

Curriculum B.Sc. Business Administration

Last update: July 6th, 2023

Note: The following information is not guaranteed! Please be aware that there could be some last-minute changes to individual modules and assessment criteria! The following information refers to the current examination regulations. Please check that you have the latest information.

Structure of the program:

Mandatory modules	80 ECTS
Compulsory elective modules	70 ECTS
Thereof Major	45 ECTS
Business Language	10 ECTS
Studium.Pro	ECTS
Culture and Society	5 ECTS
Proseminar	5 ECTS
Elective Modules	25 ECTS
either Minor (20 ECTS) or freely selected Elective Modules	
Bachelor Thesis	10 ECTS
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Total	180 ECTS

Details:

- Majors have a restriction on admissions. Admission regulations are laid down in the respective statutes.
- It is not possible to credit the same module both as a major module and as a minor/elective module.
- Students of a major have priority access to the respective major modules.
- The respective chair (currently Head of Business Languages: Lawrence Diederich) decides upon the recognition of courses in the module Culture and Society.
- Languages: G = German; E = English; F = French; S = Spanish

Examination Deadlines:

In order to pass the orientation exam students must have successfully completed at least 40 ECTS of coursework by the end of the second semester. If the student fails to reach 60 ECTS by the end of the third semester, he or she will be compulsorily disenrolled.

I. Orientation phase

For freshmen the following preparatory (non-credit) courses are offered before the start of the winter term:

- Mathematics
- Spanish
- Chinese

II. Mandatory subjects

All subsequent modules require completion of course assessment requirements. The individual study sequence can differ from the set curriculum.

	Module title	Class Type	Grading	ECTS/Semester		SWS	Language
				WS	SS		
1 st Semester	Accounting	Lecture + Tutorial	Exam	5		6	G
	Foundations of Economics	Lecture + Tutorial	Exam	5		4	G
	Mathematics for students of economics	Lecture + Tutorial	Exam	5		4	G
	Private Law I	Lecture + Tutorial	Exam	5		4	G
	Corporate Management	Lecture + Tutorial	Exam	5		4	G
	Business Language I (compulsory elective)	Language course	Written + Oral Exam	5		3	of choice
2 nd Semester	Principles of Marketing Management	Lecture + Tutorial	Exam		5	4	G
	Balancing and Business Taxation	Lecture + Tutorial	Exam		5	4	G
	Macroeconomics	Lecture + Tutorial	Exam		5	4	G
	Microeconomics	Lecture + Tutorial	Exam		5	4	G
	Descriptive Statistics and Probability Theory	Lecture + Tutorial	Exam		5	4	G
	Business Language II (compulsory elective)	Language course	Written + Oral Exam		5	3	of choice
3 rd Semester	Investment, Finance and Capital Markets	Lecture + Tutorial	Exam	5		4	G
	Public Finance and Sustainable Economic Policy	Lecture + Tutorial	Exam	5		4	G
	Digital Systems & Operations-management	Lecture + Tutorial	Exam	5		4	G
	Private Law II	Lecture + Tutorial	Exam	5		4	G
	Statistical Inference and Multivariate Statistic	Lecture + Tutorial	Exam	5		4	G
	Economic and Business Ethics	Lecture	Exam	5		4	G
	Total				90 ECTS (including Business languages)		

III. Compulsory elective subjects

During the 4th-6th semester students must complete coursework totalling 90 ECTS. It is recommended that students complete at least 30 ECTS per semester. An example of a possible distribution of the modules is shown in the following chart. It can be adjusted to meet the individual needs of students. Attention should especially be paid to the semester intervals of the major modules.

4 th Semester	5 th Semester	6 th Semester
Major Mandatory Elective Subject I	Major Compulsory Elective Subject I	Major Compulsory Elective Subject V
Major Mandatory Elective Subject II	Major Compulsory Elective Subject II	Minor III/Elective III
Major Mandatory Elective Subject III	Major Compulsory Elective Subject III	Minor IV/Elective IV
Major Mandatory Elective Subject IV	Major Compulsory Elective Subject IV	Studium.Pro
Minor I/Elective I	Minor II/Elective II	Bachelor Thesis
Proseminar	Culture and Society	

Students have to enroll in a **major**. In the selected major students have to take modules worth 45 ECTS (4 mandatory modules and 5 compulsory elective modules).

Enrollment in a **minor** is optional. If the student chooses a minor, he or she needs to take modules worth 20 ECTS. If no minor is chosen, students need to take 20 ECTS in modules that can be freely selected.

All major-minor combinations are permitted.

