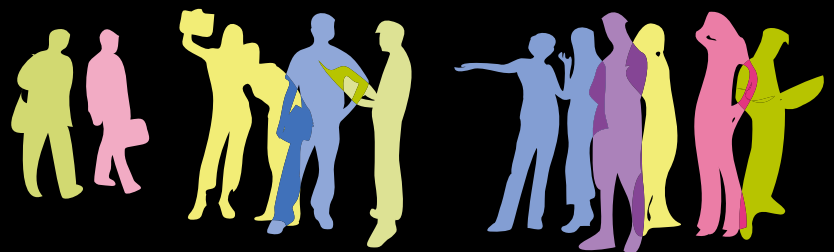




Welcome to the HNU

Neu-Ulm University of Applied Sciences



Our mission

We educate future managers and specialists who have international experience, deliver solutions and act responsibly.

Our identity

Personal and collaborative

At HNU we care for each individual student. Small study groups make it possible for lecturers to give individual and intensive guidance; this personal communication helps create a friendly and collaborative atmosphere in class and in student groups.

Practical and relevant

The content of our courses is tailored to meet the needs of larger companies and small and medium-sized enterprises (SMEs) and is of high practical relevance. Our lecturers have experience in leadership and management.

In addition to the theoretical courses, students are required to complete internships as part of their academic curriculum; these are made possible through our close collaboration with regional, as well as global industrial partners, and serve as a science and technology gateway between the HNU and the business world – a fact which benefits both students and companies.

International and welcoming

We welcome international students, lecturers and staff from all over the world and are proud of our tradition of openness and curiosity about other cultures and ways of life, and willingness to share impressions and views. We work together with international organizations and partner universities in other countries; as part of the degree programmes, we encourage both our German and international students to spend time abroad. We offer modules of study in English in order to prepare students for the global job market.

Building character and communicating values

Because we think cultural, ethical and social competence is just as important as subject-based ability, we offer interdisciplinary and intercultural studies. This supports our graduates in their efforts to research, consolidate and strengthen the vital qualities which they need as potential leaders, managers and responsible members of society.

Family-friendly and service-oriented

It is our aim that students, as well as members of the teaching and administrative staff, can reconcile their work or studies at the HNU with life outside as much as possible. For this, a number of programmes have been implemented in many areas of the HNU, such as the Consultation and Information Centre for Parents, Personal and Social Issues, the cultural programme with talks, concerts and theatre as well as the HNU day care facility for children, 'Kinderinsel'. The non-profit Hertie Foundation has awarded the HNU the quality label 'Family-friendly University of Applied Sciences'.



A warm welcome

The Neu-Ulm University of Applied Sciences (HNU) is an international business school which welcomes students from all over Germany and the world. Our aim is to educate students who are keen on results and to prepare them thoroughly for their future roles in management. Our bachelor and master's programmes are strongly grounded in the practical application of academic theory.

We at HNU are in close contact with partners from enterprises and universities and lay emphasis on mutual exchange as well as sustainability. Thanks to our commitment to outreach and our cooperative approach, many of our research findings and results are employed directly in practice. Our partners, our students and our University of Applied Sciences itself benefit from joint projects, an intensive exchange of know-how, a variety of exchange programmes for students, faculty and staff, and an international, diverse campus.

It is our objective to strengthen the successful cooperation we have with enterprises and partner universities around the world, create new partnerships and expand our network of research and teaching. I look forward to shared projects, new ideas and a growing network of partners and invite you, on behalf of our students, faculty and staff, to take a closer look at the HNU on the following pages.

Prof. Dr. Uta M. Feser

President
Neu-Ulm University of Applied Sciences

Globally connected

International cooperation and exchange is embedded in the culture and strategy of the Neu-Ulm University of Applied Sciences: students, faculty and staff take an active part in our international campus life.

Worldwide partnerships

Exchange agreements with more than 50 partner universities worldwide provide opportunities for students to enhance their language, intercultural and academic skills and increase their career opportunities both at home and abroad. We continually expand the collaboration with students, faculty and researchers from abroad, as well as our international network. Every year we welcome more international students, academics and staff to Neu-Ulm, and more students go abroad for a study semester, internship or cooperate with an international corporation on their final thesis.

