

# Course Catalogue

Modulhandbuch

## International Business

International Business



**Department of Business Administration**  
Weiden Business School

## Bachelor of Arts (B.A.)

Bachelor of Arts (B.A.)

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# 1 Preliminary Notes

## Vorbemerkungen

### 1.1 General Notes

#### Allgemeine Hinweise

**Note:**

Please note in particular the regulations of the programme and examination regulations of the degree programme in the currently valid version.

**Programme Structure**

The programme comprises a standard duration of 7 semesters.

**Registration formalities:**

All examinations must be registered with the Students' Office. Additional formalities are listed in the module descriptions.

**Abbreviations:**

- ECTS = The European Credit Transfer and Accumulation System (ECTS) is a credit point system for accreditation of course achievements.
- SWS = Semesterwochenstunden – Semester hours of week
- SPO = Studien- und Prüfungsordnung = Programme and Examination Regulations
- ASPO = Allgemeine Studien- und Prüfungsordnung – General Programme and Examination Regulations

### 1.2 Workload Calculation

#### Workload Berechnung

**Workload:**

According to § 8 para. 1 sentence 3 BayStudAkkV, the following applies: One credit point is based on a workload of 25 to 30 hours.

To calculate the workload, a distinction must be made between the following working hours, whereby the lecture-free period must also be taken into account (cf. justification for BayStudAkkV):

Attendance study = hours of direct teaching

Self-study = hours for the preparation and follow-up of the learning material

Exam preparation = hours spent preparing for an examination event

Examination workload = hours required to complete the examination

Internships = hours of practical training

Total workload = sum of hours

**Example:**

Module A comprises seminar classes plus exercises with 4 semester hours per week (SWS) and a practical course with 4 SWS.

**Attendance:**

At OTH Amberg-Weiden, the calculation is based on the assumption that attendance of a course is equivalent to one credit hour (= 45 minutes) with a full hour of work (1 hour = 60 minutes). This is based on 15 dates per semester (regardless of the actual duration of the semester).

This results in

$(4 \text{ SWS seminar lessons plus exercises} + 4 \text{ SWS practical course}) * 15 \text{ dates in the semester} * 1 \text{ h} = 120 \text{ h workload}$

**Self-study:**

Preparation and follow-up of lessons: 60 h

Preparation and follow-up of the internship: 60 h

Total 120 h

Exam preparation (approx. 3-4 weeks): 60 h

Total:

Attendance (120 h) + self-study (120 h) + exam preparation (60 h) = 300 h

ECTS points:

