



COURSE CATALOGUE

International Business
Bachelor of Arts (B.A.)

Summer Semester
2024

Information provided in this catalogue
might change if circumstances demand it!

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

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INTERNATIONAL BUSINESS PROGRAMS

Other Important Offices:				0911/5880-
Studierendenservice <i>Application, Enrolment, Exams, Internship</i> Dürrenhofstr. 6, Gebäude BM (so-called HDI-Turm), 2 nd floor	Mon, Thu Wed Tue, Fri	9:00 – 16:00 closed 9:00 – 12:00	Marina Wunder (B-IB) studienbuero-bw@th-nuernberg.de Markus Peter (B-IBT, M-IFE, M-IMA) studienbuero-bw@th-nuernberg.de	-5022
International Office Wassertorstr. 8, Building WF, 2 nd floor	Wed Thu	9:30 – 11:30 13:00 – 15:00 and by appointment	First Contact: outgoings@th-nuernberg.de Semester Abroad Semsi Colak (EU countries, Erasmus+) Semsi.Colak@th-nuernberg.de Joseph Jelicka (Erasmus Online Learning Agreements) Joseph.Jelicka@th-nuernberg.de Renate Zehetbauer (North/South America, Russia, Ukraine) Renate.Zehetbauer@th-nuernberg.de Internship Abroad Christina Hempel (Internship advisor) Christina.Hempel@th-nuernberg.de Exchange Students Olga Strobel Olga.Strobel@th-nuernberg.de incomings@th-nuernberg.de	- 4851 - 4294 - 4115 - 4113 - 4136
Library Prinzregentenufer 37, (Building KL), ground floor	Mon-Fri Sat Sun and Holidays	08:00 – 21:00 09:00 – 21:00 closed	Service Desk Hotline Book Check-Out (klick & collect) and Extension of Due Dates: bibliothek@th-nuernberg.de Interlibrary Loan: bib-fernleihe@th-nuernberg.de	- 4000
Computer Labs Bahnhofstr. 87, 1 st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat Semester Break:	8:00 – 20:30 8:00 – 18:30 9:00 – 14:00 Please check with Lab	Roland Buhl (room BL.103a) Mike Schönert (room BL.103a) Dominik Wiendl (room BL.103a) bw-it@th-nuernberg.de	- 2761 - 2768 -2762
Computer Labs Central IT Informationszentrum KI.003	Mon-Fri Sat	08:00 – 19:45 09:00 – 18:00	IT Service Desk Rz-hotline@th-nuernberg.de	- 4848
Language Center Wassertorstr. 6 (Building WK), 1 st floor	Mon-Thu	8:00 – 12:00 13:00 – 14:00	Stilla Leidel Adriana Freitas language-center@th-nuernberg.de	- 4097
OHM Professional School Keßlerstr. 1 90489 Nürnberg	Mon-Thu Fri	9:00 – 16:00 9:00 – 15:00	Information Desk: info@ohm-professional-school.de Webpage: www.ohm-professional-school.de	- 2800

How to contact the university – [Directions](#)

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2. Semester Schedule: Summer Semester 2024

