



**TECHNISCHE HOCHSCHULE NÜRNBERG
GEORG SIMON OHM**

COURSE CATALOGUE

International Business
Bachelor of Arts (B.A.)

Winter Semester
2022-23

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

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

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Internship Coordinator: (B-IB and B-IBT)	<u>Prof. Dr. Naiming Wei</u> Room BL.240, Phone 5880-2775, Naiming.Wei@th-nuernberg.de

Important information will be posted on the bulletin board on the 2nd floor.

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INTERNATIONAL BUSINESS PROGRAMS

Other Important Offices:				0911/5880-
Studierendenservice <i>Enrolment,</i> <i>Exam Results</i> Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon, Tue, Thu	9:00 – 16:00	studierendenservice@th-nuernberg.de	-4004
	Wed, Fri	9:00 – 14:00	<i>The Student Advisory Service hotline (-4004) is currently at times not available. Therefore, it is best to contact them via email as cannot be ensured that someone will be available to talk with you over the telephone.</i>	
Special requests			Elwine Marois (B-IBT) studienbuero-bw@th-nuernberg.de	-4358
			Marina Wunder (B-IB, M-IFE, M-IMA) studienbuero-bw@th-nuernberg.de	-4373
International Office Wassertorstr. 8, Building WF, 2 nd floor <i>Study Semester Abroad</i>	All: Wed + Mon	09:30 – 11:30 14:00 – 15:30	Semsi Colak (EU, Erasmus+) Semsi.Colak@th-nuernberg.de	-4851
	+ Tue	13:00 – 15:00	Renate Zehetbauer (North/Middle/South America, Russia, Ukraine) Renate.Zehetbauer@th-nuernberg.de	-4115
	+ Mon	11:45 – 13:45	Ann-Kathrin Lauer (Africa, Asian-Pacific) Ann-Katrin.Lauer@th-nuernberg.de	-4293
<i>Internship Semester</i>	via Zoom/Teams after appointment		Christina Hempel (Internship advisor)	-4113
<i>International Students</i>	via phone or email		Olga Strobel (Exchange students) Olga.Strobel@th-nuernberg.de	-4136
			Stefanie Ueberberg (Housing) Stefanie.Ueberberg@th-nuernberg.de	-4117
Library Prinzregentenufer 37, (Building KL), ground floor	Mon-Fri Sat	08:00 – 21:00 09:00 – 21:00	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
	<i>Semester Break:</i>	<i>Please check TH Website</i>		
Computer Labs Bahnhofstr. 87, 1 st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat	8:00 – 20:30 8:00 – 18:30 9:00 – 14:00	Roland Buhl (room BL.103a) Mike Schönert (room BL.103a) Dominik Wiendl (room BL.103a)	- 2761 - 2768 -2763
	<i>Semester Break:</i>	<i>Please check with Lab</i>		
Language Center Wassertorstr. 6, Building WK	Mon-Fri	8:00 – 12:00	Stilla Leidel Adriana Freitas language-center@th-nuernberg.de	- 4092
	Mon-Thu	13:00 – 14:00		
OHM Professional School Keßlerstr. 1 90489 Nürnberg			Webpage: www.ohm-professional-school.de Email ohm-professional-school@th-nuernberg.de	- 2800

