INTRODUCTION TO THE HNU
NEU-ULM UNIVERSITY OF
APPLIED SCIENCES

VERENA SEITZ
HEAD OF THE
INTERNATIONAL OFFICE
2020
NEU-ULM AND ULM
A VERY SPECIAL LOCATION

Quelle: Instagram @ geradomounthon
OUR LOCATION IS A SCIENCE HUB
AND OFFERS OUTSTANDING QUALITY OF LIFE

Neu-Ulm and Ulm offer …

… an economic and cultural centre spanning two federal states
… a dynamic urban centre with a combined population of 200,000, of which 10% are students
… several types of universities with complementing profiles
… all types of schools and the International School of Neu-Ulm/Ulm

ECONOMY
A high-growth and innovative economic region

LOCATION
Within easy reach of Munich and Stuttgart
Direct train connection to Frankfurt International Airport

RECREATIONAL VALUE
On the banks of the river Danube with easy access to the Danube cycle path
Near to the Swabian Alb, Lake Constance, Allgäu and the Alps
WE ARE PART OF A STRONG ECONOMIC REGION

- A strong economic region
- Very low levels of unemployment
- Attractive mix of global players, hidden champions and small and medium-sized companies
- A balanced mix of industries
- Regional, national and international logistics hub
WE ARE AN INTERNATIONAL BUSINESS SCHOOL

Business and Economics
Information Management
Health Management

3,800 students
90 professors
150+ staff in teaching, research and transfer
100+ international partner universities
WE CONNECT THEORY TO PRACTICE

- Integration of teaching, applied research and transfer
- Teaching staff with relevant work experience
- Intensive cooperation between science, industry and society
- Active innovation driver in the region and beyond
THE NEU-ULM UNIVERSITY OF APPLIED SCIENCES IS ...

an international business school with a focus on innovation, sustainable entrepreneurship and digital transformation.

Intensive collaboration with businesses in our dynamic economic region, combined with the expertise of our professors and other teaching staff, ensure a high standard of applied research, work-related teaching and innovative transfer.
WE ARE ...

- personal and collaborative
- practical and relevant
- international and hospitable
- empowering and value-driven
- family-friendly and service-oriented
OUR DEPARTMENTS

THE HNU STANDS FOR VOCATIONAL, WORK-RELATED EDUCATION, APPLIED RESEARCH AND ACTIVE TRANSFER

- Business and Economics
- Information Management
- Health Management
- Centre for postgraduate studies
OUR CONTINUOUS LEARNING PROGRAMMES ARE TAILOR-MADE

**BACHELOR**
- Management for Health and Nursing Professions

**MBA**
- Leadership and Management in Healthcare
- General Management
- Digital Leadership and IT Management

**MICRO DEGREES**
- Certificate Courses
- Seminars
WE OFFER ...

a light and airy library with

- extended, partly unattended opening hours
- excellent media inventory
- a quiet learning environment
- individual workplaces and group work rooms
- numerous training courses for scientific work
- children’s reading corner
WE OFFER ...

a modern campus

- situated in the park of the former state horticultural show
- with numerous sports and leisure activities
- canteen with a lake terrace
- excellent access to the public transport network
WE OFFER ROOM FOR INNOVATION ...

in teaching, research and transfer

- Healthcare Lab
- Information Management & Automotive Lab
- Innovation Space
- Logistics Lab
- Management Cockpit
- Media Lab
- Start-up room
- Usability Lab
WE ARE TRULY INTERNATIONAL

- 100+ partner universities worldwide
- A huge range of courses taught in English
- International study programmes such as Double Degrees, international master degrees, Study & Work International
- International projects in teaching, research and transfer
- Programmes for employees

Source: Mobility Online 02/2020
FACTS & FIGURES

112 partner universities in 49 countries, hereof
86 partner for student exchange, hereof
43 partner in Europe

countries with 5 or more partner universities: Spain, Finland, Turkey, South Korea, China, Poland

210 outgoing exchange students / year
5 most common destinations: Finland, Spain, Mexico, UK, Canada

90 incoming exchange students / year
5 most common countries of origin: China, South Korea, Spain, Turkey, Oman

75 courses taught in English
40 outgoing staff mobilities / year
30 incoming staff mobilities / year
WE OFFER
THE VÖHLINSCHLOSS CASTLE, AN EDUCATIONAL AND TRAINING CENTRE USED BY THE THREE SWABIAN UNIVERSITIES OF AUGSBURG, KEMPTEN AND NEU-ULM

A place for
• training and seminars
• conferences and meetings
• arts and culture
• networking for science and industry

www.universitycastle.com
OUR RESEARCH PROFESSORS
ARE DEDICATED AND COMMITTED TO APPLIED RESEARCH AND ENHANCE THE RESEARCH PROFILE OF THE HNU

Logistics, Risk & Resource Management
Institute for Logistics, Risk- and Resource Management (ILR)

Information Management
Centre for Research on Service Science (CROSS)

Digitalisation in HealthCare
DigiHealth Institute
WE BUNDLE EXPERTISE

INSTITUTES

Africa Institute
Institute for Agile Product- und System Development
Centre for Research on Service Science (CROSS)
Institute for Digital Transformation (IDT)
Institute for Logistics, Risk- and Resource Management (ILR)
Institute for Networked Health (IVG)
DigiHealth Institute

COMPETENCE CENTRES

Corporate Communications
Data Science and Business Analytics
Finance, Accounting, Controlling, Taxation (FACT)
Marketing & Branding
Media & User Experience
Centre for Growth and Sales Strategy

NETWORKS

Technologienetzwerk Bayerisch-Schwaben (TBS)
Bavarian Academic Forum (BayWISS)
InnoSÜD
Through constant recursive exchange with relevant actors within and beyond the region as well as the involvement of all HNU members, we create a holistically lived transfer, cooperation and innovation culture.