Major Economics and Psychology (Coordinator: Prof. Dr. Max Ringlstetter)

Module title	Class type	Grading	ECTS/Se- mester		SWS	Language
			WS	SS		
Consumer Psychology¹	Lecture + Tutorial	Project, Exam	5		4	E
Human Resource Management¹	Lecture	Exam		5	4	G
Basics of Organisational Psychology¹	Lecture	Exam		5	3	G
Personality and Profession¹	Lecture	Exam		5	3	G
Attitude Diagnostics	Seminar	Presentation, Exam	5		3	G
Innovation through Design for Experience	Lecture + Tutorial	Exam and Project		5	4	E
Justice Psychology and Conflicts	Seminar	Presentation, Exam		5	3	G
Labour Economics	Lecture	Exam		5	4	G
Labour Law	Lecture + Tutorial	Exam		5	4	G
Psychology of leadership and cooperation	Seminar	Presentation	5		2	D
Seminar: Experimental Economic Ethics	Seminar	Experiment, Pa- per, Presentaition	5		4	D
Social Policy	Lecture	Exam		5	4	G
The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being	Seminar (online)	Portfolio		5	4	E

¹ Modules marked are mandatory modules 3 out of 4 and must be assigned. Of the remaining modules six need to be selected. (Starting summer term 2023)

Major Management & Marketing (Coordinator: Prof. Dr. Katja Gelbrich)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Introduction to Strategic Management¹	Lecture	Case Studies		5	4	E
Service and Technology Marketing¹	Lecture + Tutorial	Exam		5	4	E
Global Marketing Management¹	Lecture + Tutorial	Exam		5	4	E
Consumer Behavior and Market Research¹	Lecture + Tutorial	Exam		5	4	G
Automotive Issues in Business Science	Seminar	Exam, Presentation, Oral contribution		5	2	E
Consumer Psychology	Lecture + Tutorial	Project, Exam	5		4	E
Entrepreneurial Finance & Strategy	Seminar	Exam, Case study		5	2	E/G
Sustainable Entrepreneurship	Lecture + Seminar	Exam		5	4	G
Innovation through Design for Experience	Lecture + Tutorial	Exam and Project		5	4	E
International Business	Lecture + Tutorial	Exam	5		4	E
Supply Chain Analytics	Lecture + Tutorial	Exam	5		4	G
Tourism Management	Lecture + Seminar	Portfolio	5		4	G

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Major Financial Management (Coordinator: Prof. Dr. Reinald Koch)

Module title	Class type	Grading	ECTS/Se- mester		SWS	Language
			WS	SS		
Basic Principles of Financial Accounting according to IFRS¹	Lecture + Tutorial	Exam		5	4	G
Capital Market Theory¹	Lecture + Tutorial	Exam		5	4	G
Tax Accounts and Choice of Legal Forms¹	Lecture	Exam		5	2	G
Fundamentals of Control- ling¹	Lecture	Exam		5	4	G
Basics of Insolvency- and Commutation Law	Lecture	Exam		5	2	G
Company Taxation in the EU: Towards more Fairness and Sustainability	Lecture + Tutorial	Exam	5		4	E
Computational Statistics with R	Lecture + Tutorial	Exam, Homework, Project Work	5	5	4	G/E
Corporate Governance	Lecture + Tutorial	Exam		5	4	E
Data Sciene in Finance with Python	Lecture + Tutorial	Portfolio	5		4	G
Digital Finance	Lecture	Exam	5		2	E
Managerial Accounting	Lecture	Exam	5		2	G
Monetary Policy	Lecture	Exam		5	4	G
Performance Measurement	Lecture	Exam	5		4	E
Political Institutions, the Economy & Financial Mar- kets	Lecture + Tutorial	Exam	5		4	E
Seminar Sustainable Finance	Seminar	Paper / Presenta- tion		5	2	G
Sustainability@leading com- panies	Lecture + Workshop	Paper, Presenta- tion		5	4	E
Theory and Practise of Busi- ness Valuation	Lecture + Tutorial	Exam		5	2	E

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Major Supply Chain & Information Management (Coordinator: Prof. Dr. Heinrich Kuhn)

Module title	Class type	Grading	ECTS/Se- mester		SWS	Language
			WS	SS		
Business Analytics & Data Mining¹	Lecture + Tutorial	Exam		5	4	E
Operations Analytics¹	Lecture + Tutorial	Exam		5	4	G
Retail Operations¹	Lecture + Tutorial	Exam		5	4	G
Applied Machine Learning	Lecture	Exam		5	4	E
Computational Statistics with R	Lecture + Tutorial	Exam, Tutorial Exercises, Project Work	5	5	4	G/E
Digital and Sustainable Business Models	Lecture	Exam	5		4	G
Economy and Space	Lecture	Exam, Paper		5	2	G
Fundamentals of Controlling	Lecture	Exam		5	4	G
Nachhaltigkeit durch Logistik und Informationsverarbeitung (VHB)	Online course	Exam	5	5	4	G
Operations Management Case Studies	Seminar	Paper, Presentation, Oral Contribution	5	5	4	G
Software Engineering and Programming	Lecture	Exam	5		4	E
Software Tools for Simulation and Optimization	Lecture	Exam	5		4	E
Strategic Sourcing in Global Markets	Seminar	Presentation, Case Study		5	4	E
Supply Chain Analytics	Lecture + Tutorial	Exam	5		4	G
Supply Chain Controlling	Lecture	Exam, Case Study, Presentation	5		4	E
Systems Development	Lecture + Tutorial	Exam	5		4	G

