

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 summer semester 2026

Examination Regulations Number 20182 for first-year students from the 2018/19 winter semester

- I. Announcement of course assessments
- II. Catalogue of compulsory elective subjects
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Date: **17 April 2026**

(approved by the Faculty Council and the Examination Board on 26 January 2026; subject to change)

I. Announcement of assessments

Abbreviations:

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

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

PStA Examination-based term paper

Colloquium

mdIP Oral examination

Study group	Course code	Credit	Number and	Weight of the individual	Entry requirement for subject no.	examiner	Second examiner	Submission deadline	Duration in mins	Permitted Working/aids
BW-B-2	B2	Cost and Performance Accounting	S.P.P.	1.0	No	LaE, RoFe	RoFe, LaE	---	90	Calculator
	B3	Business Mathematics	S.P.P.	1.0	No	LbAKop	ScVa	---	90	Lecture notes, handwritten additions, non-programmable calculator
	B7	Value Creation and Supply Chain Management	S.P.P.	1.0	No	KmR	LaE	---	90	non-programmable calculator that cannot perform functional calculations
	B8	Principles of Economic Policy	S.P.P.	1.0	No	Lecturer	Hac	---	90	Unannotated language dictionary, non-programmable calculator that cannot perform functional calculations
	B8	Fundamentals of Applied Economic Policy	S.P.P.	1.0	No	HoSt	Hac	---	90	non-programmable Calculator that cannot perform calculations
	B9	Introduction to General Business Economics II	S.P.P.	1.0	No	Koel, RoKt	RoKt, Koel	---	90	Calculator HGB

Study group	Course code	Certificate of attendance	Number and	Weight of the individual	Entry requirement for subject no.	examiner	Second examiner	Submission deadline	Duration in mins	Permitted Working/ aids
	B10	Commercial Law I	S.P.P.	1.0	No	KuAd	Hac	---	90	Legislative texts
	B11	Business English	S.P.P.	1.0	No	ArMa, LbAiSh, DuMe	DuMe, ArMa, LbAiSh	---	90	none
	B12	Compulsory elective module in specialist languages *)	Module offering according to CCC following consultation with the							

Study group	StuPo No.	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/ aids
BW-B-4	B15	Finance and Investment Management	S.P.P.	1.0	No	ScVa, MuKa RoKt	MuKa, RoKt, ScVa	---	90	Calculator, lecture notes, collection of exercises
	B18	Marketing II: Brand management and marketing tools	S.P.P.	1.0	No	HoJ	ScBe	---	90	none
	B19	Reporting and Controlling	S.P.P.	1.0	No	RoFe	Hac	---	90	Calculator, legal texts
	B20	Fundamentals of Human Resource Management	S.P.P.	1.0	No	ScBe	HoJ	---	90	None

All content shown in grey is no longer offered as a lecture. However, the exams can still be taken!

BW-B-5	B27	Practical work	Participants with report and certificate**)	---	B31 (Bachelor's thesis)	FICa, Hac, RoFe, HoSt, HoJ, KaSt, Koel, KmR, LaE, ScBe, Seid, RoKt	RoFe, RoKt, HoSt, HoJ, KaSt, Koel, KmR, LaE, FICa, ScBe, Seid, Hac	---	---	all
	B27	Practical work	mdIP	---	B31 (Bachelor's thesis)	FICa, RoFe, Hac, HoSt, HoJ, KaSt, Koel, KmR, LaE, ScBe, Seid, RoKt	RoKt, FICa, Seid, ScBe, KmR, LaE, Koel, HoJ, HoSt, Hac, RoFe, KaSt	---	15	None