1 credit = 30 hours of work => 300 hours of work = 10 credits

10 ECTS credits are awarded for the module.

## 2 Programme Structure

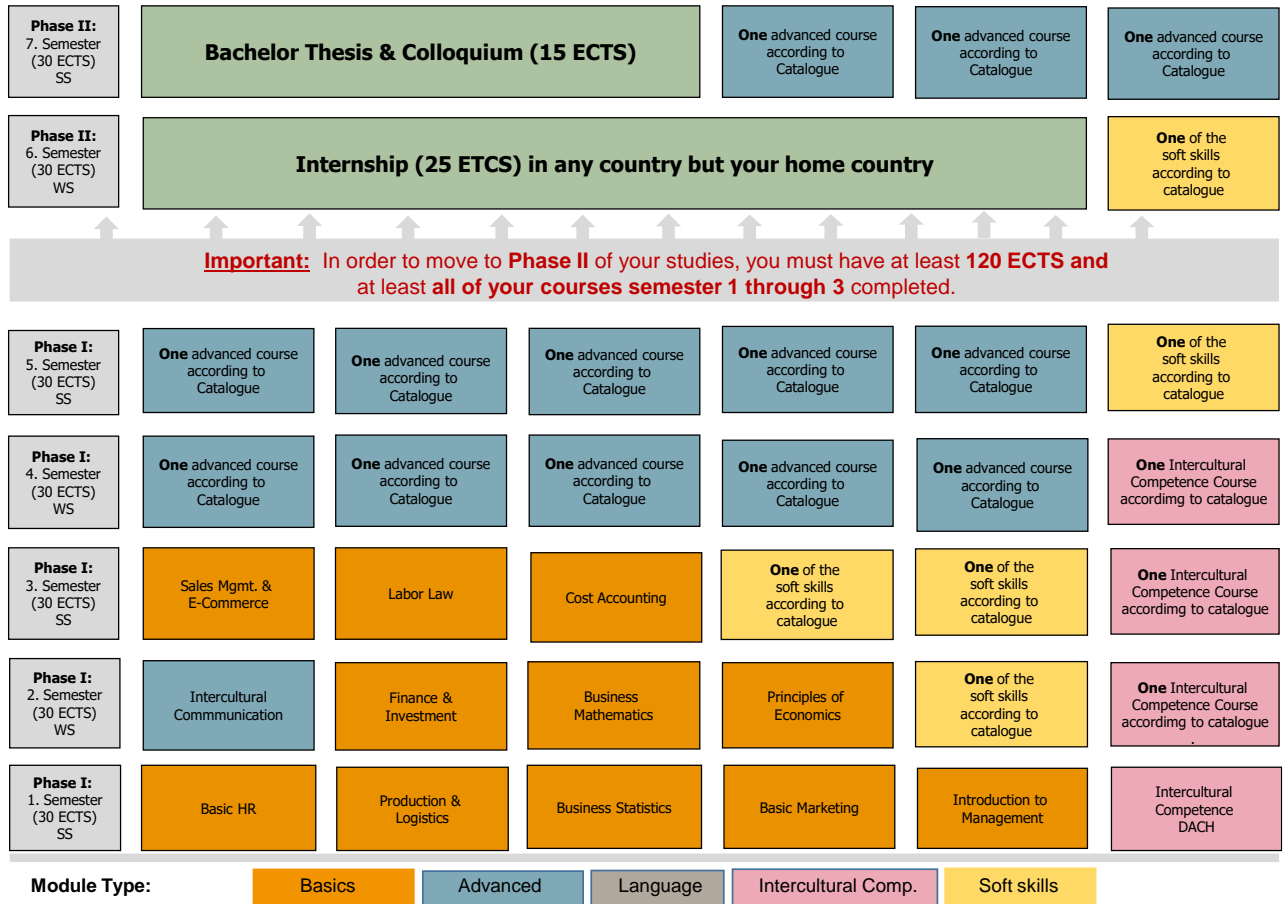
### Studienplan

Bachelorarbeit & Kolloquium auf Englisch / Bachelor Thesis and Defense in English (15 ECTS)	
Internship Abroad (25 ECTS) in any country but your home country	
Vertiefung International Business – 14 Module zu je 5 Credits / Major International Business Courses – 14 Courses with 5 ECTS each (70 ECTS)	4 x Country Block (20 ECTS)
Betriebswirtschaftliche Basismodule / Business Basic Courses (35 ECTS)	5 Schlüsselqualifikationsmodule/ Soft Skills (25 ECTS)
Betriebswirtschaftliche Grundlagenmodule / Business Foundation Courses (20 ECTS)	

