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 2026/2027

Examination Regulations No. 2018/2
(for new students from the 2018/19 winter semester onwards)

I. Announcement of assessment modules
II. Catalogue of subject-specific compulsory-elective modules
III. Procedure for registering for degree programmes
IV. Allocation of hours per week per semester per subject
V. Overview of learning objectives and course content

(approved by the Faculty Council and the Examinations Board on 22 July 2026; subject to change)

Date: 27 October 2026

I. Announcement of assessments

Abbreviations:
S.P.P. Written examination during the examination period
S.P.V. Written examination during the lecture term
PStA: Coursework
Koll. Colloquium
mdlP Oral examination

Study group	Course code	Module title	Number + type	Weight of the individual marks	Entry requirements for module	examiner	Second-examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-1	B1	Introduction to General Business Administration I	S.P.P.	1.0	No	Koel, RoKt	RoKt, Koel	---	90	Pocket calculator, HGB/all statutory texts and official guidelines
	B2	Cost and Performance Accounting	S.P.P.	1.0	No	RoFe, LaE, Hac	Hac, RoFe, LaE,	---	90	Calculator
	B3	Business Mathematics	S.P.V.	1.0	No	VHB				
	B4	Economic Statistics	S.P.P.	1.0	No	ScVa	HoSt	---	90	Single-line, non-programmable calculator; max. 3 books, own documents bound together
	B5	Accounting and Financial Reporting	S.P.P.	1.0	No	Hac	HoSt	---	90	HGB calculator
	B6	Principles of Economics	S.P.P.	1.0	No	HoSt	Hac	---	90	Single-line, non-programmable calculator
	B6	Fundamentals of Economics	S.P.P.	1.0	No	HoSt	Hac	---	90	Single-line, non-programmable calculator; English dictionary without commentary
Note for the Examinations Office: For the two courses 'Principles of Economics' (B6) and 'Fundamentals of Economics' (B6), please ensure that separate registration options are provided for students in both B6 groups and set up separate but simultaneous examinations with Stephan Hornig as the examiner!!!										

Study group	StuPo No.	Module title	Num-ber + type	Weight of the individ-ual marks	Entry requirements for module	examiner	Second-examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	B12	**Subject-specific Required elective module: Lan-guages*)**								
Courses via CCC										

*) In the event of resit examinations not listed in this notice, candidates should contact the relevant subject lecturer. Once selected, the required elective module must be retaken if it is not passed.

Study Group	StuPo No.	Module title	Number + type	Weight of the individ-ual marks	Entry requirements for module	examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ 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	Announce-ment via Learning Campus	---	All (use of AI subject to agreement with the examiner)
	B14	Business Law II	S.P.P.	1.0	No	KuAd	HoSt	---	90	Legal texts; handwritten comments per-mitted!
	B16	Taxation/Auditing	S.P.P.	1.0	No	MaGe, WeFk	WeFk, MaGe	---	90	Laws, official guide-lines guidelines
	B17	Marketing I: Strategic Marketing Management	S.P.P.	1.0	No	Koel	HoJ	---	90	none
	B21	Fundamentals of Organisational 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	Course descrip-tion for PStA: Attendance at all group sessions	Please, LbSWen, WeFn, LbCJoe	WeFn, Seid, LbCJoe, LbSWen	Announce-ment via Learning Campus	---	All (use of AI subject to agreement with the examiner)

Study group	StuPo No.	Module title	Number + type	Weight of the individual marks	Entry requirements for module	examiner	Second-examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-5	B27	Practical placement	Participants with a report and certificate **)	---	---	RoKt, Hac, KaSt, HoJ, Koel, KmR, StAu, ScBe, ScVa, Seid, FlCa, KuAd, RoFe, HoSt	KuAd, HoSt, FlCa, StAu, RoKt, ScBe, ScVa, Seid, Hac, HoJ, KaSt, Koel, RoFe, KmR	---	---	All (use of AI subject to agreement with the examiner)
	B27	Practical placement	mdlP **)	---	---	RoKt, HoSt, Hac, KaSt, HoJ, Koel, KmR, StAu, RoFe, ScBe, ScVa, Seid, FlCa, KuAd	KuAd, FlCa, StAu, RoFe, HoJ, RoKt, ScBe, ScVa, Seid, Hac, KaSt, Koel, KmR, HoSt	---	15	none
**) Examination dates and allocation to examiners will be announced by the Internship Office!										

