

**Study plan for the study and examination regulations
for the Master's programme
"International Management"
at the Rosenheim University of Applied Sciences
for the winter semester 2026/27**

- I. Announcement of the performance records
- II. Participation restrictions for individual degree programmes
- III. Procedure for registering for the elective modules
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- V. Learning objectives and course content

(adopted by the Faculty of Business Administration and the Examination Board on 25 September 2025, subject to change)

I. Announcement of the performance records

StPO no.	Performance record	Quantity and type	Weighting of individual grades	Admission requirements for course no.	Teaching and examination language	Examiner	Second Examiner	Deadline for PStA	Duration in min.	Approved aids
1	Business Management									
1.1	Business Management	S.P.P.	1,0	No	English	HoSt	Hac	---	90	Non-programmable calculator
1.2	Business Management Cases	S.P.P.	1,0	Attendance at at least 8 sessions	English	ScBe, KoCa	HoSt	---	90	none
3	Data Driven Business Management and Controlling									
3.1	Working with Data: Research Methods in Business Administration	PStA	1,0	No	English	KaSt	RoKt, Seid		---	all
3.2	Portfolio Management & Controlling	VHB	1,0	See the vhb course 'Evidence-Based Decisions Using Big Data Analytics', taught by Prof. Dr Markus Diller, University of Passau						
3.3	Process Mining	S.P.P.	1,0	No	English	Seid	RoKt, KaSt	---	60	none
7	Strategic Marketing Management									
7.1	International Marketing Management	S.P.P.	1,0	No	English	LbBeMr, Koel	Koel, BeMr	---	90	calculator
7.2	Strategic Marketing Projects	PStA	1,0	No	English	Koel, LbUCle	LbUCle, Koel		---	all
8	Change Management									
8.1	Change Management	S.P.P.	1,0	No	German	ScBe	HoJ	---	90	none
8.2	Change Management Case Studies	PStA	1,0	Attendance at at least 10 sessions	German	ScBe, LbFIBI	LbFIBI, ScBe, HoJ		---	all

StPO no.	Performance record	Quantity and type	Weighting of individual grades	Admission requirements for course no.	Teaching and examination language	Examiner	Second Examiner	Deadline for PStA	Duration in min.	Approved aids
10	Innovation and Entrepreneurship									
10.1	Innovation	PStA	1,0	No	English	Audrey Stolze	KaSt			all
10.2	Entrepreneurship	PStA	1,0	No	English	Audrey Stolze	KaSt			all
12	Diversity, Equity and Inclusion									
12.1	Diversity, Equity and Inclusion	S.P.V.	1,0	Attendance at at least 8 sessions	English	ScNc	ScBe	---	60	none
12.2	Case Study DEI	PStA	1,0	Attendance at at least 8 sessions	English	ScNc	ScBe		---	all
14	International Sales Management and Selected Sales Topics									
14.1	International Sales Management	S.P.V.	1,0	No	English	LaE, Andreas Schlosser	Koel	---	90	calculator
14.2	Global Retail Logistics	S.P.V. (vhb)	1,0	See the vhb course 'Global Retail Logistics', taught by Prof. Dr E. Hartmann, FAU Erlangen-Nürnberg; examination on the vhb examination day						
24	SAP Enterprise Architecture & Analytics									
24.1	Business Analytics with SAP	S.P.P.	1,0	No	English	Michael Seifert	Andreas Krüger		90	1 handwritten A4 sheet (front and back)
24.2	Enterprise Architecture Management	S.P.P.	1,0	No	English	Michael Seifert	Andreas Krüger		90	1 handwritten A4 sheet (front and back)

MasterStart International (for foreign students with missing ECTS credits from their bachelor's degree)

StPO no.	Performance record	Quantity and type	Weighting of individual	Admission requirements for course no.	Teaching and exam	Examiner	Second Examiner	Deadline for PStA	Duration in min.	Approved aids	StPO no.
101	Basics Finance and Accounting				10						
101.1	Basics Finance and Accounting – Lecture	S.P.P.	1,0	For foreign students with missing ECTS credits from their bachelor's degree	5	English	RoFe, Catharina Vos	Hac	---	90	calculator, legal texts
101.2	Basics Finance and Accounting - Case Studies	PStA	1,0	For foreign students with missing ECTS credits from their bachelor's degree	5	English	Victoria Höllerl	Hac		---	all
102	German Language and Culture				10						
102.1	Deutsch B1.1	see examination notice CCC									
102.2	Deutsch B1.2										
103	Scientific Writing and Presentation Skills				10						
103.1	Scientific Writing for Master's Students	see examination notice CCC									
103.2	Presentation Skills for Academic and Professional Success										

