

**Study and examination
regulations for the Bachelor's
degree programme in E-
Commerce
at Rosenheim Technical University of
Applied Sciences**

of 9 June 2022

~~in~~ **the 2. amended version of 21~~7~~ February 2024**

On the basis of Article 9 (1), Art. 80 (1) Sentence 1, Art. 84 (2) Sentence 1 of the Bavarian Higher Education Innovation Act (BayHIG), Rosenheim Technical University of Applied Sciences issues the following rules:

**Section 1
Purpose of the study and examination
regulations**

These study and examination regulations serve as a supplement to the current version **of the General Examination Regulations of Rosenheim Technical University of Applied Sciences** (*Allgemeine Prüfungsordnung der Technischen Hochschule Rosenheim – APO*) of 9 August 2023.

**Section 2
Study objectives**

(1) The aim of the Bachelor's degree programme in E-Commerce is to train its students through application-oriented teaching based on scientific findings and methods. Graduates will be capable of professional independent work as Bachelors of Arts in E-Commerce.

(2) Building on a broad-based education in basic subjects as well as comprehensive teaching of fundamental knowledge and core skills in the field of E-Commerce, more advanced specialist knowledge is taught in higher semesters. This expertise enables graduates to understand the many facets **of eE-Commerce** and thus ideally prepare themselves for the requirements of the various career profiles within E-Commerce. Students should ultimately be in a position to recognise essential contexts and developments in E-Commerce and gain the flexibility necessary to pursue a successful career in this dynamic field **of e-commerce respectively digital business**. Selecting specialist elective modules gives students the option to shape their studies according to their personal interests and career **aimsgoals**. This opens up a wide variety of career paths for graduates in the versatile field of E-Commerce: career paths can be followed flexibly and lead graduates to work in internationally operating companies, in public service administration or to self-employment in the field of E-Commerce. The international orientation of the degree programme enables its students to work in ~~the a~~ globalised business world. ~~The lectures~~All courses of the degree programme are offered in English.

(3) The degree programme will enable graduates to assume skilled specialist and management roles in the field of E-Commerce. This also includes training in analytical thinking, working in a team and independently, as well as responsible action. Students with the appropriate aptitude will also have the opportunity to gain a further advanced qualification by going on to study a relevant Master's degree programme either directly following this degree programme or at a later **stagepoint**.

Section 3

Admission requirements

- (1) The language requirements for admission to degree programs taught in English apply in accordance with Section 3 of the Rules for regulating language admission requirements for university studies at Rosenheim Technical University of Applied Sciences (Satzung zur Regelung sprachlicher Zulassungsvoraussetzungen für ein Hochschulstudium an der Technischen Hochschule Rosenheim).
- (2) The Examination Committee shall decide whether the admission requirements are met.

Section 4

Course structure

- (1) The standard period of study for the Bachelor's degree programme is seven semesters. This includes six theoretical semesters and one practical semester. The practical semester takes place in the 5th semester. It can only be postponed in exceptional cases by submitting a request to the Examination Committee. The allocation of modules to specific semesters is set out in the study plan.
- (2) Examinations in the modules "Introduction to Business Management" and "Introduction to Economics" must be taken by the end of the second semester. If students miss this deadline for reasons for which they are responsible, the examinations shall be considered taken for the first time and failed. Only those students who have achieved at least 30 credit points (ECTS) are entitled to start the third semester and continue with further studies.
- (3) Only those students who have achieved at least 80 credit points (ECTS) are entitled to start the practical semester and continue with further studies.
- (4) The degree programme includes a Bachelor's thesis.

Section 4a

Course structure (dual variant)

In deviation from Section 4 (1), the practical semester is omitted in the case of dual degree programmes (degree programmes with advanced work experience); dual students complete a practical internship in parallel to their studies of **three** weeks per semester in the time from the first to the sixth semester (i.e. a total of 18 weeks). In addition, regular practical periods take place during the lecture-free periods. The practical periods are accompanied by practical transfer modules in the 2nd, 3rd, 4th, 5th and 6th semesters.

Section 5

Modules and examinations

The modules, their number of hours, credit points (**ECTS**), type of lecture as well as type and scope of examinations are set out in the Appendix to these rules. **In principle** the modules are offered in English. **Exceptions are defined in the study plan.** The regulations defined in these rules are supplemented by the study plan.