All content shown in grey is no longer offered as a lecture. However, the examinations may still be sat!

Study group	StuPo No.	Module title	Number + type	Weight of the individual marks	Entry requirements for module	examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-6	B22	Strategic and Operational Business Management	PStA	1.0	No	RoFe, GrMt	GrMt, RoFe	Announcement via Learning Campus		All (use of AI subject to agreement with the examiner)
	B24	International Management	S.P.P.	1.0	No	FlCa	ErTa	---	90	Non-programmable pocket calculator, bilingual Dictionary
	B25	Business Studies Seminar	PStA	1.0	Course requirements for PStA: Attendance at all face-to-face sessions	**Lectures: Mon, Fri** RoFe, Hac	Hac, RoFe	Announcement via Learning Campus	---	All (use of AI subject to agreement with the examiner)

Study group	Course code	Module title	Num-ber + type	Weight of the individual marks	Admission requirements for module	Examiner	Second-examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-7	B28	Management Simulation (F. Rößle) (Block)	S.P.V.	0.8	No	**VA: RoKt** RoFe	Hac	---	90	all (use of AI subject to agreement with the examiner)
			PStA*)	0.2	Course descrip-tion for PStA: Attendance at 5 sessions	RoFe	Hac	Announce-ment via Learning Campus	---	all (use of AI subject to agreement with the examiner)
	B28	Management Simulation (B. Hacker) (weekly)	S.P.V.	0.8	No	Hac	RoFe		90	all (use of AI subject to agreement with the examiner)
			PStA*)	0.2	Course descrip-tion for PStA: Attendance at at least 10 sessions	Hac	RoFe	Announce-ment via Learning Campus	---	all (use of AI subject to agreement with the examiner)
	B29	Business Project Management and Case Studies	PStA	1.0	No	**Lecturer: RoFe** Seid/PoMi, Koel	Koel, Seid, PoMi, RoFe	Announce-ment via Learning Campus	---	all (use of AI subject to agreement with the examiner)
	B30	**Required elective module in the subject area *)**	LN	1.0	No	**Lecturer: RoFe**				
		Process Mining	PStA	1.0	No	Seid	KuAl, Hac	Announce-ment via Learning Campus	---	all (use of AI subject to agreement with the examiner)
		Empathy and Success	PStA	1.0	No	HoJ	ScBe	Announce-ment via Learning Campus	---	all (use of AI subject to agreement with the examiner)
	B31	Bachelor's thesis	BA	1.0	The practical semester must have been passed	all	all	---	---	all (use of AI subject to agreement with the examiner)

*) In the event of resits not offered in this notice, candidates should contact the relevant subject lecturer. If a required elective module is not passed, it must be retaken.

Study Group	StuPo No.	Module title	Number + type	Weight of the individual marks	Entry requirements for module	examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	B34	**Required elective module Taxation/Auditing**								
	B34.1	Business Administration Taxation	S.P.P.	0.5	D	ScVa	Hac	---	90	Calculator, legal texts with your own annotations
	B34.2	Auditing	PStA	0.5	D	ScFb	Hac	Announcement via Learning	---	All (use of AI subject to agreement with the examiner)
BW-WPM From the 4th semester	B36	**Required elective module Funding**	Max. number of participants: 25 *)							
	B36.1	Financing	S.P.V.	1.0	No	ScVa	Hac	---	90	Single-line, non-programmable calculator; max. 3 books, stapled personal documents
	B36.2	Case studies on finance	PStA	1.0	No	ScVa	Hac	Last day of lectures	---	All (use of AI subject to agreement with the examiner)
	B37	**Required elective module: Applied Game Theory and Contract Theory / Applied Econometrics**	VHB*							
	B39	**Required elective module Digital Marketing**	Max. number of participants: 25							
	B39.1	Digital Marketing Colloquium	S.P.V.	0.5	No	HoJ, FeTh, NoAn, BiKl	FeTh, HoJ, BiKl, NoAn	---	90	none
	B39.2	Digital Marketing Project Studies	PStA	0.5	No	HoJ, FeTh, NoAn, BiKl	BiKl, HoJ, FeTh, NoAn	Announcement via Learning Campus	---	All (use of AI subject to agreement with the examiner)

