



**TECHNISCHE HOCHSCHULE NÜRNBERG
GEORG SIMON OHM**

COURSE CATALOGUE

International Business
Bachelor of Arts (B.A.)

Summer Semester
2022

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

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

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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, Exam Results</i> Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon, Tue, Thu Wed, Fri	9:00 – 16:00 9:00 – 14:00	studierendenservice@th-nuernberg.de <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>	-4004
Special requests			Ursula Wiethaus (B-IBT) Ursula.Wiethaus@th-nuernberg.de Marina Wunder (B-IB, M-IFE, M-IMA) Marina.Wunder@th-nuernberg.de	- 4357 - 4373
International Office <i>Semester Abroad</i> Wassertorstr. 8, Building WF, 2 nd floor	Mon+Wed Tue+Thu	9:30 – 11:30 13:00 – 15:00 and by appoint- ment	Sems Colak (EU countries, Australia, South Africa, Asia) Renate Zehetbauer (North/South Amer- ica, Russia, Ukraine) Christina Hempel (Internship advisor) Olga Strobel (Exchange students)	- 4851 - 4115 - 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 <u>Semester</u> <u>Break:</u> Mon-Thu Fri	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

INTERNATIONAL BUSINESS PROGRAMS

2. Semester Schedule: Summer Semester 2022

Semester Time Frame: From 15 March 2022 to 30 September 2022

Tuesday to Monday	15 February – 28 March (23:59)	08:00 h	Registration for Language Courses at http://www.th-nuernberg.de/sprachen (Semesterbegleitende Kurse)
Monday to Monday	7 March – 14 March (23:59)	09:00 h	Registration for General Electives Abroad (Allgemeinwissenschaftliche Wahlpflichtfächer) at http://www.th-nuernberg.de/awpf
			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
Thursday to Sunday	10 March – 13 March	14:00 h 18:00 h	Start of registration End of registration
Tuesday	15 March	08:00 h	Start of all Lectures (including language courses)
Thursday to Tuesday	14 April – 19 April		Public Holiday - No Lectures (Easter)
Tuesday	12 April		Until this date requests to the IB-Examination Board for recognition of courses from prior studies / internships should be submitted.
Sunday	1 May		Public Holiday - No Lectures (Labor Day)
Wednesday to Sunday	20 April – 1 May (23:59)	12:00 h	Registration Period for Exams https://virtuohm.ohmportal.de
tba	tba	11:00 h – 15:45 h	Summer Career Day (Bahnhofstr. 87, ground floor) https://www.th-nuernberg.de/fakultaeten/bw/fakultaet/veranstaltungen-events/summer-career-day-2021/
Thursday	26 May		Public Holiday - No Lectures (Ascension Day)
Monday to Sunday	23 May – 29 May (23:59)		Withdrawal Period from Exam Registrations https://virtuohm.ohmportal.de
Friday to Tuesday	3 June – 7 June		Public Holiday - No Lectures (Pentecost)
tba	tba		Re-registration for the Upcoming Semester
Thursday	16 June		Public Holiday - No Lectures (Corpus Christi)
Friday to Thursday	24 June – 30 June		Tests for Small Groups
Friday	1 July		End of Lectures (No lectures on this day and afterwards!)
Friday	8 July		17:00 Business Graduation Night Spring 2022, PARKS Nürnberg https://bit.ly/3J9Kq7q
Saturday to Friday	2 July – 22 July		Final Exams
Saturday to Friday	23 July – 30 September		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

