

Curriculum B.Sc. Business Administration

Last update: October 16th, 2021

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	Management Accounting	Lecture + Tutorial	Exam	5		4	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 Subject I	Major Compulsory Elective Subject I	Major Compulsory Elective Subject V
Major Mandatory Subject II	Major Compulsory Elective Subject II	Minor III/Elective III
Major Mandatory Subject III	Major Compulsory Elective Subject III	Minor IV/Elective IV
Major Mandatory 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		
Labour Law ¹	Lecture + Tutorial	Exam		5	4	G
Human Resource Management ¹	Lecture	Exam, Case Study		5	4	G
Basics of Organisational Psychology ¹	Lecture	Exam		5	3	G
Personality and Profession ¹	Lecture	Exam		5	3	G
Applied Positive Psychology in Business ²	Seminar	Oral contribution, Paper, Presentation		5	2	E
Business Ethics	Lecture	Exam		5	2	G
Labour Economics ²	Lecture	Exam		5	4	G
Dialogic staff development of andragogical view ^{2,3}	Seminar	Presentation	2,5		2	G
Culture administration and training law ^{2,3}	Seminar	Presentation	2,5		2	G
Organizational Behavior ²	Seminar	Oral Contribution, Post-Class Paper, Experience Report, Exam		5	5	E
Problems in Human Resource Management ²	Seminar	Discussion, Paper, Presentation	5		4	G
Current issues of Organizational and Personnel Psychology ⁴	Seminar	Presentation, Paper		5	3	G
Justice Psychology and Conflicts ⁴	Seminar	Presentation, Exam		5	3	G
Leadership Psychology ⁴	Seminar	Exam or Presentation or Portfolio	5		3	G
Justice Psychology and Conflicts ⁴	Seminar	Presentation, Exam	5		3	G
Psychology of Teamwork ⁴	Seminar	Presentation, Exam		5	2	G

¹ Modules marked are mandatory modules and must be assigned. Of the remaining modules five need to be selected, as specified in the following footnotes.

² At least two of the marked modules must be selected.

³ Both sub-modules must be combined.

⁴ At least three of the marked modules must be selected.

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

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Introduction to Strategic Management ¹	Lecture	Exam		5	4	E
Service and Technology Marketing ¹	Lecture + Tutorial	Exam		5	4	E
Global Marketing Management ¹	Lecture + Tutorial	Exam		5	4	E
Pricing and Product Management ¹	Lecture + Tutorial	Exam		5	4	G
Automotive Issues in Business Science	Seminar	Exam, Presentation, Oral contribution		5	2	E
Benchmarking & Positioning in Strategic Management	Project work	Presentation, Management Summary		5	4	G
Consumer Psychology	Lecture + Tutorial	Project, Exam	5		4	E
Ethical Aspects of International Business	Seminar	Presentation, Exam	5		2,5	E
Entrepreneurial Finance & Strategy	Seminar	Exam, Case study		5	2	E/G
Entrepreneurship	Lecture + Seminar	Presentation, Exam, Paper		5	3	G
Innovation by digitalization	Seminar	Presentation, Management Summary		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
Consumer Behavior and Market Research	Lecture + Tutorial	Exam		5	4	G
Tourism Management	Lecture + Seminar	Exam, Presentation, Paper	5		4	G

¹ Modules marked are mandatory modules and must be assigned. Of the remaining modules five need to be selected.

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

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Basic Principles of Financial Accounting according to IFRS ¹	Lecture + Tutorial	Exam		5	4	G
Capital Market Theory ¹	Lecture + Tutorial	Exam		5	4	G
Tax accounting law and DATEV	Lecture	Exam		5	2	G
Fundamentals of Controlling ¹	Lecture	Exam		5	4	G
Auditing	Lecture + Tutorial	Exam		5	2	G
Basics of Insolvency- and Commutation Law	Lecture	Exam		5	2	G
Behavioral Accounting	Workshop	Group work, Exam	5		2	E
Behavioral Finance	Lecture + Tutorial + Case Study	Exam		5	4	E
Business Analysis	Lecture, Projekt work	Exam	5		4	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	4	E
Consolidated Accounting	Lecture	Exam	5		Block	G
Corporate Governance	Lecture + Tutorial	Exam		5	4	E
Data Science in Finance with Python	Lecture + Tutorial	Portfolio	5		4	G
Inheritance Tax, Wealth- and Transaction Taxes	Lecture + Tutorial	Exam	5		4	G
Managerial Accounting	Lecture	Exam	5		2	G
Monetary Policy	Lecture	Exam		5	4	G
Performance Measurement	Lecture	Exam	5		2	E
Political Institutions, the Economy & Financial Markets	Lecture + Tutorial	Exam	5		4	E
Sustainability@leading companies	Lecture + Workshop	Paper, Presentation		5	4	E
Theory and Practise of Business Valuation	Lecture + Tutorial	Exam		5	2	E

¹ Modules marked are mandatory modules and must be assigned. Of the remaining modules five need to be selected.

