



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 Köppl (Ms)	Business and Economics
Prof. Dr. Ulrike Reisach (Ms)	Information Management
Prof. Dr. Silvia Straub (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, Branding 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)
Supply Chain Management (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.)

Deep Learning (5 ECTS) ❄️
Future Technologies and Media (5 ECTS) ☀️
Digital Leadership and Ethics (5 ECTS)
Natural Language Processing and Text Mining (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

Communication & Design for Sustainability (M.A.)

- Sustainable Business Models
- Design and Transformation
- Life centered design

Data Science Management (B.Sc.)

Big Data (5 ECTS) ❄️
Data Science Cases, Ethics and Data Privacy (5 ECTS) ☀️

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)* ☀️

Business Psychology (B.Sc.)

Introduction to Psychology (6 ECTS)
Strategic Management (5 ECTS)
Investment Decision-Making (4 ECTS)
International Business (5 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)

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.

*Students need to attend both courses.

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MULTIDISCIPLINARY COURSES

Multidisciplinary courses at the HNU

Academic Writing for International Students
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)
Startup Camp (3 ECTS)
The future circular economy (3 ECTS)

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: October 2023



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