

## Application and admission

### Application

- Programme start: each winter semester
- Application period: 15 April – 15 July
- Online application – for details, please see the website

### Admission requirements

- University entrance qualification
- Level B2 English language skills
- Level A2 German language skills  
(if German is not the native language)

### Contact

Central Student Advisory Office

Florian Heinrich

Phone: +49 8031 805-2495

Email: [studienberatung@th-rosenheim.de](mailto:studienberatung@th-rosenheim.de)

Birgit Schuppert

Phone: +49 8031 805-2955

Email: [studienberatung@th-rosenheim.de](mailto:studienberatung@th-rosenheim.de)

 Find out more about  
studying E-Commerce



## Campus Chiemgau

At Campus Chiemgau, the guiding principle and agenda for all degree programmes is a focus on digitalisation. Combined with a strong practical orientation, you will have excellent future opportunities in booming professional fields.

## Living in Traunstein

Looking for an apartment in Traunstein? For the latest information on student housing in Traunstein and Ruhpolding, visit our Campus Chiemgau website and select Studying & Living from the menu.

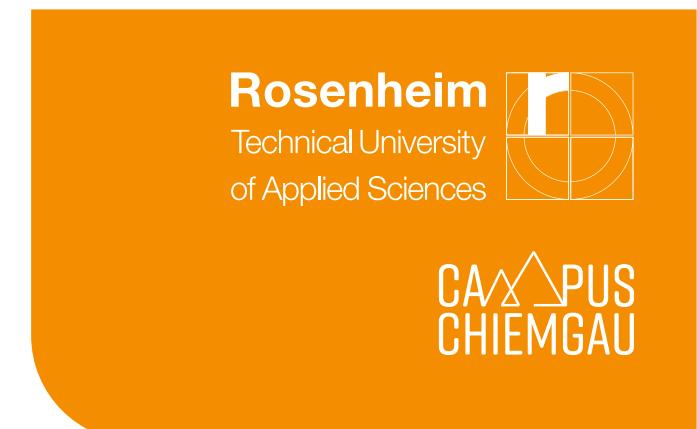
**Technische  
Hochschule  
Rosenheim  
Technical  
University of  
Applied Sciences**

Campus Chiemgau

Stadtplatz 32, 83278 Traunstein

Phone: +49 8031 805-0, Email: [info@th-rosenheim.de](mailto:info@th-rosenheim.de)

[www.th-rosenheim.de](http://www.th-rosenheim.de)



# BACHELOR'S DEGREE PROGRAMME

## E-Commerce

- Degree: Bachelor of Arts (B.A.)
- Duration: 7 semesters (6 instructional semesters on campus and 1 practical semester in a company/own start-up project)
- ECTS Credit Points: 210
- Language of instruction: English
- Instruction mode: hybrid (on campus classes combined with online instruction)
- Study model: Full time/with intensive in-company training
- Environment: modern teaching and learning environment with state-of-the-art technology, familiar atmosphere, individual career coaching
- Location: Campus Chiemgau



## Course contents

The bachelor's degree programme in E-Commerce combines elements of business administration and e-commerce with a modern, future-oriented education in the areas of digital business models and new technologies.

We place great emphasis on the practical application and immediate implementation of our study contents. Therefore, we have jointly designed various courses in cooperation with successful regional businesses as well as leading global technology companies. This prepares you for a successful career in the fast-growing fields of e-commerce and digital business. Existing company contacts will make it easy for you as a graduate to start your career and open up outstanding career prospects.

 Watch what studying E-Commerce looks like



## Study E-Commerce!

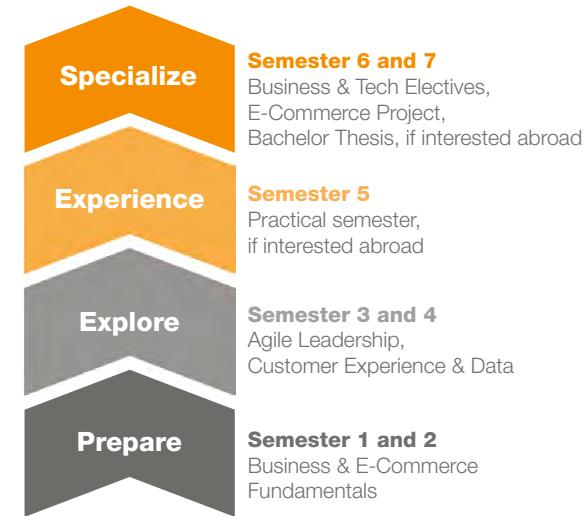
Digitization and e-commerce offer companies almost unlimited opportunities to market products and services worldwide and to optimize existing business processes. In this context, e-commerce affects every functional area of a company – ranging from warehousing and logistics to accounting and finance all the way to marketing and sales.

The bachelor's degree programme in E-Commerce is therefore designed to provide you with a comprehensive education in business management, paired with technical know-how and specialist expertise in the areas of e-commerce and digital business.

### Get ready for the jobs of the future!

This means you are ideally prepared for the jobs of the future, where knowledge in both areas is important. For example: Social Media Manager, Customer Relationship Manager, Logistics Manager, Tech & Strategy Consultant, Agile Coach. There is a strong demand for these profiles in large, medium-sized and small companies. Would you rather like to start up your own business? After completing the bachelor's degree programme in E-Commerce, you will also have the best foundation and skills for launching your own company.

We see ourselves as learning partners and support you with our individual career coaching throughout your studies to ensure you will find the right job in the future.



SEMESTER		CREDIT POINTS (ECTS)																																						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30											
1	Introduction to Business Management	Principles of E-Commerce	Finance & Accounting	Foundations of Coding	Information Systems Fundamentals	Research Methods & Structured Analysis															30																			
2	Introduction to Economics	E-Commerce Operations	Business Communication	Entrepreneurship	Data Management & Analytics	E-Commerce Law & Data Protection															30																			
3	Product Management in E-Commerce	Digital Strategy & Business Models	Marketing & Sales	Social Media & Social Commerce	E-Commerce Systems	Supply Chain Management & Logistics															30																			
4	Project Management	Leadership & Organization in the Digital Age	Customer Experience Management	Webshop	Channel & Platform Management	Data-Driven E-Commerce															30																			
5	Business Practice Seminar	Intensive Immersion into Business Practice																																						
6	Specialist required Elective Courses															E-Commerce Project – Concept Stage															30									
7	Specialist required Elective Courses															Bachelor Thesis incl. Colloquium															30									

Each cell corresponds to a module. The color assignment shows the grouping of the individual modules according to superordinate subject areas:

■ Business & E-Commerce Fundamentals / ■ Agile Leadership / ■ Customer Experience / ■ Technology & Data / ■ Business & Tech Electives / ■ E-Commerce Project

Information without guarantee, Study and Examination Regulations available online.

total 210 ECTS