E-COMMERCE
Bachelor of Arts (B.A.)

STUDY PLAN

According to Study and Examination Regulations of 9 June 2022,
in the 2. amended version of 21 February 2024
For all first-year students from summer semester 2024 onwards

TH Rosenheim
at Campus Chiemgau

Technische Hochschule Rosenheim

Study Plan – summer semester 2025

E-Commerce (B.A.)

Study and examination regulations of 9 June 2022, in the 2. amended version of
21 February 2024 – For first-year students from summer semester 2024 onwards[1]

Preliminary remark

Rosenheim Technical University of Applied Sciences at Campus Chiemgau draws up a study plan to ensure the range of courses on offer and to inform students. It is decided by the Campus Council and publicised at the university.
The announcement of new regulations must be made at the latest at the beginning of the semester in which the regulations are to be applied for the first time.

In particular, the curriculum contains regulations and information on
1. The objectives, content, semester hours per week, credit points and course types of the individual modules, insofar as this is not conclusively regulated in these statutes, in particular a list of the current compulsory elective modules including conditions and restrictions regarding enrolment.
2. The objectives and content of the practical semester or practical study phases and the practical course or practical transfer modules as well as their form, organisation and number of credit points.
3. More detailed provisions on the examinations, proof of participation and admission requirements.

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[1] Deviations for first-year students from winter semester 2022/23 to winter semester 2023/24 are indicated by footnote.

1. Courses & certificates

2nd curriculum semester

Module no.	Module name	SWS	Credit points (ECTS)	Type of course	Examination		Supplementary regulations
					Type and duration in minutes	**ZV**	
7	Introduction to Economics (Einführung in die VWL)	4	5	SU	Written exam 60-120 min or oral examination 15-45	-	-
8	E-Commerce Operations (E-Commerce Operations)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
9	Business Communication (Business-Kommunikation)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	Participation in group pitch presentation	-
10	Entrepreneurship (Entrepreneurship)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
11	Data Management & Analytics (Datenmanagement & Analytik)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
12	E-Commerce Law and Data Protection (E-Commerce-Recht und Datenschutz)[2]	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-

4th curriculum semester[3]

Module no.	Module name	SWS	Credit points (ECTS)	Type of course	Examination		Supplementary regulations
					Type and duration in minutes	**ZV**	
19	Project Management (Projektmanagement)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
20	Leadership & Organization in the Digital Age (Führung & Organisation im digitalen Zeitalter)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	
21	Customer Experience Management (Customer Experience Management)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
22	Webshop (Webshop)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-

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[2] Previously: Business Law & IT Security (Wirtschaftsrecht & IT-Sicherheit)

[3] See SPO 20222/20231 for first-year students from winter semester 2022/23 to winter semester 2023/24.

23	Channel & Platform Management (Management von Kanälen und Plattformen)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-
24	Data-Driven E-Commerce (Datengetriebenes E-Commerce)	4	5	SU	Written exam 60-120 min or oral examination 15-45 min or coursework	-	-

Practical semester and practical study phases[4]