Study group	StuPo No.	Module title	Number + type	Weight of the individual marks	Entry requirements for module	examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	B42	**Required elective module Supply Chain Management**								
	B42.1	SCM Business Cases	Registration, organisation and arrangements via CCC only							
	B42.2	Working Capital and LEAN Management								
	B48	**Required elective module Digital Business Models and Entrepreneurship**				**VA: StAu**				
	B48.1	Digital Business Models	VHB			VHB	VHB arrangements			
	B48.2	Entrepreneurship With BIP	PStA + VHB			AuSt VHB	KaSt	Announcement via Learning Campus		All (use of AI subject to agreement with the examiner)
	B48.2	Entrepreneurship No BIP	VHB			VHB	VHB arrangements			
BW-WPM from the 4th semester	B50	**Required elective module Mergers and Acquisitions**	Max. number of participants: 25*)							
	B50.1	Fundamentals of M&A	S.P.P.	0.5	No	KuAd, Hac, ScVa	Hac, ScVa, KuAd	---	90	Legal texts, calculators
	B50.2	M&A case studies	PStA	0.5	No	Hac, ScVa, KuAd	KuAd, Hac, ScVa	Announcement via Learning Campus	---	All (use of AI subject to agreement with the examiner)

*) Participation in the modules will be refused if this would result in the specified maximum number of participants being exceeded. For all required elective modules with limited enrolment, attendance is compulsory during the first session. This is when places are definitively allocated .

For VHB options for modules B37 / BW37 and B48 / BW46, see pages 18 and 19!

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

Subject No. B30	Subject-specific required elective module

- Process Mining
- Empathy and Success
- Further courses via CCC

III. Registration procedures for compulsory-choice subjects, required elective modules and elective subjects, as well as guidelines on the training contract and the work placement report

Compulsory-elective subjects and required elective modules as compulsory subjects:
Upon registration for a course from the published catalogues of subject-specific required elective modules (Subject B30) and from the catalogues of required elective modules (Subject Nos. B32–B53), the relevant module is treated as a compulsory module with all the consequences this entails in terms of examination regulations. Participants in this compulsory module are listed by name on the relevant attendance and marks lists.

Subjects as elective subjects:
If a subject is to be taken solely as a voluntary elective subject with no impact on the Bachelor's degree examination, students must not register for it and must instead submit an elective subject certificate form to the examiner to document the mark. Students taking such voluntary elective subjects will *not* be listed on the relevant attendance and marks lists. Consequently, the corresponding course certificates will not be recorded in the Online Service Centre.

An elective subject will therefore only be included in the Bachelor's degree certificate if the graded elective subject certificate is submitted to the Examinations 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 work placement report:

The forms are available from the Internship Office along with the documents for the practical study semester or on the website for the practical semester.

Training contract:

Please complete the digital contract carefully:

- When providing details of the placement organisation, please state not only the company name but also the area of responsibility and the exact address
- Specify the start and end dates of the work experience. Please note: The compulsory work experience must not exceed 18 weeks (Minimum Wage Act)
- Name of the supervisor, stating their role within the company
- Company stamp and signatures

The contract must be submitted to the Internship Office via the Document Management System (DMS) at Rosenheim University of Applied Sciences. 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, in the format specified by the university, of an internship certificate from the host organisation and the complete internship report. These documents must be sent to or handed in at the Internship Office by the deadline published by the office
- the internship report must be assessed by the appointed examiners as 'passed'
- the oral examination (15 mins) must be assessed 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 relevant semester.