Semester Time Frame: From 15 March 2024 to 30 September 2024

Monday to Monday	19 Feb (8:00) – 31 March (23:59)	Registration for Language Courses at http://www.th-nuernberg.de/sprachen (<i>Semesterbegleitende Kurse</i>)
Thursday to Wednesday	7 March (9:00) – 13 March (23:59)	Registration for General Electives Abroad (Allgemeinwissenschaftliche Wahlpflichtfächer) at http://www.th-nuernberg.de/awpf
Thursday to Sunday	14 March (14:00) – 17 March (18:00)	Course Enrolment for IB courses: Please only enrol in courses with a limited number of participants at VirtuOhm https://virtuohm.ohmportal.de ! Should a course require course enrolment in VirtuOhm it is stated in the course catalogue in column <i>comments</i> .
Monday	18 March (8:00)	Start of all Lectures (including language courses)
Thursday to Tuesday	28 March – 2 April	Public Holiday - No Lectures (Easter)
Monday	15 April	Until this date requests to the IB-Examination Board for recognition of courses from prior studies / internships should be submitted
Wednesday to Sunday	24 April (12:00) – 5 May (23:59)	Registration Period for Exams https://studium.ohmportal.de
Friday	26 April starting at 17:00	Business Graduation Night Spring 2024, PARKS Nürnberg https://www.th-nuernberg.de/fakultaeten/bw/fakultaet/alumni/ab-solvierendenfeiern-business-graduation-nights/business-graduation-night-spring-2024/
Wednesday	1 May	Public Holiday - No Lectures (Labor Day)
Thursday	9 May	Public Holiday - No Lectures (Ascension Day)
Tuesday	14 May (13:00 – 15:30)	Spring Career Day (Bahnhofstr. 87, ground floor) https://www.th-nuernberg.de/fakultaeten/bw/fakultaet/veranstaltungsevents/career-days/career-day-spring-2024/
Friday to Tuesday	17 May – 21 May	Public Holiday - No Lectures (Pentecost)
Monday to Sunday	27 May – 2 June (23:59)	Withdrawal Period from Exam Registrations https://studium.ohmportal.de
Monday to Monday	10 June – 24 June	Re-registration for the Upcoming Semester
Thursday	30 May	Public Holiday - No Lectures (Corpus Christi)
Friday to Thursday	28 June – 4 July	Tests for Small Groups
Friday	5 July	End of Lectures (No lectures on this day and afterwards!)
Monday to Friday	8 July – 26 July	Final Exams
Saturday to Monday	27 July – 30 September	Semester Break

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Abbreviations:

ECTS = European Credit Transfer System; **h/w** = hours per week; **hour** = 45 min.

SoSe = Summer Semester; **WiSe** = Winter Semester; **X-Change** = Exchange Students

Days and Times of Lectures:

Mon	Monday
Tue	Tuesday
Wed	Wednesday
Thu	Thursday
Fri	Friday
Sat	Saturday

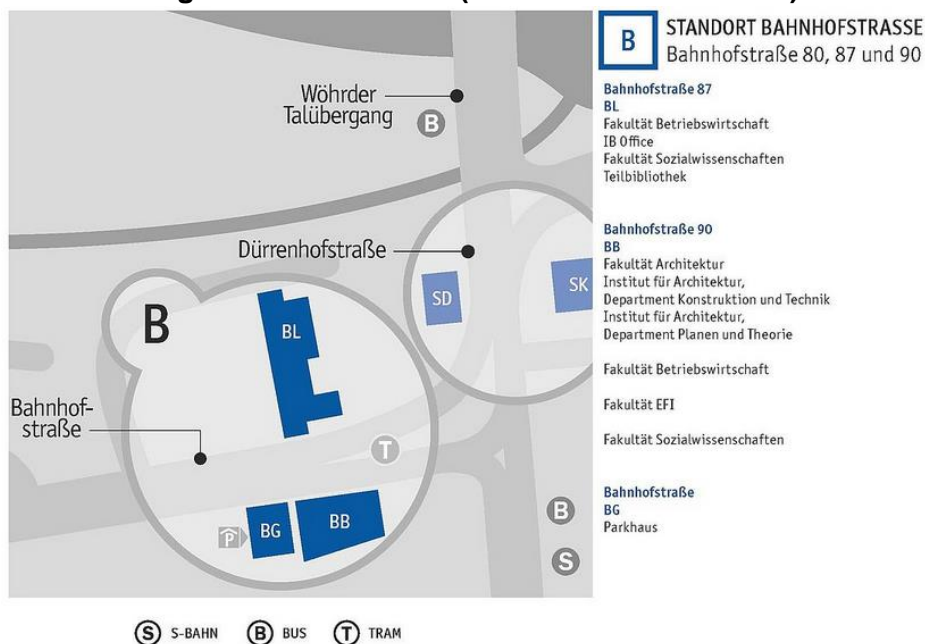
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

Example: Wed 3 = Wednesdays
from 11.30 till 13.00 h

Lecture/Seminar Rooms:

BL = Building Bahnhofstraße 87 (main building)

BB = Building Bahnhofstraße 90 (close to railroad tracks)



Legend for Exchange Students:

■ **Open to all exchange students**

▼ **Open to exchange students who meet certain conditions**

● **Not open to exchange students**

(L)= Lecture – Attendance permitted even if English test result is below 60 %.

(S)= Seminar – Attendance only permitted if English test result is 60% or higher.

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may change if circumstances demand it!

