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 Number 2024/2
(for new students from the 2024/25 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
LC: Learning Campus

Study group	Course code	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-1	BW1	Introduction to General Business Administration	S.P.P.	1.0	D	No	Koel, RoKt	RoKt, Koel	---	90	Calculator, HGB/all statutory texts and official guidelines
	BW2	Business Mathematics	S.P.V.	1.0	D	No	VHB **VA: HoSt**	Extract from the vhb catalogue: Mathematics I / Mathematical Economics*** Prof. Dr Dr H. Popp / Deggendorf University of Applied Sciences EXAM on 16 January 2027			
	BW3	Business Statistics	S.P.P.	1.0	D	No	ScVa	HoSt	---	90	Single-line, non-programmable calculator; max. 3 books, own documents bound together
	BW4	Accounting and Financial Reporting	S.P.P.	1.0	D	No	Hac	HoSt	---	90	Calculator, HGB
	BW5	Principles of Economics	S.P.P.	1.0	D	No	HoSt	Hac	---	90	Single-line, non-programmable calculator
	BW6	Business English	S.P.P.	1.0	E	No	PM, DuMe, ShRa, DoSh, ArMa, SwSa	ArMa, SwSa, PM, DuMe, ShRa, DoSh	---	90	none

Study group	StuPo No.	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-3	BW13	Fundamentals of Business Informatics	S.P.P.	1.0	D	No	Seid, KuAl, HmAn, BrMk, PoMi	HmAn, BrMk, PoMi, KuAl, Seid	---	90	none
	BW14	Applications in Business Business Informatics	PStA	1.0	D	No	Seid, KuAl, HmAn, BrMk, PoMi	HmAn, BrMk, PoMi, KuAl, Seid	Announcement via LC	---	All (Use of AI subject to agreement with the examiner)
	BW15	Business Law II	S.P.P.	1.0	D	No	KuAd	HoSt	---	90	Legal texts; handwritten comments permitted!
	BW16	Fundamentals of Organisational Theory	S.P.V.	0.8	D	No	Seid, LbCJoe, LbSWen, WeFn	LbCJoe, LbSWen, WeFn, Seid	---	90	none
	BW16	Fundamentals of Organisational Theory	PStA	0.2	D	Requirements for PStA: Attendance	Seid, LbCJoe, LbSWen, WeFn	LbCJoe, LbSWen, WeFn, Seid	Announcement via LC	---	All (Use of AI subject to the examiner's approval)
	BW17	International Management	S.P.P.	1.0	E	No	FlCa	ErTa	---	60	Non-programmable calculator, bilingual dictionary
	BW18	Methods of Economic Research	S.P.P.	1.0	D	No	**VA: Koel** Koel	RoFe	---	90	Calculator

Study group	StuPo No.	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-5	BW25	Practical work	mdlP	1.0		---	**Lecturer: RoFe** All	all	---	15	none
	BW26	**Compulsory required elective module in Business Administration Online or face-to-face**		**1.0**		**No**	**Lecturer: RoFe**				
		Process Mining	PStA	1.0	D	No	Since	KuAl, Hac	Announcement via LC	---	All (Use of AI subject to agreement with the examiner)
		Empathy and Success	PStA	1.0	D	No	HoJ	ScBe	Announcement via LC	---	All (Use of AI subject to agreement with the examiner)

Study group	Course code	Module title	Number and type	Weight of the individual grades	Language of instruction: German/English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-6	BW27	Sustainability and Business Ethics	S.P.P.	1.0	E	No	**Lecturer: StAu** StAu, DrJu	DrJu, StAu	---	90	Dictionary D/E
	BW28	Strategic Management	PStA	1.0	D	No	**Lecturer: RoKt** RoFe, GrMt	GrMt, RoFe	Announcement via LC	---	all (Use of AI subject to agreement with the examiner)
Study group	Course code	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
BW-B-7	BW29	Management Simulation				No	**Lecturer: RoKt**				
	BW29	Management Simulation (F. Rößle) (Block)	S.P.V.	0.8		No	RoFe	Hac		90	all (Use of AI subject to agreement with the examiner)
			PStA*)	0.2		Course description for PStA: Attendance	RoFe	Hac	Announcement via Learning Campus	---	All (Use of AI subject to agreement with the examiner)
	BW29	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 description for PStA: Attendance	Hac	RoFe	Announcement via Learning Campus	---	all (Use of AI subject to agreement with the examiner)

*) In the event of resits not covered by this announcement, 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 and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	BW34	**Required elective module: Taxation/Auditing**									
	BW34.1	Business Administration Taxation	S.P.P.	0.5	D	No	ScVa	Hac	---	90	Calculator, legal text with personal annotations
	BW34.2	Auditing	PStA	0.5	D	No	ScFb	Hac	Announcement regarding LC	---	All (Use of AI subject to agreement with the examiner)
Required elective modules	BW36	**Required elective module Funding**	Max. number of participants: 25 *)								
	BW36.1	Finance	S.P.V.	1.0	D	No	ScVa	Hac	---	90	Single-line, non-programmable calculator; max. 3 books, own documents bound together
	BW36.2	Case studies in finance	PStA	1.0	D	No	ScVa	Hac	Last day of lectures	---	All (Use of AI subject to agreement with the examiner)