International office

The International office is the centre for information and coordination of all international relationships and academic activities abroad. It offers students, academics and scholars from abroad a wide range of services and support. International students are advised on application and visa procedures; they receive help with finding accommodation, are invited to numerous introductory, social and cultural events, and can participate in German language courses free of charge.

Courses taught in English

Lectures at the HNU are either given in German or, in many cases, in English only.

In 'Business studies' (B.A.) four entire focus fields are held in English:

- International business administration
- Transport, environment and international logistics
- International management and leadership
- Business information systems

Each focus field includes several seminars.

The 'Information management and corporate communications' B.A. programme and the newly introduced 'Information management automotive' B.Sc. programme both include two semesters held exclusively in English.

At the Master's level, the focus area 'International brand and sales management' is taught in English.

The range of courses in English is complemented by a number of optional courses, e.g. 'Corporate finance', 'Cross-cultural aspects of business' and 'Managerial economics'.



» I was really attracted to the HNU because of the double degree possibility; I'm really happy to be at HNU! Here I found a friendly atmosphere and a well-organized university of applied sciences. «

Language courses, intercultural skills and networking

At the HNU, we offer intensive language training in English, Spanish, French, Italian, Portuguese and Chinese. To prepare students for a global work environment, seminars with a focus on specific countries and intercultural management courses are provided. All cultural and leisure activities place special emphasis on networking between German and international students: incoming and outgoing students benefit from joint information sessions, field trips and the arrangement of 'language tandems' - a pairing of students with different first languages.

Recognition of examinations and double degree programmes

An important element of the partnerships that the Neu-Ulm University of Applied Sciences enjoys with other international universities is the mutual recognition of examinations.



E-quality label for international mobility

e As one of only a few universities of applied sciences in Germany, the HNU was awarded the E-quality label by the German Academic Exchange Service (DAAD) for the successful promotion of international mobility among students and teaching staff in 2008 and again in 2012. The label is awarded on the basis of independent experts' appraisal of innovation, results and advantages, quality of implementation and sustainability of mobility measures.

Double degree programmes with the Oulu University of Applied Sciences, Finland, in Business studies and in Information management and corporate communications allow the participating students to study two or three semesters in Oulu or Neu-Ulm and graduate with two bachelor degrees at the same time. The HNU is currently expanding its double degree programmes with partner universities.



» The orientation programme was amazing and made me feel really welcome and special. My life turned upside down during the first weeks because the experience was so overwhelming. «

Kinderinsel - flexible childcare at the HNU



At the HNU we seek to support our employees and students in their work and studies and to help them successfully combine both career and child care. Our 'Kinderinsel' is in walking distance to the campus and offers flexible childcare for children aged 9 weeks to 14 years.

HNU Lions Campus Club



The HNU Lions Campus Club was founded in 2012 as the first Lions Campus Club at a German university of applied sciences by students, alumni, academic and non-academic staff of the HNU. It serves the campus community and promotes social and voluntary work at the HNU.

