



## NEU-ULM UNIVERSITY OF APPLIED SCIENCES

### International Business School

#### Fact Sheet for Student Exchange

## 1. GENERAL INFORMATION

### Areas of study

Business and Economics

Information Management

Health Management

### Facts and figures

**4,000** students

**90** professors

**260** further staff

**110** international partner universities

**15** Bachelor's programmes

**10** Master's programmes  
(6 entirely in English)

**350** outgoing students / year

**100** courses taught in English for exchange students  
(+ numerous additional online courses)

**90** incoming students / year

### Facilities - some highlights

- state-of-the-art laboratories: Healthcare Lab, Information Management & Automotive Lab, Logistics Lab, Management Cockpit, Media Lab, Usability Lab, Innovation Space & Start-up Room
- modern campus surrounded by a sports park
- excellent access to public transport
- colourful canteen with lake terrace

### What former exchange students think about their stay

„What I appreciate about the Neu-Ulm University of Applied Sciences is high practical relevance of courses, small study groups and a large variety of courses taught in English.“

- Exchange student from Russia

„I will remember this place for my whole life – I felt at home.“

- Exchange student from China



## 2. ACADEMIC INFORMATION

### Academic calendar

#### Winter semester

Official duration of semester:

1 September - 28 February

Start of orientation programme:

mid/end September

Lecture start:

beginning of October

Exam period:

end January - mid February

#### Summer semester

Official duration of semester:

1 March - 31 August

Start of orientation programme:

beginning of March

Lecture start:

mid March

Exam period:

mid July - end July

For exchange students, the semester starts with the orientation weeks and students can leave Neu-Ulm after the end of the exam period. Rental contracts in the dormitories are always concluded for the official duration of the exchange semester. Find a more detailed academic calendar on our [website](#).

### Degree programmes & courses for exchange students



Find out about the degree programmes with courses taught in English for exchange students on our [website](#). There you will also find information on the possible selection of courses.



If students have German language skills at level B2, they are most welcome to choose from our courses taught in German available in all [degree programmes](#). Our Internationalisation Officers of the different departments can give further advice on these courses.

Recommended workload per semester: 15 - 30 ECTS\* (depending on the home university's regulations)

\*European Credit Transfer System

### Learning German

We offer two ways of learning the German language (both free of charge):

1. [German language course](#)
2. Buddy programme between German and international students

## 3. SERVICES & PRACTICALITIES

#### Orientation weeks

It is a crucial part of the exchange experience.

It allows students a smooth start into their life in Germany and at the HNU. See for yourself in this [video](#) and on our [website](#).

#### Fees and financial means

Approx. 930€ per month (rent, food, transport, etc.) – more details [here](#). Please note that for visa applications it might be necessary to prove financial means for the whole semester (approx. 4.300 – 5.200€) in advance and block this amount on a separate bank account.

#### Visa

Non-EU citizens looking to study in Germany will generally need a visa. Students should apply for a „national student visa, category D“. (A tourist visa is not sufficient!). Find out more about visa regulations [here](#) (Federal Foreign Office) and in our [FAQs](#).

### Health insurance

The International Office supports students in having their foreign health insurance recognized or taking out a German health insurance. Find general information on health insurance in Germany [here](#) (German Academic Exchange Service) and in our [FAQs](#).

### Student jobs

Student jobs are possible up to 120 days per year. The HNU operates a [job portal](#) and in our [FAQs](#) we provide further links.

### Exchange students' families

In case spouses and dependants will accompany an exchange student, the HNU will actively assist the exchange student with finding suitable accommodation and arranging child day care. Further information can be found on our [website](#).

### Housing

We assist our exchange students in finding accommodation. Choices are local student residences (2-9 min walk from the HNU) or shared flats. Students will submit a priority list for housing options as part of their online application. Room prices vary between 350€ and 500€ per month. Have a look at our student dormitories in our [housing website](#).

### Accessibility

Students and staff with disabilities or chronic illnesses are welcome to participate in courses and university life. Find more information on accessibility on our [website](#) or contact the International Office if you have questions.

## 4. NOMINATION & APPLICATION

### Application documents

Application documents need to be completed / uploaded in our online application system Mobility-Online. Find more information on our [application website](#).

### Language requirements

Level B2\*\* (English and/or German). Find more details on our [application website](#).

\*\*Common European Framework of Reference for Languages (CEFR)

### Further requirements

- 1 year of study at home institution
- no specific GPA (Grade Point Average) required

### Nomination and application deadlines for incoming exchange students

#### For studies in winter semester

Nomination deadline:  
15 April

Application deadline:  
1 May

#### For studies in summer semester

Nomination deadline:  
15 October

Application deadline:  
1 November

The International Office sends an e-mail (in September / March) describing the nomination procedure. Partner universities can also request this e-mail by writing to [incoming@hnu.de](mailto:incoming@hnu.de). Nominated students will receive an e-mail describing the application procedure after they have been nominated by their home university.