III.II Content and structure of the work placement report

1. Details of the training organisation (e.g. company details, business areas, product range, organisation)
2. Description of the individual training topics, organised thematically, e.g. by tasks, activities, projects, responsibilities, background information and results
3. Progress of the training, organised thematically according to knowledge acquired, skills, personal experiences and assessments
4. Date of completion, signatures of the intern and the representative of the training organisation

III.III Form requirements

The report must contain the following forms:

1. Cover sheet for the full report
2. Statutory declaration
3. certificate
4. Training Programme (to be used only for work experience in several companies/departments)

The report must be written independently in a clear and organised manner and supplemented with diagrams and appendices. It must be submitted in a neat, printed form in a transparent ring binder and must otherwise comply with the formal standards of an academic paper.

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

IV. Allocation of hours per week per semester per subject

First semester

Subject No.	Course title	SWS	Credit points (CP)
B1	Introduction to General Business Administration I	(4)	(5)
B2	Cost and Activity Accounting	(4)	(5)
B3	Business Mathematics	(4)	(5)
B4	Business Statistics	(4)	(5)
B5	Accounting and Financial Reporting	(4)	(5)
B6	Principles of Economics / Fundamentals of Economics	(4)	(5)
	Total	**24**	**30**

Second semester

Subject No.	Course title	SWS	Credit points CP
B7	Value Creation Management	(4)	(5)
B8	Fundamentals 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	Required elective module in specialist subjects (FWPF) Languages	(4)	(5)
	Total	**24**	**30**

Third semester

Subject No.	Course title	SWS	Credit points CP
B13	Business Informatics with PC Exercises	(8)	(10)
B14	Business Law II	(4)	(5)
B16	Taxation/Auditing	(4)	(5)
B17	Marketing I	(4)	(5)
B21	Fundamentals of Organisational Theory	(4)	(5)
	Total	**28**	**30**

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

Subject No.	Course title	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	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	Management Simulation	(4)	(5)
B29	Business Project Management and Case Studies	(4)	(5)
B30	Required Elective Module in Specialist Subjects	(4)	(5)
B31	**Bachelor's thesis**	**--**	**10**

Subject No.	Course title	SWS	Credit points CP
B32	**Required 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	**Required elective module: Financial Controlling**	**8**	**10**
B33.1	Financial and Investment Controlling	(4)	(5)
B33.2	Case Studies in Financial Controlling	(4)	(5)
B34	**Required elective module: Taxation/Auditing**	**8**	**10**
B34.1	Business Taxation	(4)	(5)
B34.2	Auditing	(4)	(5)
B35	**Required elective module: External Financial Reporting**	**8**	**10**
B35.1	External Financial Reporting	(4)	(5)
B35.2	Case studies: External corporate accounting	(4)	(5)
B36	**Required elective module: Finance**	**8**	**10**
B36.1	Finance	(4)	(5)
B36.2	Case studies on financing	(4)	(5)
B37	**Required elective module: Applied Game Theory and Contract Theory / Applied Econometrics**	**8**	**10**
B37.1	Applied Game Theory and Contract Theory	(4)	(5)
B37.2	Applied Econometrics	(4)	(5)
B38	**Required 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	**Required elective module: Digital Marketing**	**8**	**10**
B39.1	Digital Marketing Colloquium	(4)	(5)
B39.2	Project Studies in Digital Marketing	(4)	(5)
B40	**Required elective module: Communication and Media Management**	**8**	**10**
B40.1	Management in the Communications and Media Sector	(4)	(5)
B40.2	Case Study on Communication and Media Management	(4)	(5)

Course No.	Technical term	SWS	Credit points CP
B41	**Required 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	**Required elective module: Supply Chain Management**	**8**	**10**
B42.1	SCM Business Cases	(4)	(5)
B42.2	Working Capital and LEAN Management	(4)	(5)
B43	**Required 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	**Required elective module: International Economic Law**	**8**	**10**
B44.1	International Business Law	(4)	(5)
B44.2	Business Law	(4)	(5)
B45	**Required elective module: Business Information Management: Processes and Data**	**8**	**10**
B45.1	Process Analysis	(4)	(5)
B45.2	Data management	(4)	(5)
B46	**Required elective module: Business Information Management: Application Systems**	**8**	**10**
B46.1	Business Process Management with SAP	(4)	(5)
B46.2	Management Simulation: Introduction to Standard Business Management Software and Process Optimisation	(4)	(5)
B47	**Required 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	**Required elective module: Digital Business Models and Entrepreneurship**	**8**	**10**
B48.1	Digital Business Models	(4)	(5)
B48.2	Entrepreneurship	(4)	(5)

