

HEILBRONN UNIVERSITY OF APPLIED SCIENCES  
CAMPUS KÜNZELSAU - Faculty of Engineering and Business (TW)  
CAMPUS SCHWÄBISCH HALL – Faculty of Management and Sales (MV)  
JOINT COURSE OFFERS

**Bachelor Programmes**

**EM Energy Management – Location: Künzelsau**

No.	Bachelor Degree Course EMB	Semester	Hrs / week	ECTS	Lecturer	Term
360082	Bio mass, Solar Thermal energy, Geo Thermal Energy	3	2	2	Prof. Dr. E. Laqua	winter
360113	Photovoltaics and Wind Energy	3	2	2	Prof. Dr. M. Ibrahim	winter
360124	Energy Engineering Laboratory	4	3	3	Prof. Dr. M. Ibrahim	summer
360172	Communications Technology Laboratory	6	2	3	Prof. Dr. A. Ostertag	summer
360193	Environmental Management	6	2	2	Prof. Dr. A. Ostertag	summer
360204	HVAC Laboratory	6	3	3	Prof. Dr. E. Laqua	summer
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**ET Electrical Engineering – Location: Künzelsau**

No.	Bachelor Degree Course ETB	Semester	Hrs / week	ECTS	Lecturer	Term
211647	Technical English 1	2	2	2	B. Götzmann-Liebig	winter/summer
211648	Technical English 2	2	2	2	J. Hooley	winter/summer
211513	Special sections of Electrical Engineering 3	7	1	1	C. Ryan	winter/summer
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**WI Industrial Engineering – Location: Künzelsau**

No.	Bachelor Degree Course WIB	Semester	Hrs / week	ECTS	Lecturer	Term
223036	English for Industrial Engineers	3	2	2	R. Kaplan	winter/summer
223060	Advanced English for Negotiations	7	2	3	R. Kaplan	winter/summer
223051	E-Commerce	7	2	3	Prof. Dr. G. Peinel	winter/summer
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**BK Business Administration, Culture, Leisure and Sports Management – Location: Künzelsau**

No.	Bachelor Degree Course BKB	Semester	Hrs / week	ECTS	Lecturer	Term
243036	Business English 1	2	2	2	B. Brath	winter/summer
243037	Business English 2	3	2	3	B. Brath	winter/summer
243067	Applied Foreign Language	4	2	2	B. Brath	winter/summer
243093	Culture, Sports and Event Venue Management	6	2	2	Prof. Dr. L. Bielzer	winter/summer
243094	Management of Entertainment and Theme Parks	6	2	2	Prof. Dr. L. Bielzer	winter/summer
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**BM Business Administration, Marketing and Media Management – Location: Künzelsau**

No.	Bachelor Degree Course BMB	Semester	Hrs / week	ECTS	Lecturer	Term
291541	Business English 1	2	2	2	B. Brath	winter/summer
291691	Business English 2	4	2	2	B. Brath	winter/summer
291621	Business Management	4	2	2	Prof. Dr. Drescher	winter/summer
291622	Business Simulation	4	5	6	Prof. Dr. D. Drescher	winter/summer
291632	Human Resources Management	6	4	5	Prof. Dr. Gentile-Lüdecke	winter/summer
291704	Innovation Management	4	2	2	Prof. Dr. Gentile-Lüdecke	winter/summer
291713	Sales Management	6	4	4	D. Zernow	winter/summer
291801	Intercultural Management	6/7	2	2	Prof. Dr. Gentile-Lüdecke	winter/summer
291802	International Leadership	6/7	2	2	Prof. Dr. Gentile-Lüdecke	winter/summer
291803	Global Culture	6/7	2	2	Prof. Dr. Gentile-Lüdecke	winter/summer
291810	International Marketing Case Studies	6/7	2	2	Prof. Dr. J. Link	winter/summer
291808	International Marketing Week	6/7	2	2	Prof. Dr. J. Link	summer
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**BS Business Administration and Social Management – Location: Künzelsau**

No.	Bachelor Degree Course BMB	Semester	Hrs / week	ECTS	Lecturer	Term
430381	Business English 1	2	2	2	B. Brath	winter/summer
430382	Business English 2	4	2	2	B. Brath	winter/summer
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**MPW Business Administration, Human Resources – Location: Schwäbisch Hall**

