

HNÜ

Hochschule Neu-Ulm
University of Applied Sciences

INTERNATIONAL REPORT 2018-2020



CONTENT

GREETINGS



DEAR READERS,

Education, research and transfer – that is the triangle of skills and knowledge which enables us to create innovation in the economy and in society. To do this, the HNU creates networks with stakeholders in the region and further afield; contacts and joint projects with academics, organisations and businesses throughout the world open up new horizons and offer valuable opportunities for further development. We offer all our students and staff international exchange opportunities, and we are delighted with the dynamic effect that has on our university. My thanks go to all the members of our university family who

have worked in so many different ways to shape and enrich the internationalisation of the HNU. And I would like to thank our partners, both here in Germany and in other countries, for the trust they have placed in us; I look forward to continued fruitful and close collaboration with them. I hope that you, the reader, enjoy this report, and we would be happy to hear from you to exchange ideas and thoughts about it.

Prof. Dr. Uta M. Feser

President of the Neu-Ulm University
of Applied Sciences

THE NEU-ULM UNIVERSITY OF APPLIED SCIENCES

The Neu-Ulm University of Applied Sciences (HNU) is an **International Business School**. In the interdisciplinary bachelor and master courses, students are prepared in a practice-oriented manner for management activities and leadership positions with different focal points. The HNU cooperates intensively with numerous companies, attaches great importance to **international exchange** and the promotion of cultural and social skills.

This mission statement of the HNU reflects the high **importance of internationalisation**. It is an important component of study, practice, teaching, research and further education for all students and employees at the HNU.



1. AT A GLANCE

The key figures of internationalisation in the academic years **2018/19** and **2019/20**

673
outgoing students

127
internationally
mobile HNU
employees

178
incoming exchange
students

25
excursions
abroad

106
partner universities
around the world

182
international
publications

153
international
guests

4,5%
international
students

many
international
teaching activities
and projects

2. STUDENT MOBILITY

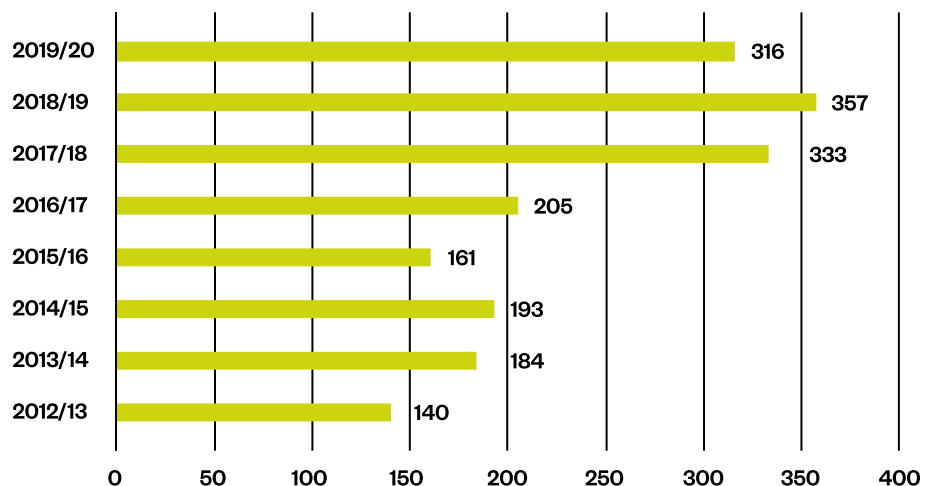
The international mobility of students is diverse: **outgoing student mobility** includes exchange semesters at partner universities, semesters abroad as so-called freemovers, study phases abroad over several semesters

as part of a double degree, participation in international summer/winter schools, excursions abroad, internships abroad and final theses abroad.