Abkürzungen:

S.P.P.	Schriftliche Prüfung im Prüfungszeitraum
S.P.V.	Schriftliche Prüfung im Vorlesungszeitraum
PStA	Prüfungsstudienarbeit
Koll.	Kolloquium
StA	Studienarbeit
mdIP	mündliche Prüfung

II. Restrictions on participation in individual degree programmes

In accordance with Section 6 (1) and (2) StPO, the Examination Board has decided on special participation restrictions and admission requirements for individual courses in the curriculum, which can be found in the following table.

Course No.	Course title	Enrolment restrictions regarding numbers ¹⁾	Entry requirements regarding degree programme ²⁾
1.1	Business Management	No	M
1.2	Business Management Cases	No	M
3.1	Working with Data: Research Methods in Business Administration	Yes	M
3.2	Portfolio Management & Controlling	Yes	M
3.3	Process Mining	Yes	M
7.1	International Marketing Management	Yes	M
7.2	Strategic Marketing Projects	Yes	M
8.1	Change Management	Yes	M
8.2	Change Management Case Studies	Yes	M
10.1	Innovation	Yes	M
10.2	Entrepreneurship	Yes	M
12.1	Diversity, Equity and Inclusion	Yes	M
12.2	Case Study DEI	Yes	M
14.1	International Sales Management	Yes	M
14.2	Global Retail Logistics	Yes	M
24.1	Business Analytics with SAP	Yes	M
24.2	Enterprise Architecture Management	Yes	M
101.1	Basics Finance and Accounting – Lecture	Yes	M
101.2	Basics Finance and Accounting - Case Studies	Yes	M
102.1	Deutsch B1.1	Yes	M
102.2	Deutsch B1.2	Yes	M
103.1	Scientific Writing for Master's Students	Yes	M
103.2	Presentation Skills for Academic and Professional Success	Yes	M

Explanations:

- 1) No: There is no numerical participation limit for this course.
Yes: Due to special capacity reasons, there is a numerical participation restriction for this course. There is therefore a separate registration is required; details will be announced by the examiner/lecturer
- 2) M: Admission requirements for this course: Students must be enrolled in a Master's degree programme.
M/D: Admission requirement for this course: Students must be enrolled in a Master's or Diplom degree programme.
None: There are no special admission requirements for this course with regard to the participants' degree programme.
The rules apply to elective participants, students from other faculties and exchange students from other home universities.

III Procedure for registering for the elective modules

General information:

According to the study and examination regulations, each student on the Master's degree programme selects a total of four elective modules from the total of elective modules offered (in the winter and summer semesters). In each semester, registration takes place in two stages:

1. Registration for participation in an elective module in the university's BW community (intranet, accessible with a password issued at the time of enrolment at the Office of Student Affairs). For some modules, the number of participants is limited for technical, subject-related and/or didactic reasons (see II. of the curriculum). In these cases, the available places are allocated with priority according to the semester of the curriculum (higher semesters first) and time of enrolment.
2. Registration for the performance record in the examination office of the university ("OSC" Online Service Centre).

When registering for performance record from the published module guide of the elective modules, the corresponding module is listed as a compulsory module with all the consequences under examination law. The participants in this compulsory module are listed by name on the corresponding lists of participants and grades.

Application procedure:

1. Registration for the elective modules in the BW Community takes place after the introductory event in mid-March.
2. Registration for participation in the examinations or for the acquisition of certificates of achievement takes place via the Online Service Centre (OSC) of the Examination Office during the deadlines published by the Examination Office.

Voluntary elective module:

If participation in a module is only in the form of a voluntary elective without effect on the Master's examination, registration must be waived and an elective certificate form must be submitted to the examiner to document the grade. Participants in such voluntary electives are not in the corresponding lists of participants and grades. The corresponding transcripts of records are therefore not recorded in the Online Service Centre.

