



COURSE CATALOGUE

International Business
Bachelor of Arts (B.A.)

Winter Semester
2024-25

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

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

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Other Important Offices:				0911/5880-
Studienbüro <i>Application, Enrolment, Exams, Internship</i> Dürrenhofstr. 6, Gebäude BM (so-called HDI-Turm), 2 nd floor	Mon, Tue, and Thu Wed	9:00 – 16:00 9:00 – 14:00	By Email: Please use the email address for the Business Faculty: studienbuero-bw@th-nuernberg.de	-4004
International Office <i>Semester Abroad</i> Wassertorstr. 8, Building WF, 2 nd floor	Wed Thu	9:30 – 11:30 13:00 – 15:00 and by appointment	Semsi Colak (EU countries, Erasmus) Renate Zehetbauer (North/South America, Russia, Ukraine) Franziska Utomo (Africa, Asia-Pacific) Christina Hempel (Internship advisor) Olga Strobel (Exchange students)	- 4851 - 4115 - 4293 - 4113 - 4136
Library Prinzregentenufer 37, (Building KL), ground floor	Mon-Fri Sat, Sun and Holi- days	10:00 – 16:00 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 - 4242
Computer Labs Bahnhofstr. 87, 1 st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat <i>Semester</i> <i>Break:</i> <i>Mon-Thu</i> <i>Fri</i>	8:00 – 20:30 8:00 – 19:30 9:00 – 15:30 8:00 – 16:00 8:00 – 14:00	Roland Buhl (room BL.103a) Mike Schönert (room BL.103a) Dominik Wiendl (room BL.103a)	- 2761 - 2768 -2763
Language Center Wassertorstr. 6, 1 st floor	Mon-Fri	8:00 – 12:00	Stilla Leidel Adriana Freitas language-center@th-nuernberg.de	- 4092 - 4089
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

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2. Semester Schedule: Winter Semester 2024-25

Semester Time-frame: From 1 October 2024 to 14 March 2025

Monday to Friday	26 Aug (9:00) – 11 Oct (23.59)	Registration for Language Courses in VirtuOhm Attention: New students will get their instructions on languages during the Welcome Session. Please do not register before!
Wednesday	25 Sep	8:30 Welcome of New IB Students Bahnhofstraße 87, room T.01 (Theatersaal) Not for Exchange Students!
Thursday to Sunday	26 Sep – 29 Sep	Course Registration in VirtuOhm Online registration for courses with a limited number of participants 14:00 h Start of registration 18:00 h End of registration
Wednesday to Sunday	2 Oct (9:00) – 6 Oct (23.59)	Registration for General Electives Abroad in VirtuOhm (Allgemeinwissenschaftliche Wahlpflichtfächer)
Wednesday	2 Oct (8:00)	Start of all lectures
Thursday	3 Oct	Public Holiday – No Lectures (German Reunification Day)
Wednesday to Sunday	23 Oct (12.00) – 3 Nov (23.59)	Registration Period for Exams in StudyOhm
Tuesday	29 Oct	<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	1 Nov	Public Holiday - No Lectures (All Saints Day)
Friday	22 Nov (17:00)	Business Graduation Night – Fall 2024
Thursday to Wednesday	21 Nov – 27 Nov (23.59)	Withdrawal Period from Exam Registrations in StudyOhm
Saturday to Monday	21 Dec 2023 – 6 Jan 2025	Public Holidays - No Lectures (Christmas Break)
tba		Re-registration for the Upcoming Semester
Tuesday to Monday	14 Jan – 20 Jan	Tests for Small Groups
Tuesday	21 Jan	End of Lectures (No lectures on this day and afterwards)
Wednesday to Tuesday	22 Jan – 11 Feb	Final Exams
Wednesday to Friday	12 Feb – 14 March	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