## 2.1 Starting in Summer Semester

Start im Sommersemester

### Starting in Summer Semester



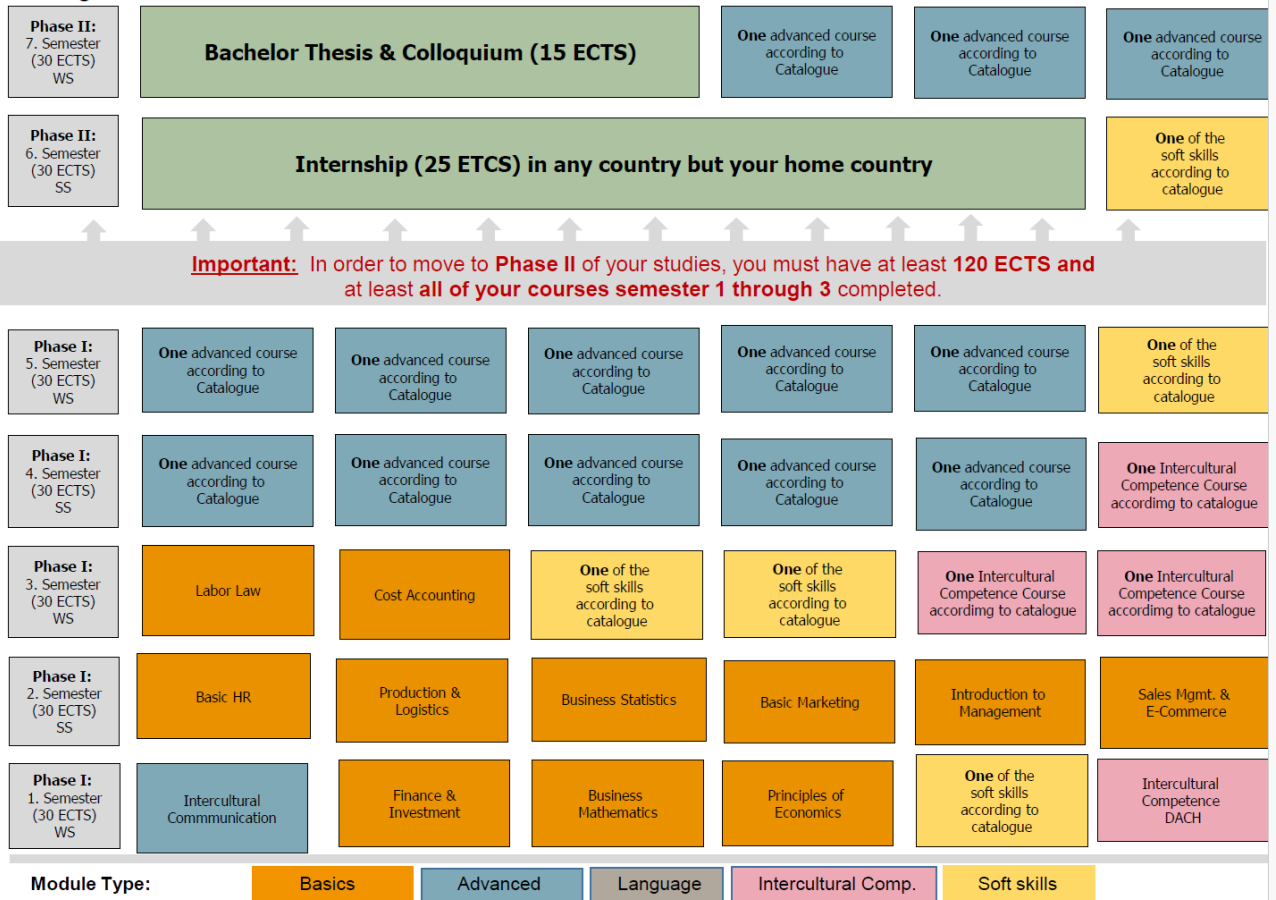
1	2	3		4		5		6		7		8		9		10			
Lfd. Nr	Modulegroups/Modules	1. Semester		2. Semester		3. Semester		4. Semester		5. Semester		6. Semester		7. Semester		Total			
		Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	%	
		<b>Study Section 1</b>						<b>Study Section 2</b>											
<b>1</b>	<b>Basic Modules</b>															<b>20</b>	<b>25</b>	<b>12%</b>	
1.1	Introduction to Management	4	5																
1.2	Principles of Economics			4	5														
1.3	Business Statistics	4	5																
1.4	Business Mathematics			4	5														
<b>2</b>	<b>Basic Business Management Modules</b>															<b>36</b>	<b>45</b>	<b>21%</b>	
2.1	Labor Law					4	5												
2.2	Finance & Investment			4	5														
2.3	Cost Accounting					4	5												
2.4	Basic Marketing	4	5																
2.5	Basic HR	4	5																
2.6	Production & Logistics	4	5																
2.7	Sales Management & E-Commerce					4	5												
<b>3</b>	<b>Advanced Modules*</b>															<b>40</b>	<b>50</b>	<b>24%</b>	
3.1	Intercultural Communication			4	5														
3.2	Advanced Module 2							4	5										
3.3	Advanced Module 3							4	5										
3.4	Advanced Module 4							4	5										
3.5	Advanced Module 5							4	5										
3.6	Advanced Module 6							4	5										
3.7	Advanced Module 7									4	5								
3.8	Advanced Module 8									4	5								
3.9	Advanced Module 9									4	5								
3.10	Advanced Module 10									4	5								
3.11	Advanced Module 11													4	5				
3.12	Advanced Module 12													4	5				
3.13	Advanced Module 13									4	5								
3.14	Advanced Module 14													4	5				
<b>4</b>	<b>Intercultural Competences*</b>															<b>20</b>	<b>25</b>	<b>12%</b>	
4.1	Intercultural Competence Block I: DACH	4	5																
4.2	Intercultural Competence Block II			4	5														
4.3	Intercultural Competence Block III					4	5												
4.4	Intercultural Competence Block IV							4	5										
<b>5</b>	<b>Soft Skills*</b>															<b>20</b>	<b>25</b>	<b>12%</b>	
5.1	Soft Skill 1			4	5														
5.2	Soft Skill 2					4	5												
5.3	Soft Skill 3					4	5												
5.4	Soft Skill 4									4	5								
5.5	Soft Skill 5											4	5						
<b>6</b>	<b>Practical Phase</b>															<b>0</b>	<b>25</b>	<b>12%</b>	
6.1	Practical Module												25						
<b>7</b>	<b>Bachelor-Thesis</b>															<b>0</b>	<b>15</b>	<b>7%</b>	
7.1	Bachelor Thesis														12				
7.2	Oral Bachelor Exam (Colloquium)														3				
	* according to course catalogue	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>4</b>	<b>30</b>	<b>12</b>	<b>30</b>	<b>136</b>	<b>210</b>	<b>100%</b>	