INTERNATIONAL BUSINESS PROGRAMS

2. Semester Schedule: Winter Semester 2022-23

Semester Time-frame: From 1 October 2022 to 14 March 2023

Monday to Monday	5 Sep – 17 Oct (23.59)	8.00	<u>Online-Registration for Language Courses</u> at http://www.th-nuernberg.de/sprachen Attention: New students will get their instructions on languages during the Welcome Session. Please do not register before!
Tuesday	27 Sep	10.00	Welcome of New IB Students Bahnhofstraße 90, room BB.006 Not for Exchange Students!
Thursday to Sunday	29 Sep – 2 Oct (18.00)	14.00	Due to administrative reasons, please register for <u>all</u> courses you wish to take - also for courses which are not limited in the number of participants https://virtuohm.ohmportal.de Start of registration for all courses (participant restricted and non-participant restricted)
Monday	3 Oct		Public Holiday – No Lectures (German Reunification Day)
Tuesday	4 Oct	08.00	Start of all lectures
Tuesday to Sunday	4 Oct – 9 Oct (23.59)	9.00	Registration for General Electives Abroad (Allgemeinwissenschaftliche Wahlpflichtfächer) https://virtuohm.ohmportal.de
Wednesday to Sunday	19 Oct (12.00) – 30 Oct (23.59)		Registration Period for Exams https://virtuohm.ohmportal.de
Tuesday	1 Nov		Public Holiday - No Lectures (All Saints Day)
Wednesday	2 Nov		<u>For students in their first semester:</u> Until this date requests to the IB Examination Board for recognition of courses from prior studies should be submitted
Friday	18 Nov	17.00 h	Business Graduation Night – Fall 2022 https://bit.ly/3SCvgVx
Monday to Sunday	21 Nov – 27 Nov (23.59)		Withdrawal Period from Exam Registrations https://virtuohm.ohmportal.de
Saturday to Sunday	24 Dec 2022 – 8 Jan 2023		Public Holidays - No Lectures (Christmas Break)
Monday to Monday	9 Jan – 23 Jan		Re-registration for the Upcoming Semester
Friday to Thursday	13 Jan – 19 Jan		Tests for Small Groups
Friday	20 Jan		End of Lectures (No lectures on this day and afterwards)
Saturday to Friday	21 Jan – 10 Feb		Final Exams
Saturday to Tuesday	11 Feb – 14 March		Semester Break

INTERNATIONAL BUSINESS PROGRAMS

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

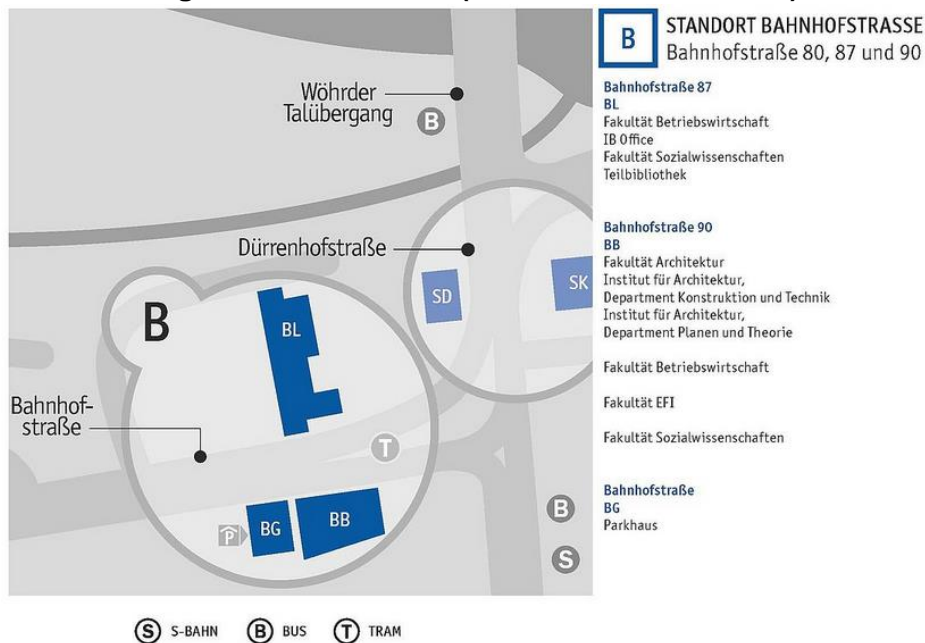
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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	Professor	Day/ Time	Room	Comments	X- Change
1110	Foundations of Business Administration <ul style="list-style-type: none"> Lecture Presentations Please make sure to attend the lecture on 11 Oct. as presentations will be distributed in the first class	5	4	Wei Wellner	Tue 3 Tue 2	BB.006 ¹⁾ BL.115	1st sem. only WiSe Start: 11 Oct.	■ (L)
1350	Financial Accounting	5	4	Maier	Mon 4+5	BL.001	1st sem. only WiSe	■ (L)
1360	Cost Accounting	5	4	Maier	Tue 1 + Thu 1	BL.003	Not offered SoSe 2023!	■ (L)
1370	Business Mathematics <i>Tutorial in Business Maths</i>	5	4 2	Streitferdt tba	Wed 5+6 tba	BL.003 tba	1st sem. only WiSe	■ (L)
1380	Business Statistics <i>Tutorial in Business Statistics</i>	5	4 2	----- Yadav	 tba	 tba	2nd sem. only SoSe	■ (L)
1390	Informatics <u>Letters L-Z</u> <ul style="list-style-type: none"> Business Information Systems Applied Information Technology Group A Group B 	5	4 2 2 2	 Bahlinger Mammen Mammen	 Wed 4 Thu 2 Thu 3	 BL.318 BL.102 BL.102	1st sem. Groups A+B start on: 13 Oct. Please register: https://virtuohm.ohmportal.de	■ (L)
1410	Business Law <u>Letters A-K</u> <i>Tutorial in Business Law</i> <i>Instructions about the tutorial during first lecture in Business Law!</i>	5	4 2	Schüller Schüller	Thu 2+3 Tue 6	BL.004 online	1st sem.	■ (L)
1450	Basic Study Techniques <ul style="list-style-type: none"> Presentation and Communication Techniques <u>Letters A-K</u> <u>Letters L-Z</u> Scientific Methods and Research <u>Letters A-K</u> <u>Letters L-Z</u> 	5	4 2 2	Both courses have to be taken together! Nash Rogers		 Mon 2 Mon 3 BL.216 BL.216 Mon 3 Mon 2 BL.205 BL.205	1st sem. only WiSe Attendance mandatory!	●
1705	Intercultural Communication	3	2	-----			only SoSe Attendance mandatory! Please register: https://virtuohm.ohmportal.de	●
	Business Language I Business Language II	4 4	4 4				Please refer to 3.1.2!	