3. BACHELOR OF ARTS IN INTERNATIONAL BUSINESS

3.1. Schedule of Foundation Courses

3.1.1 Bachelor Business Courses

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Com- ments	X- Change
1110	Foundations of Business Administration	5	4	-----			<u>1st sem.</u> only WiSe	■ (L)
1350	Financial Accounting	5	4	-----			<u>1st sem.</u> only WiSe	■ (L)
1360	Cost Accounting	5	4	Maier	Mon 4+5	BL.001		■ (L)
1370	Business Mathematics	5	4	-----			<u>1st sem.</u> only WiSe	■ (L)
	Tutorial in Business Maths		2	Raykova	Tue 3 + Thu 1	BL.207 BL.207	<i>Exception: tuto- rial on 26 March takes place in room BL.214</i>	
1380	Business Statistics	5	4	Kabisch	Tue 1+2	BB.111 ¹⁾	<u>2nd sem.</u> only SoSe	■ (L)
	Tutorial in Business Statistics		2	Liang	Thu 1	BL.213		
1390	Informatics <u>Letters A-K</u>	5	4				<u>1st sem.</u>	■ (L)
	• Business Information Systems		2	Bahlinger/ Mammen / Zimmermann	Wed 4	BL.318	Starts on: 20 March	
	• Applied Information Technology		2	Bahlinger/ Mammen / Zimmermann	Wed 5	BL.104	Groups A+B start on: 27 March Please register: https://vir- tuohm.ohmpor- tal.de	
			Group A Group B		2	Wed 6		
1410	Business Law <u>Letters L-Z</u>	5	4	Schüller	Thu 2+3	BL.004	<u>2nd sem.</u> Tutorial starts 26 March	■ (L)
	Tutorial in Business Law <i>Instructions about tutorial during first lecture in Business Law!</i>		2	Schüller	Tue 6	online		
1450	Basic Study Techniques	5	4	Both courses have to be taken to- gether!			<u>1st sem.</u> only WiSe Attendance mandatory!	●
	• Presentation and Communication Techniques		2	-----				
	• Scientific Methods and Research		2	-----				
1705	Intercultural Communication	3	2	Nash	Mon 1	BL.003	<u>2nd sem.</u> Attendance mandatory! Please register under IB Foun- dation Courses at https://vir- tuohm.ohmpor- tal.de	●
	Business Language I	4	4				Please refer to 3.1.2!	
	Business Language II	4	4					

1) Bahnhofstraße 90

2) Wassertorstraße 10

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3.1.2 Language Courses

Registration for attendance is mandatory for all language courses and can only be done online (<http://www.th-nuernberg.de/sprachen>) from **19 February (8.00 a.m.) until 31 March (23.59 p.m.)**.

This registration **only** concerns your attendance in class.

Your **exam registration** has to be done **separately** at a later point in time through the **StudyOhm-system**.

Concerning your language courses' exams, please register first for those which are listed below.

If you are taking additional language courses you will find them on VirtuOHM under the course list of the language center. For further information about all language courses, please take a look at www.th-nuernberg.de/sprachen/ or contact the language center at: language-center@th-nuernberg.de

Language courses listed below will **start from Monday, 18 March** except otherwise listed below!

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change
1689	Business English II (C1)	4	4				Attendance mandatory!	●
			2	Nash	Wed 1	BL.115		
			2	Nash	Wed 2	BL.115		
			2	Vizethum	Wed 1	BL.112		
			2	Vizethum	Wed 2	BL.112		
1600	French A1	---	4	-----				▼
	French A1 (Tutorial)		2	-----				
1599	French A2	---	4	Husemann	Tue 4 + Thu 4	BL.218 BL.207		
	French A2 (Tutorial)		1	Husemann	Tue 5	BL.218		
1598	Business French B1	4	4	Paul	Tue 5 + Thu 4	BL.111 BL.216		
	Business French B1 (Tutorial)		1	Paul	Tue 17:30- 18:15	BL.111		
1511	Business French B2	4	4	Guilloux- Blütling	Tue 4 + Thu 4	BB.001 ¹⁾ BL.213		
	Business French B2 (Tutorial)		1	Guilloux- Blütling	Tue 5	BB.001 ¹⁾		

Please
come
to first
class
and ask
lecturer
for per-
mission
to
attend.

