



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



E-Commerce

Rosenheim Technical University of Applied Sciences • Traunstein



Overview

Degree	Bachelor of Arts
Teaching language	<ul style="list-style-type: none">English
Languages	The language of instruction is English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Mode of study	Less than 50% online
Programme duration	7 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<ul style="list-style-type: none">Duration: seven semesters (six instructional semesters on campus and one practical semester in a company / business organisation / own start-up project)Instruction mode: hybrid (on campus classes combined with online instruction)Study model: Dual education (i.e. "duales Studium", combining education and workplace experience) is possible.
Application deadline	15 July for the following winter semester
Tuition fees per semester in EUR	None
Joint degree / double degree programme	No
Description/content	<p>The Bachelor's degree programme in E-Commerce combines elements of business administration and e-commerce with a modern, future-oriented education in the areas of digital business models and new technologies (such as artificial intelligence, blockchain, web3, the Internet of Things, or virtual reality).</p> <p>We place great emphasis on the practical application and immediate implementation of our study contents. Therefore, we have jointly designed various courses in cooperation with successful</p>

regional businesses as well as leading global technology companies. This prepares you for a successful career in the fast-growing fields of e-commerce and digital business. Existing company contacts will make it easy for you as a graduate to start your career and open up outstanding career prospects. After all, e-commerce and digital business is relevant for all companies – for small businesses, medium-sized enterprises, and large global corporations.

Worth noting: The language of instruction for the degree programme is English. This will thoroughly prepare you for working in a globalised world.

Course Details

Course organisation	The Bachelor's degree programme in E-Commerce combines elements of business administration and e-commerce with a modern, future-oriented education in the areas of digital business models and new technologies.
International elements	<ul style="list-style-type: none">• Training in intercultural skills• Language training provided• International guest lecturers• Projects with partners in Germany and abroad
Integrated internships	<p>There is one practical semester in a company / business organisation / own start-up project integrated in the degree programme.</p> <p>Our close partnerships with local businesses and global leaders in e-commerce provide students with excellent opportunities to do internships in a variety of industries and geographic areas. Student jobs are also available within our partner companies.</p> <p>During an internship or student job, you will start networking with possible employers and gain valuable knowledge to build your career. An internship or student job often leads to a job offer after graduation.</p>
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	85 EUR student union fee per semester

Costs of living Each student needs about **992 EUR per month** to cover living expenses, student accommodation, health insurance and other related costs in Rosenheim. We recommend calculating approx. 11,904 EUR per year in total.

For international students from non-EU countries:

Proof of financial resources / blocked account: With a blocked account, you can provide evidence that you have adequate financial resources during the visa application process. The presumed annual requirement that must be paid into the blocked account when applying for a visa amounts to 11,904 EUR. Please see the information from the Federal Foreign Office: www.auswaertiges-amt.de/en/visa-service/visabestimmungen-node/sperrkonto-seite.

Funding opportunities within the university

No

Requirements / Registration

Academic admission requirements

A general or subject-specific **higher education entrance qualification** is sufficient to qualify for the study programme. Check whether you are eligible to apply at the [DAAD database on admission requirements](#).

For the application you must prove your higher education entrance qualification with **preliminary review documentation / Vorprüfungsdokumentation (VPD)** from **uni-assist**. You can apply for a VPD at www.uni-assist.de/en/.

It takes approximately four to six weeks until you will receive your result. Please take this into account when planning your application.

More detailed information on the admission requirements is available at www.th-rosenheim.de/information-sheets.

Language requirements

In order to apply for the programme, you will need a language level of **German A2** and **English B2** according to the CEFR.

The following **German language tests** are recognised:

- Deutsches Sprachdiplom (DSD) level 1 (CEFR A2/B1) or higher
- Goethe certificate A2 or higher
- TELC certificate German A2 or higher
- ÖSD certificate A2 or higher
- DSH 1 or higher
- TestDaf TN3 or higher
- Completed German language course at a university in Germany of at least four ECTS credits at level A2 or higher
- Certificate of examination to determine the suitability of foreign applicants to study at universities in Germany ("Feststellungsprüfung")
- Completed German-language Bachelor's or Master's degree programme
- Completed German language and literature studies in Germany or abroad
- German at level A in the final certificate of the International Baccalaureate Diploma Programme

Applicants whose native language is German are exempt from providing proof of sufficient German language skills.

The following **English language tests** are recognised:

- Internet-based TOEFL with 72 or more points
- TOEIC with 785 or more points
- IELTS with a band score of 6.0 or higher
- Cambridge CEFR B2 First (FCE) with Grade C (at least 160 points) or higher
- Cambridge CEFR C1 Advanced (CAE) with level B2 (at least 160 points) or higher
- TELC certificate English B2 or higher
- Pearson PTE Academic with 60 or more points
- At least six years of school-based English language instruction at a secondary school, as evidenced by a German-language university entrance qualification or an equivalent, recognised university entrance qualification from a non-German school

- Completed English-language Bachelor's or Master's degree programme
- Completed English language and literature studies in Germany and abroad
- A grade of at least "good" in the Technical English module or a comparable English module from the previous German-language degree programme

Applicants whose native language is English are exempt from demonstrating sufficient English language skills.

Application deadline 15 July for the following winter semester

Submit application to Application is possible via our [online application portal](#).