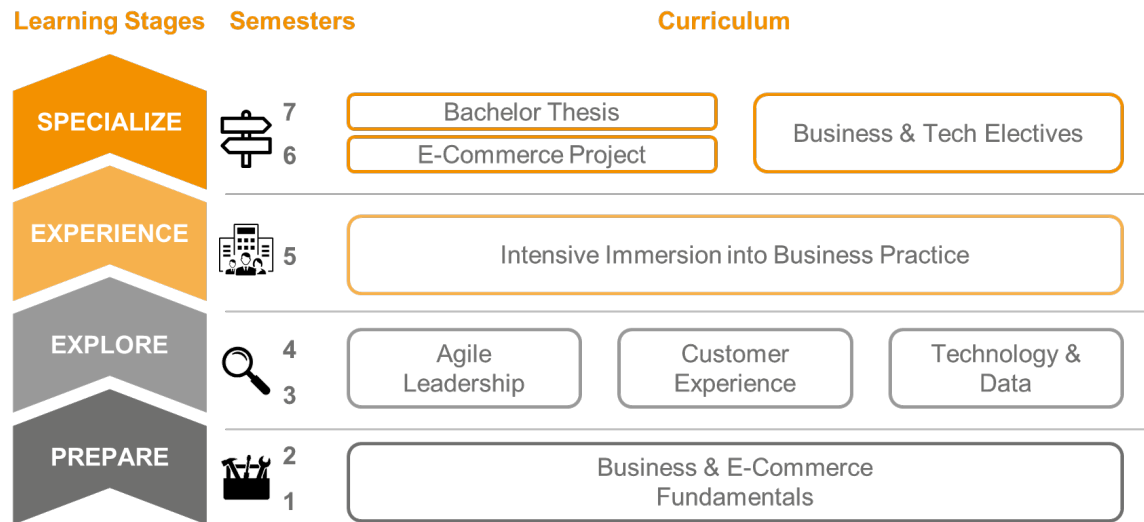| Module no.	Module name	SWS	Credit points (ECTS)	Type of course	Examination		Supplementary regulations
					Type and duration in minutes	ZV	
30a	Business Practice Seminar (Unternehmenspraxis-Seminar)	4	5	S	Oral examination 15-45 min or coursework	Participation in practical block 1 ZV for participation in practical block 2	-
30b	Practical Transfer Modules (Praxistransfermodule)	4	5	S	P	-	-
31	Intensive Immersion into Business Practice (Intensives Eintauchen in die Unternehmenspraxis)	0	25	Pr	PB	-	-

Specialist required Elective Courses[5]

Module no.	Module name	SWS	Credit points (ECTS)	Type of course	Examination		Supplementary regulations
					Type and duration in minutes	ZV	
25	Specialist required Elective Courses (Fachwissenschaftliche Wahlpflichtmodule)	24	30	SU, Ü, PA, S	P	-	-
	Physical Computing & 3D Prototyping	4	5		Written exam 60-120 min or oral examination 15-45 min or coursework	-	5–12 Participants
	Human-Computer Interaction: Foundations and Future Trends	4	5		Written exam 60-120 min or oral examination 15-45 min or coursework	-	5–20 Participants
	Lead Management	4	5		Written exam 60-120 min or oral examination 15-45 min or coursework	-	5–20 Participants
	International Business Expansion	4	5		Written exam 60-120 min or oral examination 15-45 min or coursework	-	5–20 Participants

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4   See SPO 20222/20231 for first-year students from winter semester 2022/23 to winter semester 2023/24.

5   See SPO 20222/20231 for first-year students from winter semester 2022/23 to winter semester 2023/24.

2. Study plan

The programme is divided into four learning phases and extends over a total of seven semesters. Each of the four learning phases comprises one or more subject blocks. Each thematic block contains one or more modules.

Learning Stages	Semesters	Curriculum
SPECIALIZE	7 6	Bachelor Thesis E-Commerce Project	Business & Tech Electives
EXPERIENCE	5	Intensive Immersion into Business Practice
EXPLORE	4 3	Agile Leadership	Customer Experience	Technology & Data
PREPARE	2 1	Business & E-Commerce Fundamentals

The ideal course of study for the courses is as follows (*only for non-dual students, **only for dual students):

Semester	Module name	Module no.	Learning stage
1	Introduction to Business Management (Einführung in die BWL)	1	PREPARE
1	Principles of E-Commerce (Grundlagen des E-Commerce)	2	PREPARE
1	Finance & Accounting (Finanz- und Rechnungswesen)	3	PREPARE
1	Foundations of Coding (Grundlagen der Programmierung)	4	PREPARE
1	Information Systems Fundamentals (Grundzüge von Informationssystemen)	5	PREPARE
1	Research Methods & Structured Analysis (Forschungsmethoden & Strukturierte Analyse)	6	PREPARE
2	Introduction to Economics (Einführung in die VWL)	7	PREPARE
2	E-Commerce Operations (E-Commerce Operations)	8	PREPARE
2	Business Communication (Business-Kommunikation)	9	PREPARE
2	Entrepreneurship (Entrepreneurship)	10	PREPARE
2	Data Management & Analytics (Datenmanagement & Analytik)	11	PREPARE