Cultural programme - Education beyond academic knowledge

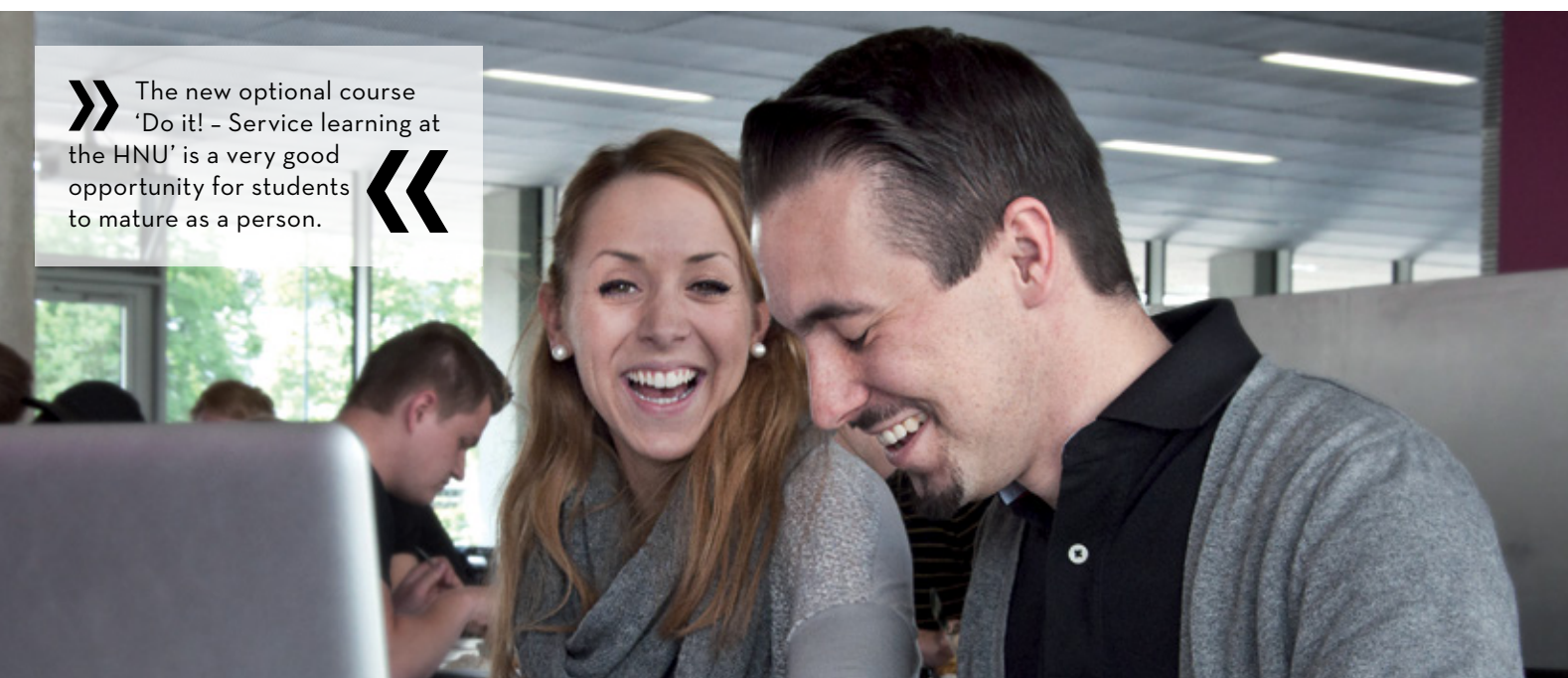


The cultural programme completes the education at the HNU with a range of activities and events emphasizing abilities and soft skills beyond academic knowledge. The interdisciplinary programme helps our students, faculty and staff to cultivate leadership, develop personality and raise cross-cultural awareness. It offers excursions, theatre visits, a drama group as well as the HNU band.

'Do it! - Service learning at the HNU' and 'Integration mentoring'

In 2012, we launched the HNU social engagement initiative that aims to actively foster students' personal growth and social responsibility as well as to encourage volunteering. The optional course 'Integration mentoring' allows students to acquire mentoring and problem-solving skills in an intercultural environment. In the course 'Do it! - Service learning at the HNU' students reflect on the skills and abilities they learn from social engagement.

» The new optional course 'Do it! - Service learning at the HNU' is a very good opportunity for students to mature as a person. «



Studying at the HNU

High practical relevance and friendly atmosphere

For the HNU, direct and intensive cooperation with large companies as well as small and medium-sized enterprises (SMEs) is one of our most important strategic success factors. This is reflected in our ways of teaching: we offer project seminars in cooperation with businesses, real issues from business practice are studied academically and the results are made available to businesses; internships are compulsory. The HNU uses state-of-the-art methods, e.g. e-learning systems, business case studies and management simulations.



» I really like the interactive lessons here, where you do not just sit and listen but can also have a dialogue with other students and professors. «

Academic departments

The Neu-Ulm University of Applied Sciences consists of the following academic departments:

- Department of Business and Economics
- Department of Information management
- Department of Healthcare management
- Department for Professional and postgraduate studies

Undergraduate programmes usually take seven semesters to complete, including one internship and the final thesis, whereas the master's degree requires four semesters of study. The part-time professional degree programmes take four to six semesters, depending on the programme.

HNU academic calendar

The academic year at HNU consists of a summer and a winter semester.