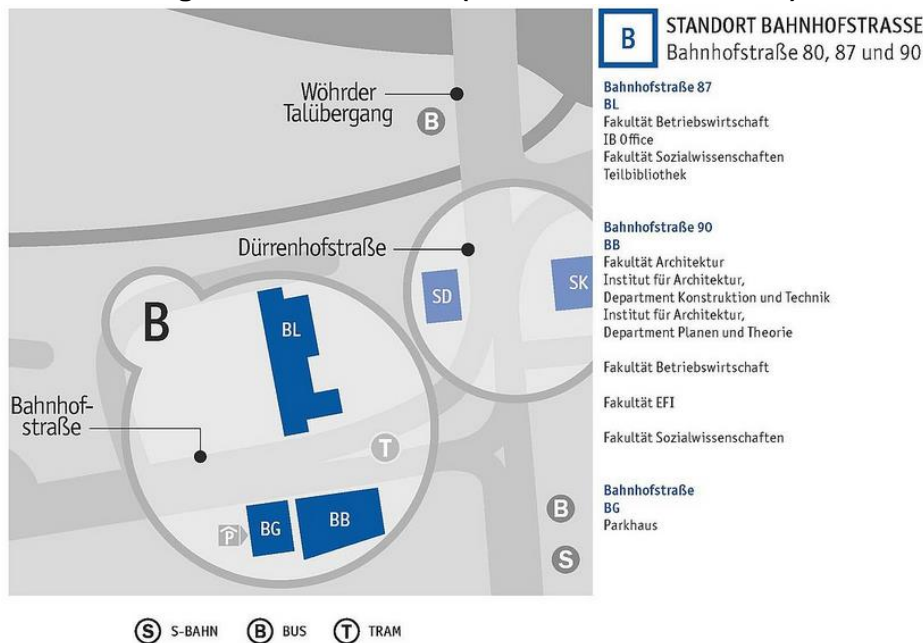
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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.

Information provided in this catalogue
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	Comments	X- Change
1110	Foundations of Business Administration	5	4	-----			1 st sem. only WiSe	■ (L)
1350	Financial Accounting	5	4	-----			1 st sem. only WiSe	■ (L)
1360	Cost Accounting	5	4	Maier	Mon 1+2	BL.001		■ (L)
1370	Business Mathematics	5	4	-----			1 st sem. only WiSe	■ (L)
	Tutorial in Business Maths		2	-----				
1380	Business Statistics	5	4	Kabisch	Tue 1+2	BL.003	2 nd sem. only SoSe Tutorial starts 24 March	■ (L)
	Tutorial in Business Statistics		2	Kuksin	Thu 3 or Fr 2	BL.101 BL.101		
1390	Informatics Letters A-K	5	4				1 st sem.	■ (L)
	- Business Information Systems		2	Bahlinger/ Mammen / Zimmermann	Wed 4	BL.318		
	- Applied Information Technology Group A		2	Bahlinger/ Mammen / Zimmermann	Wed 5	BL.102	Groups A+B start on: 23 March Please register: https://vir-tuohm.ohmpor-tal.de	
	Group B		2		Wed 6	BL.102		
1410	Business Law Letters L-Z	5	4	Schüller	Thu 2+3	BL.003	2 nd sem. Tutorial starts 22 March	■ (L)
	Tutorial in Business Law Instructions about tutorial during first lecture in Business Law!		2	Schüller	Tue 6	online		
1450	Basic Study Techniques	5	4	Both courses have to be taken together!			1 st sem. only WiSe Attendance mandatory!	●
	- Presentation and Communication Techniques Letters A-K Letters L-Z		2	-----				
	- Scientific Methods and Research Letters A-K Letters L-Z		2	-----				
1705	Intercultural Communication	3	2	Nash	Mon 5	BB.103 ¹⁾	2 nd sem. Attendance mandatory! Please register unter Language Center – Interkulturelles Training 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, ground floor.

2) Wassertorstraße 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 **15 February (8.00 a.m.) until 28 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 **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, 15 March except otherwise listed below!**

No.	Subject	EC TS	h/ w	Lecturer	Day/ Time	Room	Comments	X- Change
1689	IB-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	Windmüller	Tue 4+5	-----	<u>online</u>	Please come to first class and ask lecturer for per- mission to attend.
	French A2 (Tutorial)		2	Windmüller	Tue 6	-----	<u>online</u>	
1598	French B1	4	4	Paul	Mon 6 + Thu 4	BL.214 BB.001 ¹⁾		for per- mission to attend.
	French B1 (Tutorial)		2	Paul	Thu 5	BB.001 ¹⁾	<i>Bi-weekly!</i>	
1511	French B2	4	4	Ronssin	Thu 4+5	-----	<u>online</u>	for per- mission to attend.
	French B2 (Tutorial)		2	Ronssin	Wed 5	-----	<u>online</u>	

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INTERNATIONAL BUSINESS PROGRAMS