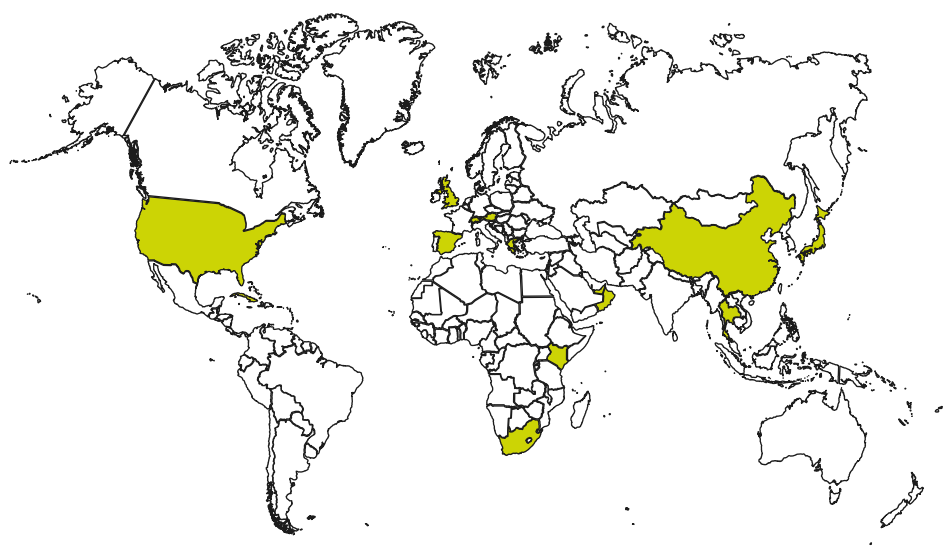
OUTGOING STUDENTS

Every year, more than 300 HNU students go abroad. In total, there were 673 outgoing students in the academic years 2018/19 and 2019/20. 45% of these students spent a study semester abroad and 44% took part in an international excursion.

Outgoing Students



In the reporting period, a total of 25 international excursions to 16 countries took place. The most frequent destinations were Israel, Kenya and South Africa with three excursions each.



The countries highlighted in green were the destination of an excursion abroad

"The HNU is a highly well organized and welcoming university, I am sure I will recommend it for other fellow students."

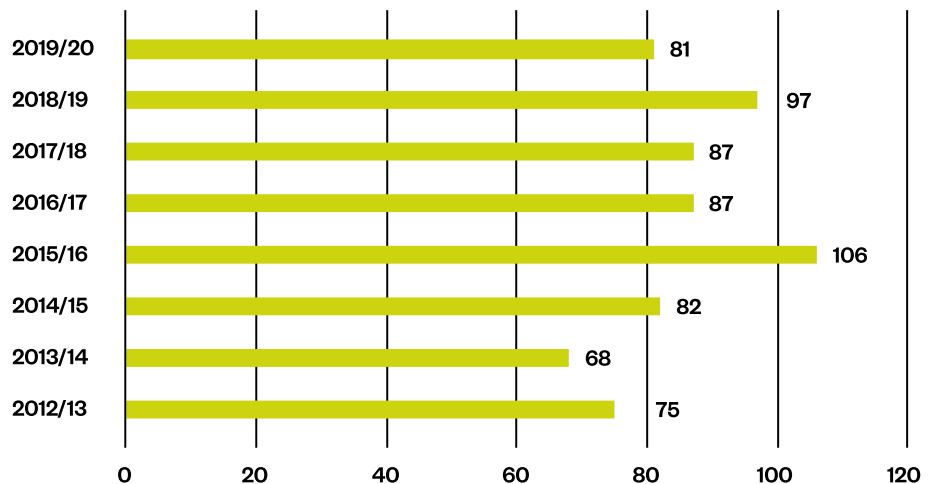
International exchange student

Incoming student mobility includes exchange semesters, double degree programmes or an entire study programme at the HNU.

INCOMING STUDENTS

The HNU welcomes approximately 90 international exchange students per year. In total, there were 178 incoming students in the academic years 2018/19 and 2019/20. The most frequent country of origin was Finland.