- Teaching period summer semester: mid-March to mid-July
- Teaching period winter semester: October to mid-February

For our international students, the International office holds welcoming weeks prior to the beginning of the teaching period.

Department of Business and Economics

The Department of Business and Economics is the largest department at the Neu-Ulm University of Applied Sciences. It draws on the expertise of specialists from key industrial and community partners.

The department offers three bachelor degree programmes and one master's degree programme:

- Business studies (B.A.)
- Industrial engineering | Production (B.Sc.)
- Industrial engineering | Logistics (B.Eng.)
- Master of advanced management (M.Sc.)

The department has a diverse student body of around 1,600 full-time students and engages in multi-disciplinary research projects with key industry players and other universities. To supervise their PhD students, professors collaborate with a wide range of national and international partners.



Department of Information management

The most remarkable feature of the Department of Information management is its multidisciplinary. In different focus fields, the teaching in all undergraduate programmes is closely related to IT, business studies and communication. The department offers the following programmes at bachelor level:

- Information management and corporate communications (B.A.)
- Information management automotive (B.Sc.)
- Business information systems (B.Sc.)

The degree programme 'Information management and corporate communications' combines expertise in IT, business studies and communication, whereas the newly introduced degree programme 'Information management automotive' pools expertise in the special processes of the automobile industry, business and information technologies. The programme 'Business information systems' integrates the study of IT and business studies and expertise in the relevant use of information and communication technologies in companies.



Department of Healthcare management

The Department of Healthcare management offers the following bachelor degree programmes:

- Information management in healthcare (B.Sc.)
- Healthcare management (B.A.)

The objective of the programmes is to educate future leaders of healthcare organizations. A practical and international orientation of our programmes is guaranteed through close cooperation with a large network of healthcare organizations (e.g. health insurance companies, hospitals, pharmaceutical companies).



Cooperation with the Ulm University of Applied Sciences

The HNU offers degree programmes in cooperation with the Ulm University of Applied Sciences. Four bachelor courses are organized and taught together by both universities of applied sciences:

- Industrial engineering | Production (B.Sc.)
- Industrial engineering | Logistics (B.Eng.)
- Business information systems (B.Sc.)
- Information management in healthcare (B.Sc.)

The HNU is responsible for courses in business, law and languages, while the Ulm University of Applied Sciences offers the technological and engineering aspects of the programmes. Students benefit from the resources and activities of both universities of applied sciences, such as research facilities, libraries, mandatory courses, childcare services, cultural programmes (orchestra, chamber choir, band, jazz combo) and events including international excursions, specialist presentations and, of course, the student parties.

Department for Professional and postgraduate studies

The Department for Professional and postgraduate studies offers the following part-time programmes, which not only teach business know-how but also prepare students specifically for leadership and management roles in their area of work:

- Business studies for engineers and other non-business professionals (MBA, five semesters)
- Strategic information management (MBA, four semesters)
- Business studies for doctors (MBA, four semesters)
- Business studies for doctors in Africa (MBA, 2 months block seminar taught in Tanzania)
- Management for health and care professionals (B.A., six semesters)

The course schedule allows professionals to coordinate career, study and private life. Communication between students and lecturers is facilitated by our e-learning platform Moodle. In addition, there is one field trip abroad.

‘Strategic IT management’ and ‘Business studies’, are also offered as certificate courses which contain three or four modules of the respective MBA programme and provide the opportunity to gain practice-oriented knowledge in a short period of time.



In August 2013, the MBA programme ‘Business studies for doctors in Africa’ will be launched. Under the leadership of the Neu-Ulm University of Applied Sciences, this part-time master’s programme is offered in cooperation with Chepkoilel University in Kenia and Mzumbe University in Tanzania.

Quality management



Quality is very important to us, and continuous evaluation and quality management ensure the highest level of education and research. Our degree programmes conform to international education standards.

Further training for associate lecturers

Since 2012 the HNU has been offering further training especially designed for our associate lecturers. The courses range from workshops on presentation and teaching skills as well as case studies to ‘Intercultural awareness in teaching’. This training and many other events take place at the ‘Hochschulzentrum Vöhlenschloss’ Castle.

