

Application and admission

Application

- Programme start: each winter semester
- Application period: 15 April – 15 July
- Online application via the application portal of the Rosenheim Technical University of Applied Sciences

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

Birgit Schuppert

Phone: +49 8031 805-2955

Email: studienberatung@th-rosenheim.de

 **For more information
please scan here:**



Campus Chiemgau in Traunstein

At Campus Chiemgau, the guiding principle and agenda for all degree programmes and educational opportunities 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? We will be happy to keep you informed of any student accommodation offers as they become available. Simply send your email address to campus-chiemgau@th-rosenheim.de. Student accommodation, such as a student dormitory, is already being planned.

Technische Hochschule Rosenheim Technical University of Applied Sciences

Campus Chiemgau

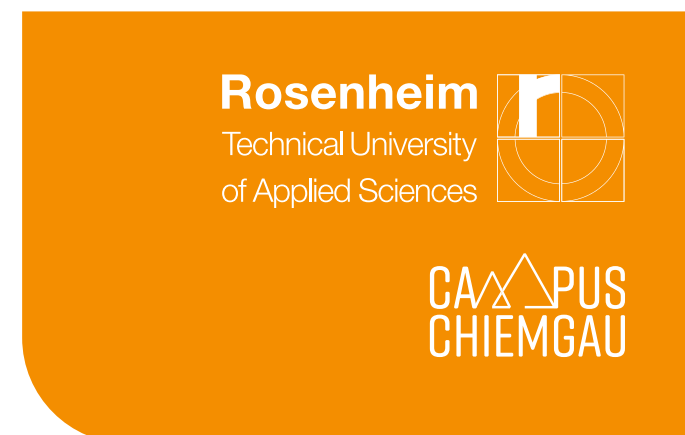
Stadtplatz 32, 83278 Traunstein

Phone: +49 8031 805-0, Email: info@th-rosenheim.de

www.th-rosenheim.de

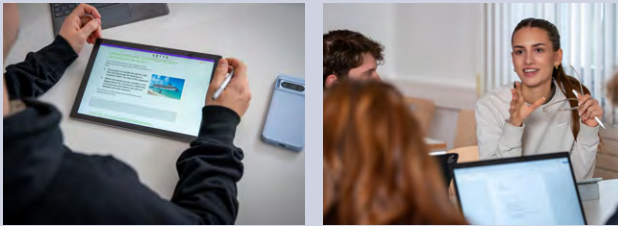


Pictures: Max Baudrexel, January 2024



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: Dual education is possible
- Location: Campus Chiemgau in Traunstein



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.

Worth noting: The language of instruction for the degree programme is English. This will prepare you thoroughly for working in a globalized world.

Study E-Commerce!

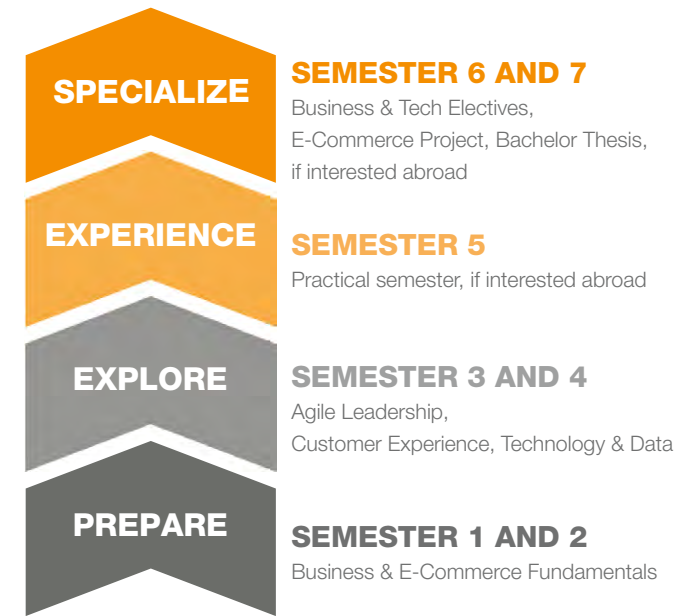
Digitization and e-commerce offer companies almost unlimited opportunities to market products and services worldwide and to optimize existing business processes. In this context, e-commerce affects every functional area of a company – ranging from warehousing and logistics to accounting and finance all the way to marketing and sales. Study E-Commerce and get ready for the job profiles of the future! The bachelor's degree programme in E-Commerce is 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.

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.

Future-focused learning path

The E-Commerce degree programme is based on a curriculum with a clear, future-focused learning path.



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			Business Law & IT Security			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																								30				
6	Specialist required Elective Courses												E-Commerce Project – Concept Stage						E-Commerce Project – Execution Stage						30						
7	Specialist required Elective Courses												Bachelor Thesis incl. Colloquium												30						
total 210 ECTS																															

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.