1) Bahnhofstraße 90, ground floor.

2) Wasserstraße 10

INTERNATIONAL BUSINESS PROGRAMS

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 **1 September (8.00 a.m.) till 23 October (12.00 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 virtuOHM-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 **Tuesday, 4 October** except otherwise listed below!

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change	
1689	IB-English I (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	Windmüller	Thu 4+5	online	FR222301	▼	
	French A1 (Tutorial)		2	-----			Not offered WiSe 22-23!		
1599	French A2	---	4	Windmüller	Tue 4+5	online	FR222303	Please come to first class	
	French A2 (Tutorial)		2	Windmüller	Tue 6 (6 x per semester)	online	FR222304 Dates: 17+24 Nov, 1+8+15+22 Dec		
1598	French B1	4	4	Paul	Tue 4 + Thu 4	BL.206 BB.001 ¹⁾		and ask lecturer for per- mission to attend.	
	French B1 (Tutorial)		2	Paul	Thu 5	BB.001 ¹⁾			
1511	French B2	4	4	Ronssin	Thu 4+5	online		to attend.	
	French B2 (Tutorial)		2	Ronssin	Tue 4	online			
1596	Spanish A1 Group 1 (Letters A-K)	---	4	Baldó	Mon 1 + Thu 4	BL.205 BL.206			
			4	Mahúgo	Thu 5+6	BL.315			
	Spanish A1 (Tutorial)								
	Group 1 (Letters A-K) Group 2 (Letters L-Z)		2 2	Baldó Mahúgo	Thu 5 Tue 4	BL.206 BB.005 ¹⁾			
1597	Spanish A2	---	4	Nauta	Tue 4+5	BB.001 ¹⁾			
	Spanish A2 (Tutorial)		2	Nauta	Thu 4	BL.315			
1640	Spanish B1	4	4	Mahúgo	Tue 5+6	BL.206	<u>1st sem. only</u>		
	Spanish B1 (Tutorial)		2	Mahúgo	Thu 4	BL.213	<u>1st sem. only</u>		

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change
	Spanish B1	4	4	Baldó	Mon 3 + Tue 3	BL.218 BL.215	<u>3rd sem. only</u>	▼ Please come to first class and ask lecturer for per- mission to attend.
	Spanish B1 (Tutorial)		2	Baldó	Tue 2	BL.215	<u>3rd sem. only</u>	
1513	Spanish B2	4	4	Montero	Tue 4+5	BL.215		
	Spanish B2 (Tutorial)		2	Montero	Thu 4	BL.218		
1606	German A1	---	6	Zinger	Wed 4 + Fri 2+3	KA.118 ²⁾ KA.118 ²⁾		
1607	German A2	---	6	Reinhardt	Wed 4 + Thu 4+5	KA.108 ²⁾ KA.116 ²⁾		
1697	German B1	4	6	Nerke	Tue 4+5 + Thu 4	BL.217 BL.101		
1518	German B2	4	6	Galgon	Tue 4 + Thu 4+5	BL.207 BL.205		

1) Bahnhofstraße 90

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

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 under 3.2.2 in this course catalogue.