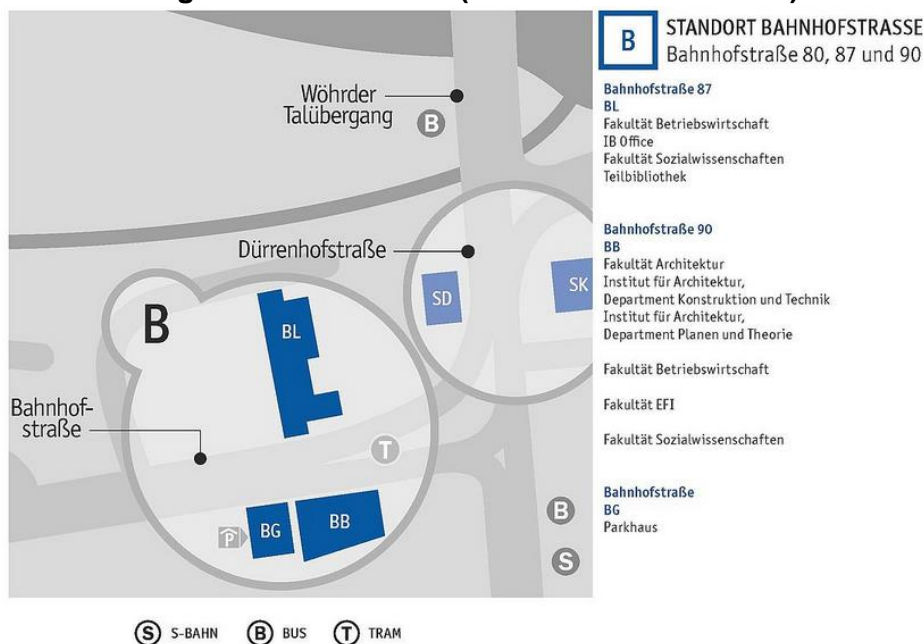
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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	Professor	Day/ Time	Room	Comments	X- Change
1110	Foundations of Business Administration • Lecture • Presentations/Tutorial Group A-K Group L-Z Please attend first lecture! → Presentations will be distributed!	5	4				<i>1st sem.</i> <i>only WiSe</i>	■ (L)
				Wei/Wellner	Tue 1	BB.006 ¹⁾		
				Wei/Wellner	Mon 6	BL.001		
				Wei/Wellner	Tue 6	BB.007 ¹⁾		
1350	Financial Accounting	5	4	Maier	Mon 4+5	BL.001	<i>1st sem.</i> <i>only WiSe</i>	■ (L)
1360	Cost Accounting	5	4	Maier	Thu 1+2	BL.315		■ (L)
1370	Business Mathematics <i>Tutorial in Business Maths</i>	5	4	Streitferdt	Tue 2+3	BL.002	<i>1st sem.</i> <i>only WiSe</i>	■ (L)
				Yanchev	Thu 1 Wed 1	BL.207 BL.207		
1380	Business Statistics <i>Tutorial in Business Statistics</i>	5	4	-----			<i>2nd sem.</i> <i>only SoSe</i>	■ (L)
1390	Informatics <u>Letters L-Z</u> • Business Information Systems • Applied Information Technology Group A Group B	5	4				<i>1st sem.</i>	■ (L)
				Bahlinger/ Reichert/ Zimmermann	Wed 4	BL.318		
				Bahlinger/ Reichert/ Zimmermann	Thu 2	BL.104		
				Bahlinger/ Reichert/ Zimmermann	Thu 3	BL.104		
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	Schüller	Thu 2+3	BL.004	<i>1st sem.</i> <i>Tutorial starts 15 October.</i>	■ (L)
				Schüller	Tue 6	online		
1450	Basic Study Techniques • Presentation and Communication Techniques • Scientific Methods and Research <u>Letters A-K</u> • Presentation and Communication Techniques • Scientific Methods and Research <u>Letters L-Z</u>	5	4	<i>Both courses have to be taken together!</i>			<i>1st sem.</i> <i>only WiSe</i> <i>Attendance mandatory!</i> <i>Group A-K starts on 7 Oct.</i> <i>Group L-Z starts on 9 Oct.</i>	●
				Altendorf/ Bilgram	Mon 2	BL.206		
				Altendorf/ Bilgram	Mon 3	BL.206		
				Joosten/ Bilgram	Wed 5	BL.115		
1705	Intercultural Communication	3	2	-----			<i>only SoSe</i> <i>Attendance mandatory!</i>	●
	Business Language I Business Language II	4 4	4 4				<i>Please refer to 3.1.2!</i>	

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- 1) *Bahnhofstraße 90, ground floor.*
- 2) *Wasserstraße 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 in [VirtuOhm](#) from **26 August (9.00 a.m.) until 11 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 **StudyOhm**.

