CAMPUS CHIEMGAU

Technische Hochschule **Rosenheim**

E-COMMERCE

Bachelor of Arts (B.A.)

MODULE HANDBOOK | SPECIALIST REQUIRED ELECTIVE COURSES

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

Foto: Max Baudrexl

Specialist required Elective Courses

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	24	30	6th / 7th Semester	Summer or winter	1 semester

	Instructional language	Contact hours	Self-study	Total workload
1	English	360	540	900

2	**Learning objectives** The skills acquired in digital business and e-commerce throughout the first five semesters are deepened and expanded. The individual learning outcomes depend on the courses that each student chooses to attend. The catalogue of specialist required elective modules is determined by the Campus Council for each semester 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. Course descriptions for Specialist required Elective Courses are available at the beginning of each semester and include the following competences levels: remember, understand, apply, analyze and evaluate.
3	**Course contents** The individual course contents depend on the courses that each student chooses to attend. Course descriptions for Specialist required Elective Courses are available at the beginning of each semester. Electives offered on a regular basis include: • Communication & Society • Employability & Professional Skills • Human-Computer Interaction: Foundations and Future Trends • International Business Expansion • Lead Management • Physical Computing & 3D Prototyping • Web3 & Blockchain in Business
4	**Teaching methods** Lecture, discussion, team work, student presentations, case studies
5	**Prerequisites** None
6	**Methods of assessment** Written exam 60-120 min or oral examination 15-45 min or coursework
7	**Person(s) responsible for course contents / Person(s) teaching the course** Depends on elective course
8	**Reading list** Depends on elective course

Specialist required Elective Course: Communication & Society

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	7th Semester	Each winter term	1 semester

1	Instructional language	Contact hours	Self-study	Total workload
	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- The basics terms and concepts in social and communication science
- Examples for social norms and cultural values influencing communication

(B) Understand:

- Key factors that influence behavior and social cohesion
- The impact of technology on society and communication patterns

(C) Apply:

- Theories and models to develop an effective communication strategy
- Design a campaign considering the cultural and social context of the target audience
- and their communication behaviors

(D) Analyze:

- Real-world communication challenges & ethical implications of communication strategies
- Different channels and ways of communication
- The requirements of successful communication scenarios

(E) Evaluate:

- Effectiveness of different communication channels
- User Experience regarding the physical and digital creations
- Sustainability of communication strategies

3 Course contents

- Introduction to social and communication science in the digital age
- Application of latest methods for personal positioning with regard to different segments of society
- Integration of meta-level reflections on communication challenges
- Conclusive communication project that combines the basics of social and communication science in a real-world use case with lived experiences

4 Teaching methods

Lecture, discussion, teamwork, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Prof. Dr. Sebastian Feger / Bernadette Gruber M.A.

8 Reading list

George, É. (2019): Digitalization of Society and Socio-political Issues 1: Digital, Communication, and Culture.

Nassehi, A. and Wittwar, M. (2024): Patterns: Theory of the Digital Society.

Specialist required Elective Course: Employability & Professional Skills

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	7th Semester	Each winter term	1 semester

1	Instructional language	Contact hours	Self-study	Total workload
	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- Define employability and professional skills and identify their key components.
- Identify the main stages of the German application process (CV, cover letter, interview).

(B) Understand:

- How cultural perspectives, employer expectations, and labour market structures influence employability in Germany.
- How personal competencies contribute to career readiness and professional growth.

(C) Apply:

- Create an application portfolio that meets German standards.
- Apply employability frameworks and strategies to support the application process.

(D) Analyze:

- Analyse labour market trends and personal competencies to identify career opportunities.
- Examine personal strengths and weaknesses to develop a targeted career plan.

(E) Evaluate:

- Evaluate personal employability readiness through reflective practice and coaching dialogue.
- Critically assess application strategies and professional skills for career success in Germany

3 Course contents

- Introduction to employability concepts and cultural perspectives on career readiness
- Analysis of the German labour market, including structures, employment forms, and industry trends
- Development of personal skills and competencies through self-assessment and goal setting
- The German application process with a focus on CVs, cover letters, and interview preparation
- Workplace culture in Germany, addressing communication styles, teamwork, and ethics
- Networking and professional development, with an emphasis on building meaningful connections and understanding the role of mentors in career growth
- Course project, combining the creation of a personalised application portfolio with a reflective learning report, supported through coaching

4 Teaching methods

Lecture, discussion, team work, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Ross Godfrey

8 Reading list

Cottrell, S. (2021): Skills for Success: Personal Development and Employability. 4th edition.
Rook, S. (2019): The Graduate Career Guidebook. 2nd edition.
Schrammel, T. (2023): Die ersten Bewerbungen für Schüler und Studierende.