**) Examination dates and allocation to examiners are announced by the Internship Office

Study group	Course code	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/aids
BW-B-6	B22	Strategic and Operational Business Management (taught in English)	PStA	1.0	No	RoKt	FICa	Announcement will be made in the OSC	---	all
	B23	Entrepreneurship and business start-ups	S.P.P.	1.0	No	StAu	KaSt	---	90	non-programmable, single-line calculator
	B24	International Management (in English)	S.P.P.	1.0	No	FICa, ErTa, RaNi	ErTa, RaNi, FICa	---	90	Bilingual Dictionary
	B25	Business Studies Seminar	PStA	1.0	No Course requirements for PStA: Attendance at all face-to-face sessions	KaSt, FICa, Seid, PoMi, HoSt, KuAd, LaE, RoFe	RoFe, KaSt, FICa, Seid, PoMi, HoSt, KuAd, LaE	Announcement will be made in the OSC	---	all

study group	Course code	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/aids
BW-B-7	B28	Business simulation game (Felix Rößle)	S.P.V.	0.8	No	RoFe	Hac	---	90	all
			PStA Maximum number of participants: 50*)	0.2	No Requirements for PStA: Attendance at at least 10 sessions	RoFe	Hac	Announcement to be made in the OSC	---	all
	B28	Business simulation game (Kathrin Rößle) (Block model)	S.P.V.	0.8	No	RoKt	Hac	---	90	all
			PStA Maximum number of participants: 50*)	0.2	No Requirements for PStA: Attendance at at least 10 sessions	RoKt	Hac	Announcement will be made in the OSC	---	all
	B29	Business Project Management and Case Studies	PStA	1.0	No	RoFe, LbUCle, FICa, ErTa, HoJ, SwSa PM, WiKi	WiKi, PM, LbUCle, FICa, ErTa, HoJ, SwSa, RoFe	Announcement will be made in the OSC	---	All

*) Participation in the courses will be refused if this results in the specified maximum number of participants being exceeded.

Study group	Course code	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/aids
BW-FWPM	B30	Compulsory elective module in the subject area *)	LN	1.0	No					
		Empathy and Success	PStA	1.0	No	HoJ	ScBe	Announcement will be made in the OSC	---	all
		STEP / Women in Leadership	PStA	1.0	No	Koel	BaPe	Announcement will be made in the OSC	---	all
		As well as eligible offers from the CCC								
	B31	Bachelor's thesis	BA	1.0	The practical study semester must have been passed.	All	All	As announced in the DMS	---	all

*) In the case of resits not offered in this announcement, candidates should contact the relevant lecturer. Once selected, the compulsory elective module must be retaken if it is not passed.

Study group	StuPo No.	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/Aids
BW-WPM from 4th semester	B35	Compulsory elective module: External Corporate Accounting	Maximum number of participants: 25*)							
	B35.1	External Financial Reporting	S.P.P.	0.5	No	Hac	HoSt	---	90	Legal texts, calculator
	B35.2	Case studies in external financial reporting	PStA	0.5	No Course requirements for PStA: Attendance at at least 10 sessions	Hac	HoSt	Announcement will be made in the OSC	---	all
	B47	Elective module Human Resources Management	Maximum number of participants: 25*)							
	B47.1	Human Resources management	S.P.V.	0.5	Exam requirements: Attendance at at least 10 sessions	ScBe	HoJ	---	90	none
	B47.2	Case studies in human resource management and Organisational Development	PStA	0.5	Requirements for PStA: Attendance at at least 10 sessions	ScBe, LbBIFI	LbBIFI, ScBe, HoJ	Announcement will be made in the OSC	---	all

*) Participation in the course will be refused if this would result in the specified maximum number of participants being exceeded.

For all elective modules with limited enrolment, attendance is compulsory during the first session. This is when places are definitively allocated.

Study group	Course code	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Working/Aids
BW-WPM from 4th semester	B48	Compulsory elective module Digital Business Models and Entrepreneurship	Maximum number of participants: 25*)							
	B48.1	Digital Business Models	For details, see the VHB announcement	0.5	No	About VHB	VHB	For details, see the VHB announcement		
	B48.2	Entrepreneurship	PStA	0.5	No	KaSt	HoSt	Announcement will be made in the OSC	---	All
	B52	Elective module Financial and Reporting Processes with SAP	Maximum number of participants: 10*)							
	B52.1	Business Intelligence with SAP	S.P.P.	0.5	No	SeMc	KrAn	---	90	none
	B52.2	Finance and Controlling with SAP	PStA	0.5	No	KrAn	Hol	Announcement will be made in the OSC	---	All

*) Participation in the courses will be refused if this would result in the specified maximum number of participants being exceeded.