1) Bahnhofstraße 90, ground floor

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No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change
1596	Spanish A1	---	4	-----				▼ Please come to first class and ask lecturer for per- mission to attend.
	Spanish A1 (Tutorial)		2	-----				
1597	Spanish A2 Group A-K Group L-Z	---	4	Baldó	Tue 5 + Thu 2	BL.216 BL.214		
			4	Baldó	Tue 3 + Wed 3	BL.206 BL.217		
	Spanish A2 Group A-K (Tutorial) Group L-Z		2 2	Baldó Baldó	Thu 3 Wed 5	BL.214 BL.218		
1640	Business Spanish B1	4	4	Baldó	Tue 4 + Thu 4	BL.216 BL.218		
	Spanish B1 (Tutorial)		2	Baldó	Thu 5	BL.218		
1513	Business Spanish B2	4	4	Mahúgo	Tue 3 + Thu 4	BL.218 BB.001 ¹⁾	2nd sem. only	
	Business Spanish B2 (Tutorial)		2	Mahúgo	Tue 4	BL.205	2nd sem. only	
	Business Spanish B2	4	4	Montero	Tue 4 + 5	BL.214	3rd semester or higher	
	Business Spanish B2 (Tutorial)		2	Montero	Thu 4	BL.206	3rd semester or higher	
1606	German A1	---	6	-----				
1607	German A2	---	6	Motlagh- zadeh	Thu 4 + Fri 2+3	KA.114 ²⁾ KA.116 ²⁾		
1697	German B1	4	6	Nerke	Tue 4+5 +Thu 4	BL.206 BL.112		
1518	German B2	4	6	Galgon	Tue 4 + Thu 4+5	BB.005 ¹⁾ BL.205		

1) Bahnhofstraße 90, ground floor.

2) Keßlerplatz 12.

Career Focus Options

The IB program offers the following career focuses:

- Digital Business
- Finance
- Human Resources Management
- International Economics
- Marketing
- Operations Management / Logistics
- Sustainability

Should you decide to specialize in a particular field, this **career focus**, upon request, will be shown in your transcript of records provided that you fulfilled the following three requirements:

→ **14 ECTS** (students who started before winter semester 2020/21) or **12 ECTS** (students who started from winter semester 2020-21) from **focus electives within one field of specialization** (e.g. Finance, Marketing)

→ **internship** in this **same field of specialization**

→ **Bachelor's thesis** in this **same field of specialization**

Within a career focus, lectures in English have priority over lectures in German and need to be chosen first. The focus electives you will find unter 3.2.2 of this course catalogue.

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3.2 Schedule of Advanced Studies Courses

3.2.1 Bachelor Business Courses (Advanced Core Subjects)

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X-Change
4807	Microeconomics	8	6	Sandner	Mon 2+3 + Tue 6	BL.004 BL.004	only SoSe	▼ (L) only <i>business</i> exchange stu- dents
4806	Macroeconomics	8	6	-----			only WiSe	▼ (L) only <i>business ex-</i> change stu- dents
4825	Operations and Envi- ronmental Manage- ment	5	4	Both courses have to be taken together!				■ (L)
	• Operations Management		2	-----			only WiSe	
	• Environmental Management		2	-----			only WiSe	
4830	Marketing	5	4	Bienert/ Puchalla	Wed 4+5	BB.001 ¹⁾		■ (L)
4840 + 4845	Personnel Manage- ment	5	4	-----			Not offered SoSe 2024! Please register: https://vir- tuohm.ohmpor- tal.de	■ (S)
4850	Finance, Investment and Capital Budgeting	5	4	Schiele/ Weese	Mon 4 + Mon 6	BB.007 ¹⁾		■ (L)
Business Electives Abroad		21	min. 12 hours/week³⁾			Please refer to 3.2.5!		
General Electives Abroad		4	min. 4 hours/week³⁾			Please refer to 3.2.6!		
<i>The following compulsory courses are offered every semester. You are free to choose them either in your 6th or 7th semester!</i>								
4855	International Busi- ness Law	6	4	Brigola	Tue 1+2	BL.318	Starts on 26 March	▼ (L) only <i>business ex-</i> change stu- dents with course in "Business Law"
4866	International Busi- ness Administration I	7	4	Both courses have to be taken together!				▼ (L) only <i>business ex-</i> change stu- dents with knowledge of standard finan- cial instru- ments and basic knowledge in accounting
	• International Financial Management		2	Preißler / Streitferdt	Mon 3	BL.206	Partly online;	
	• International Accounting and Taxation		2		Thu 5	BL.003		

1) Bahnhofstraße 90.

2) Keßlerplatz 12

3) Minimum requirements for "semester abroad"; If you did not fulfill the minimum requirements while at the partner university please refer to 3.2.5 and 3.2.6.

