OTH Amberg-Weiden

Course Catalogue

Modulhandbuch

Digital Business

Digital Business

Department of Business Administration

Weiden Business School

Master of Science (M.Sc.)

Master of Science (M.Sc.)

Winter Term 2026/27

Wintersemester 2026/27

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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

Berechnung des 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 SWS seminar lessons plus exercises + 4 SWS practical course) * 15 dates in the semester * 1h = 120 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

Workload in 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

	1	2	3	4	5	6	8
	Nr.	Modulname (deutsch/englisch)	ECTS	SWS	Art der Lehrveran-staltung	Modulprüfung[1]	Gewicht für Zeugnis-gesamtnote
Digital Business Functions	F1	Innovation und Design/ Innovation and Design	5	4	SU, Ü	ModA	1
	F2	Produktmanagement / Product Management	5	4	SU, Ü	ModA	1
	F3	Digital Marketing & Sales / Digital Marketing & Sales	5	4	SU, Ü	ModA	1
	F4	Global Supply Chain und Operations Management / Global supply chain and operations management	5	4	SU, Ü	Kl 90	1
	F5	Big Data Analytics Big Data Analytics	5	4	SU, Ü	ModA	1
Digital Business Management	M1	Digitale Strategien und Geschäftsmodelle/ Digital strategies and business models	5	4	SU, Ü	ModA	1
	M2	Cybersicherheit u. Recht im Dig. Bus. / Cybersecurity and digital law and regulations	5	4	SU, Ü	Kl 120	1
	M3	Agiles Projekt- u. Prozessmanagement / Managing agile processes and projects	5	4	SU, Ü	ModA	1
	M4	Digital Economics und quantitative Methoden / Digital Economics and quantitative methods	5	4	SU, Ü	Kl 90	1
Digital Business Economics and Leadership	C1	Digital Finance - Anwendungen und Methoden/ Digital Finance – Applications and Methods	5	4	SU, Ü	Kl 90	1
	C2	Digital Ethics/ Digital Ethics	5	4	SU, Ü	ModA	1
	C3	Digital Leadership und Transformation / Digital Leadership and Transformation	5	4	SU, Ü	ModA	1
Master projekt	MA	Masterarbeit/Capstone Projekt /Master thesis/Capstone project	20		MA	MA	4
	FT	Digital Business Research/ Digital Business Research	10		EX	ModA	2
		Summe ECTS / SWS	90	48			

3 Module Descriptions
Modulbeschreibungen

3.1 Digital Business Functions
Digital Business Functions

ID	Name
00685	Innovation and Design
00714	Product Management
00715	Digital Marketing & Sales
00716	Global Supply Chain and Operations Management
00907	Big Data Analytics

3.2 Digital Business Management
Digital Business Management

ID	Name
00717	Digital Strategies and Business Models
00718	Cybersecurity and Digital Law and Regulations
00719	Managing Agile Processes and Projects
00720	Digital Economics and Quantitative Methods

3.3 Digital Business Economics and Leadership
Digital Business Economics and Leadership

ID	Name
00721	Digital Finance – Applications and Methods
00909	Digital Ethics
00723	Digital Leadership and Transformation

3.4 Master Project
Master Projekt

ID	Name
00725	Master Thesis / Capstone Project
00908	Digital Business Research

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.