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, 7 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! Classes with Mrs. Vizethum: Start on 2 Oct. Classes with Mr. Raimond: Start on 18 Oct.	●
			2	Raimond	Fri 1	BL.002		
			2	Raimond	Fri 2	BL.002		
			2	Raimond	Fri 3	BL.002		
			2	Vizethum	Wed 1	BL.112		
			2	Vizethum	Wed 2	BL.112		
2	Vizethum	Wed 3	BL.112					
1600	French A1	---	4	Husemann	Fri 2+3	BL.112		▼
1599	French A2	---	4	Husemann	Tue 4 + Thu 4	BL.218 BL.207		Please come to first class and ask lecturer for per- mission to attend.
	French A2 (Tutorial)				2	Husemann		
1598	French B1	4	4	Paul	Tue 4 + Thu 4	BL.205 BL.216		
	French B1 (Tutorial)				2	Paul		
1511	French B2	4	4	Guilloux- Blütling	Tue 4 + Thu 4	BB.001 ¹⁾ BL.213		
	French B2 (Tutorial)				2	Guilloux- Blütling		
1596	Spanish A1	---	4	Mahúgo	Thu 4+5	BL.205		
	Spanish A1 (Tutorial)				2	Mahúgo		
1597	Spanish A2	4	4	Baudisch Bartolomé	Tue 4 + Thu 4	BL.316 BL.112		
	Spanish A2 (Tutorial)				2	Baudisch Bartolomé		
1640	Spanish B1	4	4	Baldó	Tue 4+5	BL.101	1st sem. only	
	Spanish B1 (Tutorial)				2	Baldó	Wed 3	BL.217

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No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change
1640	Spanish B1	4	4	Baldó	Tue 1+2	BB.005 ¹⁾	3rd sem. only	▼ Please come to first class and ask lecturer for per- mission to attend.
	Spanish B1 (Tutorial)		2	Baldó	Wed 1	BL.217	3rd sem. only	
1513	Spanish B2	4	4	Montero	Tue 4+5	BL.214		
	Spanish B2 (Tutorial)		2	Montero	Thu 4	BB.001 ¹⁾		
1607	German A2	---	6	Motlaghza- deh	Thu 4 + Fri 2+3	KA.116 ²⁾ KA.116 ²⁾		
1697	German B1	4	6	Nerke	Tue 4+5 + Thu 4	WE.206 ³⁾ WE.002 ³⁾		
1518	German B2	4	6	Voigt	Tue 4 + Thu 4+5	BL.317 BL.218		

1) Bahnhofstraße 90

2) Keßlerplatz 12.

3) Wassertorstraße

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 under 3.2.2 in this course catalogue.

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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	Bossler	Mon 2+3 + Tue 3	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 1	BL.001		only WiSe
	• Environmental Management			2	Demuth	Thu 3	BL.003		only WiSe
4830	Marketing	5	4	Bienert/ Puchalla	Wed 4+5	BL.004	only WiSe	■ (L)	
4840 + 4845	Personnel Management	5	4	Weiß	Mon 5-7	BL.002	Please register: https://virtuohm.ohmpo.rtal.de	■ (S)	
				Prinzing-Hoppe	Thu 1+2	BL.213			
4850	Finance, Investment and Capital Budgeting	5	4	Schiele/ Weese	Mon 4 + Thu 6	BB.007 ¹⁾ BL.004		■ (L)	
Business Electives Abroad		21	min. 14 hours/week²⁾			Please refer to 3.2.5!			
General Electives Abroad		4	min. 4 hours/week²⁾			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!				▼ (L) only business ex- change students with knowledge of standard financial instruments and basic knowledge in accounting	
	International Financial Management & International Accounting and Taxation			2	Preißler/ Streitferdt	Tue 4	BL.318		
				2		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.