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 Letters A-K Letters L-Z	---	4	Baldó	Tue 3 + Thu 4	BL.216 BL.206 BB.005 ¹⁾		
				Baldó	Tue 4+5			
	Spanish A2 (Tutorial) Letters A-K Letters L-Z		2	Baldó Baldó	Thu 5 Wed 3	BL.206 BL.207		
1640	Spanish B1	4	4	Baudisch Bartolomé	Tue 3 + Thu 4	BL.214 BL.214		
	Spanish B1 (Tutorial)		2	Baudisch Bartolomé	Thu 5	BL.214		
1513	Spanish B2	4	4	Montero	Tue 4 + Thu 4	BB.001 ¹⁾ BL.218	2nd sem. only	
	Spanish B2 (Tutorial)			2	Montero	Thu 5	BL.218	
	Spanish B2	4	4	Nauta	Thu 1+2	BL.115	3rd semester or higher	
	Spanish B2 (Tutorial)			2	Nauta	Fri 1	BL.218	3rd semester or higher
1606	German A1	---	6	-----				
1607	German A2	---	6	Reinhard	Wed 4 + Thu 4+5	-----	<u>online</u>	
1697	German B1	4	6	Nerke	Tue 4+5 +Thu 4	BL.101 BL.207		
1518	German B2	4	6	Galgon	Tue 4 + Thu 4+5	BL.207 BL.205		

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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 unter 3.2.2 of this course catalogue.

INTERNATIONAL BUSINESS PROGRAMS

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	Eitel	Mon 3 + Mon 4 + Thu 1	KA.213 ²⁾ KA.213 ²⁾ BL.001	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	<i>Both courses have to be taken together!</i>				■ (L)	
	- Operations Management			2	-----				only WiSe
	- Environmental Management			2	-----				only WiSe
4830	Marketing	5	4	Bienert/ Puchalla	Wed 4+5	BB.007 ¹⁾		■ (L)	
4840+ 4845	Personnel Manage- ment	5	4	Michl	Wed 2+3	BL.213		■ (S)	
4850	Finance, Investment and Capital Budgeting	5	4	Streitferdt	Mon 4+5	BL.002		■ (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: 22 March	▼ (L) only <i>business ex-</i> change stu- dents with course in "Business Law"	
4866	International Busi- ness Administration I	7	4	<i>Both courses have to be taken together!</i>				▼ (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	Streitferdt	Mon 3	BL.001		
	- International Accounting and Taxation			2	Preißler	Thu 5	BL.003		

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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.

INTERNATIONAL BUSINESS PROGRAMS

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 <i>business exchange</i> students with advanced knowledge in Marketing
	- International Business Ethics self-study at the beginning, please check the moodle course for more information		2	Demuth	Thu 4	BL.002	Please register: https://vir-tuohm.ohmpor-tal.de		
	- Case Studies in International Business		2	Wellner	Mon 1+2	BL.112	Bi-weekly! Starts: 21 March (9:45 h) Please register: https://vir-tuohm.ohmpor-tal.de		
4930	Management	7	Both courses have to be taken together!						▼ (L) only <i>business exchange</i> students
	Strategic Management		4	Fees/Wellner	Wed 1+5	BL.001	Please register: https://vir-tuohm.ohmpor-tal.de		
	International Management with Cases		2	Wellner	Mon 1+2	BL.112	Bi-weekly! Starts: 21 March (8:00 h) Please register: https://vir-tuohm.ohmpor-tal.de		
3300	Internship Seminar	1	1	Wei	First meeting: ZOOM meeting on 23 March at 13.00, 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	Eitel/Fees	Thu 1+2	BL.206	Attendance is mandatory! Starts: 17 March at 9:45 Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S) only advanced (in their last two semesters) <i>business exchange</i> students;	
	Focus Electives	14	8				Please refer to 3.2.3!		

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INTERNATIONAL BUSINESS PROGRAMS