In this way we contribute to the development of the regional innovation system.
WE LIVE TRANSFER
SYSTEMATICALLY AS SCIENTIFIC PERFORMANCE DIMENSION AND PROFILE-BUILDING ELEMENT

Innovative target group-oriented transfer formats and methods in 7 categories

- **Research**
  - Contract research
  - Research Cooperation
  - Collaborative research

- **Teaching**
  - Project & concept seminars
  - Theses
  - Dual curriculum
  - Service learning

- **Continuing education**
  - Workshops & seminars (individual)
  - Further education (classical)
  - Lectures

- **Networking**
  - Innovation Circle & Workshops
  - Network platforms & events
  - Open Labs & Open Infrastructure

- **Foundation**
  - Intrapreneurship
  - Mentor program
  - Early stage incubator
  - Innovation Competitions
  - Start-up advice

- **Recruiting**
  - Company presentations
  - Job & talent exchange
  - career day

- **Services**
  - Advice
  - Expert opinion
  - Other services
WE FEEL RESPONSIBLE
IN A NUMBER OF WAYS

- Service learning
- Student initiatives
- Cooperation with regional volunteer agencies
- Sustainability
- Health
Research focus »Digitalisation in Healthcare« is listed on the national research map.
WHAT OTHERS SAY ABOUT US

"Small groups, personal mentoring and dedicated lecturers!"
Alumni Master

"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."
International Alumni

"Astonishing to see how concrete, digital solutions were generated within one week."
Practice partner
WE ARE LOCATED IN SOUTHERN GERMANY, ONE OF THE MOST PROSPEROUS REGIONS IN EUROPE
SOUTHERN GERMANY: CULTURAL HERITAGE AND BEAUTIFUL NATURE
THE “TWIN CITIES” NEU-ULM AND ULM
NEU-ULM AND ULM

• Neu-Ulm: 60,000 inhabitants
• Ulm: 125,000 inhabitants
• Between Munich and Stuttgart
• On the banks of the river Danube, close to the Alps
• Around 18,000 students enrolled at three universities
• Ulm – birth place of Albert Einstein
• Ulm Minster – tallest church in the world
STAFF EXCHANGE

Erasmus+ staff exchange

… teaching & training
… incoming & outgoing
… in Europe & outside of Europe

HNU International Teacher Exchange Programme

… opportunity to teach at the HNU
… Minimum 8 teaching hours / week
… Duration of stay 1 week
… Financial support for travel and stay
INCOMING STUDENT EXCHANGE

- semester times
  - winter term: mid of September until mid of February
  - summer term: beginning of March until end of July
- application deadline
  - winter term: 1 May (nomination: 15 April)
  - summer term: 1 November (nomination: 15 October)

- no tuition fees
- choice of courses from all three departments
- German language courses
SERVICES OF THE INTERNATIONAL OFFICE

... Support with housing
  (in local student residences, private rooms or shared flats)

... Support with formalities
  (stay permit, bank account, health insurance, ect.)

... Student buddies make the start easier

... Orientation weeks

... Intercultural training

... Social activities and excursions

... Support of language tandems
# Orientation Programme

**WS 2019/20**

**Key**
- Study related
- Intercultural Workshops
- German Language Course
- Formalities
- Meals
- Leisure activities

### Monday 09.09.
- **09:00**
  - **Coffee & Cookies**
  - **Welcome Session**
  - Welcome at **Hotel Europäischer Hof**

### Tuesday 10.09.
- **09:00**
  - **Welcome Session**
  - **Seminar & Introductions**

### Monday 10.09.
- **11:00**
  - **Seminar & Introductions**

### Tuesday 11.09.
- **12:00**
  - **Excursion**
  - **Visit**
  - **Meeting**
  - **Welcome Dinner**

### Wednesday 12.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Thursday 13.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Friday 14.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Saturday 15.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Sunday 16.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Monday 17.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Tuesday 18.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Wednesday 19.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Thursday 20.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Friday 21.09.
- **09:00**
  - **Seminar**
  - **Excursion**

### Saturday 22.09.
- **09:00**
  - **Seminar**
  - **Excursion**

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### Additional Notes
- **Fees & Benefits**
- **Seminar & Introductions**
- **Excursion**
- **Meeting**
- **Welcome Dinner**
- **Programme**
- **Study related**
- **Intercultural Workshops**
- **German Language Course**
- **Formalities**
- **Meals**
- **Leisure activities**

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**S. 336. JULI 2020**

**INTERNATIONAL OFFICE | NEU-ULM UNIVERSITY OF APPLIED SCIENCES**

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**HNU**
- **Neuschwanstein Castle**
  - 16th New Way Castle Domancy

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**SKYLINE PARK**
- 09:30 Zulp Neulun
TEAM OF THE INTERNATIONAL OFFICE
Welcome to the