Incoming Students



Buddy and exchange students in front of Neuschwanstein Castle

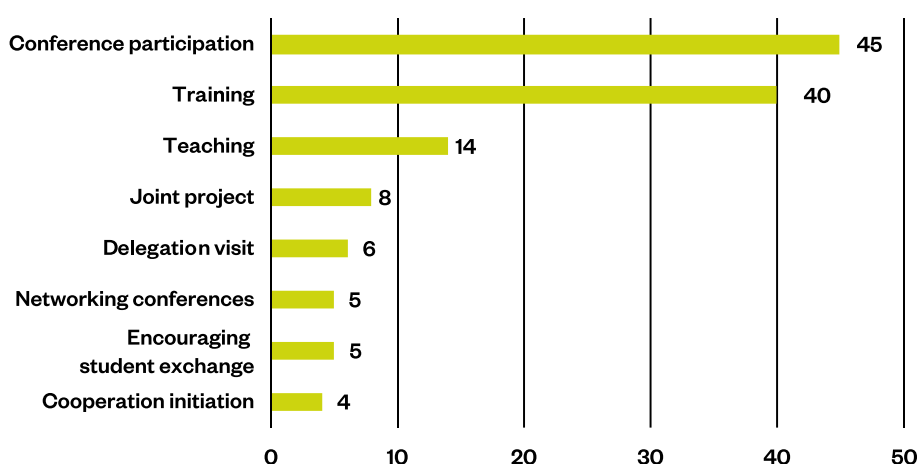
STAFF MOBILITY

Staff mobility includes **outgoing staff mobility** and **incoming staff mobility** of lecturers, researchers, academic and administrative staff.

OUTGOING

In the academic years 2018/19 and 2019/20, a total of 127 trips abroad to 34 countries took place. Slightly more than half of the trips were to other European countries, mostly within the framework of **Erasmus+ Staff Mobilities**. Participation in conferences and further education and training are the two most common reasons for HNU staff to be internationally mobile.

Reasons for international mobility



INCOMING

In the reporting period, a total of 153 international guests from 27 countries were at the HNU. The majority of the guests came in the context of joint **projects with the Africa Institute**. The second large group took part in the **International Conference on Economics, Management and Technology (IEMT)**, which was organised by the Department of Business and Economics in the winter semester 2019/20. The third large group taught individual lessons or even entire courses at the HNU. Particularly remarkable is the **stay of an Iranian researcher** at the HNU from January to July 2020.



HNU International Teacher Exchange Week 2018

3. TEACHING

International teaching has many aspects: internationally oriented degree programmes, double degrees and international study programmes, international mobility in studying and teaching, attracting international students

as well as international lecturers. The HNU sets great importance on this international networking and is constantly expanding its portfolio.

DEGREE PROGRAMMES TAUGHT IN ENGLISH

- Business Intelligence and Business Analytics (M.Sc.), since 2016/17
- International Enterprise Information Management (M.Sc.), since 2016/17
- International Corporate Communication and Media Management (M.A.), since 2018/19

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

International exchange student

DOUBLE DEGREE PROGRAMMES

- Business Administration (B.A.) with Oulu University of Applied Sciences, Finland, since 2011/12
- Information Management and Corporate Communication (B.A.) with Oulu University of Applied Sciences, Finland, since 2011/12
- Business Intelligence and Business Analytics (M.Sc.) with National Technological University, Argentina, since 2016/17
- International Enterprise Information Management (M.Sc.) with Kingston University, UK, 2016/17 - 2020/21
- Information Management Automotive (B.Sc.) with Oulu University of Applied Sciences, Finland, since 2019/20



Regularly held cooperative elective on IT-based solutions for healthcare "Smart Solutions in Wellbeing" with Kajaani University of Applied Sciences, Finland

4. PUBLICATIONS

46

publications with
international
co-authors

296

publications
in total

182

publications in English

61% of all
publications

99

international
conference papers
and presentations

24

English-language
contributions
published in
books

51

English-language
contributions
published in journals

5. PROJECTS

In the academic years 2018/19 and 2019/20, a large number of international projects were carried out, many of which were third-party funded projects at the Africa Institute. These include cooperative study programmes and research projects in South Africa, Kenya,

Tanzania, Namibia and Senegal.