Applied research for an innovative region

We are a University of Applied Sciences and our name already implies our strengths – one of our most characteristic features is the emphasis on practical relevance and the application of teaching and research in practice. In Germany, universities of applied sciences in general provide more practice-oriented courses in contrast to the universities, which focus on a more theoretical approach.

This focus is reflected in the profile of our teaching staff. Their know-how, gained through work experience in industry, business or social work, enables them to provide our national and international students with practical insights into the processes, working methods and expectations of enterprises and organizations. With its results-oriented research and practical solutions, the HNU constitutes a strong cooperative partner for enterprises within the region Neu-Ulm / Ulm.



Centres at the HNU

Research activities at the Neu-Ulm University of Applied Sciences are bundled into centres. They create links between academic education and training on the one hand, and applied research and business practice on the other. The centres promote the continuous development of their academic fields, support the upcoming generation of academically qualified experts, create partnerships with universities and develop practice-oriented research in close cooperation with companies.

Centre for Corporate communications

The Centre for Corporate communications combines academic teaching and academic research as well as practical experience and application of corporate communications. The areas focused on range from social media and mobile marketing to semiotics of product communication and visual studies as well as sustainability, corporate social responsibility, diversity and internal communications. The team has professional experience in international management, marketing and corporate communications.

Centre for Corporate performance management

The centre provides innovative concepts and methods for corporate performance management and business intelligence and hence cooperates with companies and supervises a number of enterprise-related projects. The main research areas are corporate performance management, business intelligence, process management and enterprise resource management. The centre also offers practice-oriented workshops, further training courses and seminars.

Centre for Finance, Accounting, Controlling, Taxation (FACT)

In this centre professors in the areas of finance, accounting, controlling, and taxation collaborate in teaching and research. The centre aims to bridge the gap between theory and practice in research and teaching. Every year, the FACT team invites local professionals and students to the 'FACT-Finanztag'. This conference serves as a platform to exchange ideas and concepts between the academic world and practitioners.

Centre for Logistics

The Centre for Logistics taps the potential for synergy of teaching, research and practical experience by enabling and energizing the exchange of knowledge, the transfer into practical training and the transfer of the knowledge gained into higher education. Main research areas are green logistics, transport logistics, process and information logistics as well as supply chain management. The logistics lab at the HNU allows research on production control, material flow control with radio frequency identifications and stock control.

Centre for Secure IT applications and infrastructures

The Centre for Secure IT applications and infrastructures focuses on applied research and development in information security, knowledge transfer and consulting to local enterprises (especially small and medium-sized enterprises (SMEs)), and the development of dedicated teaching to students. The goal of this centre is to understand the state of information security in SMEs and to develop an open framework with a proof-of-concept implementation providing a solution suitable and adaptable to the needs of companies of different sizes.

Centre for Research on service science (CROSS)

The Centre for Research on service science works on innovative concepts to establish, manage and deliver services, the basis of growth in modern societies. The HNU contributes to research, practice and teaching through insights and solutions that matter for practical application. The work with regional companies as well as multinational corporations enables the centre to share insights and best practices on a broad spectrum. Current areas of research include the management of international service delivery, target operating models, information management in service-oriented environments and the management of service networks.

» A very positive experience for me was a visit to the BMW production site. I understood how models we had learned in IT applications at HNU and home in Finland actually work in practice. «



Centre for Marketing and branding

The Centre for Marketing and branding focuses on the field of marketing communication. Professors and research assistants within the team provide a state-of-the-art learning environment where students are able to study in step with actual practice. The areas of research interests include brand management, employer branding and advertising/ account planning amongst others. The centre has a history of cooperation with well-known German and international companies and organizations both in research and teaching.

Centre for Media design and user experience



The centre is characterized by the interdisciplinary profile of its members and the diverse fields of research. Interactive and digital media are key aspects of this centre. All processes of the user experience lifecycle focused on displayed as well as requirements of engineering in user centered design. Students have the opportunity to test and evaluate the user experience of a range of products with the help of a usability lab which is equipped with state-of-the-art eye-tracking systems. Testing and evaluating is carried out as part of project work or final theses e.g. in close cooperation with partners in the business world.