INTERNATIONAL BUSINESS PROGRAMS

3.2 Schedule of Advanced Studies Courses

3.2.1 Bachelor Business Courses (Advanced Core Subjects) – *Study and Exam Regulations 2013*

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change	
4807	Microeconomics	8	6	-----			only SoSe	▼ (L) only business ex- change students	
4806	Macroeconomics	8	6	Stephani	Mon 1+2 + Tue 6	BL.001 BL.004	only WiSe	▼ (L) only business ex- change students	
4825	Operations and Environmental Management	5	4	Both courses have to be taken together!					■ (L)
	• Operations Management		2	Wrobel	Mon 6	BL.003	only WiSe		
	• Environmental Management		2	Demuth	Thu 3	BL.001	only WiSe		
4830	Marketing	5	4	Bienert/ Puchalla	Wed 4+5	BB.007 ¹⁾	only WiSe	■ (L)	
4840 + 4845	Personnel Management	5	4					■ (S)	
			4 4	Michl Spielberger	Wed 2+3 Wed 2+3	BL.213 BL.318	Group as- signment will be done by the lecturers!		
4850	Finance, Investment and Capital Budgeting	5	4	Schiele/ Weese	Mon 4 + Thu 2	BL.213 BL.001		■ (L)	
Business Electives Abroad		21	min. 12 hours/week ²⁾			Please refer to 3.2.5!			
General Electives Abroad		4	min. 4 hours/week ²⁾			Please refer to 3.2.6!			
<i>The following mandatory courses are offered every semester. You are free to choose them either in your 6th or 7th!</i>									
4855	International Business Law	6	4	Brigola	Tue 1+2	BL.318		▼ (L) only business ex- change students with course in "Business Law"	
4866	International Business Administration I	7	4	Both courses have to be taken together!					
	• International Financial Management		2	Streitferdt	Wed 4	BL.003			
	• International Accounting and Taxation		2	Preißler	Thu 5	BL.003			

1) Bahnhofstraße 90.

2) 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.

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change	
4876	International Business Administration II	7	4	Both courses have to be taken together!					▼ (S) only <u>business exchange</u> students with advanced knowledge in Marketing
	<ul style="list-style-type: none"> International Business Ethics 		2	Demuth	Thu 4	BL.001	Limited number of participants		
	<ul style="list-style-type: none"> Case Studies in International Business 		2	Wellner	Thu 1+2	BL.214	Bi-weekly! Starts: 20 Oct. Limited number of participants		
4930	Management	7	Both courses have to be taken together!						▼ (L) only <u>business exchange</u> students
	<ul style="list-style-type: none"> Strategic Management 		4	Bilgram	Wed 2+3	BB.007 ¹⁾	Limited number of participants		
	<ul style="list-style-type: none"> International Management with Cases 		2	Wellner	Thu 1+2	BL.214	Bi-weekly! Starts: 13 Oct Limited number of participants		
3300	Internship Seminar	1	1	Wei	First meeting: Kick-off session: 19 Oct. at 13.00 in zoom, more information in 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	Bilgram/Rogers	Mon 4+5	BL.217	Attendance is mandatory! Limited number of participants	▼ (S) only advanced (in their last two semesters) <u>business exchange</u> students;	
	Focus Electives	14	8				Please refer to 3.2.3!		

1) Bahnhofstraße 90.