2	E-Commerce Law and Data Protection (E-Commerce-Recht und Datenschutz)[6]	12	PREPARE
2	Practical Transfer Modules – 1 of 5** (Praxistransfermodule – 1 von 5)	30b	EXPERIENCE
3	Product Management in E-Commerce (Produktmanagement im E-Commerce)	13	EXPLORE
3	Digital Strategy & Business Models (Digitale Strategie & Geschäftsmodelle)	14	EXPLORE
3	Marketing & Sales (Marketing & Vertrieb)	15	EXPLORE
3	Social Media & Social Commerce (Social Media & Social Commerce)	16	EXPLORE
3	E-Commerce Systems (E-Commerce Systeme)	17	EXPLORE
3	Supply Chain Management & Logistics (Supply Chain Managementt & Logistik)	18	EXPLORE
3	Practical Transfer Modules – 2 of 5** (Praxistransfermodule – 2 von 5)	30b	EXPERIENCE
4	Project Management (Projektmanagement)	19	EXPLORE
4	Leadership & Organization in the Digital Age (Führung & Organisation im digitalen Zeitalter)	20	EXPLORE
4	Customer Experience Management (Customer Experience Management)	21	EXPLORE
4	Webshop (Webshop)	22	EXPLORE
4	Channel & Platform Management (Management von Kanälen und Plattformen)	23	EXPLORE
4	Data-Driven E-Commerce (Datengetriebenes E-Commerce)	24	EXPLORE
4	Practical Transfer Modules – 3 of 5** (Praxistransfermodule – 3 von 5)	30b	EXPERIENCE
5	Business Practice Seminar* (Unternehmenspraxis-Seminar)	30a	EXPERIENCE
5	Practical Transfer Modules – 4 of 5** (Praxistransfermodule – 4 von 5)	30b	EXPERIENCE
6	Specialist required Elective Courses – 15 of 30 ECTS (Fachwissenschaftliche Wahlpflichtmodule – 15 of 30 ECTS)	25	SPECIALIZE
6	E-Commerce Project – Concept Stage (E-Commerce-Projekt – Konzeptphase)	26	SPECIALIZE
6	E-Commerce Project – Execution Stage (E-Commerce-Projekt – Durchführungsphase)	27	SPECIALIZE
6	Practical Transfer Modules – 5 of 5** (Praxistransfermodule – 5 von 5)	30b	EXPERIENCE
7	Specialist required Elective Courses – 15 of 30 ECTS (Fachwissenschaftliche Wahlpflichtmodule – 15 of 30 ECTS)	25	SPECIALIZE
7	Bachelor Thesis (Bachelorarbeit)	28	SPECIALIZE
7	Bachelor Thesis Seminar (Bachelorarbeitenseminar)	29	SPECIALIZE

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[6]   Previously: Business Law & IT Security (Wirtschaftsrecht & IT-Sicherheit)

3. Learning objectives & course content

3.1 Modules

The learning objectives and course content of all modules can be found in the module manual for the E-Commerce degree programme and supplement this curriculum. This also applies to the objectives and content of the practical courses and practical transfer modules. The module manual is available on the programme website.

3.2 Practical semester

The practical semester is completed in the 5th semester of the curriculum. Only those who have achieved at least 80 ECTS are entitled to enter the practical semester.

It comprises a work-related, supervised practical phase lasting 18 weeks (FULL-TIME, 5-day week) and is supplemented by practical courses.

The practical phase is completed either **(1)** in relevant companies or **(2)** as a start-up project.

(1) The supervised practical phase has been successfully completed if the required practical periods with the prescribed content have been proven by a certificate from the training centre, which corresponds to the model provided by the university, and a proper practical report has been submitted on time.

(2) In order to carry out the practical phase as a start-up project, students must have their own start-up idea, which can be submitted either by individuals or by student groups of two to five people. The practical phase as a start-up project is successful if successful participation in the start-up counselling has been confirmed by ROCkET and a business plan (start-up documentation) has been submitted. A template for the business plan is provided (see 4. References). The aim of the start-up semester is to impart entrepreneurial skills that are necessary for the foundation and successful development of a company and to use them to formulate a business plan.