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
DIGITAL BUSINESS								
5068	Business Intelligence Applications	3.5 (3)	2	-----			<i>in English only</i> WiSe	▼ Knowledge in statistics and informatics required
5070	Agile Transformation: Focus on Design Thinking	3.5 (3)	2	-----			<i>in English</i> Not offered SoSe 2022! Limited number of participants	■ (S)
5078	Digital Industry Services: Business Models, Marketing and Sales	7 (6)	4	Karyakin	Please see below!	-----	<i>in English</i> Please register: https://vir-tuohm.ohmportal.de online	■ (S)
<p>March 16, 21, 28 and April 4, 11: FIXED LECTURES ON CAMPUS in room BL.216: 2 groups, 90 min. each; Group 1: 16:45–18:15 h; Group 2: 18:30–20:00 h (Group splitting to be found in Moodle prior to first class.)</p> <p>March 30, April 6, 18, 27, May 4: FLEXIBLE PROJECT DISCUSSIONS, 60 min. each; (Splitting into projects will be done during the course.)</p> <p>March 18, 25 and April 1, 8, 14: FLEXIBLE ONLINE LECTURES</p>								
5079	Future Trends in International Business	7 (6)	4	Rogers	Wed 4+5	BL.205	<i>in English only</i> SoSe Please register: https://vir-tuohm.ohmportal.de	■ (S)
5085	Management Challenges in the Global Digital Economy	3.5 (3)	2	Schuster	Thu 6	BL.315	<i>in English only</i> SoSe Please register: https://vir-tuohm.ohmportal.de	■ (S)

INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	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://virtuohm.ohmportal.de Limited number of participants	▼ only business exchange students
5049	Corporate Finance	7 (6)	4	Streitferdt	Wed 2+3	BL.217	<i>in English;</i> only SoSe Please register: https://virtuohm.ohmportal.de	▼ (L) only business exchange students with course in Mathematics and Finance
HUMAN RESOURCE MANAGEMENT								
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://virtuohm.ohmportal.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. / Verstege Hofmann, L. / Verstege	Mon 4+5 Tue 4+5	BL.217 BL.216	<i>in German</i> Please register: https://virtuohm.ohmportal.de Limited number of participants	▼ only business exchange students with knowledge in labor laws

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INTERNATIONAL BUSINESS PROGRAMS

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments	X-Change
INTERNATIONAL ECONOMICS								
5020	Principles of International Economics	7 (6)	4	Eitel	Wed 3+4	WE.013 ³⁾	<i>in English;</i> only SoSe	▼ (L) only <i>business exchange students</i> (must have had a course in Economics)
5021	Energy and Development	7 (6)	4	-----			<i>in English;</i> only WiSe	▼ (L) only <i>business exchange students</i> (must have had a course in Economics)
5083	Economics of Global Environmental Challenges	7 (6)	4	Mummert	Tue 3+4	BL.206	<i>in English;</i> only SoSe	■ (S)
MARKETING								
5067	Customer Experience Management - 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 <i>business exchange students</i> with advanced knowledge in Marketing Str. Brand Mgm.: self-study at the beginning, please check the moodle course for more information
5075	International Pricing and Consumer Behavior - Consumer Behavior - International Pricing Strategies	7 (6)	4 2 2	----- -----			<i>in English;</i> only WiSe Attendance is mandatory for all sessions! Limited number of participants	▼ (S) only <i>business exchange students</i> 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> . Please register: https://vir-tuohm.ohmportal.de	▼ only <i>business exchange students</i>
5023	Distribution und Supply Chain Management	7 (6)	4	Tripp	Tue 1+2	BL.001	<i>in German</i> Please register: https://vir-tuohm.ohmportal.de	▼ only <i>business exchange students</i>
5024	Enterprise Resource Planning	7 (6)	4	Bogdanski	Mon 3+4	BL.212	<i>in German</i>	▼ only <i>business exchange students</i>

1) Bahnhofstraße 90.