In addition, research projects took place with partners in Australia, Singapore, Spain and the USA. Furthermore, various mobility and digitalisation projects were carried out by the International Office.

The Applied Entrepreneurship Academy (AEA) programme aims, on the one hand, at enabling graduating students of Kenyatta University (KU) in Kenya to develop sustainable business concepts around their innovative ideas by equipping them with necessary innovative thinking and entrepreneurial techniques. On the other hand, AEA aims at broadly establishing entrepreneurial thinking and practice-orientation into regular teaching programs of the different KU schools by training a significant number of KU lecturers in these fields.



6. CAMPUS



Africa Day for Enterprises 2019 at the Castle Vöhl Seminar Centre

A wide range of activities take place at the HNU to make the campus international and enable students and staff to gain international experience even without travelling abroad. Under the motto "Internationalisation@Home", numerous professional, linguistic, social, cultural and culinary events and activities took place in the academic years 2018/19 and 2019/20.

7. COOPERATIONS

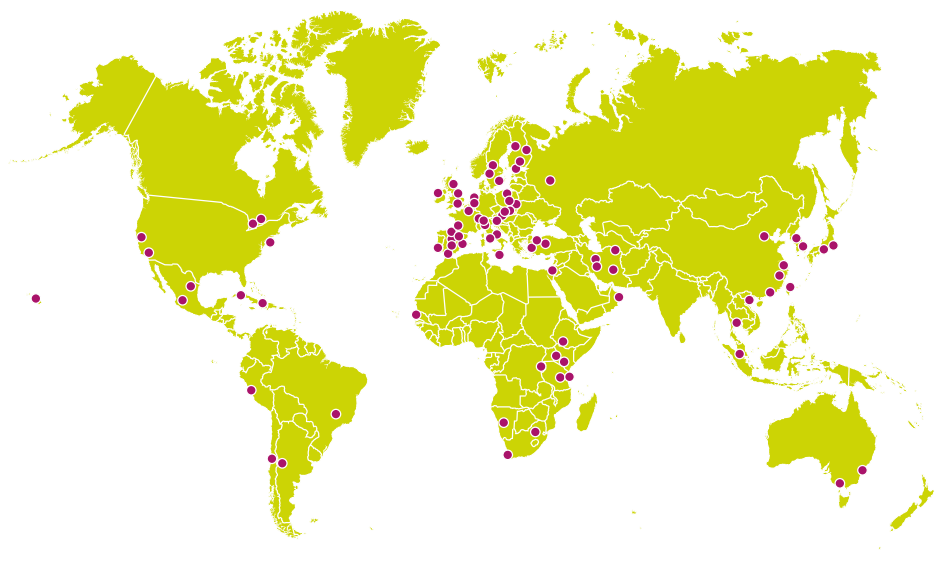
The HNU maintains diverse contacts and cooperations with universities worldwide. At the end of the reporting period in the summer semester 2020, the HNU had 106 partner universities in 45 countries.

Of these, 45 partners (42%) are in Europe and 61 partners (58%) are outside Europe. Each year, an average of six new cooperation agreements are signed.

With approximately 80% of the partner universities an agreement on student and staff exchange has been signed.

It is particularly noteworthy that, for the first time, two cooperation agreements for joint doctoral programmes were signed in the summer semester 2020:

- with Macquarie University in Australia in the field of Health IT.
- with University of Castilla-La Mancha in Spain in the field of Business Informatics / Information Management.



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(TENURE 2018 – 2021)

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INTERNATIONAL OFFICE TEAM



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