



**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 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](#). Our Internationalisation Officers check these as part of the application process.
- Be aware that some courses are only offered in either winter or summer semester.
- If not enough students register, courses can be cancelled.
- 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)

## Business Information Systems (B.Sc.)

Corporate Communications (5 ECTS)
Intercultural Communication (2 ECTS)

## Digital Innovation Management (M.Sc.)

Introduction to Digital Innovation (5 ECTS) ❄️
Digital Innovation Strategy (5 ECTS) ❄️

## 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) ❄️

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

IT Applications and Business Processes (7 ECTS)
User Centered Design and Development (5 ECTS)
Communication Project (5 ECTS)
Corporate Management & Performance Management (5 ECTS)
Information Management (5 ECTS)
UX Project (5 ECTS)
Seminar (5 ECTS)
Intercultural Management (5 ECTS)
Advanced Corporate Communication (6 ECTS)

## Business Intelligence and Business Analytics (M.S.) and International Enterprise Information Management (M.Sc.) ❄️

In the degree programme „Master of Business Intelligence and Business Analytics“ and „International Enterprise Information Management“ students cannot choose individual courses from modules. Students must always take the entire module and will then receive the ECTS number indicated behind the module title.

<b>Enterprise Information Systems (15 ECTS)</b> <ul style="list-style-type: none"> <li>• Enterprise Application and IT-Management</li> <li>• Enterprise Application Engineering</li> <li>• Consulting</li> <li>• IS Research</li> </ul>
<b>Business Information Management (15 ECTS)</b> <ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Corporate Performance Management</li> <li>• BI Strategy</li> <li>• Data Management</li> <li>• BI Platforms and Tools</li> </ul>

### 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) <sup>1</sup>
International Law and Human Resource Management (4 ECTS)
International Management (3 ECTS)
The Process of Internationalization (4 ECTS)
International Taxation (3 ECTS)
International Financial Reporting (2 ECTS)
International Management Accounting (3 ECTS)
International Finance and Risk Management (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.)

Marketing (3 ECTS)
Module: Strategic Brand Management (10 ECTS) ☀️
• Strategic Brand Management and Branding Tool
• Branding Seminar
• Branding Case Studies
Conceptual Seminar (12 ECTS) ☀️
• Market Research
• Brand Management
• Strategic Growth and Sales Management
Module: Strategic Growth and Sales Management (8 ECTS) ☀️
• Strategic Growth and Sales Management
• Growth and Sales Seminar
• Growth and Sales Case Studies
Module: Strategic Market Research (10 ECTS) ☀️
• Strategic Market Research Management and Market Research Tools
• Market Research Seminar
• Market Research Case Studies

In the degree programme Master of Advanced Management, students **cannot choose individual courses** from modules. Students must always take the entire module.

## DEPARTMENT OF HEALTH MANAGEMENT

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

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

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

Health Care Management (5 ECTS)
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<sup>1</sup> Cannot be taken without the course „International Marketing“.

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## MULTIDISCIPLINARY COURSES

### Multidisciplinary courses at the HNU

Management English [C1*] (4 ECTS)
Organizational Behaviour (2 ECTS) ☀
Euro-American Politics (2 ECTS)
„Lions Den“ – Agile Development of Business- and Product Concepts for Emerging Markets (example Africa) (2 ECTS)
Service Management (2 ECTS)
Culture and History of Germany / Germany in the last three centuries (2 ECTS) ❄

### Multidisciplinary online courses of other institutions

HNU students can also choose from the wide range of courses offered by other universities:

- [Virtual University of Bavaria](#)
- [Virtual Academy of Sustainability](#)

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*] (4 ECTS)
German as a foreign language [A2.1*] (3 ECTS)
German as a foreign language [A2.2*] (4 ECTS)
German as a foreign language [B1.1*] (3 ECTS)
German as a foreign language [B1.2*] (4 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 (4 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: May 2022

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☀ only in summer semester (March – July)