## 5. CONTACT & LOCATION

### Team of the International Office

Verena <b>Seitz</b> (she/her)	Head, Agreements
Cornelia <b>Häusler</b> (she/her)	Deputy Head, Outgoing Students Coordinator
Katja <b>Schuster</b> (she/her)	Erasmus+ Coordinator Coordinator Mobility-Online
Mirjam <b>Wenke</b> (she/her)	International Students Coordinator
Theresa <b>Fritz</b> (she/her)	Incoming Students Coordinator (Europe)
Javier <b>Lede</b> (he/him)	Project Coordinator „Internationalisation 2.0“
Karin <b>Schaible</b> (she/her)	Front Office
Veronika <b>Witte</b> (she/her)	Front Office

### Vice President for Research, Transfer and Internationalisation

Prof. Dr. Elmar **Steurer** (he/him)

### Departmental Internationalisation Officers

Prof. Dr. Sonja <b>Köppl</b> (she/her)	Business and Economics
Prof. Dr. Ulrike <b>Reisach</b> (she/her)	Information Management
Prof. Dr. Silvia <b>Straub</b> (she/her)	Health Management



Find contact details on our [website](#)

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Homepage: <https://www.hnu.de/en/international>

Instagram of the HNU: [@hochschule\\_neu\\_ulm](#)

Instagram for Exchange Students: [@hnurbuddies](#)

Facebook: [Hochschule Neu-Ulm](#)

YouTube: [HochschuleNeuUlm](#)

Twitter: [@HS\\_Neu\\_Ulm](#)

### Nearest airports

**Stuttgart International Airport (STR)**  
**Munich International Airport (MUC)**  
**Memmingen International Airport (FMM)**  
**Frankfurt am Main International Airport (FRA)**

The best **train connection** from the airports is to Ulm main station. From Ulm main station, there are buses to Neu-Ulm and the HNU frequently.



Find this fact sheet and further interesting information [here](#)



### Location



[About Neu-Ulm & Ulm](#)



## NEU-ULM UNIVERSITY OF APPLIED SCIENCES International Business School Courses taught in English for Exchange Students

### INFORMATION AND TIPS ON COURSE SELECTION

- Exchange students may choose between more than 100 courses from all departments, degree programmes and semesters.
- Bachelor students may only take courses at Bachelor level.
- Students must have the required competencies as stated in the course descriptions on our [website](#).
- Be aware that some courses are only offered in either winter or summer semester.
- The time schedule of all courses will be announced during the orientation programme two weeks before semester start.
- We recommend to choose courses with a workload of 15 to maximum 30 ECTS. Students shall follow the guidelines of their home university.
- Students shall clarify the recognition of the courses with their home university in advance.
- If students have German language skills at level B2, they are most welcome to choose from our courses taught in German available in all degree programmes. Our Internationalisation Officers of the different departments can give further advice on these courses.

### THE EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM

The European Credit Transfer and Accumulation System (ECTS) is a tool of the European Higher Education Area for making studies and courses more transparent. It helps students to move between countries and to have their academic qualifications and study periods abroad recognised. Each course at the HNU has a specific amount of ECTS credits, which reflect the number of working hours that students have to study for a course.

### CONTACT INFORMATION

Please contact the **Internationalisation Officers** for questions related to course content:

Prof. Dr. Sonja <b>Köppl</b> (Ms)	Business and Economics
Prof. Dr. Ulrike <b>Reisach</b> (Ms)	Information Management
Prof. Dr. Silvia <b>Straub</b> (Ms)	Health Management

Please contact the **International Office** for general or organisational questions regarding the choice of courses.

You can find the contact details on our website:  
<https://www.hnu.de/en/international/team-contact>

## DEPARTMENT OF INFORMATION MANAGEMENT

### Information Management Automotive (B.Sc.)

Sales and Distribution (5 ECTS)
Automotive Supply Chain Management (5 ECTS)
Business Information Systems and Information Management (5 ECTS)
International Business Negotiations (5 ECTS)
Human Vehicle Interaction (5 ECTS)
Services in Automotive (5 ECTS)
Mobility Services (5 ECTS)
IT as a Service Enabler (5 ECTS)
Corporate Performance Management (5 ECTS)

### Information Management and Corporate Communication (B.A.)

Corporate Management & Performance Management (5 ECTS)
User Centered Design and Development (5 ECTS)
Communication Project (5 ECTS)
Strategic Management (5 ECTS) ❄️
Information Management (5 ECTS)
UX Project (5 ECTS)
Seminar (5 ECTS)
Intercultural Management (5 ECTS)
Advanced Corporate Communication (6 ECTS)

### Digital Enterprise Management (B.Sc.)

Business Information Systems (5 ECTS) ❄️
Future Technologies and Media (5 ECTS) ☀️

In the following degree programmes Master students can choose from all courses. More information can be found in the student handbooks on our website.