Examination methods depend on the competences to be examined. These are, in particular, written or oral examinations, seminar papers, project work and multiple-choice examinations.

## 2.2 Starting in Winter Semester

Start im Wintersemester

### Starting in Winter Semester





1	2	3		4		5		6		7		8		9		10			
Lfd. Nr	Modulegroups/Modules	1. Semester		2. Semester		3. Semester		4. Semester		5. Semester		6. Semester		7. Semester		Total			
		Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	%	
		<b>Study Section 1</b>						<b>Study Section 2</b>											
<b>1</b>	<b>Basic Modules</b>															<b>20</b>	<b>25</b>	<b>12%</b>	
1.1	Introduction to Management			4	5														
1.2	Principles of Economics	4	5																
1.3	Business Statistics			4	5														
1.4	Business Mathematics	4	5																
<b>2</b>	<b>Basic Business Management Modules</b>															<b>28</b>	<b>35</b>	<b>17%</b>	
2.1	Labor Law					4	5												
2.2	Finance & Investment	4	5																
2.3	Cost Accounting					4	5												
2.4	Basic Marketing			4	5														
2.5	Basic HR			4	5														
2.6	Production & Logistics			4	5														
2.7	Sales Management & E-Commerce			4	5														
<b>3</b>	<b>Advanced Modules*</b>															<b>56</b>	<b>70</b>	<b>33%</b>	
3.1	Intercultural Communication	4	5																
3.2	Advanced Module 2							4	5										
3.3	Advanced Module 3							4	5										
3.4	Advanced Module 4							4	5										
3.5	Advanced Module 5							4	5										
3.6	Advanced Module 6							4	5										
3.7	Advanced Module 7									4	5								
3.8	Advanced Module 8									4	5								
3.9	Advanced Module 9									4	5								
3.10	Advanced Module 10									4	5								
3.11	Advanced Module 11									4	5								
3.12	Advanced Module 12													4	5				
3.13	Advanced Module 13													4	5				
3.14	Advanced Module 14													4	5				
<b>4</b>	<b>Intercultural Competences*</b>															<b>16</b>	<b>20</b>	<b>9%</b>	
4.1	Intercultural Competence: Germany & Austria & Switzerland	4	5																
4.2	Intercultural Competence Block II					4	5												
4.3	Intercultural Competence Block III					4	5												
4.4	Intercultural Competence Block IV							4	5										
<b>5</b>	<b>Soft Skills*</b>															<b>20</b>	<b>25</b>	<b>12%</b>	
5.1	Soft Skill 1	4	5																
5.2	Soft Skill 2					4	5												
5.3	Soft Skill 3					4	5												
5.4	Soft Skill 4									4	5								
5.5	Soft Skill 5											4	5						
<b>6</b>	<b>Practical Phase</b>															<b>0</b>	<b>25</b>	<b>12%</b>	
6.1	Practical Module												25						
<b>7</b>	<b>Bachelor-Thesis</b>													<b>2</b>	<b>15</b>		<b>15</b>	<b>7%</b>	
7.1	Bachelor Thesis																12		
7.2	Oral Bachelor Exam (Colloquium)																3		
	* according to course catalogue	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>4</b>	<b>30</b>	<b>14</b>	<b>30</b>	<b>136</b>	<b>210</b>	<b>100%</b>	