Section 6

Study plan

(1) Rosenheim Technical University of Applied Sciences' Campus Chiemgau produces a study plan detailing the course structure for the students' information and to ensure compliance with the curriculum. It is approved by the Campus Council and is published within the university. New regulations must be published at the latest at the start of the semester in which the regulations come into force for the first time. In particular, the study plan includes regulations and information on

1. **objectives**, content, hours per week per semester, credit points (**ECTS**) and types of lecture used in individual modules, if this is not regulated conclusively in these rules, and, in particular, a list of current required elective modules, including conditions and restrictions regarding student numbers.
2. **objectives** and content of the practical semester or practical periods and the parallel lecture course or practical transfer modules, as well as the form, organisation and number of credit points.
3. **more detailed conditions** relating to examinations, certificates of attendance and admission requirements.

(2) No assertion is made that all required elective modules ~~and elective modules~~ shall actually be available. Equally, no assertion is made that associated lectures shall be conducted if there are insufficient attendees. The Examination Committee can also set requirements for attendance as well as maximum numbers of attendees for certain lectures.

Section 7

Practical semester

(1) The practical semester comprises a supervised work experience-based practical period of 18 weeks to be spent at a relevant company or evidenced by a founding venture. The practical semester is supplemented by parallel lectures and ends with an examination. Details are set out in the study plan.

(2) The practical ~~semester~~ **study phases are** considered successfully completed if the individual practical periods covering the required content are evidenced by a certificate from the place of training based on the template provided by Rosenheim Technical University of Applied Sciences, a valid practical report is submitted on time and is graded as passed by a supervisor. In the case of a founding venture, ~~founding documentation~~ **a confirmation of the Rosenheim Center for Entrepreneurship (ROCKET)** replaces the certificate from the place of training and a **founding documentation replaces the practice report.**

Section 7a

Practical periods (dual variant)

(1) The practical periods comprise a supervised work experience-based practical phase of 18 weeks in total to be **compulsory** spent at a relevant company (**=industrial partner for the practical semester**) ~~or evidenced by a founding venture, and~~ which is spread over the time from the first to the sixth semester. The practical periods are **mandatory** supplemented by practical transfer modules and end with an examination. Details are set out in the study plan.

~~(2)~~ The practical periods are considered successfully completed if the individual practical periods covering the required content are evidenced by a certificate from the place of training based on the template provided by Rosenheim Technical University of Applied Sciences, a valid practical report is submitted on time and is graded as passed by a supervisor. ~~In the case of a founding venture, founding documentation replaces the certificate from the place of training.~~

Section 8

Bachelor's thesis

- (1) Students must successfully complete their practical semester and the practical periods in order to request a topic for a Bachelor's thesis.
- (2) The Bachelor's thesis must be submitted at the latest **5-five** months after the topic is issued.
- (3) The Bachelor's thesis is assessed and graded by two examiners. At least one of these two examiners should be a full-time professor at Rosenheim Technical University of Applied Sciences.
- (4) The Bachelor's thesis may be written in German or English.
- (5) The Bachelor's thesis is to be presented orally within the framework of a seminar presentation. The presentation is held within the framework of the module "Bachelor's Thesis Seminar".
- (6) **As part of the dual study variant, the Bachelor's thesis must be completed with content related to the industrial partner for the practical semester.**

Section 9

Academic Advising

If ~~a student~~ **does** not obtain at least 30 credit points (**ECTS**) after two semesters, ~~he or she must~~ **there is an obligation to** seek assistance from Academic Advising.

Section 10

Examination Committee

The Examination Committee comprises at least three professors from Rosenheim Technical University of Applied Sciences.

Section 11

Overall examination grade

The overall examination grade is the arithmetic average of individual grades weighted with credit points (**ECTS**), rounded off to one decimal point.

Section 12

Academic title

On passing the Bachelor's examination, the student shall be awarded the academic title of "Bachelor of Arts", in short: "B.A.".

Section 13

Effective date ^{*}), transitional regulations

These study and examination regulations come into force on 1 October 2022. They apply to students enrolling in the 2022/23 winter semester.

~~Issued on the basis of the resolution by the Senate of Rosenheim Technical University of Applied Sciences of 1 June 2022 and the approval of the President of Rosenheim Technical University of Applied Sciences.~~

~~The provisions shown in red are from the amended version of 27 February 2023 and are valid for application procedure for the winter semester 2023/24~~

~~Rosenheim, 9 June 2022
Represented by~~

~~Oliver Heller
Chancellor~~

~~These rules were laid down on 9 June 2022 at Rosenheim Technical University of Applied Sciences. This was published within the university on 9 June 2022. The publication date is therefore 9 June 2022.~~

^{*} This provision concerns the entry into force of the statutes in the original version dated 9 June 2022. The date on which the amendments enter into force is specified in the amending statutes. The regulations of the 2nd amendment statute apply to the application procedure with the start of the summer semester 2024.

