

Course structure diagram with ECTS credits

Technical Sales and Distribution Management (bachelor degree programme)

Module	Course Title	Sem.	Course Type	SWS	ECTS
1st semester					
Fundamentals of Engineering	Fundamentals of Mechanical Engineering	1	VO	1	2
Fundamentals of Engineering	Fundamentals of Electrical Engineering	1	VO	1	2
Fundamentals of Engineering	Fundamentals of Technical Physics	1	ILV	1	2
Mathematics, Statistics	Mathematics	1	ILV	1,5	3
Mathematics, Statistics	Statistics	1	ILV	1,5	3
Fundamentals of General Business Administration	Fundamentals of General Business Administration	1	VO	1,5	3
Financial Accounting	Accounting	1	ILV	1,5	3
Social Skills 1	Time Management, Learning Techniques	1	UE*	2	2
Social Skills 1	Teambuilding	1	UE*	1,5	2
Social Skills 1	Presentation	1	UE*	2	2
English 1	Business English Basics	1	UE	1,5	3
English 1	Business English	1	UE	1,5	3
					30
2nd semester					
Fundamentals of Electronics, Electrical Engineering	Specific Applications: Electronics & Electrical Engineering (E&EE)	2	ILV	2	4
Fundamentals of Electronics, Electrical Engineering	Lab Electronics & Electrical Engineering (E&EE)	2	UE*	1	2
Fundamentals of Machinery & Plant Engineering	Specific Applications: Machinery & Plant Engineering (M&PE)	2	ILV	2	4
Fundamentals of Machinery & Plant Engineering	Lab Machinery & Plant Engineering (M&PE)	2	UE*	1	2
Fundamentals of Marketing, Sales	Fundamentals of Sales	2	VO	1	2
Fundamentals of Marketing, Sales	Fundamentals of Marketing	2	VO	1	2
Fundamentals of Marketing, Sales	Social Media	2	ILV	1	2
Fundamentals of General Business Administration	Cost Accounting	2	ILV	1,5	3
Financial Accounting	Balancing	2	ILV	1,5	3
English 2	Technical English 1	2	UE	1,5	3
English 2	Technical English 2	2	UE	1,5	3
					30
3rd semester					
Business Administration 1	Process and Quality Management	3	ILV	1,5	3
Business Administration 1	Project Management	3	ILV	1,5	3
Engineering Advanced	Mechatronics	3	ILV	1	2
Engineering Advanced	Technical Systems	3	UE	1	2

Module	Course Title	Sem.	Course Type	SWS	ECTS
Engineering Advanced	Drive Engineering	3	UE	1	2
English 3	Meetings and Negotiations	3	UE	2	6
Private Law	Fundamentals of Civil Law	3	ILV	1,5	3
Private Law	Corporate Law	3	ILV	1,5	3
Sales Management 1	Modern Distribution Channels	3	VO	1,5	3
Sales Management 1	Sales Management	3	ILV	1,5	3
					30
4th semester					
Business Administration 2	Knowledge Management	4	ILV	1,5	3
Business Administration 2	Financing	4	ILV	1,5	3
IT-Based Sales	CRM Systems and Processes	4	VO	1	2
IT-Based Sales	CRM Projects	4	ILV	1,5	3
IT-Based Sales	Distribution Software	4	ILV	0,5	1
Sales Management 2	Sales Organization	4	ILV	1	2
Sales Management 2	Sales Psychology	4	ILV	1	2
Sales Management 2	Sales Strategies	4	ILV	1	2
Elective Module: Technical Applications in Sales: Electronics & Electrical Engineering	Technological Aspects in Sales: Electronics & Electrical Engineering (E&EE)	4	ILV	1,5	3
Elective Module: Technical Applications in Sales: Electronics & Electrical Engineering	Technical Documentation: Electronics & Electrical Engineering (E&EE)	4	ILV	2	3
Elective Module: Technical Applications in Sales: Machinery and Plant Engineering	Technological Aspects in Sales: Machinery and Plant Engineering (M&PE)	4	ILV	1,5	3
Elective Module: Technical Applications in Sales: Machinery and Plant Engineering	Technical Documentation: Machinery and Plant Engineering (M&PE)	4	ILV	2	3
Social Skills 2	Moderation	4	UE*	2	2
Social Skills 2	Negotiations	4	UE*	2	2
Social Skills 2	Fundamentals of Academic Research	4	UE	1	2
					30
5th semester					
Business Administration 3	Innovation Management	5	ILV	1,5	3
Business Administration 3	Technology Management	5	ILV	1,5	3
Bachelor Thesis	Bachelor Thesis: Sales, Part 1	5	SE	0,5	3
Bachelor Thesis	Elective Course: Bachelor Thesis: Machinery and Plant Engineering (M&PE), Part 1	5	SE	0,5	3
Bachelor Thesis	Elective Course: Bachelor Thesis: Electronics & Electrical Engineering (E&EE), Part 1	5	SE	0,5	3
Law 2	Liability, Tort	5	ILV	1,5	3
Law 2	Tendering, Contract Design	5	ILV	1,5	3
Integrated Applications of Engineering and Sales	Elective Course: Project Work Machinery and Plant Engineering (M&PE)	5	PS	1	3
Integrated Applications of Engineering and Sales	Elective Course: Project Work Electronics & Electrical Engineering (E&EE)	5	PS	1	3
Integrated Applications of Engineering and Sales	Project Work Technical Sales & Distribution	5	PS	1	3

Module	Course Title	Sem.	Course Type	SWS	ECTS
Social Skills 3	Conflict Management	5	UE*	1	1
Social Skills 3	Corporate Social Responsibility	5	ILV	0,5	1
Social Skills 3	Networks and Clusters	5	ILV	1	2
Social Skills 3	Leadership in Sales & Distribution	5	ILV	2	2
					30
6th semester					
Bachelor Thesis	Bachelor Thesis: Sales Part 1	6	SE	0,5	3
Bachelor Thesis	Elective Course: Bachelor Thesis: Machinery and Plant Engineering (M&PE), Part 2	6	SE	0,5	3
Bachelor Thesis	Elective Course: Bachelor Thesis: Electronics & Electrical Engineering (E&EE), Part 2	6	SE	0,5	3
Business Administration 4	Intercultural Management	6	ILV	1	2
Business Administration 4	Foreign Trade	6	ILV	1	2
Business Administration 4	Workshop Internship	6	UE*	1	1
Business Administration 4	Tutorial Bachelor Examination	6	UE*	1	1
Internship	Internship	6			12
Bachelor Examination	Bachelor Examination	6			6
					30

Abbreviations

ILV	Integrated Class
KO	Tutorial
PS	Project Seminar
SE	Seminar
UE	Practice class
UE*	Practice class with limited study workload
VO	Lecture