Study group	StuPo No.	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	BW37	**Required elective module Applied Game Theory and Contract Theory / Applied Econometrics**	VHB				VHB **VA: Autumn/Spring**	VHB arrangements			
	BW39	**Required elective module Digital Marketing**	Max. number of participants: 25 *)								
	BW39.1	Digital Marketing Colloquium	S.P.V.	1.0	D	No	HoJ, FeTh, NoAn, BiKl	BiKl, FeTh, HoJ, NoAn	---	90	none
	BW39.2	Digital Marketing Project Studies	PStA	1.0	D	No	HoJ, FeTh, NoAn, BiKl	BiKl, HoJ, FeTh, NoAn	Announcement regarding LC	---	All (Use of AI subject to agreement with the examiner)
	BW42	**Required elective module Supply Chain Management**									
	BW42.1	Working Capital and Lean Management	Registration, organisation and arrangements to be handled exclusively via CCC								
	BW42.2	SCM Business Cases									

Study group	StuPo No.	Module title	Number and type	Weight of the individual grades	Language of instruction: German/ English	Entry requirements for module	Examiner	Second examiner	Submission deadline for PStA	Duration in mins	Permitted Working/ aids
	BW46	**Required elective modules Digital Business Models and Entrepreneurship**	Max. number of participants: 10 *)				**Lecturer: StAu**				
	BW46.1	Digital Business Models	VHB		E or D		VHB	VHB arrangements			
	BW46.2	Entrepreneurship With BIP	PStA + VHB	1.0	E	No	AuSt VHB	KaSt	Announcement regarding LC	---	All (Use of AI subject to agreement with the examiner)
	BW46.2	Entrepreneurship Excluding GDP	VHB		E or D		VHB	VHB arrangements			
	BW48	**Required elective module Mergers and Acquisitions**	Max. number of participants: 25*)								
	BW48.1	Fundamentals of M&A	S.P.P.	1.0		No	KuAd, Hac, ScVa	Hac, ScVa, KuAd	---	90	Legal texts, calculators
	BW48.2	M&A case studies	PStA	1.0		No	Hac, ScVa, KuAd	KuAd, Hac, ScVa	Announcement regarding LC	---	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 16 and 17!

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

Subject No. BW30	**Subject-specific required elective module in languages**

- Language courses offered by CCC as listed in the catalogue are eligible for credit.

Subject No. BW26	**Subject-Specific Required Elective Module**

- Empathy and Success
- Process Mining
- Catalogue of compulsory elective modules in general academic subjects, as per a special announcement by the CCC

III. Procedures for registering for required elective modules and elective subjects, as well as guidelines on the training contract and the work placement report

Required elective modules treated as compulsory modules:
Upon registration for a course from the published catalogues of required elective modules, 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 voluntary elective subjects:
If a subject is to be taken solely as a voluntary elective subject with no impact on the Bachelor's 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. The corresponding course certificates will therefore 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 at http://www.th-rosenheim.de/home/infos-fuer/studierende/studienorganisation/praxissemester-praktika.

Training contract:

Please complete the 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
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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.

IV. Allocation of hours per week per semester per subject

First semester

Subject No.	Course title	SWS	ECTS-Credit-Points
BW1	Introduction to General Business Administration	(4)	(5)
BW2	Business Mathematics	(4)	(5)
BW3	Business Statistics	(4)	(5)
BW4	Accounting and Financial Reporting	(4)	(5)
BW5	Principles of Economics / Fundamentals of Economics	(4)	(5)
BW6	Business English	(4)	(5)
	Total	**24**	**30**

Second semester

Subject No.	Subject title	SWS	ECTS-Credit-Points
BW7	Cost and Performance Accounting	(4)	(5)
BW8	Value Creation and Supply Chain Manage-ment	(4)	(5)
BW9	Fundamentals of Applied Economic Policy / Principles of Economic Policy	(4)	(5)
BW10	Business Law I	(4)	(5)
BW11	Investment and Financing	(4)	(5)
BW12	Fundamentals of Marketing	(4)	(5)
	Total	**24**	**30**

Subjects in the theoretical and practical semesters from the Thrid semester onwards:

Subject No.	Course title	SWS	ECTS-Credit-Points
BW13	Fundamentals of Business Informatics	(4)	(5)
BW14	Applications in Business Informatics	(4)	(5)
BW15	Business Law II	(4)	(5)
BW16	Fundamentals of Organisational Theory	(4)	(5)
BW17	International Management	(4)	(5)