Anlage zur Studien- und Prüfungsordnung für den Bachelorstudiengang E-Commerce an der Technischen Hochschule Rosenheim

Appendix to the study and examination regulations for the Bachelor's degree programme in E-Commerce at Rosenheim Technical University of Applied Sciences.

1. Theoretische Studiensemester

(Theoretical Semester)

Modul Nr. No	Modu- lbezeichnung Modules	SWS	Leistungs- punkte ECTS	Art der Lehrver- anstaltung 1) Form of Course	Prüfungen Examination 1) 2)		Ergänzende Regelungen 1) 3) Supplementary regulations
					Art u. Dauer in Minuten Type and Duration	ZV 1) admission requirements	
1	Introduction to Business Management (Einführung in die BWL)	4	5	SU, Ü	schrP 60-120 oder mdlP 15-45	-	-
2	Principles of E-Commerce (Grundlagen des E-Commerce)	4	5	SU, Ü, PA	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
3	Finance & Accounting (Finanz- und Rechnungswesen)	4	5	SU, Ü	schrP 60-120 oder mdlP 15-45	-	-
4	Foundations of Coding (Grundlagen der Programmierung)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
5	Information Systems Fundamentals (Grundzüge von Informationssystemen)	4	5	SU, Ü, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
6	Research Methods & Structured Analysis (Forschungsmethoden & Strukturierte Analyse)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
7	Introduction to Economics (Einführung in die VWL)	4	5	SU, Ü	schrP 60-120 oder mdlP 15-45	-	-
8	E-Commerce Operations (E-Commerce Operations)	4	5	SU, Ü, PA	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
9	Business Communication (Business-Kommunikation)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
10	Entrepreneurship (Entrepreneurship)	4	5	SU, Ü, PA	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
11	Data Management & Analytics (Datenmanagement & Analytik)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
12	Business Law & IT Security (Wirtschaftsrecht & IT-Sicherheit) E-Commerce Law and Data Protection (E-Commerce-Recht und Datenschutz)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
13	Product Management in E-Commerce (Produktmanagement im E-Commerce)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-
14	Digital Strategy & Business Models (Digitale Strategie & Geschäftsmodelle)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdlP 15-45 oder PStA	-	-

15	Marketing & Sales (Marketing & Vertrieb)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
16	Social Media & Social Commerce (Social Media & Social Commerce)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
17	E-Commerce Systems (E-Commerce Systeme)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
18	Supply Chain Management & Logistics (Supply Chain Managementt & Logistik)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
Modul Nr. No	Modulbezeichnung <i>Modules</i>	SWS	Leistungs- punkte <i>ECTS</i>	Art der Lehrver- anstaltung 1) <i>Form of Course</i>	Prüfungen Examination 1) 2) Art u. Dauer in Minuten <i>Type and Duration</i>	ZV 1) <i>admission requirement s</i>	Ergänzende Regelungen 1) 3) <i>Supplementary regulations</i>
19	Project Management (Projektmanagement)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
20	Leadership & Organization in the Digital Age (Führung & Organisation im digitalen Zeitalter)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
21	Customer Experience Management (Customer Experience Management)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
22	Webshop (Webshop)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
23	Channel & Platform Management (Management von Kanälen und Plattformen)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
24	Data-Driven E-Commerce (Datengetriebenes E- Commerce)	4	5	SU, Ü, PA, S	schrP 60-120 oder mdLP 15-45 oder PStA	-	-
25	Specialist required elective modules (Fachwissenschaftliche Wahlpflichtmodule)	24	30	SU, Ü, PA, S	P	-	5)
26	E-Commerce Project – Concept Stage (E-Commerce-Projekt – Konzeptphase)	8	10	SU, Ü, PA, S	PStA	-	-
27	E-Commerce Project – Execution Stage (E-Commerce-Projekt – Durchführungsphase)	4	5	SU, Ü, PA, S	PStA	-	-
28	Bachelor's Thesis (Bachelorarbeit)	0	12	BA	BA	-	-
29	Bachelor's Thesis Seminar (Bachelorarbeitenseminar)	2	3	S, SU	mdLP 15-45 oder PStA	-	-
		124	180				