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No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X-Change
4876	International Business Administration II	7	4	Both courses have to be taken together!				▼ (S) only business exchange students with advanced knowledge in Marketing
	<ul style="list-style-type: none"> International Business Ethics 		2	Demuth	Thu 4	BL.001	Please register: https://vir-tuohm.ohmportal.de	
	<ul style="list-style-type: none"> Case Studies in International Business 		2	Wei	Tue 3	BL.002	Please register: https://vir-tuohm.ohmportal.de	
4930	Management	7	Both courses have to be taken together!				▼ (L) only business exchange students	
	<ul style="list-style-type: none"> Strategic Management 		4	Gerhard	Wed 3 (presentation) + Wed 4 (lecture)	BL.318 BL.003		Lecture starts: 20 March Presentation starts: 27 March Please register: https://vir-tuohm.ohmportal.de
	<ul style="list-style-type: none"> International Management with Cases 		2	Wellner	Mon 1+2	BL.213		Dates: March 18, 25, April 22 +29, May 13 +27, June 3 Please register: https://vir-tuohm.ohmportal.de
3300	Internship Seminar	1	1	Gerhard	First meeting: 21 March, 13:15, room BL.213 Internship Moodle Course: Stefanie Bartenstein > Internship Presentations, key: internship		Prerequisite: The internship has to be fully completed!	●
4980	Project Work (Independent Practical and Scientific Work)	6	4	Gerhard/ Rogers/	Thu 2+3	BL.207	Attendance is mandatory! Please register: https://vir-tuohm.ohmportal.de	▼ (S) only advanced (in their last two semesters) business exchange students;
	Focus Electives	14	8				Please refer to 3.2.3!	

1) Bahnhofstraße 90.

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3.2.2 Focus Electives

Subjects have to be chosen which added up result in a **total of 14 ECTS** (students who started before winter semester 2020/21) or **12 ECTS** (students who started from winter semester 2020-21).

You may either focus on one field (e.g. Finance, Marketing, etc.) or spread your subjects over two or more fields, including General Electives..

Should you decide to focus on one field, this **career focus**, upon request, will be shown **in your transcript of records** provided you also do/did your internship as well as write/wrote your Bachelor's thesis in the same field of specialization

LECTURES OFFERED IN ENGLISH HAVE TO BE GIVEN FIRST PRIORITY!

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
<u>DIGITAL BUSINESS</u>								
5068	Business Intelligence Applications	3.5 (3)	2	-----			<i>in English only</i> WiSe	▼ Knowledge in statistics and informatics required
8089	Digital Industry Services: Business Models, Marketing and Sales	7 (6)	4	Karyakin	Please see below!	-----	<i>in English</i> Please register: https://virtuohm.ohmportal.de	■ (S)
<p>March 18, April 19 and 26: ONLINE SESSIONS at 17:30 h.</p> <p>April 4 and 5: 17:30–20:45 h; April 6: 9:45–15:30 h: LECTURES ON CAMPUS in room BL.206</p> <p>March 19, 20 and April 2, 3, 12, 17: FLEXIBLE VIDEO LECTURES (flexible times)</p> <p>April 24, May 3, 10 and 17: FLEXIBLE PROJECT DISCUSSIONS (flexible times)</p>								
5079	Future Trends in International Business	7 (6)	4	Rogers	Wed 4+5	BL.214	<i>in English only</i> SoSe Please register: https://virtuohm.ohmportal.de	■ (S)
5085	Management Challenges in the Global Digital Economy	3.5 (3)	2	Bilgram	Wed 3	BB.001 ¹⁾	<i>in English only</i> SoSe Please register: https://virtuohm.ohmportal.de	■ (S)

