



International Programme for Exchange Students at Heilbronn University summer term 2009 and winter term 2009/10 (Business Studies)

Thank you for your interest in Heilbronn University! The two faculties of Business Studies offer a wide range of courses taught in English.

In addition to general business studies, we offer a number of specialisation areas such as

- International Marketing
- International Human Resource Management
- International Management
- International Finance and Controlling

The following list gives you an overview of the courses currently taught in English both at the undergraduate and graduate level. Please feel free to contact us for further details regarding course content and course offers in a particular semester. The final plan of courses is normally published in February for the spring semester and in June for the fall semester.

Spring Semester starts on 1st March 2009; lectures start on 16th March 2009.

Fall Semester starts on 1st September 2009; lectures will start presumably on 5th October 2009.

Additional information about your semester at Heilbronn University can be found at www.hs-heilbronn.de. For additional information about the courses please contact the assistant of Tourism Management Ms. Nancy Struzik (tb@hs-heilbronn.de).

We look forward to seeing you in Heilbronn.



Undergraduate Studies

	ECTS	Hours/ week	Year ¹
General Business Studies			
Strategic Management	2	2	2
International Law	2	2	2
International Economics	2	2	2
Marketing	2	2	1
Marketing Case Studies	3	2	2
Financial Management	2	2	2
Business Case Studies	6	4	2
Business Simulation	8	4	3
Business relations with Eastern Europe	2	2	2
Intercultural Management	2	2	2
Language & Culture*			
Generic Business English	3	2	1
Language of Tourism	2	2	2
Presentations	3	2	1
Specific Business English	3	2	2
International Career Orientation	3	2	2
Meetings and Negotiations	3	2	2
Intercultural Communication in English	2	2	2
Arabic in Everyday Life 1 (in Arabic)**	3	2	2
Arabic in Everyday Life 2 (in Arabic)**	2	2	2
Business Arabic 1 (in Arabic)**	3	2	3
Business Arabic 2 (in Arabic)**	3	2	3
Le français des affaires (in French)**	4	4	1
Langue technique du management (in French)**	2	2	2
Introduction au monde francophone (in French)**	2	2	2
Négociations interculturelles (in French)**	3	2	3
Les systèmes économiques, politiques et sociaux du monde francophone (in French)**	3	2	4
El español de la empresa (in Spanish)**	4	4	1
Introducción al mundo hispanohablante (in Spanish, level B1/B2)**	2	2	2
Negociaciones interculturales (in Spanish, level B2)**	3	2	3
Los sistemas económicos, políticos y sociales en el mundo hispanohablante (in Spanish, level C1)**	3	2	4

* limited number of participants

** knowledge of language necessary

	ECTS	Hours/ week	Year ¹
International Marketing			
Introduction to International Marketing	6	4	2
Service Marketing	2	2	2
Sales Management	2	2	2
Market Research	2	2	2
Marketing Projects / Case Studies	6	4	3
Legal Aspects of Marketing	3	2	2
Marketing Seminar	4	4	2
International Human Resource Management			
Introduction to International Human Resource Management	6	4	2
Specific Issues of International Human Resource Management	2	2	2
International Performance and Reward Management	2	2	2
Labour Law and Industrial Relations	2	2	3
International Human Resource Development	2	2	2
International Human Resource Management Projects / Case Studies	6	4	3
International Management			
Introduction to International Management	6	4	2
Change Management in an International Context	2	2	2
Specific Issues of International Management	2	2	2
Management Projects / Case Studies	6	4	3
International Finance & Controlling			
Introduction to International Finance	6	4	2
International Banking	2	2	2
Finance Projects	6	4	3
Specific Issues of International Finance	2	2	3
Controlling	5	4	2
Controlling Projects	4	2	3
Tourism			
Restaurant Management	2	2	2
Hotel Marketing & Sales	2	2	2
Sustainable Tourism	2	2	3

	ECTS	Hours/ week	Year ¹
E-Business			
Business Process and Relationship Management Seminar	6	4	3
Entrepreneurship	2	2	4
General Business			
Project Management & Organizational Concepts	5	4	3
Business Simulation	5	4	3
Leadership Communication	2,5	4	3
International Human Resource Management	2,5	2	3
Seminar General Business	5	4	4
International Management	2,5	2	4

	ECTS	Hours/ week	Year ¹
German Language Courses			
Beginners' Level	6	4	--
Intermediate Level	6	4	--
Intermediate/Advanced Level	6	4	--
Advanced Level	6	4	--

¹ = The subjects are part of the first, second or third year of the 3,5-year bachelor programme

Graduate Studies (Master)

	ECTS	Hours/ week	Se- mester ¹
Business Studies			
Business Simulation ²	6	4	1
Project Management ²	4	2	1
Information Management ²	4	2	1
Managing Organisations ³	2	2	2
International Business			
International Economics ²	4	2	1
International Managerial Accounting/Controlling ²	4	2	1
Global & Corporate Governance ²	4	2	1
International Finance ³	4	2	2
International Strategic Management ³	2	2	2
International Marketing Management ³	2	2	2
International HRD ³	2	2	2
Advanced Integrated Business Studies ³	6	4	2
Intercultural Management ²	4	4	1
International Tourism Studies			
Introduction to International Tourism Management ²	2	2	1
Tourism Geography ²	2	2	1
International Tourism and Globalisation ³	6	4	2
Sustainable Tourism ³	6	4	2
Lecture E-Commerce in Tourism ²	4	2	2
Project E-Commerce in Tourism ³	4	2	2
Project Eventmanagement ³	4	2	2
Advanced Intercultural Studies ³ (various regions)	4	4	2
Business Projects / Research Methods			
Research Methods ³	8	6	2

¹ = The subjects are part of the first, second or third semester of the 3-semester Master programme

² = The subjects are only offered in Spring Semester

³ = The subjects are only offered in Fall Semester