The practical phase can only be waived in exceptional cases. The minimum requirement is a relevant, predominantly continuous full-time professional activity of at least two years' duration or a completed, relevant **training programme** with subsequent full-time professional activity. Further information can be found on the website "Internship semester and pre-study work experience", see 4. references.

Practical blocks 1 and 2 are carried out to accompany the practical study semester. Practical block 1 takes place after the examination period of the semester before the start of the practical study phase, practical block 2 at the end of the semester in which the practical study phase takes place. The examinations take place during

practical block 2 (all dates for practical block 1 and practical block 2 according to the [StarPlan](#)).

As a result, students will have achieved two goals after the practical semester: Firstly, they will have applied the content they have learnt in previously attended courses in a practical work environment. Secondly, they will have put the soft skills they learnt in practical block 1 into practice. It is particularly important to emphasise that the focus of the practical semester is the application of previously acquired knowledge in a working environment in e-commerce.

3.3 Specialist required Elective Courses

The Specialist required Elective Courses must be completed in the 6th and 7th semesters of the curriculum. They comprise 15 ECTS credits per curriculum semester, totalling 30 ECTS credits.

Certificates from the following degree programmes/modules at Rosenheim University of Applied Sciences or external courses (such as the Virtuelle Hochschule Bayern (vhb)) are recognised as Specialist required Elective Courses:

Detailed information on the vhb can be found in the current [vhb catalogue of the TH Rosenheim](#). Please note that a maximum of 10 ECTS can be recognised as FWPM via the vhb.

German language skills (if German is not your native language and you do not have a German university entrance qualification)

- Option 1: Deutsch B2.1 (5 ECTS)
- Option 2: Deutsch B2.2 (5 ECTS)
- Option 3: Deutsch B2 kompakt (5 ECTS)
- Option 4: Deutsch C1/B2: Präsentieren und Kommunizieren (5 ECTS)

- Option 5: Deutsch B2.1 UND Deutsch B1.1(10 ECTS)
- Option 6: Deutsch B2.1 UND Deutsch B1.2 (10 ECTS)
- Option 7: Deutsch B2.1 UND Deutsch B2.2 (10 ECTS)
- Option 8: Deutsch B2.1 UND Deutsch C1/B2 Präsentieren und Kommunizieren (10 ECTS)

- Option 9: Deutsch B2.2 UND Deutsch B1.1(10 ECTS)
- Option 10: Deutsch B2.2 UND Deutsch B1.2 (10 ECTS)
- Option 11: Deutsch B2.2 UND Deutsch B2.1 (10 ECTS)
- Option 12: Deutsch B2.2 UND Deutsch C1/B2 Präsentieren und Kommunizieren (10 ECTS)

- Option 13: Deutsch B2 kompakt UND Deutsch B1.1(10 ECTS)
- Option 14: Deutsch B2 kompakt UND Deutsch B1.2 (10 ECTS)

- Option 15: Deutsch B2 kompakt UND Deutsch C1/B2 Präsentieren und Kommunizieren (10 ECTS)

- Option 16: Deutsch C1/B2 Präsentieren und Kommunizieren UND Deutsch B1.1 (10 ECTS)
- Option 17: Deutsch C1/B2 Präsentieren und Kommunizieren UND Deutsch B1.2 (10 ECTS)
- Option 18: Deutsch C1/B2 Präsentieren und Kommunizieren UND Deutsch B2.1 (10 ECTS)
- Option 19: Deutsch C1/B2 Präsentieren und Kommunizieren UND Deutsch B2.2 (10 ECTS)

A maximum of two certificates of German language courses at Rosenheim Technical University of Applied Sciences at level B1 or higher from previous semesters can be recognized via a credit transfer procedure.

Recognition of certificates from other modules must be checked individually by the Examination Office and the Examination Board.

4. References
[Website "Internship semester and Prepractical"](#)
[Practical semester: Templates](#)