Specialist required Elective Course: Human-Computer Interaction: Foundations and Future Trends

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	6th Semester	Each summer term	1 semester

1	Instructional language	Contact hours	Self-study	Total workload
	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- Explain fundamental concepts of HCI, human perception, and design principles.
- Describe key UX methods and their applications in the design process.
- Describe the underlying principles of behavioral science for good UX.

(B) Understand:

- Understand the importance of usability and user-friendliness in online communication design.
- Explain the importance of accessibility and sustainability in design.
- Understand the differences of designing for voice/gesture, visual, AI-/conversational Interfaces;

(C) Apply:

- Apply principles of visual, voice/gesture and AI/conversational design.
- Test and optimize designs for usability and user experience.

(D) Analyze:

- Analyze the impact of AI on the design process.
- Analyze cultural differences in design.

(E) Evaluate:

- Evaluate the effectiveness of designs on user experience.
- Assess the environmental and social impact of designs.

3 Course contents

- Introduction to HCI and UX, Usability, Visual design
- Underlying psychological principles
- Introduction to Mixed Reality (MR) and AI/Conversational communication design
- Accessibility and sustainability in design
- Cultural differences in design

4 Teaching methods

Lecture, discussion, team work, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Prof. Ina Fuchshuber

8 Reading list

Johnson, J. (2014): Designing with the Mind in Mind.
Krug, S. (2014): Don’t make me think.
Norman, D. (2013): The Design of everyday things.

Specialist required Elective Course: International Business Expansion

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	6th Semester	Each summer term	1 semester

	Instructional language	Contact hours	Self-study	Total workload
1	English	60	90	150

2	**Learning objectives** After successful completion of this module, students will be able to: <u>(A) Remember:</u> • Fundamentals and basic characteristics of international business <u>(B) Understand:</u> • Similarities & differences of "going global" strategies and activities of corporations into various countries <u>(C) Apply:</u> • Basic principles of international contracting, international negotiations, preparing for a corporate "going Global", international business management principles <u>(D) Analyze:</u> • External market conditions and internal "readiness" of a corporation to start business abroad <u>(E) Evaluate:</u> • Dynamics in international markets & industry sectors, international risk management
3	**Course contents** • The basic concept of international strategic management • Strategic analysis of the external environment (PESTEL-environment, industry analysis, competitive analysis) • Market entry strategies & cases PR China, India • Drivers and forms of international activity • Basics of international contracting & negotiations • Market entry modes • Timing strategies & international HR strategies • Risk management, IP protection, product piracy, corruption • Practical cases of Intercultural Management
4	**Teaching methods** Lecture, discussion, team work, student presentations, case studies
5	**Prerequisites** None
6	**Methods of assessment** Written exam 60-120 min or oral examination 15-45 min or coursework
7	**Person(s) responsible for course contents / Person(s) teaching the course** Prof. Dr. Julia Dittrich / N.N.
8	**Reading list** Causgil, S. et al. (2022): International Business: The New Realities, 5th edition, Pearson. Deresky, H: International Management: Managing Across Borders and Cultures, 10th edition, Pearson Higher Education. Holtbrügge, D. and Welge, M.K. (2015): Internationales Management, 6. Auflage, Schaeffer Pöschel. Meyer, E. (2016): The Culture Map. Rothärmel, F.T. (2024): Strategic Management, 6th edition, McGraw-Hill.

Specialist required Elective Course: Lead Management

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	6th Semester	Each summer term	1 semester

1	Instructional language	Contact hours	Self-study	Total workload
	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- Define what Lead Management and a Lead Funnel is; identify the stages of Lead Management: Lead Generation, Lead Capture, Lead Qualification, Lead Distribution, and (Post-) Conversion.
- Recall tools for effective Lead Management, e.g. CRM and marketing automation systems.

(B) Understand:

- Understand how Lead Management helps align marketing and sales teams to improve efficiency and conversions; and recognize how digital technologies reshape Lead Management.
- Comprehend the concepts of lead qualification, lead scoring, and the buyer/customer journey.

(C) Apply:

- Use Lead Management tools (e.g., CRM systems) to capture and track leads in simple real-world scenarios; apply scoring methodologies to prioritize leads for the sales team.
- Design and execute a simplified lead management process and funnel in a team project.

