



WELCOME TO

HEILBRONN UNIVERSITY OF APPLIED SCIENCES

INTERNATIONAL EXCHANGE DAY, KARLSTAD, FEBRUARY 2021

Prof. Dr. Joachim Link, Business Administration, Marketing and Media Management

THAT'S ME



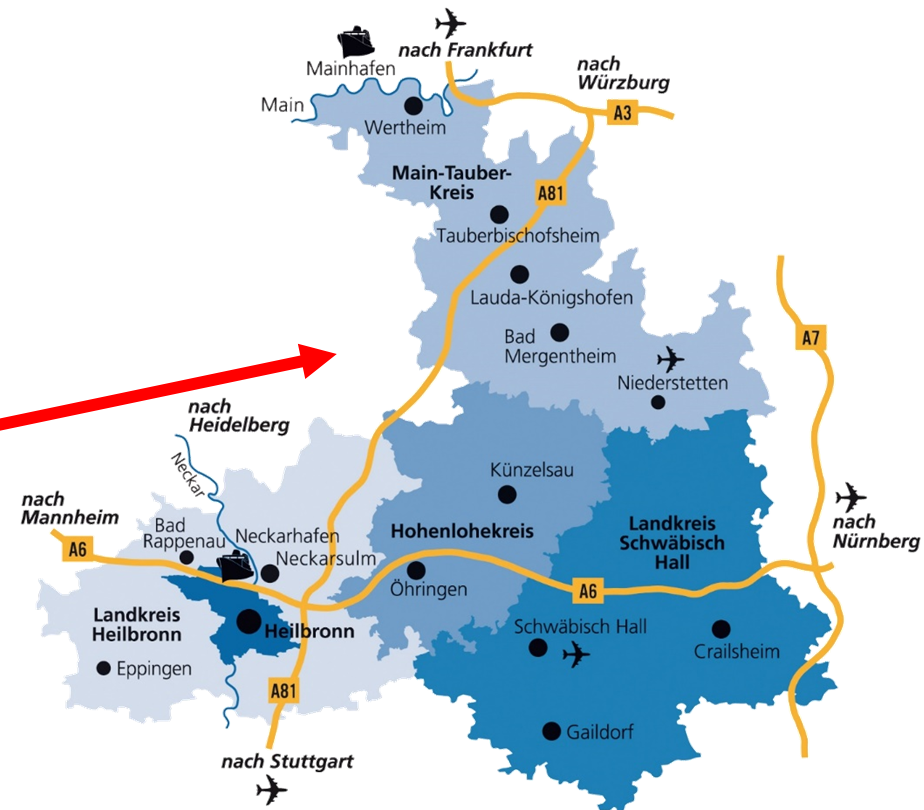
Dr Joachim Link

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Campus Künzelsau

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HEILBRONN UNIVERSITY OF APPL. SCIENC. WHERE WE ARE



Map: Copyright WHF GmbH

HEILBRONN UNIVERSITY OF APPL. SCIENC.

OUR PROFILE

- > **The largest University of Applied Sciences in the state of Baden-Württemberg, Germany**
 - > more than 8,500 degree-seeking students in 4 campuses
 - > 210 professors and 450 employees
- > **52 Bachelor and Master full-time programmes in Engineering, Business Studies and Informatics (including HUGS)**
 - > All teaching approaches are student oriented (e.g. small groups, mentoring), skill based and solution oriented
- > Close cooperation with many partners in business, industry and local communities
- > Sustainable, creative and ethical learning environment
- > Provides the students with a sound theoretical grounding and integrated vocationally-oriented elements
 - > e.g. Mandatory internship semester