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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 <i>business exchange students with advanced knowledge in Marketing</i>
	• International Business Ethics		2	Demuth	Thu 4	BL.001	Please register: https://vir-tuohm.ohmportal.de	
	• Case Studies in International Business		2	Bilgram	Wed 5	BL.207	Please register: https://vir-tuohm.ohmportal.de	
4930	Management	7	Both courses have to be taken together!				▼ (L) only <i>business exchange students</i>	
	• Strategic Management		4	Gerhard	Wed 2+3	BL.004		Please register: https://vir-tuohm.ohmportal.de
	• International Management with Cases		2	Rogers	Wed 4	BL.115 <i>Starts on 9 Oct.</i>		Please register: https://vir-tuohm.ohmportal.de
3300	Internship Seminar	1	1	Gerhard	First meeting: 15 Oct. at 13.15 in room BL.213 Moodle Course: Daniel Gerhard > Internship Seminar Key: <i>internship</i>	Prerequisite: The internship has to be fully completed!	●	
4980	Project Work (Independent Practical and Scientific Work)	6	4	Eitel/ Gerhard	Mon 4+5	BL.207	Attendance is mandatory! Please register: https://vir-tuohm.ohmportal.de	▼ (S) only <i>advanced (in their last two semesters) business exchange students;</i>
	Focus Electives	14	8				Please refer to 3.2.3!	

1) *Bahnhofstraße 90.*

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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 2+3	BL.213	<i>in English only WiSe; during 1st half of sem.</i> Please register: https://vir-tuohm.ohmportal.de	▼ Knowledge in statistics and informatics required
5078	Digital Industry Services: Business Models, Marketing and Sales	7 (6)	4	Karyakin	Please see below!	Please see below!	<i>in English</i> Please register: https://vir-tuohm.ohmportal.de	■ (S)
<p>Oct. 2 + 9 + 16, Nov. 6 + 27: ONLINE SESSIONS at 17:30 h and 19:15 h.</p> <p>Nov. 14 + 15 (17:30 - 20:00 h) and Nov. 16 (9:45 – 15:30 h): LECTURES ON CAMPUS in room BL.205</p> <p>Oct. 8 + 15, Nov. 5 + 19 + 26: FLEXIBLE VIDEO LECTURES (flexible times)</p> <p>Dec. 3 + 12 + 17; Jan. 14 + 21: FLEXIBLE PROJECT DISCUSSIONS (flexible times)</p>								
5079	Future Trends in International Business	7 (6)	4	-----			<i>in English only SoSe</i> Please register: https://vir-tuohm.ohmportal.de	■ (S)
5085	Management Challenges in the Global Digital Economy	3.5 (3)	2	Bilgram	Wed 1	BL.216	<i>in English</i> Please register: https://vir-tuohm.ohmportal.de Starts on 9 Oct	■ (S)

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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.ohmportal.de Limited number of participants	▼ only <u>business</u> exchange students
5049	Corporate Finance	7 (6)	4	-----			<i>in English; only SoSe</i> Please register: https://vir-tuohm.ohmportal.de	▼ (L) only <u>business</u> exchange students with course in Mathematics and Finance
<u>HUMAN RESOURCE MANAGEMENT</u>								
5071	Handlungsfelder des Personalmanagements	7 (6)	4	Weiß	Wed 4+5	BL.315	<i>in German</i> Please register: https://vir-tuohm.ohmportal.de Limited number of participants	▼ only <u>business</u> exchange students with knowledge in labor laws
5072	Angewandte Personalführung und -entwicklung	7 (6)	4	Hofmann, L./ Coy	Mon 3 Tue 2	BL.213 BL.215	<i>in German</i> Please register: https://vir-tuohm.ohmportal.de Limited number of participants	▼ only <u>business</u> 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 <u>business</u> exchange students (must have had a course in Economics)
5021	Energy and Development	7 (6)	4	Eitel/ Ratzesberger	Thu 2+3	BL.207	<i>in English; only WiSe</i>	▼ (L) only <u>business</u> 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)