Course No.	Course title	SWS	Credit points CP
B49	**Required elective module: International Business**	**8**	**10**
B49.1	Global Virtual Team Collaboration	(4)	(5)
B49.2	International Business Project	(4)	(5)
B50	**Required elective module: Mergers and Acquisitions**	**8**	**10**
B50.1	Fundamentals of M&A	(4)	(5)
B50.2	M&A Case Studies	(4)	(5)
B51	**Required elective module: Digital Business Processes with SAP**	**8**	**10**
B51.1	Case Study Seminar: Introduction to SAP	(4)	(5)
B51.2	Standard Business Software Systems	(4)	(5)
B52	**Required elective module: Financial and Reporting Processes with SAP**	**8**	**10**
B52.1	Business Intelligence with SAP	(4)	(5)
B52.2	Standard Business Software Systems	(4)	(5)
B53	**Required elective module: Analysis of business processes and data**	**8**	**10**
B53.1	Process Analysis	(4)	(5)
B53.2	Data Intelligence & AI	(4)	(5)
B54	**Required elective module: International Studies**	**8**	**10**

Practical study semester (5th semester)

Course No.	Course title	SWS	Credit points 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.

VHB options for modules B37 / BW37 and B48 / BW46

BIP participants complete the entire required elective module exclusively in English!

B37 / BW37 Required elective module
Applied Game Theory and Contract Theory / Applied Econometrics

Public Economics, 2.5 ECTS-Credit-Points
Prof. Dr H. Allinger, Deggendorf University of Applied Sciences

Fundamentals of Microeconomic Theory, 2.5 ECTS-Credit-Points
Prof. Dr H. Allinger, Deggendorf University of Applied Sciences

Data Collection Methods in the Social and Behavioural Sciences, 6 ECTS-Credit-Points
Prof. Dr K. Moser, University of Erlangen-Nuremberg

EXAMS on 15 and 16 January 2027

combined for Module B37 / BW37 – only the overall mark will be taken into account
(credit will only be awarded if all three certificates are submitted to the Examinations Office at the same time)

B48 / BW46 Required elective module
Digital Business Models and Entrepreneurship

B48.1 / BW46.1 – Taught in English
Digital Business and Information Systems: A Managerial Approach, 5 ECTS-Credit-Points
Prof. Dr M. Westner, OTH Regensburg
OR
B48.1 / BW46.1 – Taught in German
Social Commerce – Applications, Marketing and Technology, 5 ECTS-Credit-Points
Prof. Dr J.-K. Prigge, University of Würzburg

B48.2 / BW46.2 – Language of instruction: English (excluding BIP)
Social Entrepreneurship: Innovative Entrepreneurial Solutions with Social Impact, 5 ECTS-Credit-Points
Prof. Dr T. Groll, OTH Regensburg
OR
Lean Startup (English), 3 ECTS-Credit-Points
Prof. Dr T. Groll, OTH Regensburg
AND
Design Thinking (English), 3 ECTS
Prof. Dr T. Groll, OTH Regensburg

B48.2 / BW46.2 – Taught in English (with BIP)
Participation in BIP, 3 ECTS-Credit-Points and
Lean Startup (English), 3 ECTS-Credit-Points
Prof. Dr T. Groll, OTH Regensburg
OR
Participation in BIP, 3 ECTS-Credit-Points and
Design Thinking (in English), 3 ECTS
Prof. Dr T. Groll, OTH Regensburg

B48.2 / BW46.2 – Language of instruction: German
Social Entrepreneurship: Innovative entrepreneurial solutions with social added value, 5 ECTS-Credit-Points
Prof. Dr T. Groll, OTH Regensburg
OR
Lean Startup (German), 3 ECTS-Credit-Points
Prof. Dr T. Groll, OTH Regensburg
AND
Design Thinking (German), 3 ECTS
Prof. Dr T. Groll, OTH Regensburg