For all elective modules with limited enrolment, attendance is compulsory during the first session. This is when places are definitively allocated.

Study group	Course code	Credit	Number and type	Weight of individual marks	Entry requirements for subject no.	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Approved Work/Resources
BW-WPM from the 4th semester	B53	Compulsory elective module Analysis of Business Processes and Data	Maximum number of participants: 20*)							
	B53.1	Process Analysis	S.P.V.	0.5	No	Seid	KuAI	---	90	none
	B53.2	Data Intelligence & AI (Artificial Intelligence)	S.P.P.	0.5	No	KuAI	Seid	---	90	None

*) Participation in the course will be refused if this would result in the specified maximum number of participants being exceeded.

For all elective modules with limited enrolment, attendance is compulsory during the first session. This is when places are definitively allocated.

II. Catalogue of subject-specific compulsory elective modules in languages and compulsory elective modules

Subject No. B12**Subject-specific compulsory elective module: Languages**

- Italian
- Spanish
- French
- English Advanced
- Catalogue of compulsory elective subjects in general studies, as per the CCC's special announcement

Subject No. B30**Subject-specific compulsory elective module**

- Empathy and Success
- STEP
- Catalogue of compulsory elective subjects in general sciences, as per the special announcement by the CCC

III. Registration procedure for compulsory elective modules and optional subjects, as well as guidelines on the training contract and the placement report

Elective module as a compulsory module:

Upon registration for a course from the published catalogues of compulsory elective modules, the relevant module is treated as a compulsory module with all the associated examination requirements. Participants in this compulsory module are listed by name on the relevant attendance and mark sheets.

Subjects as optional electives:

If participation in a subject is to take place solely as a voluntary elective with no impact on the Bachelor's examination, registration must be waived and an elective certificate form must be submitted to the examiner to document the mark. Participants in such voluntary electives are not listed on the relevant attendance and mark lists. The corresponding course certificates are therefore not recorded in the Online Service Centre either.

An elective will therefore only be included in the Bachelor's degree certificate if the graded elective certificate is submitted to the Examination Office no later than before the final assessment required for the Bachelor's degree in a compulsory subject is taken.

Guidelines on the training contract and the internship report:

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

Training contract:

Please complete the contract carefully:

- In addition to the company name, the details regarding the training placement must also include the area of responsibility and the exact address
- Specify the start and end dates of the internship. Please note: The compulsory internship must not exceed 18 weeks (Minimum Wage Act)
- Name of the supervisor, stating their role within the company
- Company stamp and signatures
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The contract must be submitted to the Internship Office via the Document Management System (DMS) at TH Rosenheim. Academic approval is granted by the faculty's internship coordinator.

III.I General

The requirements for the award of credit points in Module B27 Practical Work are:

- the timely submission of an internship certificate from the host company and a complete internship report, in accordance with the university's template. These documents must be sent to or handed in at the Internship Office by the deadline published by the office
- the assessment of the placement report by the appointed examiners as 'passed'
- the assessment of an oral examination (15 mins) by the appointed examiners as 'passed'. The examination dates for 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. Description of the training company (e.g. company details, business areas, product range, organisation)
2. Description of the individual training content, organised thematically, e.g. by tasks, activities, projects, responsibilities, background, results
3. Progress of the training, organised thematically by acquired knowledge, skills, personal experiences and assessments
4. Date of completion, signatures of the intern and the training supervisor

III.III Form requirements

The report must contain the following forms:

1. Cover page for the full report
2. Affidavit
3. Certificate
4. Training programme (to be used only for placements in several companies/departments)

The report must be written independently in a clear and structured manner and supplemented with diagrams and appendices. It must be submitted in a neat, printed form in a clear plastic folder and must otherwise comply with the formal standards of an academic paper. (Word template and form for academic papers → [here](#))

Guideline for length:

1 A4 page of text per week of the placement, including graphs and tables, font size 11–12, line spacing 1.5.

IV. Allocation of weekly contact hours per subject and academic semester

First semester

Subject No.	Subject title	SWS	Credits 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	Accounting and Financial Reporting	(4)	(5)
B6	Fundamentals of Economics	(4)	(5)
Total		24	30

