised work/ aids
BW-WPM from 4th semester	B50	Compulsory elective module Mergers and Acquisition	Max. Number of participants:							
	B50.1	Basics M & A	S.P.P.	0,5	No	KuAd, Hac, ScVa	Hac, ScVa, KuAd	---	90	Legal texts, calculators
	B50.2	Case studies M & A	PStA	0,5	No	Hac, ScVa, KuAd	KuAd, Hac, ScVa	21.01.2025	---	all
	B51	Compulsory elective module Digital business processes with SAP	Max. Number of participants:							
	B51.1	Case study seminar Introduction to SAP	PStA	0,5	No	KrAn	Hol, Hac		---	all
	B51.2	Standard operating software systems	PStA	0,5	No	Hol	KrAn, Hac		---	all

*) Participation in the courses will be refused if the maximum number of participants specified is exceeded.
Attendance is compulsory in the first lesson for all compulsory elective modules with attendance restrictions. This is where the definitive allocation of places takes place.

II Catalogue of subject-specific compulsory elective modules Languages and compulsory elective modules

Subject no. B30	Subject-specific compulsory elective module
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- Process Mining
- Empathy and success
- STEP / Women in Leadership
- Further offers via CCC

III Procedure for registering for compulsory elective subjects, compulsory elective modules, elective subjects and guidelines for the training contract and internship report

Compulsory elective subject and compulsory elective module as a compulsory subject:

By registering for a certificate of achievement from the announced catalogues of subject-specific compulsory elective modules (subject B30) as well as from the catalogues of compulsory elective modules (subject no. B32-B53), the corresponding module is listed as a compulsory module with all examination law consequences. Participants in this compulsory module are listed by name on the corresponding lists of participants and grades.

Subjects as voluntary electives:

If participation in a subject is only to take place in the form of a voluntary elective without effect for the Bachelor's examination, registration must be waived for this and an elective certificate form must be submitted to the examiner to document the grade. Participants in such voluntary elective subjects are *not included in* the corresponding lists of participants and grades. The corresponding transcripts of records are therefore also not recorded in the Online Service Centre.

An elective subject will therefore only be included in the Bachelor's examination certificate if the graded elective subject certificate is submitted to the Examinations Office at the latest before the last performance record in a compulsory subject required for the Bachelor's examination.

Guidelines for the training contract and internship report:

The forms are available from the Internship Office with the documents for the practical semester or on the [website for the practical semester](#).

Training contract:

Please complete the digital contract carefully:

- In addition to the company name, the area of responsibility and the exact address must also be given in the details of the training centre
- Time from - to when the internship will be completed. Please note: The mandatory internship must not exceed 18 weeks (Minimum Wage Act)
- Name of the supervisor and his/her function in the company
- Stamp of the company and signatures

The contract must be submitted to the Internship Office via the TH Rosenheim document management system ([DMS](#)). Technical approval is given by the Faculty's Internship Officer.

III.I General

Prerequisites for the award of credit points in module B27 Internship are

- the submission of an internship certificate from the internship company and the complete internship report in due time and in accordance with the university's form. These documents must be sent or handed in by the deadline published by the Internship Office
- the assessment of the internship report by the appointed examiners with "successfully completed"
- the assessment of an oral examination (15 minutes) by the appointed examiners with "successfully completed". The examination dates of the respective semester are announced by the examiners and are binding.

All dates are published in the timetable for the respective semester.

III.II Content and structure of the internship report

1. Identification of the training company (e.g. company data, business areas, product range, organisation)
2. Description of the individual training contents, organised thematically, e.g. according to tasks, activities, projects, responsibilities, backgrounds, results
3. Progress of the training, organised thematically according to acquired knowledge, skills, personal experience, assessments
4. Date of completion, signatures of trainee and representative of the training centre

III.III Formal requirements

The report must contain the following forms:

1. Cover sheet Overall report
2. Affidavit
3. Certificate
4. Training programme (only to be used for internships in several companies/departments)

The report must be written independently in a clear and concise form and supplemented with graphical representations and annexes. It must be submitted in a neat, printed form in a transparent loose-leaf binder and must also meet the formal standards of an [academic paper](#).

Guideline for the scope:

1 text page DIN A4 per internship week, including graphs and tables, font size 11 - 12, line spacing 1.5.

IV. Allocation of weekly semester hours per subject and study semester

First semester

Subject no.	Subject name	SWS	Credit points CP
B1	Introduction to General Business Administration I	(4)	(5)
B2	Cost and performance accounting	(4)	(5)
B3	Business Mathematics	(4)	(5)
B4	Business Statistics	(4)	(5)
B5	Bookkeeping and accounting	(4)	(5)
B6	Fundamentals of Economics / Fundamentals of Economics	(4)	(5)
Total		24	30

Second semester

Subject no.	Subject name	SWS	Credit points CP
B7	Value Added Management	(4)	(5)
B8	Principles of Applied Economic Policy / Principles of Economic Policy	(4)	(5)
B9	Introduction to General Business Administration II	(4)	(5)
B10	Business Law I	(4)	(5)
B11	Business English	(4)	(5)
B12	Specialised elective module (FWPF) Languages	(4)	(5)
Total		24	30

Third semester

Subject no.	Subject name	SWS	Credit points CP
B13	Business informatics with PC exercises	(8)	(10)
B14	Business Law II	(4)	(5)
B16	Taxes/Auditing	(4)	(5)
B17	Marketing I	(4)	(5)
B21	Fundamentals of organisational theory	(4)	(5)
	Total	28	30