Services

Possibility of finding part-time employment

Students can find part-time jobs in cooperation with our partner companies in the Chiemgau/Traunstein/Rosenheim area as well as at businesses within the Munich metropolitan area or in Salzburg.

Online job market at TH Rosenheim:

You will find job postings on the internal online job market of TH Rosenheim. The Chiemgau campus also has a database that coordinates job opportunities with local partner companies.

Bavaria-wide job exchange:

You will also find interesting job offers at <https://jobboerse.th-rosenheim.de/index.php/en>.

More helpful tips:

Our website also provides practical advice about [working in Bavaria](#), Germany.

Accommodation

Student accommodation will be available. More detailed information can be found here: www.th-rosenheim.de/housing. Information on finding accommodation, accommodation allowance, and registration requirements can be found [here](#).

Student accommodation in Traunstein, such as a student dormitory, is already being planned. TH Rosenheim students at the Chiemgau campus will be informed as soon as these options become available.

For your own research on student accommodation in Traunstein, we recommend the relevant property search portals or social media. A recommended online portal among students to find a shared flat is wg-gesucht.de.

Career advisory service

Applying for jobs and starting your career:

The [Career Centre](#) provides students and graduates with information and advice on applying for jobs, career planning and starting out in the world of work.

Workshops for international students, e.g.:

- What's important to stand out from the crowd?
- Written applications and interviewing
- Individual CV check & counselling

International students who need assistance with writing applications have the chance to arrange individual appointments in English and German.

Support for international students and doctoral candidates

- Welcome event
- Tutors
- Cultural and linguistic preparation
- Buddy programme

Supervisor-student ratio

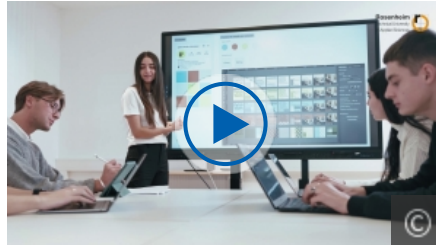
Good professor-student ratio, small groups, individual career coaching



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Paula Zuluaga
Student from Colombia

E-commerce is a growing field that has given me a lot of opportunities even prior to graduating. The professors within the E-Commerce programme are always willing to help students & provide the best learning experience while remaining abreast of current developments. They help with any questions we have & guide us through the learning process with hands-on experiences & internship opportunities. Bavaria is a great region for outdoor activities, learning, work, & achieving a life-work balance.



Why Study E-Commerce?

Study E-Commerce and get ready for the job profiles of the future! The degree programme will comprehensively prepare you for the tasks in a digitalised business world and provide you with outstanding career opportunities.

» more:
<https://www.youtube.com/watch?v=PC7aKH5VT-0>

– **Rosenheim Technical University of Applied Sciences**



The Chiemgau campus is located right in the centre of vibrant Traunstein, set amidst lakes and mountains.

Rosenheim Technical University of Applied Sciences (TH Rosenheim): To study at Rosenheim Technical University of Applied Sciences (TH Rosenheim) is to study in one of Germany's most beautiful and economically attractive regions. With its high-quality and wide-ranging selection of degree programmes, excellent studying conditions, close links with industry and research, and a strong practical connection, our university offers a promising outlook – for studying, leisure time and careers. To help international students feel at home, the university offers a variety of services, such as German language courses and tutors assisting with everyday university life.

Five USPs for studying at TH Rosenheim:

- No tuition fees for regular Bachelor's and Master's degree programmes
- Practice-oriented education with more than 100 laboratories
- A welcoming atmosphere with close contact between lecturers and students
- German language courses and career workshops for free
- Mountains on the horizon and leisure activities at every turn



University location

Chiemgau Campus & Traunstein

The Chiemgau campus in Traunstein, the digital hub of the renowned Rosenheim Technical University of Applied Sciences, is uniquely located amidst mountains and lakes, an outdoor region with excellent opportunities for students to go skiing, surfing, hiking and more. The vibrant city of Traunstein offers all amenities needed for an inspiring student life, welcoming visitors from all over the world. With the highest standards of educational quality, TH Rosenheim and the Chiemgau campus put much emphasis on a strong orientation towards business practice. At TH Rosenheim, it is particularly important that faculty maintain close contact with their students, empowering them to pursue successful careers in business practice.

Where are TH Rosenheim and Chiemgau Campus?

Rosenheim and the Chiemgau campus are located in the south-eastern part of the German state of Bavaria. Close to the Alps, it is an area rich in scenic beauty and with an impressive cultural heritage. Just a short drive away from Germany's "high-tech capital" Munich, it is also the centre of a prospering economic region. Traunstein is situated near three larger cities: Munich, Salzburg, and Innsbruck. According to the European Commission, Traunstein belongs to the "Alpine Arc" super region. This region comprises the entire German, Austrian and Italian Alpine region, which makes it one of the strongest economic regions of the European Union.

Contact

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🌐 Course website: https://www.th-rosenheim.de/en/studies-and-further-education/courses-of-study/bachelors-degree-programmes/e-commerce?mtm_campaign=DAAD%20International%20Programmes&mtm_kwd=B-EC

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📘 <https://www.facebook.com/throsenheiminternational>

🌐 <https://de.linkedin.com/school/th-rosenheim/>

📷 https://www.instagram.com/throsenheim_international/

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www.daad.de/international-programmes
www.daad.de/sommerkurse

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Disclaimer

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