(D) Analyze:

- Analyze lead data to identify trends, engagement patterns, and lead behavior across channels.
- Synthesize insights from lead metrics to optimize conversion rates and resource allocation.

(E) Evaluate:

- Assess the effectiveness of a company's Lead Management process, including strengths, weaknesses, and areas for improvement.
- Evaluate the return on investment (ROI) of Lead Management strategies and tools.

3 Course contents

- Fundamentals of Lead Management and Digital Impact: lead funnels, lead stages, digital transformation tools (incl. AI) in marketing and sales strategies
- Evaluation of ROI and Strategy Alignment
- Application of Practical Tools: e.g. lead management systems, scoring methodologies
- Data-Driven Decision Making: lead data analysis and management

4 Teaching methods

Lecture, discussion, team work, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Prof. Dr. Martin Fleischmann / N.N.

8 Reading list

Halligan, B. and Shah, D.: Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online.

Kotler, P. and Armstrong, G. (2017): Principles of Marketing, 17th Edition.

Thomas, N.I. et al. (2019): Sales Management: Analysis and Decision Making, 10th Edition.

Specialist required Elective Course: Physical Computing & 3D Prototyping

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	6th Semester	Each summer term	1 semester

1	Instructional language	Contact hours	Self-study	Total workload
	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- Differences between Computer-Aided Manufacturing (CAM) methods (including 3D printing and CNC routing)

(B) Understand:

- Technologies and methods for 3D model creation and manipulation
- Programming concepts for microcontrollers

(C) Apply:

- Program physical computing solutions that interface with sensors
- Create physical and digital 3D solutions that can be presented in webshops and platforms

(D) Analyze:

- Requirements for the development of tangible solutions and 3D products that may be promoted on webshops and platforms

(E) Evaluate:

- User Experience regarding the physical and digital creations

3 Course contents

- Introduction to Computer-Aided Manufacturing (CAM) concepts and application (e.g., 3D printing)
- Application of latest methods for 3D model creation and manipulation
- Programming of microcontrollers, with particular regard to the integration of sensors
- Integration of 3D models in webshops and E-Commerce platforms
- Conclusive project that combines physical computing with 3D model creation and CAM

4 Teaching methods

Lecture, discussion, team work, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Prof. Dr. Sebastian Feger

8 Reading list

Igoe, T. (2024): Physical Computing.

Quindt , S. and Schwarz, B. (2020): The Book of 3D Printing: Modeling, Finishing & More.

Specialist required Elective Course: Web3 & Blockchain in Business

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	4	5	7th Semester	Each winter term	1 semester

	Instructional language	Contact hours	Self-study	Total workload
1	English	60	90	150

2 Learning objectives

After successful completion of this module, students will be able to:

(A) Remember:

- Describe the foundational ideas underlying web3 and blockchain technologies.
- Depict the main consensus mechanisms and protocols used in blockchain applications.

(B) Understand:

- Understand the tech principles underlying web3 and blockchain technologies.
- Recognize the differences between blockchain systems and traditional centralized networks.
- Understand the opportunities and barriers for using web3 & blockchain technologies in business.

(C) Apply:

- Apply a decision framework that helps to identify the usefulness of blockchain solutions.

(D) Analyze:

- Identify and analyze potential use cases of web3 & blockchain technologies in different fields.
- Synthesize the strengths and weaknesses of web3 and blockchain technologies.

(E) Evaluate:

- Assess and critically reflect how web3 and blockchain technologies can generate operational and competitive advantages in different business fields.
- Evaluate the opportunities of web3 and blockchain technologies in business against the backdrop of legal, societal, technological, and ecological considerations.

3 Course contents

- Fundamentals of Web3 & Blockchain Technologies: tech basics, foundational ideas and thoughts, consensus mechanisms, types of blockchains, operating principles
- Value Proposition of Web3 and Blockchain Technologies: strengths & weaknesses from a business perspective, challenges & barriers, differentiation from other technologies
- Use Cases of Web3 and Blockchain Technologies in Business: covering several industries, such as finance, marketing, human resources

4 Teaching methods

Lecture, discussion, team work, student presentations, case studies

5 Prerequisites

None

6 Methods of assessment

Written exam 60-120 min or oral examination 15-45 min or coursework

7 Person(s) responsible for course contents / Person(s) teaching the course

Prof. Dr. Martin Fleischmann

8 Reading list

Drescher, D. (2026): Blockchain basics. A non-technical introduction in 25 steps.