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

Professor of Marketing

Heilbronn University
Campus Künzelsau

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Spending an Exchange Semester at Heilbronn University of Applied Sciences
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

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# 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
  - Wine Marketing and Management
  - Business Administration
  - Business Administration in Transport and Logistics
  - Business Administration in Public Transportation
  - Information Systems

## Information Technology
- **Campus Sontheim**
  - Medical Informatics (in cooperation with Heidelberg university)
  - Applied Computer Science
  - Software Engineering

## Course Offerings
- **Campus Sontheim**
  - 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

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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

Semester 1: 1 WS
- Advanced Professional Skills 15 ECTS
- Business Marketing 15 ECTS
- International Marketing 15 ECTS
- Electives 15 ECTS

Semester 2: 2 SS

Semester 3: 3 WS
- Consumer Behavior 5 ECTS
- Business Plan Development 5 ECTS
- Digital Marketing 5 ECTS
- Research Methods 5 ECTS
- The Global Marketplace 5 ECTS
- International Leadership 5 ECTS

Semester 4: 4 SS
- Master-thesis 28 ECTS
- Thesis Pres. 2 ECTS

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

Spending an Exchange Semester at Heilbronn University of Applied Sciences
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,
- ...with Modern Equipment.
- Product Development Project
- Eyetracking Projects
- Personal Atmosphere

Spending an Exchange Semester at Heilbronn University of Applied Sciences
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
25TH NIBS CASE COMPETITION 2020
ON OUR CAMPUS

ON YOUTUBE: HTTPS://WWW.YOUTUBE.COM/WATCH?V=ICP4DSKQDVC
EXKURSIONS AT HOME AND ABROAD

Audi
Ingolstadt (Germany)

Porsche
Zuffenhausen

Smart
Hambach (France)

Deutsche Telekom
Berlin (Germany)

… and field trips to the USA, Cuba, China etc.
EXCURSION TO OTTO GROUP HAMBURG 2019
EXCURSION TO MYMUESLI PASSAU 2019
EXCURSION TO CHINA 2015
ON YOUTUBE: HTTPS://WWW.YOUTUBE.COM/WATCH?V=B203Y3ZRSGA
EXCURSION TO CHINA 2017
ON YOUTUBE: HTTPS://WWW.YOUTUBE.COM/WATCH?V=JSR2Z8TVMVA&T=43S

Spending an Exchange Semester at Heilbronn University of Applied Sciences
PRODUCT DEVELOPMENT PROJECT
OUR BEER
PRODUCT DEVELOPMENT PROJECT
OUR HOODIE

Spending an Exchange Semester at Heilbronn University of Applied Sciences
PRODUCT DEVELOPMENT PROJECT
OUR HOODIE
PRODUCT DEVELOPMENT PROJECT
OUR NOODLES

Spending an Exchange Semester at Heilbronn University of Applied Sciences
PRODUCT DEVELOPMENT PROJECT
OUR YOGHURT

Bratapfel

CampusKuh
Joghurt gerührt
210g

Zimtstern

CampusKuh
Joghurt gerührt
210g

Mandarine

CampusKuh
Joghurt gerührt
210g

Spending an Exchange Semester at Heilbronn University of Applied Sciences
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

Spending an Exchange Semester at Heilbronn University of Applied Sciences
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

Website Eyetracking Project, 2020

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STUDENT CONSULTING PROJECTS
EXAMPLE PROJECTS OF PREVIOUS YEARS

- **OPTIMA**
  - Social Media Benchmarking, 2020

- **BLANCO**
  - Content Strategy Amazon, 2019

- **systemair**
  - Employer Branding Study, 2018

- **bredent**
  - International Communication Campaign, 2015

- **BOSCH**
  - International Brand Study, Bosch Motorsport, 2015

- **Schwäbisch Hall**
  - Customer Satisfaction Survey Christmas Fair, 2015 and 2018

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Intercultural Experiences

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Lectures in English
Case Competitions

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FOR MORE INFORMATION...

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