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No.	Subject	EC TS	h/ w	Profes- sor	Day/ Time	Room	Comments	X-Change
FINANCE								
5013	Finanzen I	7 (6)	4	Fischer, M.	Mon 4+5	BL.115	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de	▼ <i>only business exchange students</i>
5049	Corporate Finance	7 (6)	4	-----			<i>in English;</i> only SoSe; Not offered SoSe 2024!	▼ (L) <i>only business exchange students with course in Mathematics and Finance</i>
HUMAN RESOURCE MANAGEMENT								
5071	Handlungsfelder des Personalmanagements Gruppe A Gruppe B	7 (6)	4	Weiß Prinzing-Hoppe	Wed 4+5 Thu 2+3	BL.315 BL.318	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de	▼ <i>only business exchange students with knowledge in labor laws</i>
5072	Angewandte Personalführung und -entwicklung Gruppe A Gruppe B	7 (6)	4	Hofmann L./ Coy Hofmann L./ Coy	Mon 2 +Tue 3 Mon 3 +Wed 2	BL.112 BL.213 BL.315	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de	▼ <i>only business exchange students with knowledge in labor laws</i>
INTERNATIONAL ECONOMICS								
5020	Principles of International Economics	7 (6)	4	Eitel	Mon 2+3	BB.203 ¹⁾	<i>in English;</i> only SoSe	▼ (L) <i>only business exchange students (must have had a course in Economics)</i>
5021	Energy and Development	7 (6)	4	-----			<i>in English;</i> only WiSe	▼ (L) <i>only business exchange students (must have had a course in Economics)</i>
5083	Economics of Global Environmental Challenges	7 (6)	4	Mummert	Wed 4+5	BL.213	<i>in English;</i> only SoSe	■ (S)

1) Bahnhofstraße 90.

2)

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
MARKETING								
5067	Customer Experience Management <ul style="list-style-type: none"> Strategic Brand Management Relationship Marketing 	7 (6)	4 2 2	Demuth Brambach	Tue 4 Tue 5	BL.002 BL.002	<i>in English;</i> only SoSe; Attendance is mandatory for all sessions! Please register: https://virtuohm.ohmportal.de	▼ (S) only business exchange students with advanced knowledge in Marketing
5075	International Pricing and Consumer Behavior <ul style="list-style-type: none"> Consumer Behavior International Pricing Strategies 	7 (6)	4 2 2	----- -----			<i>in English;</i> only WiSe; Attendance is mandatory for all sessions! Please register: https://virtuohm.ohmportal.de	▼ (S) only business exchange students with advanced knowledge in Marketing
5095	Design Thinking	3.5 (3)	2	Hahn	Offered through Virtuelle Hochschule Bayern (vhb). Note: Exam registration has to be done in StudyOhm		<i>in English;</i> no course registration in VirtuOhm but VHB www.vhb.org	▼ only business exchange students
5094	Lean Startup	3.5 (3)	2	Hahn	Offered through Virtuelle Hochschule Bayern (vhb). Note: Exam registration has to be done in StudyOhm		<i>in English;</i> no course registration in VirtuOhm but VHB www.vhb.org	▼ only business exchange students
OPERATIONS MANAGEMENT/LOGISTICS								
5022	Einkauf und Supply Management	7 (6)	4	Heß	Mon 1+2	BL.002	<i>in German</i> , Please register: https://virtuohm.ohmportal.de	▼ only business exchange students
5023	Distribution und Supply Chain Management	7 (6)	4	-----			<i>in German</i> Please register: https://virtuohm.ohmportal.de Not offered SoSe 2024!	▼ only business exchange students
5024	Enterprise Resource Planning	7 (6)	4	-----			<i>in German</i> only WiSe	▼ only business exchange students

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No.	Subject	EC TS	h/w		Profes- sor	Day/ Time	Room	Com- ments	X-Change
<u>SUSTAINABILITY</u>									
5091	Sustainable Transi- tion Management	3.5 (3)	2	-----				<i>in English only WiSe</i>	■ (S)
5093	Innovation Manage- ment in Emerging Markets	3.5 (3)	2	Ebinger	Tue 4	BB.007 ¹⁾		<i>in English only SoSe</i>	■ (S)
5092	Nachhaltige Wirt- schaftspolitik (Sustainable Public Policy)	7 (6)	4	Bossler	Thu 4+5	BL.002		<i>in English</i>	▼ <i>only business exchange stu- dents</i>

1) Bahnhofstraße 90.