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

IV. Allocation of the modules offered to the semesters of study**Winter Term**

Module No.	Modul name	SWS	ECTS- LP	Performance record
1	Business Management	8	10	4
1.1	Business Management	(4)	(5)	(2)
1.2	Business Management Cases	(4)	(5)	(2)
3	Data Driven Business Management and Controlling	8	10	3
3.1	Working with Data: Research Methods in Business Administration	(3)	(4)	(1)
3.2	Portfolio Management and Controlling	(3)	(4)	(1)
3.3	Process Mining	(2)	(2)	(1)
7	Strategic Marketing Management	8	10	2
7.1	International Marketing Management	(4)	(5)	(1)
7.2	Strategic Marketing Projects	(4)	(5)	(1)
8	Change Management	8	10	2
8.1	Change Management	(4)	(5)	(1)
8.2	Change Management Case Studies	(4)	(5)	(1)
10	Innovation and Entrepreneurship	8	10	2
10.1	Innovation	(4)	(5)	(1)
10.2	Entrepreneurship	(4)	(5)	(1)
12	Diversity, Equity and Inclusion	8	10	2
12.1	Diversity, Equity and Inclusion	(4)	(5)	(1)
12.2	Case Study DEI	(4)	(5)	(1)

Summer Term

Module No.	Modul name	SWS	ECTS- LP	Performance record
2	International Business	8	10	2
2.1	Advanced International Strategy	(4)	(5)	(1)
2.2	Emerging Topics in International Business	(4)	(5)	(1)
5	Finance and Accounting	8	10	2
5.1	Advanced Finance	(4)	(5)	(1)
5.2	Advanced Accounting	(4)	(5)	(1)
11	Mindful Leadership	8	10	2
11.1	Leadership	(4)	(5)	(1)
11.2	Mindful Business	(4)	(5)	(1)
13	Human Resource Management	8	10	2
13.1	Behavior in Organizations	(4)	(5)	(1)
13.2	Strategic Human Resource Management	(4)	(5)	(1)
17	SAP	8	10	2
17.1	Logistics Processes in SAP	(4)	(5)	(1)
17.2	Managing Finance Processes in SAP	(4)	(5)	(1)
18	Negotiations within an International Surrounding	8	10	2
18.1	Mastering Negotiation Strategies: Psychological and Tactical Approaches	(4)	(5)	(1)
18.2	Intercultural Dynamics and Applied Negotiation Practices	(4)	(5)	(1)

Modul No.	Modul name	SWS	ECTS LP	Performance record
14	International Sales Management and selected Sales Topics	8	10	2
14.1	International Sales Management	(4)	(5)	(1)
14.2	Global Retail Logistics	(4)	(5)	(1)
24	SAP Enterprise Architecture & Analytics	8	10	2
24.1	Business Analytics mit SAP	(4)	(5)	(1)
24.2	Enterprise Architecture Management	(4)	(5)	(1)

Module No.	Modul name	SWS	ECTS- LP	Performance record
19	Project Management	8	10	2
19.1	Project Management Frameworks & Methodologies	(4)	(5)	(1)
19.2	Project Execution & Agile Collaboration	(4)	(5)	(1)
20	Artificial Intelligence in Business	8	10	3
20.1	Understanding Human-AI Collaboration: Challenges and Opportunities	(4)	(5)	(2)
20.2	Perspectives on AI in Business	(4)	(5)	(1)
23	Circular Economy & Supply Chain in Management Simulation	8	10	2
23.1	Circular Economy & Closed-Loop Supply Chains	(4)	(5)	(1)
23.2	Supply Chain Management Simulation	(4)	(5)	(1)

22	Advanced International Studies (Auslandsstudium)
22.1	Advanced International Studies I
22.2	Advanced International Studies II

MasterStart International (winter semester & summer semester)

Module No.	Modul name	SWS	ECTS LP	Performance record
101	Basics Finance and Accounting	8	10	2
101.1	Basics Finance and Accounting – Lecture	(4)	(5)	(1)
101.2	Basics Finance and Accounting - Case Studies	(4)	(5)	(1)
102	German Language and Culture	8	10	2
102.1	Deutsch B1.1	(4)	(5)	(1)
102.2	Deutsch B1.2	(4)	(5)	(1)
103	Scientific Writing and Presentation Skills	8	10	2
103.1	Scientific Writing for Master's Students	(4)	(5)	(1)
103.2	Presentation Skills for Academic and Professional Success	(4)	(5)	(1)

ATTENTION:

This overview is subject to the minimum number of participants per module (at least 6 participants according to the decision of the Faculty Council of 4 October 2010).

V. Learning objectives and course content

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