Second semester

Subject No.	Course title	SWS	Credits CP
B7	Value Creation and Supply Chain Management	(4)	(5)
B8	Principles of Applied 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	Compulsory Elective Module in Specialist Subjects (FWPF) Languages	(4)	(5)
Total		24	30

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

Subject No.	Course title	SWS	Credits CP
B13	Business Informatics with PC Exercises	(8)	(10)
B14	Business Law II	(4)	(5)
B15	Finance and Investment Management	(4)	(5)
B16	Taxation/Auditing	(4)	(5)
B17	Marketing I: Strategic Marketing Management	(4)	(5)
B18	Marketing II: Brand Management and Marketing Tools	(4)	(5)
B19	Reporting and Controlling	(4)	(5)
B20	Fundamentals of Human Resource Management	(4)	(5)
B21	Fundamentals of Organisational Theory	(4)	(5)
B22	Strategic and Operational Business Management	(4)	(5)
B23	Entrepreneurship and Business Start-ups	(4)	(5)
B24	International Management	(4)	(5)
B25	Business Management Seminar	(4)	(5)
B28	Business Simulation	(4)	(5)
B29	Business Project Management and Case Studies	(4)	(5)
B30	Compulsory Elective Module	(4)	(5)
B31	Bachelor's thesis	--	10

Subject No.	Course title	SWS	Credits CP
B32	Compulsory elective module: Performance Monitoring	8	10
B32.1	Operational Controlling and Cost Management	(4)	(5)
B32.2	Case studies in performance management	(4)	(5)
B33	Compulsory elective module: Financial Controlling	8	10
B33.1	Financial and Investment Controlling	(4)	(5)
B33.2	Case Studies in Financial Controlling	(4)	(5)
B34	Compulsory elective module: Taxation/Auditing	8	10
B34.1	Business Taxation	(4)	(5)
B34.2	Auditing	(4)	(5)
B35	Compulsory elective module: External Financial Reporting	8	10
B35.1	External Financial Reporting	(4)	(5)
B35.2	Case studies: External corporate accounting	(4)	(5)
B36	Compulsory elective module: Finance	8	10
B36.1	Finance	(4)	(5)
B36.2	Case studies on financing	(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 in Consumer Marketing	(4)	(5)
B39	Compulsory elective module: Digital Marketing	8	10
B39.1	Digital Marketing Colloquium	(4)	(5)
B39.2	Project Studies in Digital Marketing	(4)	(5)

Course No.	Course title	SWS	Credits CP
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)
B41	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	Working Capital and Lean Management	(4)	(5)
B42.2	SCM Business Cases	(4)	(5)
B43	Compulsory elective module: International Economics and Policies for Developing Countries	8	10
B43.1	International Economics	(4)	(5)
B43.2	Policies for Developing Countries	(4)	(5)
B44	Elective module: International Economic 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 to Standard Business Management 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)

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 & Acquisitions	8	10
B50.1	Fundamentals of M&A	(4)	(5)
B50.2	M&A Case Studies	(4)	(5)
B51	Compulsory elective module: Digital Business Processes with SAP (winter semester)	8	10
B51.1	Case Study Seminar: Introduction to SAP	(4)	(5)
B51.2	Standard Business Software Systems	(4)	(5)
B52	Compulsory elective module: Financial and Reporting Processes with SAP (summer semester)	8	10
B52.1	Business Intelligence with SAP	(4)	(5)
B52.2	Finance and Controlling with SAP	(4)	(5)
B53	Compulsory elective module: Analysis of Business Processes and Data	8	10
B53.1	Process Analysis	(4)	(5)
B53.2	Data Intelligence & AI (Artificial Intelligence)	(4)	(5)
B54	(Compulsory elective module) International Studies (for study abroad only)	(8)	10
B54.1	International Studies I	(4)	(5)
B54.2	International Studies II	(4)	(5)

Practical study semester (5th semester)

Course No.	Course title	SWS	Credits CP
B27	Practical placement	---	25

V. Overview of learning objectives and course content

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