2. Praktisches Studiensemester und Praktische Studienphasen

(Practical Semester and Practical Periods)

Praxispfad 1: nicht dual Studierende – Praktisches Studiensemester (5. Studiensemester)

Modul Nr. No	Modulbezeichnung <i>Modules</i>	SWS	Leistungs- punkte <i>ECTS</i>	Art der Lehrver- anstaltung 1) <i>Form of Course</i>	Prüfungen Examination 1) 2)		Ergänzende Regelungen 1) 3) <i>Supplementary regulations</i>
					Art u. Dauer in Minuten	ZV 1) <i>admission requirements</i>	
30a	Business Practice Seminar (Unternehmenspraxis-Seminar)	4	5	S	mdIP 15-45 oder PStA	-	6)
31	Intensive Immersion into Business Practice (Intensives Eintauchen in die Unternehmenspraxis)	0	25	Pr	PB	-	-
		2	30				

Praxispfad 2: dual Studierende – Praktische Studienphasen (1. - 6. Studiensemester)

Modul Nr. No	Modulbezeichnung <i>Modules</i>	SWS	Leistungs- punkte <i>ECTS</i>	Art der Lehrver- anstaltung 1) <i>Form of Course</i>	Prüfungen Examination 1) 2)		Ergänzende Regelungen 1) 3) <i>Supplementary regulations</i>
					Art u. Dauer in Minuten	ZV 1) <i>admission requirements</i>	
30b	Practical Transfer Modules (Praxistransfermodule)	4	5	S	P	-	6)
31	Intensive Immersion into Business Practice (Intensives Eintauchen in die Unternehmenspraxis)	0	25	Pr	PB	-	-
		2	30				

- 1) Details are set out in the study plan for the respective semester.
- 2) A minimum grade of "sufficient" for all significant examinations is required to successfully complete the programme.
- 3) Submission on time is necessary to pass (PStA, PB, BA).
- 4) Individual details will be announced with the examination notice at the start of the semester.
- 5) The catalogue of specialist required elective modules is determined by the Campus Council for each semester according to the criteria in Section 6, and set out in the study plan at the start of each semester. In addition, specialist required elective modules outside the catalogue can be taken upon request and approval by the head of the degree programme.
- 6) The proof of achievement is not incorporated into the grade, but it is necessary to achieve a pass.

3. Erklärung der Abkürzungen (Abbreviations):

SWS	= Semesterwochenstunden <i>hours per week per semester</i>
ECTS	= European Credit Transfer System
Ü	= Übung <i>practical exercise</i>
SU	= Seminaristischer Unterricht <i>seminar-based lectures</i>
ZV	= Zulassungsvoraussetzung <i>admission requirements</i>
BA	= Bachelorarbeit <i>Bachelor's thesis</i>
P	= Prüfungen <i>examinations</i>
FWPM	= Fachwissenschaftliches Wahlpflichtmodul <i>Specialist required elective module</i>
schrP	= schriftliche Prüfung <i>written examination</i>
PStA	= Prüfungsstudienarbeit <i>coursework (such as a work experience report, or a colloquium for group work with an additional, individual examination)</i>
mdIP	= mündliche Prüfung <i>oral examination</i>
PA	= Projektarbeit <i>project work</i>
PB	= Praxisbericht <i>practice report</i>
Pr	= Praktikum <i>work experience</i>
S	= Seminar <i>seminar</i>
TN	= Teilnahmenachweis <i>attendance</i>

BA	= Bachelorarbeit Bachelor's thesis
ECTS	= European Credit Transfer System
FWPM	= Fachwissenschaftliches Wahlpflichtmodul Specialist required Elective Courses
mdIP	= mündliche Prüfung oral examination
P	= Prüfungen examination
PA	= Projektarbeit project work
PB	= Praxisbericht practice report
Pr	= Praktikum work experience
PStA	= Prüfungsstudienarbeit coursework (such as a work experience report, or a colloquium for group work with an additional, individual examination)
S	= Seminar seminar
schrP	= schriftliche Prüfung written examination
SU	= Seminaristischer Unterricht seminar-based lectures
SWS	= Semesterwochenstunden hours per week per semester
TN	= Teilnahmenachweis attendance
Ü	= Übung practical exercise
ZV	= Zulassungsvoraussetzung admission requirements