BW18	Methods of Economic Research	(4)	(5)
BW19	Taxation/Auditing	(4)	(5)
BW20	Reporting and Controlling	(4)	(5)
BW21	Fundamentals of Human Resource Management	(4)	(5)
BW22	Entrepreneurship and Business Start-ups	(4)	(5)
BW23	Research Seminar	(4)	(5)
BW24	Future Skills	(4)	(5)
BW25	Work placement (18 weeks)		(25)
BW26	Compulsory required elective module in business administration	(4)	(5)
BW27	Sustainability and Business Ethics	(4)	(5)
BW28	Strategic Management	(4)	(5)
BW29	Management Simulation	(4)	(5)
BW30	Elective Module Languages	(4)	(5)
BW31	**Bachelor's thesis**	**--**	**10**

Subject No.	Course title	SWS	ECTS-Credit-Points
BW32	**Required elective module: Performance Management**	**8**	**10**
BW32.1	Operational Controlling and Cost Management	(4)	(5)
BW32.2	Case Studies in Performance Management	(4)	(5)
BW33	**Required elective module: Financial Controlling**	**8**	**10**
BW33.1	Financial and Investment Controlling	(4)	(5)
BW33.2	Case Studies in Financial Controlling	(4)	(5)
BW34	**Required elective module: Taxation/Auditing**	**8**	**10**
BW34.1	Business Taxation	(4)	(5)
BW34.2	Auditing	(4)	(5)

BW35	**Required elective module: External Financial Reporting**	**8**	**10**
BW35.1	External Financial Reporting	(4)	(5)
BW35.2	Case Studies in External Financial Reporting	(4)	(5)
BW36	**Required elective module: Finance**	**8**	**10**
BW36.1	Funding	(4)	(5)
BW36.2	Case studies on financing	(4)	(5)
BW37	**Required elective module: Applied Game Theory and Contract Theory / Applied Econometrics**	**8**	**10**
BW37.1	Applied Game Theory and Contract Theory	(4)	(5)
BW37.2	Applied Econometrics	(4)	(5)
BW38	**Required elective module: Consumer Marketing**	8	10
BW38.1	Retail Marketing and Brand Management	(4)	(5)
BW38.2	Project Studies in Consumer Marketing	(4)	(5)
BW39	**Required elective module: Digital Marketing**	**8**	**10**
BW39.1	Digital Marketing Colloquium	(4)	(5)
BW39.2	Project Studies in Digital Marketing	(4)	(5)
BW40	**Required elective module: Communication and Media Management**	**8**	**10**
BW40.1	Management in the Communications and Media Sector	(4)	(5)
BW40.2	Case Study on Communication and Media Management	(4)	(5)
BW41	**Required elective module: Sales and Export Management**	**8**	**10**
BW41.1	General and Specialised Sales Management	(4)	(5)
BW41.2	Export Management and Selected Export Topics	(4)	(5)
BW42	**Required Elective Module: Supply Chain Management**	**8**	**10**
BW42.1	Working Capital and LEAN Management	(4)	(5)
BW42.2	SCM Business Cases	(4)	(5)
BW43	**Empathy and Brand Experience**	**8**	**10**
BW43.1	Empathy and Brand Experience Colloquium	(4)	(5)
BW43.2	Project Studies in Empathy and Brand Experience	(4)	(5)
BW44	**Required elective module: International Economics and Policies of Developing Countries**	**8**	**10**
BW44.1	International Economics	(4)	(5)

BW44.2	Policies for Developing Countries	(4)	(5)
BW45	**Required elective module: Human Resource Management**	**8**	**10**
BW45.1	Human Resource Management	(4)	(5)
BW45.2	Case Studies in Human Resource Management and Organisational Development	(4)	(5)
BW46	**Required elective module: Digital Business Models and Entrepreneurship**	**8**	**10**
BW46.1	Digital Business Models	(4)	(5)
BW46.2	Entrepreneurship	(4)	(5)
BW47	**Required elective module: Strategies in International Business**	**8**	**10**
BW47.1	Global Virtual Team Collaboration	(4)	(5)
BW47.2	International Business Project	(4)	(5)
BW48	**Required elective module: Mergers & Acquisitions**	**8**	**10**
BW48.1	Fundamentals of M&A	(4)	(5)
BW48.2	M&A Case Studies	(4)	(5)
BW49	**Required elective module: Digital Business Processes with SAP**	**8**	**10**
BW49.1	Case Study Seminar: Introduction to SAP	(4)	(5)
BW49.2	Standard Business Software Systems	(4)	(5)
BW50	**Required elective module: Financial and Reporting Processes with SAP**	**8**	**10**
BW50.1	Business Intelligence with SAP	(4)	(5)
BW50.2	Standard Business Software Systems	(4)	(5)
BW51	**Required elective module: Analysis of business processes and data**	**8**	**10**
BW51.1	Process Analysis	(4)	(5)
BW51.2	Data Intelligence & AI	(4)	(5)
BW52	**Required Elective Module: International Studies**	**8**	**10**

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 recognised (recognition will only be granted 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 – Language of instruction: 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