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INTERNATIONAL BUSINESS PROGRAMS

3.2.2 Focus Electives

Important information for students who started their studies in winter semester 2020-21 or thereafter:

According to new study and exam regulations (SPO changed in July 2020)
Focus Electives (including General Focus Electives) will be awarded **6 ECTS** (4 h/w) or **3 ECTS** (2 h/w).
Also the number of ECTS for the Bachelor's Thesis has changed from (formerly 12 ECTS) to **14 ECTS!**

Concerning the Focus Electives – all courses under 3.2.2 – including General Focus Electives:
Courses have to be chosen which added up result in a **total of 12 ECTS**
(students who started from winter semester 2020-21))
or **14 ECTS** (students who started before 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 Focus Electives.. Should you decide to focus on one field, this **career focus**, upon request, will be shown **on 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	Zimmermann	Wed 5+6	BL.111	<i>in English only WiSe; bi-weekly</i> Limited number of participants	▼ Knowledge in statistics and informatics required
5078	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 online	■ (S)
<p><u>Oct. 5, Nov. 18 + 25:</u> ONLINE SESSIONS from 15:45 till 17:15 h.</p> <p><u>Nov. 3 – 5:</u> FIXED LECTURES ON CAMPUS in room BL.tba; Times: Nov. 3+4: 15:45 -19:00 h, Nov. 5: 9:45 – 15:30 h.</p> <p><u>Oct. 12, 19 and 26, Nov. 14 + 21:</u> VIDEO LECTURES (flexible times)</p> <p><u>Nov. 16, 23 and 30, Dec. 7 + 14:</u> PROJET CALLS (flexible times)</p>								
5079	Future Trends in International Business	7 (6)	4	-----			<i>in English only SoSe</i> Limited number of participants	■ (S)
5085	Management Challenges in the Global Digital Economy	3.5 (3)	2	-----			<i>in English only SoSe</i> Please register: https://virtuohm.ohmportal.de	■ (S)

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
<u>FINANCE</u>								
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 Limited number of participants	▼ only business exchange students
5049	Corporate Finance	7 (6)	4	-----			<i>in English; only SoSe</i> Please register: https://vir-tuohm.ohmpor-tal.de	▼ (L) only business exchange students with course in Mathematics and Finance
<u>HUMAN RESOURCE MANAGEMENT</u>								
5071	Handlungsfelder des Personalmanagements Gruppe A Gruppe B	7 (6)	4	Spielberger/ Michl Spielberger/ Michl	Mon 2+3 Thu 2+3	BL.318 BL.315	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de Limited number of participants	▼ only business exchange students with knowledge in labor laws
5072	Angewandte Personalführung und -entwicklung Gruppe A Gruppe B	7 (6)	4	Hofmann, L. Hofmann, L.	Tue 2+3 Wed 2+3	BL.217 BL.217	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de Limited number of participants	▼ only business exchange students with knowledge in labor laws
<u>INTERNATIONAL ECONOMICS</u>								
5020	Principles of International Economics	7 (6)	4	-----			<i>in English; only SoSe</i>	▼ (L) only business exchange students (must have had a course in Economics)
5021	Energy and Development	7 (6)	4	Eitel	Mon 2+3	BL.314	<i>in English; only WiSe</i>	▼ (L) only business exchange students (must have had a course in Economics)
5083	Economics of Global Environmental Challenges	7 (6)	4	-----			<i>in English; only SoSe</i>	■ (S)

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.205 BL.205	<i>in English;</i> Attendance is mandatory for all sessions! Please register: https://vir-tuohm.ohmportal.de	▼ (S) only <u>business</u> ex-change 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	Riedmüller Brambach	Mon 2 Mon 3	BL.206 BL.206	<i>in English;</i> only WiSe Attendance is mandatory for all sessions! Please register: https://vir-tuohm.ohmportal.de	▼ (S) only <u>business</u> ex-change students with advanced knowledge in Marketing
OPERATIONS MANAGEMENT/LOGISTICS								
5022	Einkauf und Supply Management	7 (6)	4	Heß	Mon 1+2	BL.002	<i>in German</i> . Limited number of participants	▼ only <u>business</u> ex-change students
5023	Distribution und Supply Chain Management	7 (6)	4	Tripp	Tue 1+2	BL.001	<i>in German</i> Limited number of participants	▼ only <u>business</u> ex-change students
5024	Enterprise Resource Planning	7 (6)	4	Bogdanski	Mon 3+4	BL.212	<i>in German</i>	▼ only <u>business</u> ex-change students