NO LONGER BE OFFERED AS OF SUMMER SEMESTER 2024

Major Business & Economics (Coordinator: Prof. Dr. Dominika Langenmayr)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Computational Statistics with R¹	Lecture + Tutorial	Exam, Home-work, Project	5	5	4	G/E
Decision Theory¹	Lecture + Tutorial	Exam		5	4	E
Corporate Governance¹	Lecture + Tutorial	Exam		5	4	E
Service and Technology Marketing¹	Lecture + Tutorial	Exam		5	4	E
Company Taxation in the EU: Towards more Fairness and Sustainability	Lecture + Tutorial	Exam	5		4	E
Digital Finance	Lecture	Exam	5		2	E
Global Marketing Management	Lecture + Tutorial	Exam		5	4	E
Innovation through Design for Digital Customer Experience and Sustainability	Lecture + Tutorial	Exam and Project		5	4	E
Political Institutions, the Economy & Financial Markets	Lecture + Tutorial	Exam	5		4	E
Social Market Economy	Seminar	Exam	5		3	E
Sustainable Development	Lecture + Tutorial	Exam		5	4	E

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Minor Business Languages (Coordinator: Lawrence Diederich)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Business Fiction	Tutorial	Written + Oral Exam, Term Paper	5	5	2	E
Current Business Topics	Tutorial	Written + Oral Exam	5	5	3	E
Comunicación en los negocios	Tutorial	Written + Oral Exam	5		3	S
Gestión Empresarial en España y Latinoamérica	Tutorial	Written + Oral Exam		5	3	S
Interculturalidad en el mundo hispano	Tutorial	Written + Oral Exam	5		2	S
Latin American Cultures and Societies	Tutorial	Exam		5	2	S, E, G
Négociation professionnelle	Tutorial	Written + Oral Exam	5		3	F
Thèmes économiques actuels	Tutorial	Written + Oral Exam		5	3	F
Business Language I (additional to basic study)	Tutorial	Written + Oral Exam	5	5	3	of choice
Business Language II (additional to basic study)	Tutorial	Written + Oral Exam	5	5	3	of choice

Details for the minor Business Languages:

- Students may choose courses from the topics *Business Languages* (at least level B2+) and *Business Communication* and possibly *Area Studies* and *Intercultural Communication*. [Examples (status: summer 2017) may be found in the course program in Eichstätt as well as in the VHB courses: English for Studying, Working, and Living Abroad, International Project Management, Scientific Writing.]
- Coordinator Lawrence Diederich decides upon the recognition of courses in the minor.

Minor Business Ethics (Coordinator: Prof. Dr. Jörg Althammer)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Business Ethics	Lecture	Exam		5	2	G
Case Studies in Business Ethics (VHB)	Seminar	Paper	5	5	3	G
Quantitative Ethics	Seminar	Case Studies		5	4	E
Social Market Economy	Seminar	Exam	5		3	E
Sustainability @ leading companies	Lecture + Workshop	Paper, Presentation		5	4	E
Social Policy	Lecture	Exam		5	4	G

Minor Quantitative Methods und Digitalization (Coordinator: Prof. Dr. Ulrich Küsters)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Business Analytics and Data Mining	Lecture + Tutorial	Exam		5	4	E
Computational Statistics with R	Lecture + Tutorial	Exam, Home-work, Project	5	5	4	G/E
Econometrics	Lecture + Tutorial	Exam		5	4	E
Software Engineering and Programming	Lecture	Exam	5		4	E
Systems Development	Lecture + Tutorial	Exam	5		4	G

Minor Economics (Coordinator: Prof. Dr. Alexander Danzer)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Labour Economics	Lecture	Exam		5	4	G
Selected Topics in Public Finance (VHB)	Lecture	Exam, Paper		5	2	G
Monetary Policy	Lecture	Exam		5	3	G
Political Institutions, the Economy & Financial Markets	Lecture + Tutorial	Exam	5		4	E
Social Market Economy	Seminar	Exam	5		3	E
Social Policy	Lecture	Exam		5	4	G