Subjects of the theoretical and practical semesters from the 3rd semester onwards:

Subject no.	Subject name	SWS	Credit points CP
B13	Business informatics with PC exercises	(8)	(10)
B14	Business Law II	(4)	(5)
B15	Finance and Investment Management	(4)	(5)
B16	Taxes/Auditing	(4)	(5)
B17	Marketing I: Strategic Marketing Management	(4)	(5)
B18	Marketing II: Brand management and marketing instruments	(4)	(5)
B19	Reporting and Controlling	(4)	(5)
B20	Fundamentals of personnel management	(4)	(5)
B21	Fundamentals of organisational theory	(4)	(5)
B22	Strategic and operational corporate management	(4)	(5)
B23	Entrepreneurship and business start-ups	(4)	(5)
B24	International Management	(4)	(5)
B25	Business Administration Seminar	(4)	(5)
B28	Business simulation	(4)	(5)
B29	Business project management and case studies	(4)	(5)
B30	Specialised elective module	(4)	(5)
B31	Bachelor's thesis	--	10

Subject no.	Subject name	SWS	Credit points CP
B32	Compulsory elective module Performance Management	8	10
B32.1	Operational controlling and cost management	(4)	(5)
B32.2	Case studies performance controlling	(4)	(5)
B33	Compulsory elective module Financial Controlling	8	10
B33.1	Financial and investment controlling	(4)	(5)
B33.2	Financial Controlling Case Studies	(4)	(5)
B34	Compulsory elective module Taxes/Auditing	8	10
B34.1	Business taxation	(4)	(5)
B34.2	Auditing	(4)	(5)
B35	Compulsory elective module External Corporate Accounting	8	10
B35.1	External management accounting	(4)	(5)
B35.2	Case studies in external management accounting	(4)	(5)
B36	Compulsory elective module Financing	8	10
B36.1	Financing	(4)	(5)
B36.2	Financing case studies	(4)	(5)
B37	Compulsory elective module Applied Game and Contract Theory / Applied Econometrics	8	10
B37.1	Applied game and contract theory	(4)	(5)
B37.2	Applied Econometrics	(4)	(5)
B38	Compulsory elective module Consumer Marketing	8	10
B38.1	Retail marketing and brand management	(4)	(5)
B38.2	Project studies on consumer marketing	(4)	(5)
B39	Compulsory elective module Digital Marketing	8	10
B39.1	Digital Marketing Colloquium	(4)	(5)
B39.2	Digital Marketing Project Studies	(4)	(5)
B40	Compulsory elective module Communication and Media Management	8	10
B40.1	Management in the communication and media industry	(4)	(5)
B40.2	Case study on communication and media management	(4)	(5)

Subject no.	Subject name	SWS	Credit points CP
B41	Compulsory elective module Sales and Export Management	8	10
B41.1	General and specialised sales management	(4)	(5)
B41.2	Export management and selected export topics	(4)	(5)
B42	Compulsory elective module Supply Chain Management	8	10
B42.1	SCM Business Cases	(4)	(5)
B42.2	Working Capital and LEAN Management	(4)	(5)
B43	Compulsory elective module International Economics and Policies of Developing Countries	8	10
B43.1	International Economics	(4)	(5)
B43.2	Policies for Developing Countries	(4)	(5)
B44	Compulsory elective module International Business Law	8	10
B44.1	International Business Law	(4)	(5)
B44.2	Business Law	(4)	(5)
B45	Compulsory elective module Business Information Management: Processes and Data	8	10
B45.1	Process analysis	(4)	(5)
B45.2	Data management	(4)	(5)
B46	Compulsory elective module Business Information Management: Application Systems	8	10
B46.1	Business Process Management with SAP	(4)	(5)
B46.2	Business simulation: Introduction of standard business software and process optimisation	(4)	(5)
B47	Compulsory elective module Human Resource Management	8	10
B47.1	Human Resource Management	(4)	(5)
B47.2	Case studies in human resource management and organisational development	(4)	(5)
B48	Compulsory elective module Digital Business Models and Entrepreneurship	8	10
B48.1	Digital business models	(4)	(5)
B48.2	Entrepreneurship	(4)	(5)

Subject no.	Subject name	SWS	Credit points CP
B49	Compulsory elective module International Business	8	10
B49.1	Global Virtual Team Collaboration	(4)	(5)
B49.2	International Business Project	(4)	(5)
B50	Compulsory elective module Mergers and Acquisition	8	10
B50.1	Fundamentals M & A	(4)	(5)
B50.2	Case studies M & A	(4)	(5)
B51	Compulsory elective module Digital Business Processes with SAP	8	10
B51.1	Case study seminar Introduction to SAP	(4)	(5)
B51.2	Standard operating software systems	(4)	(5)
B52	Compulsory elective module Finance and Reporting Processes with SAP	8	10
B52.1	Business Intelligence with SAP	(4)	(5)
B52.2	Standard operating software systems	(4)	(5)
B53	Compulsory elective module Analysing operational processes and data	8	10
B53.1	Process analysis	(4)	(5)
B53.2	Data Intelligence & AI	(4)	(5)
B54	Compulsory elective module International Studies	8	10

Practical semester (5th semester)

Subject no.	Subject name	SWS	Credit points CP
B27	Practical activity	---	25

V. Overview of learning objectives and course content

The learning objectives and course content are published in the module handbook on the website of the Faculty of Business Administration and supplement this curriculum.
curriculum.