3) 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	<i>Both lectures have to be attended in one semester!</i>					▼ only business exchange students
	- World Trade & Global Markets		2	Wei	Thu 3	BL.216	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de limited number of participants		
	- Zollrecht und Handelspolitik in der EU (Import u. Export)		2	Brunner F./Herdegen	Tue 5	BL.112	<i>in German</i> Please register: https://vir-tuohm.ohmpor-tal.de limited number of participants		
5059	Business Model Generation	7 (6)	4	-----			<i>in English only WiSe</i> 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.213	<i>in English only SoSe;</i> Only during first half of the semester!	■ (S)	
5069	Internationalization through Mergers & Acquisitions	7 (6)	4	-----			<i>in English only WiSe</i> in presence or hybrid (depending on pandemic) Limited number of participants	■ (S)	
5084	Area Study – Doing Business in South Africa	7 (6)	4	Wellner	Mon 5+6	BL.206	<i>in English only SoSe</i> Please register: https://vir-tuohm.ohmpor-tal.de	■ (S)	
5077	Innovation and Sustainable Transition Management	7 (6)	4				<i>in English only SoSe</i> Not offered SoSe 2022! Please register: https://vir-tuohm.ohmpor-tal.de	■ (S)	
	- Sustainable Transition Management		2	-----					
	- Innovation Management in Emerging Markets		2	-----					
5082	Marketing for Startups	3.5 (3)	2	-----			<i>in English only WiSe</i> limited number of participants	■ (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	BL.215	
6032	Public Management/ Management von Non-profit-Unternehmen	2	Hommel	Tue 5	BL.206	
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 2022!
6040	Social Entrepreneurship – Gemeinwohlorientierung und soziale Innovation in Unternehmen	2	Niessen	Fri 2+3	BL.205	Bi-weekly!
6041	Unternehmensüberwachung	2	Böhme	Thu 3	BL.205	
6043	5 Euro Business Wettbewerb	2	-----			only WiSe Please register: https://virtuohm.ohmportal.de
6044	Business Intelligence als Controlling-instrument	2	Maier	Thu 2	BL.207	Please register: https://virtuohm.ohmportal.de
6042	Nachhaltigkeit als Treiber von Innovationen	2	Kruckow	Mon 5	BL.212	
6045	Nachhaltigkeitskommunikation und -marketing	2	Demuth	Thu 3	BL.212	
6046	Markenmanagement	2	-----			only SoSe Please register: https://virtuohm.ohmportal.de No lecture in SoSe 2022!

1) Bahnhofstraße 90.

No.	Subject	h/ w	Professor	Day/ Time	Room	Comments
6049	Internet- und Social-Media-Marketing	2	Geiger	<i>Times and rooms are listed on the homepage of the Faculty of Applied Mathematics and Physics and General Sciences (AMP) at https://www.th-nuernberg.de/awpf/</i>		Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)
6051	Businessplanung für Startups	2	Rudolph			Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)
6057	Einführung in das Produkt- und Innovationsmanagement	2	Geiger			Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)
6053	Einführung in das Industriegütermarketing	2	Blum	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org <i>no registration in VirtuOhm but VHB</i>
6054	Design Thinking	2	Hahn	virtuelle Hochschule Bayern		VHB-Anmeldung erforderlich: www.vhb.org <i>no 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 registration in VirtuOhm but VHB</i>

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!		
1811	Einführung in die Politikwissenschaft	2	Strogies, L.	Thu 5	BL.115	<p><i>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/</i></p> <p><i>Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > AWPf)</i></p>
1812	Grundkurs Soziologie	2		Only WS		
1813	Aufbaukurs Soziologie	2	Müntnich	Tue 2	KA.334 ²⁾	
1815	Wirtschafts- und Sozialgeschichte	2				
		Gruppe A	2	Strogies, L.	Tue 5	
	Gruppe B	2	Strogies, L.	Wed 1	BL.213	
1816	Sprachkompetenz und Sprachbewusstsein	2	Naseband			
1826	Effektives und effizientes Zeit- und Zielmanagement	2	Weick			
1831	Teamkompetenzen-Teamarbeit, Kommunikation, Konfliktbearbeitung	2	Drechsel			
1825	Grund- und Einführungskurs Menschenrechte	2	Katheder	Tue 2		
1835	Grundlagen Nachhaltigkeit / Basics Sustainability	2	Ebinger			
1834	Kreativität und Innovation	2	Jäger			
1833	Philosophie und Ethik	2	Nickel-Schwäbisch			

INTERNATIONAL BUSINESS PROGRAMS

1818	Deutsch C1, Proficient German	6	von Brase	Tue 4+5 + Wed 4	KA.602 ²⁾ KA.104 ²⁾	<i>6 ECTS; Will only take place, if 5 or more students participate!!! (DE002220)</i> <i>Please register: https://virtuohm.ohmportal.de (Hochschulweite Einschreibungen > Language Center / Semesterbegleitende Sprachkurse)</i>
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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.

Your representatives based on the university elections 2021:

- Tamara Aepfelbach
- Manuel Frohnhöfer
- Alina Le
- Vanessa Stöckel
- Noah Campana
- Tamara Obwandner
- Antonia Letzel

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
Web: www.bw-fachschaft.de
Facebook: Georg Simon Ohm & Fachschaft BW



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?

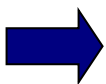
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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.