INTERNATIONAL BUSINESS PROGRAMS

B-IB

BACHELOR-IB – Advanced Courses – General Focus Electives

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
<u>GENERAL FOCUS ELECTIVES</u>								
5053	Außenwirtschaft II World Trade & Global Markets	7 (6)	4					▼ <i>only business exchange students</i>
			4	Wei	Thu 2+3	BB.001 ¹⁾	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de <i>limited number of participants</i>	
5059	Business Model Generation	7 (6)	4	-----			<i>in English only WiSe</i> <u>Not offered WiSe 22-23!</u> <u>Attendance is mandatory!</u>	■ (S) <i>Places are limited! Only 5 exchange students permitted!</i>
5065	Logistics and Supply Chain Management	3.5 (3)	2	-----			<i>in English only SoSe</i>	■ (S)
5069	Internationalization through Mergers & Acquisitions	7 (6)	4				<i>in English only WiSe</i> <u>Not offered WiSe 22-23!</u> <i>Limited number of participants</i>	■ (S)
5074	Area Study – Doing Business in China	7 (6)	4	Wei	Wed 4+5	BL.212	<i>in English only WiSe</i> <u>Starts: 12 Oct.</u> <i>limited number of participants</i>	■ (S)
5082	Marketing for Startups	3.5 (3)	2	Hahn	Mon 4	BL.206	<i>in English only WiSe</i> <i>limited number of participants</i>	■ (S)
tba	Critical Issues in Management	3.5 (3)	2	Koris	Blocked	tba	<i>in English</i> <u>Dates:</u> Nov. 10 (block 6+7), Nov. 11 (4+5), Nov. 12 (2-5), Nov. 16 (5+6 and Nov. 18 (2+3)	■ (S)
tba	Corporate Governance and Sustainability	7 (6)	4	Wynder	Fri 2-4	tba	<i>in English</i> <u>Dates:</u> Nov. 4, 11, 18, 15; Dec. 2, 9, 16 and Jan 13	■

INTERNATIONAL BUSINESS PROGRAMS

tba	Services Management	7 (6)	4	Borchert	Blocked	tba	<i>in English</i> <u>Dates:</u> Nov. 15 + 17 (block 6+7), Nov. 18 + 19 (block 2-5), Nov. 21 (6+7), Nov. 22 (4-6), Nov. 23 (5+6), Nov. 25 (5+6) and Nov. 26 (2-4)	■ (S)
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1) Bahnhofstraße 90.

3.2.5 Business Electives Abroad

<p style="text-align: center;"><i>Only for those students who did <u>not</u> fulfill the minimum requirement of 21 ECTS in <u>business electives</u> while being abroad.</i></p>						
No.	Subject	h/ w	Professor	Day/ Time	Room	Comments
3 ECTS per 2 h/w		All taught in German!				
6012	Digitalisierung – Aktuelle Themen und Handlungsfelder	2	Langenbach	Fri 2+3	BL.206	Bi-weekly! Please register: https://virtuohm.ohmportal.de
6020	E-Services im Finanzwesen	2	Kobmann	Mon 1	BL.215	
6032	Public Management/ Management von Non-profit-Unternehmen	2	Hommel	Tue 5	BL.214	
6036	Demografie und Marketing	2	-----			only WiSe; Bi-weekly! Please register: https://virtuohm.ohmportal.de No lecture in WiSe 2022-23!
6037	Sponsoring-Management	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de
6040	Social Entrepreneurship	2	Niessen	Fri 2+3	BL.318	Bi-weekly Please register: https://virtuohm.ohmportal.de
6041	Unternehmensüberwachung	2	Böhme	Thu 3	BL.205	Only if in-class lectures are possible; not offered online
6043	5 Euro Business Wettbewerb	2	Honold	Blocked		only WiSe Please register: https://virtuohm.ohmportal.de (in VirtuOhm under Allgemeinwissenschaftliche Wahlpflichtfächer)
6044	Business Intelligence als Controllinginstrument	2	Maier	Wed 1	BL.315	Please register: https://virtuohm.ohmportal.de
6042	Nachhaltigkeit als Treiber von Innovationen	2	Kruckow	Mon 5	BL.212	Please register: https://virtuohm.ohmportal.de
6045	Nachhaltigkeitskommunikation und -marketing	2	-----			Not offered WiSe 22-23!
6046	Markenmanagement	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de

1) Bahnhofstraße 90.