2) Wassertorstraße 10

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
GENERAL FOCUS ELECTIVES								
5053	Außenwirtschaft II	7 (6)	4					▼ only <i>business exchange</i> students
	World Trade & Global Markets			Wei	Thu 2+3	BL.111	<i>in German</i> Please register: https://virtuohm.ohmportal.de limited number of participants	
5059	Business Model Generation	7 (6)	4	-----			<i>in English</i> only WiSe Attendance is mandatory!	■ (S) Places are limited! Only 5 exchange students permitted!
5065	Logistics and Supply Chain Management	3.5 (3)	2	Igl	Tue 3+ 4	BL.318 BL.112	<i>in English</i> only SoSe; Only during first half of the semester! <i>Starts on 26 March</i>	■ (S)
5069	Internationalization through Mergers & Acquisitions	7 (6)	4	Wellner	Thu 1+2 + 1 x Sat. 2-5	BL.315	<i>in English</i> only SoSe; Date for Saturday: May 11 Please register: https://virtuohm.ohmportal.de	■ (S)
5084	Area Study – Doing Business in South Africa	7 (6)	4	Wellner	Mon 4+5	BL.207	<i>in English</i> only SoSe; Off-site event on 8 + 9 May with South African Students Please register: https://virtuohm.ohmportal.de	■ (S)

1) Bahnhofstraße 90.

3.2.5 Business Electives Abroad

Only for those students who did not fulfill the minimum requirement of 21 ECTS (respectively 14 hrs/week) in business electives while being abroad.

No.	Subject	h/w	Lecturer	Day/Time	Room	Comments
3 ECTS per 2 h/w		All taught in German!				
6012	Digitalisierung – Aktuelle Themen und Handlungsfelder	2	-----			only WiSe Please register: https://virtuohm.ohmportal.de
6020	E-Services im Finanzwesen	2	Kobmann	Mon 1	online	
6032	Public Management/ Management von Non-profit-Unternehmen	2	Hommel	Tue 5	BL.205	
6036	Demografie und Marketing	2	-----			only WiSe; Bi-weekly! Please register: https://virtuohm.ohmportal.de
6037	Sponsoring-Management	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de No lecture in SoSe 2024!
6040	Social Entrepreneurship – Gemeinwohlorientierung und soziale Innovation in Unternehmen	2	Niessen	Fri 2+3	BL.318	Bi-weekly! Please register: https://virtuohm.ohmportal.de
6042	Nachhaltigkeit als Treiber von Innovationen	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de No lecture in SoSe 2024!
6043	5 Euro Business Wettbewerb	2	-----			only WiSe Please register: https://virtuohm.ohmportal.de
6044	Business Intelligence als Controllinginstrument	2	Maier	Wed 2+3	BL.206	First half of semester! Please register: https://virtuohm.ohmportal.de
6045	Nachhaltigkeitskommunikation und -marketing	2	Demuth	Thu 3	BL.205	Please register: https://virtuohm.ohmportal.de
6046	Markenmanagement	2	Kütt	Fri 3	BL.218	only SoSe Please register: https://virtuohm.ohmportal.de
6048	Integrierte Managementsysteme (= Integriertes Qualitäts- und Umweltmanagement)	2	Ebinger	Fri 4+5 Block (2x); Dates: Please see announcement board, 2 nd floor	KA.117 ²⁾	Offered through Virtuelle Hochschule Bayern (vhb). No course registration in VirtuOhm but at VHB www.vhb.org <i>Note: Exam registration has to be done in StudyOhm.</i>

1) Bahnhofstraße 90.

2) Keßlerplatz 12.

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	h/ w	Professor	Day/ Time	Room	Comments
6049	Internet- und Social-Media-Marketing	2	Geiger			Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)
6051	Businessplanung für Startups	2	Rudolph			Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)
6053	Einführung in das Industriegütermarketing	2	Blum			Offered through Virtuelle Hochschule Bayern (vhb). Note: Exam registration has to be done in StudyOhm
6050	Zollrecht und Handelspolitik in der EU (Import u. Export)	2	Brunner F. / Neuschwan-ger	Tue 5	BB.005 ¹⁾	Please register: https://virtuohm.ohmportal.de
6055	Sportmarketing: Marken führen und Rechte vermarkten	2	Riedmüller			Offered through Virtuelle Hochschule Bayern (vhb). Note: Exam registration has to be done in StudyOhm
6057	Einführung in das Produkt- und Innovationsmanagement	2	Geiger	Mon 5+6	KA.202 ²⁾	Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf) Bi-weekly

1) Bahnhofstraße 90.

2) Keßlerplatz 12.