### International Corporate Communication and Media Management (M.A.)

Strategic International Corporate Communication (6 ECTS)
Media Management in the Digital Age (6 ECTS)
Institutional, Ethical and Cultural Aspects of International Media Production and Usage (6 ECTS)
Human Centered Design and Design Thinking (6 ECTS)
Methods of Communication and Media Research (6 ECTS)
International Strategic Management (5 ECTS)
Sustainability and CSR Communication (5 ECTS)
Research Project & Content Production (10 ECTS) ❄️

### Artificial Intelligence and Data Analytics (M.Sc.)

- Corporate Management
- Big Data, Data Mining, Applied Statistics
- Enterprise Application Engineering

### Digital Innovation Management (M.Sc.)

- Introduction to Artificial Intelligence
- Digital Innovation Strategy
- Design for Digital Innovation

### Strategic Information Management (M.Sc.)

- Digital Process Management
- Business Value Creation by IT
- Digital Leadership

#### Examples of student projects

Would you like to see what exciting projects our students are carrying out in the seminars of the HNU? Then take a look at our [digital showcase page](#).

❄️ only in winter semester (October – February)

☀️ only in summer semester (March – July)



## DEPARTMENT OF BUSINESS AND ECONOMICS

### Business Management (B.A.)

Financial Decision-Making (6 ECTS)
Process-Oriented Organizations (3 ECTS)
International Marketing (4 ECTS)*
International Case Studies (4 ECTS)*
Internationalization Processes (3 ECTS)
International Finance and Risk Management (3 ECTS)
International Management Accounting (3 ECTS)
Transport Logistics (4 ECTS)
Production and Warehouse Logistics (3 ECTS)
Project Management (4 ECTS)*
International Logistics Seminar (4 ECTS)*
Basics and Trends of Innovation Management (2 ECTS)*
Basics of Entrepreneurship (3 ECTS)* ❄️
Understanding Customers – Innovation Projects (5 ECTS)*
Developing Sustainable Business Models (5 ECTS)* ❄️❄️

### Master of Advanced Management (M.Sc.)

Module: Strategic Growth and Sales Management (8 ECTS) ☀️
Module: Strategic Market Research (10 ECTS) ☀️

Master students can choose all courses from the following degrees:

#### Master of Digital Transformation and Global Entrepreneurship (M.Sc.)

- Digital Transformation and Entrepreneurship
- Digital Business Models and Approaches
- International Startup-Tour (Excursion)

#### Social Entrepreneurship for Sustainable Development (M.A.)

- Sustainable Finance Management
- Circular Economy and Resource Management
- Social Entrepreneurship and Impact

## DEPARTMENT OF HEALTH MANAGEMENT

### Business Studies in Healthcare (B.A.)

Seminar II (5 ECTS)
Process Management (5 ECTS)

### Information Management in Healthcare (B.A.)

Health Care Management (5 ECTS)

\*Students need to attend both courses.

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☀️ only in summer semester (March – July)

## MULTIDISCIPLINARY COURSES

### Multidisciplinary courses at the HNU

Academic Writing (5 ECTS)
Organizational Behaviour (2 ECTS) ☀
Digital Leadership (3 ECTS)
Management English [C1*] (4 ECTS)
The Costs of Greening the Global Economy (2 ECTS)
Service Management (2 ECTS)

### Multidisciplinary online courses

HNU students can also choose from the wide range of courses offered by the [Virtual University of Bavaria](#). Courses take place **mostly online and are free of charge**.

Courses that students successfully complete at these institutions can be added to the HNU transcript of records as a multidisciplinary courses afterwards.

## GERMAN LANGUAGE COURSES

### Courses Levels

German as a foreign language [A1.1*] (3 ECTS)
German as a foreign language [A1.2*] (5 ECTS)
German as a foreign language [A2.1*] (3 ECTS)
German as a foreign language [A2.2*] (5 ECTS)
German as a foreign language [B1.1*] (3 ECTS)
German as a foreign language [B1.2*] (5 ECTS)

\*according to the Common European Framework of Reference for Languages (CEFR)

### Conditions of Participation

- Online German test during the application process – the level of the German course is based upon the level of the whole
- Intensive German language course (3 ECTS) during the orientation weeks, subsequent German semester course (5 ECTS)
- Punctuality and 80% attendance
- Details see [website](#).

Find the latest overview of courses taught in English and course descriptions on our website:  
<https://www.hnu.de/en/coursesinenglish>



Last update: January 2023

❄ only in winter semester (October – February)  
☀ only in summer semester (March – July)