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

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Business Analytics ¹	Lecture + Tutorial	Exam		5	4	E
Decision Theory ¹	Lecture + Tutorial	Exam		5	4	E
Operations Analytics ¹	Lecture + Tutorial	Exam		5	4	G
Software Development: Programming ¹	Lecture + Tutorial	Exam		5	4	E
Compulsory elective modules of SCM						
Supply Chain Analytics	Lecture + Tutorial	Exam	5		4	G
Operations Management Case Studies	Seminar	Paper, Presentation, Oral Contribution	5	5	4	G
Retail Operations	Lecture + Tutorial	Exam		5	4	G
SCM Case Studies	Seminar	Exam, Presentation, Projekt Work, Paper, Oral Contribution	5	5	4	G
Strategic Sourcing in Global Markets	Seminar	Presentation, Case Study		5	4	E
Supply Chain Controlling	Lecture	Exam, Case Study, Presentation	5		4	E
Humanitarian Supply Chain Management	Online course	Exam	6		4	E
International Logistic Systems of Transport and Distribution (VHB)	Online course	Exam	5	5	4	G
Compulsory elective modules of IM						
Systems Development	Lecture + Tutorial	Exam	5		4	G
Supplementary modules of interdisciplinary fields						
Computational Statistics with R	Lecture + Tutorial	Exam, Tutorial Exercises, Project Work		5	4	E
Economy and Space	Lecture	Exam, Paper		5	2	G
Research Project Seminar	Seminar	Paper, Presentation, Oral Contribution	10	10	4	G
Research Projects Seminar	Project work	Paper, Presentation, Oral Contribution	5	5	4	G

¹ Modules marked are mandatory modules and must be assigned. Of the remaining modules five need to be selected.

Nachhaltigkeit durch Logistik und Informationsverarbeitung (VHB)	Online course	Exam	5	5	4	G
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Major Business & Economics (Coordinator: Prof. Dr. Dominika Langenmayr)

Module title	Class type	Grading	ECTS/Semester		SWS	Language
			WS	SS		
Decision Theory¹	Lecture + Tutorial	Exam		5	4	E
Econometrics¹	Lecture + Tutorial	Exam		5	4	E
Corporate Governance¹	Lecture + Tutorial	Exam		5	4	E
Service and Technology Marketing¹	Lecture + Tutorial	Exam		5	4	E
Behavioral Finance	Lecture + Tutorial + Case Study	Exam		5	4	E
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		5	4	E
Current Business Topics	Tutorial	Exam, Oral Exam	5	5	3	E
Ethical Aspects of International Business ²	Seminar	Exam, Presentation	5		2,5	E
Global Marketing Management	Lecture + Tutorial	Exam		5	4	E
Innovation through Design for Experience	Lecture + Tutorial	Exam and Project		5	4	E
Pricing and Product Management	Lecture + Tutorial	Exam		5	4	G
Strategic Sourcing in Global Markets	Seminar	Presentation, Case Study		5	4	E
Theory and Practice of Business Valuation	Lecture + Tutorial	Exam		5	4	E
Development Economics	Lecture + Tutorial	Exam	5		4	E
Political Institutions, the Economy & Financial Markets	Lecture + Tutorial	Exam	5		4	E
Seminar on Macroeconomics	Seminar	Paper, Presentation		5	4	E
Seminar on Microeconomics	Seminar	Paper		5	4	E
Seminar on Public Economics	Seminar	Paper, Presentation	5		2	E
Social Market Economy	Seminar	Exam	5		3	E
Topics in International Economics	Lecture + Tutorial	Exam	5		4	E

¹ The marked modules are mandatory modules and must be assigned. Of the remaining modules five need to be selected.

² The module will not take place WS 19/20.

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
Ethical Aspects of International Business	Seminar	Exam, Presentation	5		2,5	E
Case Studies in Business Ethics (VHB)	Seminar	Paper	5	5	3	G
Quantitative Ethics: Poverty and Inequality Analysis	Seminar	Case studies	5		4	E
Lecture Series: Sustainability in China	Seminar	Paper		5	4	E
Seminar: Experimental Economic Ethics	Seminar	Experiments, Paper, Presentation		5	4	G
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	Lecture + Tutorial	Exam		5	4	E
Computational Statistics with R	Lecture + Tutorial	Exam, Home-work, Project		5	4	E
Decision Theory	Lecture + Tutorial	Exam		5	4	E
Econometrics	Lecture + Tutorial	Exam		5	4	E
Software Development: Programming	Lecture + Tutorial	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	Lecture	Exam, Paper		5	2	G
Development Economics	Lecture + Tutorial	Exam	5		4	E
Monetary Policy	Lecture	Exam		5	3	G
Political Institutions, the Economy & Financial Markets	Lecture + Tutorial	Exam	5		4	E
Seminar on Macroeconomics	Seminar	Paper, Presentation		5	4	E
Seminar on Microeconomics	Seminar	Paper		5	4	E
Seminar on Public Economics	Seminar	Paper, Presentation	5		2	E
Social Market Economy	Seminar	Exam	5		3	E
Social Policy	Lecture	Exam		5	4	G
Growing Knowledge: Institutional Determinants of Sustainable Economic Success	Lecture + Tutorial	Exam		5	4	G