



**\*\*Offer for Ukrainian Students\*\***

Special places are available in our  
**B.A. International Business – Intercultural Studies**  
programme in Summer Semester 2022.

- No International Tuition Fees
  - Reduced requirement for English language level
  - Later submission of missing application documents
- Contact Travis Stiltner (travis.stiltner@hs-heilbronn.de)  
best before March 31<sup>st</sup> for more information.

Our Study Programmes

# FACULTY OF INTERNATIONAL BUSINESS



The mission of the Faculty of International Business is to provide the (g)local business community with managers having broad international competencies to participate in the operational development of firms at the international level.

The Faculty of International Business is one of 7 faculties at Heilbronn University. With our study programs in international business administration, intercultural studies, tourism, hotel and restaurant management, and wine marketing and management, we are diverse, practical and, above all, international. Internationality is lived at our faculty. This is demonstrated not only by our international students, but also by our English-speaking lecturers and courses. With more than 90 partner universities, we also offer the opportunity to think outside the box and spend a semester or a year abroad.

It is very important to us that students are well prepared for the working world. Therefore,

we attach great importance to close networking with national and international practice partners with whom we cooperate for student projects. This gives students the opportunity to gain their first practical experience during their studies.

A special highlight of the program is that the faculty is located on the brand new educational campus, which offers a state-of-the-art learning environment very close to Heilbronn's city center.

Are you ready for your national or international career? Then lay the foundation now by studying at the Faculty of International Business.

<b>1,500+</b> Students at the Faculty of International Business	
<b>4</b> Bachelor of Arts programmes	<b>3</b> Master of Arts programmes
<b>2</b> Study programmes taught entirely in English	<b>75+</b> Courses taught each semester in English
<b>30+</b> Nationalities represented among our students	<b>6+</b> Languages students can learn as part of their studies
<b>90+</b> Partner universities worldwide	



# Bachelor of Arts (B.A.) Study Programmes

ECTS: 210

Study Duration: 7 Semesters

Integrated Practical/Internship Semester

Optional Study Abroad

## International Business – Intercultural Studies (IBIS)

**Start of Course:** Winter & Summer    **Language:** German & English\*

International Business - Intercultural Studies (IBIS) is an internationally and interculturally oriented bachelor's degree program that combines languages and business administration. IBIS prepares students with intercultural competencies and high language skills in English and at least one other foreign language such as Arabic, Russian, Spanish or French.



## Tourism Management (TM)

**Start of Course:** Winter & Summer    **Language:** German & English\*

Studying tourism management means immersing yourself in one of the world's largest growth industries and experiencing exciting management positions in an international and intercultural field of work.



## Hotel and Restaurant Management (HM)

**Start of Course:** Winter    **Language:** German & English\*

The hotel and restaurant industry is an incredibly varied field of activity that challenges and entertains at the same time. With the Hotel and Restaurant Management degree program, we offer the perfect mix of study and practical relevance. Additionally, we offer further development with and without vocational training in these exciting and fast-growing industries.



## Wine Marketing and Management (WMM)

**Start of Course:** Winter    **Language:** German & English\*

This program provides the optimal basis for helping to shape the exciting wine industry. For a wine industry that wants to remain competitive in the future, executives as well as well-trained managers who are able to face the complex problems of the wine market are indispensable. Increasing competition, globally networked markets and intensified price competition require not only sound business knowledge but also a broad knowledge of wine.



### ADMISSION REQUIREMENTS

- **Good or excellent entry qualification** (High School Diploma/Abitur)
- **German Proficiency:** min. B2/C1
- **English Proficiency:**
  - IBIS: min. B1
  - TM/HM/WMM: min. A2/B1

### HOW TO APPLY

**Students with a non-German entry qualification (High School Diploma/Secondary School)**

1. Apply to Studienkolleg Konstanz for verification of education certificates
2. Apply to Heilbronn University

**Students with German Abitur**

- Apply to Heilbronn University

### APPLICATION DEADLINES

**Winter Semester (All Programmes)**

July 15

**Summer Semester (IBIS & TM only)**

January 15

**Studienkolleg Konstanz**

6 weeks before Heilbronn University deadline

# Master of Arts (M.A.) Study Programmes

ECTS: 90

Study Duration: 3 Semesters

Voluntary Internship

Optional Study Abroad

## International Business & Intercultural Management (MIBIM)

**Start of Course:** Winter    **Language:** English

The Master of Arts International Business & Intercultural Management (MIBIM) qualifies graduates for management positions in globally operating organisations. It is intended to equip future business leaders with the subject knowledge and the methodological and intercultural skills that will enable them to excel and become standout leaders in our rapidly changing business world.



## International Tourism Management (MITM)

**Start of Course:** Winter    **Language:** English

Activities in strategic planning, market research, e-commerce, project management and other specific management functions are becoming increasingly more significant in the highly dynamic tourism industry. All these activities demand an intercultural approach. Our Master of Arts in International Tourism Management prepares graduates for a successful career in this vibrant sector.



## Sustainable Tourism Development (NTE)

**Start of Course:** Winter    **Language:** German & English

The Master of Arts in Sustainable Tourism Development (Nachhaltige Tourismusentwicklung or NTE) responds to a topic that has evolved from a trend to a fixed expectation: in a forward-looking way, it combines tourism with the important competence field of sustainability. The focus is on the planning and sustainable development of tourist destinations.



### ADMISSION REQUIREMENTS

- **Good or excellent Bachelor's degree in related field**
- **English Proficiency:** min. B2/C1
- **German Proficiency:**
  - MIBIM/MITM: not required
  - NTE: min. C1

### HOW TO APPLY

**Students with a non-German entry qualification (Bachelor's degree)**

1. Apply to Studienkolleg Konstanz for Bachelor degree verification
2. Apply to Heilbronn University

**Students with German Abitur**

- Apply to Heilbronn University

### APPLICATION DEADLINES

**Winter Semester (All Programmes)**

July 15

**Studienkolleg Konstanz**

6 weeks before Heilbronn University deadline

# Costs/Financing

**Semester Administrative Fee:** approximately 160€ per semester

**International Tuition Fee (only for Non-EU/EEA students):** 1500€ per semester

More information about costs, financing and scholarships:

