

# Degree programme E-Commerce

Bachelor of Arts (B.A.)



**Rosenheim**

Technical University  
of Applied Sciences



CAMPUS  
CHIEMGAU

# BACHELOR'S DEGREE PROGRAMME

## E-Commerce

- Degree: Bachelor of Arts (B.A.)
- Duration: 7 semesters (6 instructional semesters on campus and 1 practical semester in a company/business organization)
- Credit Points (CP): 210
- Language of instruction: English
- Location: Campus Chiemgau in Traunstein
- Dual education is possible

## Course contents

The Bachelor's degree programme E-Commerce combines elements of business administration and electronic commerce with digital business models and new digital technologies such as artificial intelligence, blockchain as well as virtual/augmented/mixed reality. Partnering with successful, thriving local businesses and global leaders in E-Commerce, the programme puts much emphasis on the application of study contents in business practice. Thereby, this degree programme will empower students to embark on successful careers in the growing fields of E-Commerce and digital business. Our partnerships with leading companies in the area of E-Commerce will offer students outstanding career entry opportunities and future prospects (e.g. as Product Manager, Webshop Manager, etc.). The degree programme is in English and will prepare students for international requirements, enabling students to acquire excellent business English skills.

→ [www.th-rosenheim.de/E-Commerce-Bachelor](http://www.th-rosenheim.de/E-Commerce-Bachelor)

## Application

- Course start: each summer and winter semester
- Application period: 1 May – 15 July for winter semester, 15 November – 15 January for summer semester
- Application: online at → [www.th-rosenheim.de](http://www.th-rosenheim.de)

## Contact

Central Student Advisory Office  
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## Meet your Prof in Augmented Reality

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