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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	----- -----			<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	Riedmüller/ Brambach	Mon 2 + 3	BL.205	<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	Tripp	Tue 1+2	BL.003	<i>in German</i> Please register: https://virtuohm.ohmportal.de	▼ only business exchange students
5024	Enterprise Resource Planning	7 (6)	4	Bogdanski	Mon 3+4	BL.212	<i>in German</i> only WiSe Please register: https://virtuohm.ohmportal.de	▼ 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>									
5096	Sustainable Transi- tion Management – In- novation and New Business Models	3.5 (3)	2	-----				<i>in English only SoSe</i>	■ (S)
5097	Sustainable Business Management – Chal- lenges, Regulation and Ap- proaches	3.5 (3)	2	Ebinger	Tue 4	BB.211 ¹⁾	<i>in English only WiSe Starts on 15 Oct.</i>	■ (S)	
5092	Nachhaltige Wirt- schaftspolitik (Sustainable Public Policy)	7 (6)	4	Sandner	Wed 2+3	BL.216	<i>in English</i>	▼ <i>only business exchange stu- dents</i>	

1) Bahnhofstraße 90

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 4	Wei	Thu 2+3	BL.111	<i>in German</i> Please register: https://vir-tuohm.ohmportal.de limited number of participants	▼ only business exchange students
5059	Business Model Generation	7 (6)	4	-----			<i>in English only WiSe</i> Not offered WiSe 24-25! Attendance is mandatory!	■ (S) Places are limited! Only 5 exchange students permitted!
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 SoSe</i>	■ (S)
5074	Area Study – Doing Business in China	7 (6)	4	Wei	Wed 4+5	BL.218	<i>in English only WiSe</i> starts on 9 Oct. Please register: https://vir-tuohm.ohmportal.de	■ (S)

1) Bahnhofstraße 90.

For additional qualifications/ certificates please see information on page 20.

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.205	only WiSe; Bi-weekly! Please register: https://virtuohm.ohmportal.de
6020	E-Services im Finanzwesen	2				no lecture in WiSe 2024-25 Please register: https://virtuohm.ohmportal.de
6032	Public Management/ Management von Non-profit-Unternehmen	2	Hommel	Tue 5	BL.205	Please register: https://virtuohm.ohmportal.de
6037	Sponsoring-Management	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de
6042	Nachhaltigkeit als Treiber von Innovationen	2	Kruckow	Mon 5	BL.111	Please register: https://virtuohm.ohmportal.de
6043	5 Euro Business Wettbewerb	2	Rudolph		Kick-off session on 21 Oct. at 18:00 h in room KA.204 ²⁾	only WiSe Please register: https://virtuohm.ohmportal.de (in VirtuOhm under Allgemeinwissenschaftliche Wahlpflichtfächer)
8103	Tableau als Controlling-instrument	2	Maier	Wed 2+3	BL.206	Please register: https://virtuohm.ohmportal.de
6045	Nachhaltigkeitskommunikation und -marketing	2	Demuth	Tue 4	BL.217	Please register: https://virtuohm.ohmportal.de
6046	Markenmanagement	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de
6049	Internet- und Social-Media-Marketing	2	Geiger	Mon 5	KA.102 ²⁾	Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibung > AWPf)

1) Bahnhofstraße 90.

2) Keßlerplatz

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	h/ w	Professor	Day/ Time	Room	Comments
6050	Zollrecht und Handelspolitik in der EU (Import u. Export)	2	Brunner F. / Neuschwanger	Tue 5	BL.206	Please register: https://virtuohm.ohmportal.de
6051	Businessplanung für Startups	2	Rudolph	Tue 2	KA.140 ²⁾	Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibung > AWPf)
6052	Integrierte Managementsysteme (= Integriertes Qualitäts- und Umweltmanagement)	2	Ebinger	2x Fr 4+5 blocked	KA.117	Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibung > AWPf)
6053	Einführung in das Industriegütermarketing	2	Blum	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org <i>No course registration in virtuohm but VHB!</i>
6055	Sportmarketing: Marken führen und Rechte vermarkten	2	Riedmüller	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org <i>No course registration in virtuohm but VHB!</i>
6065	Social Entrepreneurship – Gemeinwohlorientierung und soziale Innovation in Unternehmen	2	Niessen	Fri 2+3	BL.318	Please register: https://virtuohm.ohmportal.de
6057	Einführung in das Produkt- und Innovationsmanagement	2	Geiger	Mon 4	KA.107 ²⁾	Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibung > AWPf)
8101	Machine Learning im Finanz- und Risikomanagement	2	Schiele	Thu 3+4	BL.206	<i>First half of semester only!</i> Please register: https://virtuohm.ohmportal.de

1) Bahnhofstraße 90.