HEILBRONN UNIVERSITY OF APPL. SCIENC. OUR 4 LOCATIONS



**Campus Heilbronn
Europaplatz**

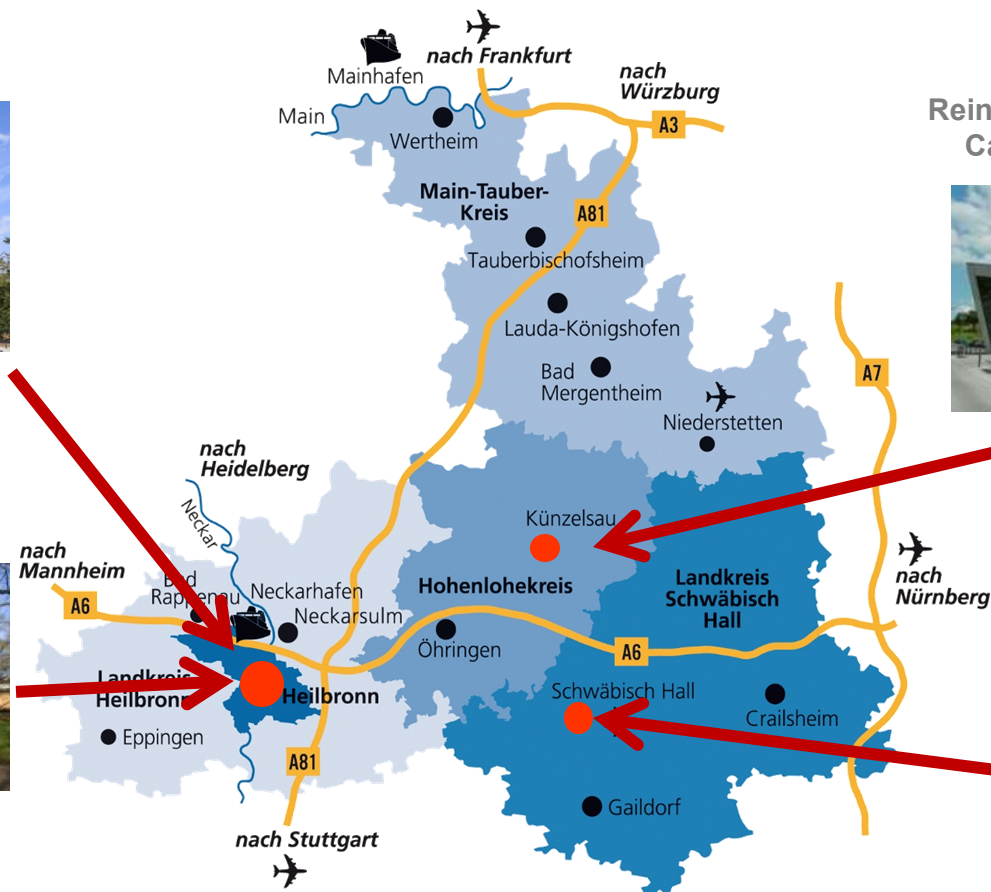


**Campus Heilbronn
Sontheim**

**Reinhold-Würth-University
Campus Künzelsau**



**Campus
Schwäbisch Hall**



HEILBRONN UNIVERSITY OF APPL. SCIENC. OUR BACHELOR PROGRAMMES

Engineering

Campus Sontheim

- Automotive Systems Engineering
- Electrical Systems Engineering
- Mechanical Engineering
- Mechatronics and Robotics
- Production and Process Management
- Technical Logistics Management
- Process and Environmental Engineering

Campus Künzelsau

- Automation and Electro-Mechanical Engineering
- Electrical Engineering
- Energy Management
- Industrial Engineering

Economics

Bildungscampus

- Hotel and Restaurant Management
- International Business-Intercultural Studies
- Tourism Management
- Wein Marketing and Management
- Business Administration
- Business Administration in Transport and Logistics
- Business Administration in Public Transportation
- Information Systems

Campus Künzelsau

- Business Administration and Culture, Leisure and Sports Management
- Business Administration, Marketing and Media Management
- Business Administration and Social Management

Campus Schwäbisch Hall

- Financial Management, Accounting & Taxation
- Business Administration and HR Management
- Business Administration and Sales
- Management and Procurement

Information technology

Campus Sontheim

- Medical Informatics (in cooperation with Heidelberg university)
- Applied Computer Science
- Software Engineering

HEILBRONN UNIVERSITY OF APPL. SCIENC. OUR MASTER PROGRAMMES

Engineering

Campus Sontheim

- Automotive Systems Engineering
- Electrical Systems Engineering
- Mechanical Engineering
- Mechatronics and Robotics
- Technical Management
- Process Engineering

Campus Künzelsau

- Electrical Engineering
- Technical Management

Economics

Campus Sontheim

- Business Management
- Business Administration in Transport and Logistics

Bildungscampus

- Information Management und Data Science
- International Business and Intercultural Management
- International Tourism Management
- Sustainable Tourism Development

Campus Künzelsau

- Business Administration and Culture, Leisure and Sports Management
- International Marketing and Communication