Examination methods depend on the competences to be examined. These are, in particular, written or oral examinations, seminar papers, project work and multiple-choice examinations.

## 3 Module Descriptions

### Modulbeschreibungen

#### 3.1 Basic Modules

##### Basismodule

ID	Name
00820	Introduction to Management
00821	Principles of Economics
00823	Business Statistics
00822	Business Mathematics

#### 3.2 Basic Business Management Modules

##### Betriebswirtschaftliche Basismodule

ID	Name
00824	Labor Law
00825	Finance & Investment
00826	Cost Accounting
00883	Basic Marketing
00827	Basic HR
00828	Production and Logistics
00829	Sales Management & E-Commerce

#### 3.3 Advanced Modules

##### Vertiefungsmodule

ID	Name
01930	Advanced HR Management
01717	Advanced Marketing
01015	Behavioral Finance
01225	Business Analytics
01027	Business & Personnel Consulting
01471	Business Psychology
01926	Capital Markets and Corporate Finance
01018	Career Planning & Development
01504	Change Management
00888	Corporate Governance & Ethics
01001	Digital Business and Information Systems: A Managerial Approach
01224	Digital Process Management
01020	Digital Workplace - Technology, Culture, Space
00701	Empirical Research & Data Analytics
01226	Financial Analysis and Control

01207	Industrial Property Law
00432	Intercultural Communication
02011	International Business Case Studies
00841	International Business Law
02012	International Financial Reporting and Accounting (IFRS)
00839	International HR Management
00840	International Marketing Communication
00887	International Taxation
01458	Leadership Development
01724	Organizational Behavior
01026	Organizational Development
01244	Product and Project Management with an agile approach
01016	Social Media Marketing
01223	Start-Ups and Green Transition
01460	Statistics and Neuronal Networks and AI
01022	Strategic Management
01023	Sustainable Business Development
01720	Sustainable Innovation and Applied Artificial Intelligence
02013	Tax Fairness in the Global Economy: The Role of Minimum Taxation
01721	Trends in Innovation

### 3.4 Intercultural Competences

Interkulturelle Handlungskompetenz

ID	Name
00936	Intercultural Competence - Germany & Austria & Switzerland
01276	Intercultural Competence - Belarus & Ukraine & Poland
01239	Intercultural Competence - Czech Republic & Slovakia
00935	Intercultural Competence - Hungary & Romania
01231	Intercultural Competence - Russia
00870	Intercultural Competence Serbia & Croatia