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	h/ w	Professor	Day/ Time	Room	Comments
6048	Integrierte Management-systeme	2	tba	Times and rooms are listed on the homepage of the Faculty of Applied Mathematics, Physics and Humanities (AMP) at https://www.th-nuernberg.de/awpf/		Please register: https://virtuohm.ohmportal.de
6049	Internet- und Social-Media-Marketing	2	tba			Please register: https://virtuohm.ohmportal.de
6051	Businessplanung für Startups	2	tba			Please register: https://virtuohm.ohmportal.de
6053	Einführung in das Industriegütermarketing	2	Blum	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org No course registration in virtuohm but VHB!
6054	Design Thinking	2	Hahn	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org No course registration in virtuohm but VHB!
6055	Sportmarketing: Marken führen und Rechte vermarkten	2	Riedmüller	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org No course registration in virtuohm but VHB!
tba	Zollrecht und Handelspolitik in der EU (Import u. Export)	2	Brunner F. / Neuschwanger	Tue 5	BB.005 ¹⁾	

1) Bahnhofstraße 90.

3.2.6 General Electives Abroad

Only for those students who did not fulfill the minimum requirement of 4 ECTS (respectively 4 hrs/week) in general electives while being abroad.

*Please **register** for these courses **online** during the registration period for General Electives as listed in the **IB-semester schedule** on page 3: <https://virtuohm.ohmportal.de>*

No.	Subject	h/w	Lecturer	Day/Time	Room	Comments
2 ECTS per 2 h/w (except: Deutsch C1 = 6 ECTS)		All taught in German!				
1811	Einführung in die Politikwissenschaft	2	N.N.	Thu 5	BL.213	Please register: https://virtuohm.ohmportal.de
1813	Aufbaukurs Soziologie	2	tba	tba?		only WiSe
1815	Wirtschafts- und Sozialgeschichte	2				Times and rooms (if not mentioned here) are listed on the homepage of the Faculty of Applied Mathematics, Physics and Humanities at https://www.th-nuernberg.de/awpf/
	Gruppe A	2	N.N.	Tue 5	BB.007 ¹⁾	
	Gruppe B	2	N.N.	Wed 1	BL.213	
1816	Sprachkompetenz und Sprachbewusstsein	2	tba			Please register: https://virtuohm.ohmportal.de
1826	Effektives und effizientes Zeit- und Zielmanagement	2	tba			Please register: https://virtuohm.ohmportal.de
1831	Teamkompetenzen-Teamarbeit, Kommunikation, Konfliktbearbeitung	2	tba			
1825	Grund- und Einführungskurs Menschenrechte	2	tba			
1829	USA: History, Society, and Politics	2	tba			
1832	Ideenmanagement – Kreativprozesse in der Anwendung	2	tba			
1833	Philosophie	2	tba			
1818	Deutsch C1, Proficient German	6	von Brase	Tue 4+5 + Wed 4	KA.116 ²⁾ KA.116 ²⁾	6 ECTS; Will only take place, if 5 or more students participate!!! (DE212217)

1) Bahnhofstraße 90.

2) Keßlerplatz 12



The student council informs:

Who are we?

We are students of the Bachelor and Master study programs at the Faculty of Business Administration. As student representatives, we influence decisions at the university to support the well-being of our fellow students in every-day-life.

As a community, we try to improve the study conditions in a sustainable way and – next to our engagement in different committees – to make a contribution to a harmonic and successful university community through a variety of projects and events.

Join us and become a part of our community!

We are constantly looking for motivated students who would be interested in representing the student body of our faculty. There are several areas in which you can get involved, depending on your interests.

If you want to find out more about us and our various tasks, you can send us an email or join our bi-weekly meetings taking place each Wednesday at 7 pm in the Rondell BL.008 (ground floor).

We are excited to meet you!

Your Student Council BW

Room: Rondell BL.008
Tel: 0911-58802600
Mail: bw-fachschaft@th-nuernberg.de
Instagram: @fachschaftbw_ohm
Facebook: Georg Simon Ohm & Fachschaft BW



The OHM 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/category/kursangebot/>

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