Campus Schwäbisch Hall

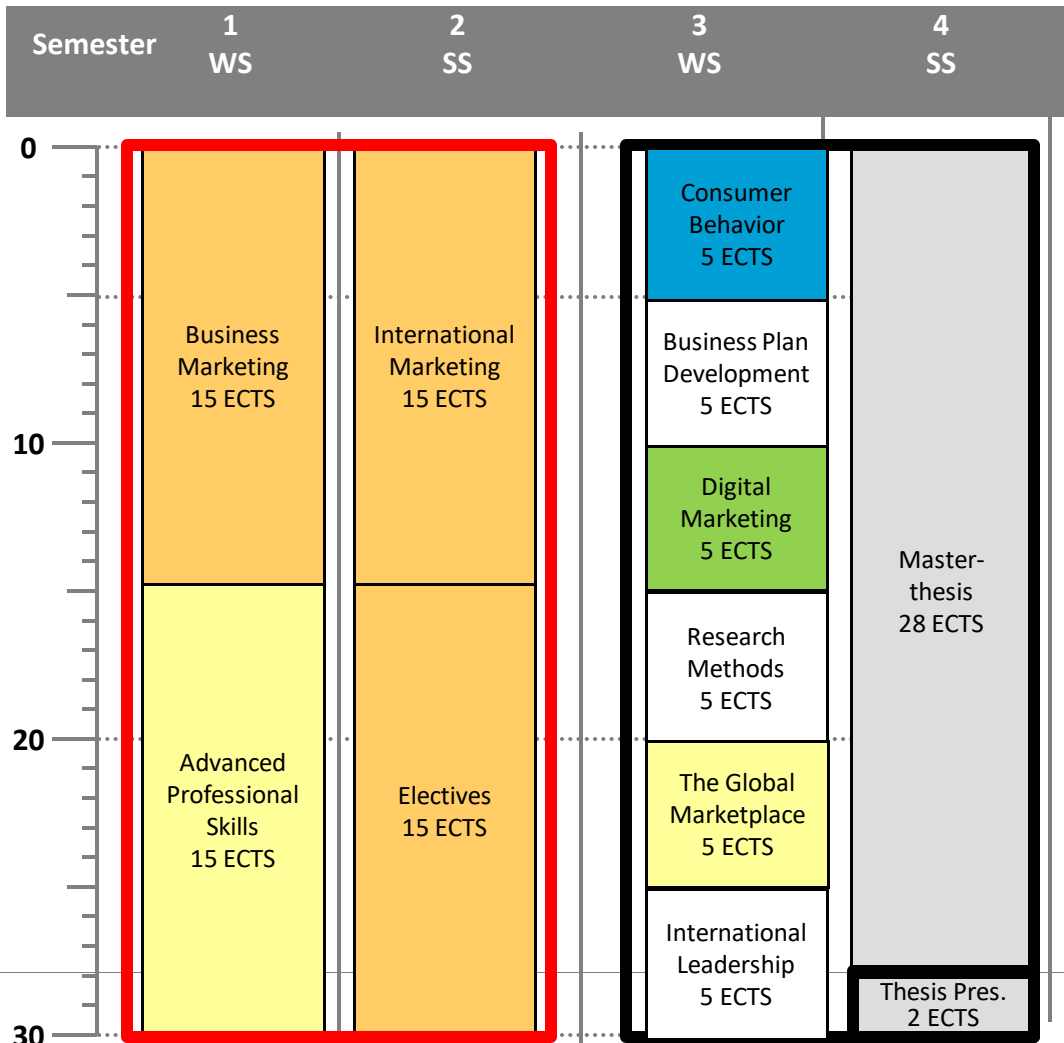
- Business Analytics, Controlling & Consulting

Information technology

Campus Sontheim

- Medical Informatics
- Software Engineering and Management

DUAL DEGREE MASTER PROGRAMME KARLSTAD AND HEILBRONN



Heilbronn

Karlstad

HEILBRONN UNIVERSITY OF APPL. SCIENC. IN A REGION OF WORLD MARKET LEADERS



Karte: Copyright WHF GmbH

9 REASONS TO STUDY AT HEILBRONN UNIVERSITY OF APPL. SCIENC.



International Marketing Week



Lectures in English



Case Competitions

Intercultural Experiences



Trips and Excursions



Internships with the Blue Chips



Student Consulting Projects

Study in Practice...

...in Small Teams,



Product Development Project



Eyetracking Projects



Personal Atmosphere

...with Modern Equipment.