2) Keßlerplatz

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 3: 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)					All taught in German!	
1812	Grundkurs Soziologie	2	Müntnich	Tue 2	KA.107 ²⁾	<p><i>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/</i></p> <p><i>Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibung > AWPf)</i></p>
1813	Aufbaukurs Soziologie	2	-----			
1815	Wirtschafts- und Sozialgeschichte	2	Strogies, V.	Tue 2	BL.216	
1816	Sprachkompetenz und Sprachbewusstsein	2	Naseband	Tue 6	KA.302 ²⁾	
1825	Grund- und Einführungskurs Menschenrechte	2	Kathedr	Mon 5	KA.108 ²⁾	
1826	Effektives und effizientes Zeit- und Zielmanagement	2	Weick	online		
1834	Kreativität und Innovation	2	Jäger			
1837	Kommunikation	2	Schwer	Mon 4	KA.118 ²⁾	
1839	Rede- und Präsentationstraining	2	Weick	online		
1840	Sustainable Buildings – Design, Constructing and Living Green	2	Heidenreich	Wed 5	KA.140	
AW-0495	Führung und Kommunikation	2	Allerdings	Wed 2 Additionally one blocked lecture on 30 Nov., 09:00 – 14:00	BL.507 T03	
1836	Climate Change – Changing Economy	2	Hauer	Mon 6	KA.102 ²⁾	

INTERNATIONAL BUSINESS PROGRAMS

1818	Deutsch C1, Proficient German	6	von Brase	Tue 4+5 + Wed 4	KA.254 ²⁾ KA.254 ²⁾	<i>6 ECTS; Will only take place, if 5 or more students participate!!!</i>
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1) *Bahnhofstraße 90.*

2) *Keßlerplatz 12*

3.3 Additional Qualifications/Certificates (on a voluntary basis; no ECTS)

A) Acquiring the „Ausbilderqualifizierung“ (Trainer’s Qualification)

For many years, the Faculty of Business Administration has been offering the opportunity to acquire the “Ausbilderqualifizierung” as part of the vocational and occupational education and training (Berufs- und Arbeitspädagogik (BAP)). This qualification legally enables you to take on full- or part-time responsibility for apprentices at a company. For students it is free of charge.

To receive the certificate the five courses below must be completed. They cannot be recognized for the IB Bachelor’s degree, and must be taken on a voluntary basis. All courses are taught in German. Once you successfully completed the courses below you will receive a confirmation letter issued by our faculty and signed by the coordinator of this additional qualification, Prof. Dr. Raphael Verstege. With this letter you may approach the local Chamber of Industry and Commerce (IHK Nürnberg für Mittelfranken) to obtain the official letter of the “Ausbilderqualifizierung”.

No.	Subject	h/w	Lecturer	Day/ Time	Room	Comments
	Grundfragen der Berufsbildung	2	Verstege	Mo 3	BL.217	
	Rechtsgrundlagen der Berufsbildung	2	Schnabel	Mo 1	BL.217	
	Sozialisation und Kommunikation in der beruflichen Bildung	2	Schnabel	Mo 2	BL.217	
	Gestaltung von Lernprozessen in der beruflichen Bildung		Verstege	Mo 4	BL.217	only WiSe Please register: https://vir-tuohm.ohmportal.de
	Betriebliche Praxis handlungsorientierten Lernens und Lehrens					only SoSe Please register: https://vir-tuohm.ohmportal.de
	Gruppe A	2	Verstege			
	Gruppe B	2	Kirchknopf			

B) Entrepreneurship Certificate

Learn the basics of entrepreneurship and entrepreneurial thinking as well as practical knowledge to implement a start-up idea:

<https://www.th-nuernberg.de/beratung-services/beratungsstellen/gruendungsberatung/zertifikat-entrepreneurship/>

C) Entrepreneurial Innovation Hub

Qualification program to raise the startup culture in our region to a new level:

<https://www.th-nuernberg.de/beratung-services/beratungsstellen/gruendungsberatung/entrepreneurial-innovation-hub/>

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 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?

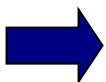
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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>