### 3.5 Soft Skills

Soft Skills

ID	Name
01459	Communication and Presentation Skills
01442	Creativity & Innovation
00934	Event & Project Management
01722	How to Create a Startup
01723	How to Study Successfully
00833	Meetings, Negotiations & Conflict
01021	MS Office Expert
01017	Negotiating Globally
00835	German as a Foreign Language B1.1
00890	German as a Foreign Language B1.2
00891	German as a Foreign Language B2.1

### 3.6 Practical Phase

Praxisphase

ID	Name
02008	Practical Module

### 3.7 Bachelor-Thesis

Bachelorarbeit

ID	Name
02009	Bachelor Thesis
02010	Oral Bachelor Exam (Colloquium)

## 4 Virtual University of Bavaria (vhb), Language Center and Crediting

Virtuelle Hochschule Bayern (VHB), Sprachenzentrum und Anrechnungen

### 4.1 Crediting of Previous Studies

Anrechnung vorheriger Leistungen

In principle, achievements that have already been successfully completed (including internship, if applicable) can be recognized - even from an already completed first degree program. For this purpose, a corresponding application with an official grade confirmation from your previous university must be **submitted to the Students` Office after enrollment** at OTH. Subsequently, the respective lecturers will check whether the subjects already taken correspond to the requirements of our subjects in terms of content and scope (credit points or semester hours per week), etc.. Depending on this, recognition may or may not be granted. You can make your own assessment by comparing your previous subjects with the descriptions in the module handbook of the respective OTH program.

Since experience shows that the processing of applications can take several weeks, it is advisable to clarify the situation personally with the respective lecturer (e.g. office hours) immediately **at the beginning of the semester** for subjects in the first semester, so that you know at short notice whether you have to attend the lecture or not, or whether any certificates of achievement still have to be submitted. For this purpose, please bring along meaningful documents (e.g. module handbook of your previous university), which enable a comparison (excerpts also attached to the application).

### 4.2 Crediting of VHB Courses or Language Center Courses

Anrechnung von VHB-Kursen oder Kursen des Sprachenzentrums

**For courses taken during your studies at the vhb or at the Language Center, a corresponding application for credit must be submitted to the Students` Office during the first 4 weeks of the semester.** This can be downloaded from the Primuss portal and submitted to the study office and the examination board together with the relevant evidence.

In addition to the **Advanced Modules** offered at the university, selected courses at the Virtual University of Bavaria (vhb: <https://www.vhb.org/en/>) can also be recognized as Advanced Modules. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, **students have to register in Primuss for exam** as they do for all other courses and fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Advanced Modules are the following:

Module title	Recognized as
Electronic Human Resources Management	Advanced Module
Fundamentals of Strategic Management	Advanced Module
International Marketing (can only be credited if you did not take our module yet)	Advanced Module
Performance Management in Teams	Advanced Module
Strategic Human Resources Management	Advanced Module
Digital Business & Information Systems (mind that here you need to <b>register both in Primuss AND VHB for the exam!!</b> )	Advanced Module
These can only be taken together to receive 5 ECTS credits: General Management (Part A 3ECTS) + Managing Change (Part B 2 ECTS)	Advanced Module
Business Economics	Advanced Module
Basics Sustainability	Advanced Module
Electronic Human Resources Management	Advanced Module

In addition to the **Soft Skill** Modules offered at the university, courses listed by the Virtual University of Bavaria (vhb) in the subject group "Schlüsselqualifikationen" can also be taken. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, students have to fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Soft Skill Modules are the following:

Module title	Recognized as
International Project Management B2 (2 ECTS) in combination with Fundamentals of Project Management (3CTS) = Project Management	Soft Skill Module

In addition, selected courses of the Language Center (= Sprachenzentrum, SZ) can also be recognized as a Soft Skill Modules. For recognition within the framework of the degree programs of the Weiden Business School, at least 5 ECTS must be proven for a subject. The language courses which can be credited as Soft Skill Modules can be found in the [module handbook](#) of the Language Center under the heading "Verwendbarkeit im weiteren Studienverlauf".