3.2.6 General Electives Abroad

<p><i>Only for those students who did <u>not</u> fulfill the minimum requirement of 4 ECTS (respectively 4 hrs/week) in <u>general electives</u> while being abroad.</i></p> <p>Please register for these courses online during the registration period for General Electives as listed in the IB-semester schedule on page 4: https://virtuohm.ohmportal.de</p>						
No.	Subject	h/w	Lecturer	Day/Time	Room	Comments
2 ECTS per 2 h/w (except: Deutsch C1 = 6 ECTS)				Mostly taught in German!		
1812	Grundkurs der Soziologie	2		only WiSe		<p>Times and rooms (if not mentioned here) are listed on the homepage of the Faculty of Applied Mathematics and Physics and General Sciences at https://www.th-nuernberg.de/awpf/</p> <p>Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPF)</p>
1813	Aufbaukurs Soziologie	2	Müntnich	Tue 2	KA.334 ²⁾	
1815	Wirtschafts- und Sozialgeschichte	2	Strogies, V.	Tue 2	BL.216	
1816	Sprachkompetenz und Sprachbewusstsein	2	Naseband			
1825	Grund- und Einführungskurs Menschenrechte (mit Vertiefung)	2	Kathedr			
1826	Effektives und effizientes Zeit- und Zielmanagement	2	Weick			
AW-0495	Führung und Kommunikation	2	Allerdings			
1831	Teamkompetenzen-Teamarbeit, Kommunikation, Konfliktbearbeitung	2	Drechsel			
1834	Kreativität und Innovation	2	Jäger			
1837	Kommunikation	2	Schwer			
1838	Moderation und Prozessbegleitung	2	Schur			
1839	Rede- und Präsentationstraining	2	Weick			
1836	Climate and Climate Change	2	Matthiesen	only SoSe	In English	

INTERNATIONAL BUSINESS PROGRAMS

1840	Sustainable Buildings – Designing, Constructing and Living Green	2	Heidenreich		In English	
1818	Deutsch C1	4	von Brase	Tue 4+5	KA.118 ²	<p>6 ECTS; <i>Will only take place, if 5 or more students participate!!!</i> (DE002220)</p> <p>Please register: https://virtuohm.ohmpor-tal.de</p> <p>(Hochschulweite Einschreibungen > Language Center / Semesterbegleitende Sprachkurse)</p>

- 1) Bahnhofstraße 90.
- 2) Keßlerplatz 12

INTERNATIONAL BUSINESS PROGRAMS



DIE OFFIZIELLE FACHSCHAFT BW BUSINESS STUDENT ASSOCIATION

WHAT IS THE “FACHSCHAFT”?

We are a group of students from the Business Administration Faculty. Our main task is to represent your interests and needs, as well as to improve your experience on campus in cooperation with the Ohm.

Every semester we organize a series of events, workshops & parties for you to connect with your fellow students! You can find a full range of our activities on our website.

THE STUDENT REPRESENTATIVES - ELECTIONS 2023

- Florian Gierse
- Vanessa Stöckel
- Verena Dörr
- Larissa Meyer
- Valiko Movisisyan
- Arber Babaj
- Markus Liberopoulos
- Mark Binder

Get in contact with your representative -> <https://fachschaftbw-ohm.de/wahl/>

HOW CAN WE SUPPORT YOU?

The daily student life can be challenging, and therefore we have set up a dedicated student support page with hacks & checklists for your studies. Some of these guides will prove very valuable for international students. You also have the opportunity to submit your own questions!

STUDY SUPPORT



YOU WANT TO JOIN THE FACHSCHAFT?

If you are motivated to help organize and run events as well as represent student interests, please email us to attend our next meeting to get an idea of who we are! It's worth mentioning that our official meetings are strictly held in German.

For more information, [check out our website!](#)

Tel: 0911-58802600
E-Mail: bw-fachschaft@th-nuernberg.de

ROOM: RONDELL BL.008

FOLLOW US ON SOCIAL MEDIA



MORE INFORMATION ON [FACHSCHAFTBW-OHM.DE](https://fachschaftbw-ohm.de)



The TH keeps you in shape!



Did you know that being a TH Nürnberg student you are eligible to participate in sports courses offered by the “Institut für Sportwissenschaft & Sport” in Nuremberg and Erlangen?

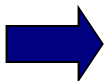
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- Sports classes for beginners up to advanced levels
- Individual sports and team sports
- Inter-university championships

Fees for sport classes vary but are typically very low.

How to enrol in sports courses?

If you want to get serious about physical exercising, you need to register online via the web. The registration form, along with a complete list and detailed descriptions of all classes offered, are at:



<https://www.hochschulsport.fau.de>

You need to register quickly, otherwise courses might be filled.