LECTURES IN ENGLISH

THE IDEA

- ▶ Our campus Künzelsau and Heilbronn University as a whole are continuously increasing the range of lectures taught in English to provide exchange students with the best possible learning experience.
- ▶ As a result exchange students can easily spend one (30 ECTS) or two semesters (60 ECTS) completely taught through English.
- ▶ The latest list of lectures taught in English can always be found on our website:

<https://www.hs-heilbronn.de/international-course-offer>

INTERNATIONAL MARKETING WEEKS

THE IDEA

- ▶ Since 2008 Heilbronn University is a member of a network of in total 11 European universities, that annually organize international marketing weeks for international students.
- ▶ Every year it is our pleasure to welcome about 40 international students for one week in Künzelsau who work together with our own students on a project for Mercedes-Benz.
- ▶ The programme of the week is enriched with cultural and teambuilding activities to get the international students in touch with Germany and its culture.











THE INTERNATIONAL MARKETING WEEK

ON YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=U4VQJR7O3UC](https://www.youtube.com/watch?v=U4VQJR7O3UC)



25TH NIBS CASE COMPETITION 2020 ON OUR CAMPUS

ON YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=ICP4DSKQDVC](https://www.youtube.com/watch?v=ICP4DSKQDVC)



EXKURSIONS AT HOME AND ABROAD

 Audi
Ingolstadt (Germany)



 Deutsche Telekom
Berlin (Germany)




 Smart
Hambach (France)



 Porsche
Zuffenhausen



... and field trips to the USA, Cuba, China etc.



EXCURSION TO OTTO GROUP HAMBURG 2019



EXCURSION TO MYMUESLI PASSAU 2019



EXCURSION TO PAYBACK MUNICH 2018



EXCURSION TO CHINA 2015

ON YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=B203Y3ZRSGA](https://www.youtube.com/watch?v=B203Y3ZRSGA)



EXCURSION TO CHINA 2017

ON YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=JSR2Z8TVMVA&T=43S](https://www.youtube.com/watch?v=JSR2Z8TVMVA&t=43s)

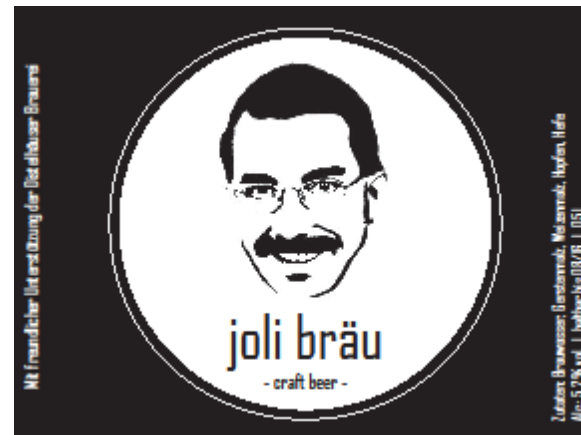


PRODUCT DEVELOPMENT PROJECT

OUR BEER



Mit freundlicher Unterstützung der Oetlikhäuser Brauerei



PRODUCT DEVELOPMENT PROJECT

OUR HOODIE



PRODUCT DEVELOPMENT PROJECT OUR HOODIE



PRODUCT DEVELOPMENT PROJECT

OUR NOODLES



PRODUCT DEVELOPMENT PROJECT

OUR YOGHURT



PRODUCT DEVELOPMENT PROJECT OUR CASE COMPETITION NOODLES





EYETRACKING PROJECTS

PROJECT EXAMPLE: FIELD STUDY IN A RETAIL STORE



EYETRACKING PROJECTS

PROJECT EXAMPLE: WEBSITE USABILITY STUDY WITH A LOCAL COMPANY



STUDENT CONSULTING PROJECTS

EXAMPLE PROJECTS OF PREVIOUS YEARS



Brand Study, 2020



Website Eyetracking Project, 2018



Social Media Strategy, 2017



Instagram as a Lead Generation Tool, 2017



Customer Satisfaction Survey, 2016

the engineer's choice



Website Eyetracking Project, 2020

STUDENT CONSULTING PROJECTS

EXAMPLE PROJECTS OF PREVIOUS YEARS

OPTIMA

Social Media Benchmarking, 2020

BLANCO

Content Strategy Amazon, 2019



systemair

Employer Branding Study, 2018

bredent group

International Communication Campaign, 2015



BOSCH

Technik fürs Leben

International Brand Study, Bosch Motorsport, 2015

Schwäbisch Hall

Customer Satisfaction Survey Christmas Fair, 2015 and 2018

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FOR MORE INFORMATION...



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