No.	Bachelor Degree Course MPW	Semester	Hrs / week	ECTS	Lecturer	Term
480207	Procurement	1	2	3	Prof. Dr. J. V.-Diez	winter
400317	Human Resource Management	3	4	5	Prof. Dr. A. Gary	winter
480312	Coaching and Consulting	3	4	6	Prof. Dr. A. Gary	winter
500342	Intercultural Competence	4	4	3	J. Humphreys	summer
450289	Conduct of Negotiation	7	4	3	Prof. Dr. A. Gary	winter
480227	Business English 1	1	4	3	J. Leggo	winter/summer
480229	Business English 2	2	4	3	J. Byrne	winter/summer
480286	Business English 3	3	4	5	L. Steger	winter/summer
480318	Business English 4	4	4	4	J. Humphreys	summer
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**VH/VI/MBW Business Administration, Sales and Procurement – Location: Schwäbisch Hall**

No.	Bachelor Degree Course SMVH, MVI, MBW	Semester	Hrs / week	ECTS	Lecturer	Term
400262	Trade organization and sales processes	3	4	5	Prof. Dr. K. Kysela	winter
450256	Procurement Organization and Project Management	3	2	3	Prof. Dr. J. V.-Diez	winter
500342	Intercultural Competence	4	4	3	J. Humphreys	summer
480227	Business English 1	1	4	3	L. Steger	winter/summer
480229	Business English 2	2	4	3	J. Byrne	winter/summer
480286	Business English 3	3	4	5	J. Leggo	winter/summer
410326	Business English 4	4	4	4	J. Humphreys	summer
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**MUR/MVF Business Administration, Accounting, Controlling, Finance – Location: Schwäbisch Hall**

No.	Bachelor Degree Course MUR, MVF	Semester	Hrs / week	ECTS	Lecturer	Term
500218	Introduction into Investment and Finance	1	2	2	Prof. Dr. J. Vogt	winter
500221	Introduction to Management Accounting	2	4	3	Prof. Dr. J. Vogt	summer
500253	Cost Management	3	4	4	Prof. Dr. J. Vogt	winter
500342	Intercultural Competence	4	4	3	J. Humphreys	summer
500275	Corporate Valuation	7	4	5	Prof. Dr. J. Vogt	winter
500227	Business English 1	1	4	3	J. Byrne	winter/summer
500229	Business English 2	2	4	3	J. Leggo	winter/summer
500344	Business English 3	3	4	5	L. Steger	winter/summer
500317	Business English 4	4	4	4	J. Humphreys	summer
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**Master Programmes**

**MBK Business Administration, Culture, Leisure and Sports Management – Location: Künzelsau**

No.	Master Degree Course MBK	Semester	Hrs / week	ECTS	Lecturer	Term
241051	Current Issues in Global Culture	1	2	3	Prof. Dr. L. Bielzer	summer
241052	Selected Chapters in Global Culture	2	2	3	Prof. Dr. L. Bielzer	winter
241061	International Aspects of Sports Management	1	1.5	2	Prof. Dr. L. Bielzer	summer
241003	Selected Chapters in Culture, Leisure and Sports	4	2	2	Prof. Dr. L. Bielzer	winter
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**MBM International Marketing and Communication – Location: Künzelsau**

No.	Master Degree Course MBM	Semester	Hrs / week	ECTS	Lecturer	Term
292001	Consumer Behavior	1	4	5	Prof. Dr. J. Link	winter
292011	International Sales and Business Marketing	1	4	5	Prof. Dr. Gentile-Lüdecke	winter
292012	Management of International Projects in Sales and	1	4	5	Prof. Dr. Gentile-Lüdecke	winter
292021	Media and Communication Strategy	1	4	5	Prof. Dr. M. Meyer	winter
292022	Media and Communication Project	1	4	5	Prof. Dr. C. Pohl	winter
292023	Current Issues in Media and Communication	1	4	5	B. Ettlbrück	winter
292002	International Marketing Strategy	2	3	4	Prof. Dr. M. Meyer	summer
292033	Intercultural Communication	2	3	4	Prof. Dr. Gentile-Lüdecke	summer
292052	Business Simulation	3	2	3	Prof. Dr. J. Link	winter/summer
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**Academic Year at Heilbronn University of Applied Sciences**

Summer semester: Mid-March until Mid-July Winter semester: End of September until Mid-February

Bachelor business students are welcome to select a combination of subjects from both Campus Künzelsau and Campus Schwäbisch Hall.  
*\*The final individual study plan is subject to confirmed scheduling.*