Centre for Corporate management

The Centre for Corporate management pools know-how about strategic management to support teaching, applied research, and to enhance the transfer of knowledge and experience between academia and business. In addition to basic lectures, it conducts cooperate project seminars together with regional companies to support them in solving strategic challenges and to enable students to gather experience with such projects. The project and research focus of the centre is on energy markets of emerging and developing countries.

Centre for Growth and sales strategy

The Centre for Growth and sales strategy focuses on identifying areas of growth, developing sales strategies, and tapping into new customer segments through research, teaching, and outreach. Professors and lecturers provide students with work-related skills and align their research efforts with industry-linked projects. The centre's areas of expertise include quantitative market research, sales law, marketing and sales, mergers and acquisitions, strategy development, market development and penetration, branding, sales management, process management in sales, and industry-academia partnerships.



Neu-Ulm/Ulm: Two cities – one cultural centre

Neu-Ulm (Bavaria) has about 56,000 inhabitants and Ulm (Baden-Wuerttemberg) about 122,000 inhabitants. With their three universities, the two cities on the banks of the Danube make an attractive and pulsating place to live and study.

Only the river separates Ulm and Neu-Ulm and forms the boundary between the states of Bavaria and Baden-Wuerttemberg. Due to the close relationship between Ulm and Neu-Ulm, they have grown into a comprehensive economic and cultural area and form the centre of the region between the Allgäu and the Swabian Alb.

Ulm is an old city, whereas the relatively young city of Neu-Ulm is the modern counterweight to Ulm. In Ulm, you can find the romantic Fisherman's and Tanners' Quarter with old houses, alleyways and air of medieval times and of course the world's highest church steeple (161 m). The history of Ulm is still alive in many festivals and traditions, such as the fishermen's competition on the river Danube or the 'Schwörwoche' (Oath Week) – the biggest spectacle in and around Ulm.



One of the attractions of the area is its geographical location. A number of lakes nearby is ideally suited for leisure activities, such as swimming. In winter, the Swabian Alb offers opportunity for cross-country skiing and for hiking all year round; there are numerous castles and caves in the area, which are open to the public. Slightly further away and reachable by train and car for a day or weekend trip are the Alps, Lake Constance, Neuschwanstein Castle and the Allgäu. Munich and Stuttgart with bigger airports are an hour's train ride away.



» I really enjoy Ulm, Neu-Ulm and its beautiful surroundings: it's in the middle of Europe – the ideal starting point for excursions. «

Facts & Figures

Neu-Ulm University of Applied Science

Number of students:	approx. 3,500
Professors:	approx. 60
founded in:	1994
Winter semester:	Sep 1 - Feb 28 (Teaching period: October to mid-February)
Summer semester:	Mar 1 - Aug 31 (Teaching period: mid-March to mid-July)

Degree programmes

Bachelor majors

- Business studies (B.A.)
- Industrial engineering | Production (B.Sc.)*
- Industrial engineering | Logistics (B.Eng.)*
- Information management and corporate communications (B.A.)
- Information management automotive (B.Sc.)
- Business information systems (B.Sc.)*
- Information management in healthcare (B.Sc.)*
- Healthcare management (B.A.)
- Management for health and care professionals (B.A.) (part time)

Master majors

- Master of advanced management (M.Sc.)
- Business studies for engineers and other non-business professionals (MBA) (part-time)
- Strategic information management (MBA) (part-time)
- Business studies for doctors (MBA) (part-time)
- Business studies for doctors in Africa (MBA) (part-time)

* in cooperation with Ulm University of Applied Sciences.
Facts & Figures as of January 2014

Imprint

Hochschule für angewandte Wissenschaften Neu-Ulm
Neu-Ulm University of Applied Sciences
Wileystrasse 1
89231 Neu-Ulm
Germany

PHONE	+49(0)731 9762-0
FAX	+49(0)731 9762-2299
E-MAIL	international@hs-neu-ulm.de
WEB	www.hs-neu-ulm.de

Contact	Prof. Dr. Uta M. Feser President praesidentin@hs-neu-ulm.de
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Prof. Dr. Julia Kormann
Vice President for Internationalization
julia.kormann@hs-neu-ulm.de

Verena Seitz
Head of International Office
verena.seitz@hs-neu-ulm.de