MA International Tourism Management
MA International Business & Intercultural Management
Faculty of International Business
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1 GENERAL INFORMATION

1.1 Germany in General

The Federal Republic of Germany is situated in the centre of Europe. 82 million people live here, of whom 10.9 million are foreigners. Germany has nine neighbours: Denmark to the north, the Netherlands and Belgium to the north-west, France and Luxembourg to the west, Austria and Switzerland to the south, the Czech Republic and Poland to the east.

Although regional dialects differ widely from each other, the nation is united by its common language: “Hochdeutsch” or “High German”. The German landscape is as varied as its dialects. In the north, chains of islands can be found with extensive sand dunes, heath, and moor lands. Dense mixed forests and medieval castles line the river valleys of the hills and mountains in central Germany, once praised by the German Romantics. Even the industrial landscape of the Ruhr is dappled with open green spaces. The Alps with their crystal-clear mountain lakes rise majestically in the south.

Nearly half of German residents live in the 85 towns with a population of more than 100,000. A lively, multinational scene thrives in the population centres.

The Federal Republic of Germany has been a parliamentary democracy since the Basic Law (Grundgesetz - the German constitution) was passed in 1949. Under the Basic Law, everyone is guaranteed fundamental rights, such as freedom of belief, free speech and equality before the law. Berlin is capital of Germany.

The backbone of the German economy is its car manufacturing, electronics and pharmaceutical industries.

1.2 Understanding German(y)

You may wonder whether your German will be good enough to get by. Fortunately, you will find that most Germans are very helpful. Quite a lot have at least some knowledge of English, with some also speaking French. If you come from an English-speaking country, you might even have difficulties in getting to speak German, due to people eager to practice their English language skills with you.

If you should talk to Germans who have absolutely no knowledge of any foreign language, they will at least speak very slowly and in simple sentences to give you a chance to understand them. A useful phrase to keep handy for these moments is, “Könnten Sie bitte langsamer sprechen?” – Please could you speak more slowly?

1.3 Dos and Don’ts in Germany

- Be punctual! Unpunctuality is considered a lack of respect to other people waiting for you, so be on time for your appointment.
- Use formal address and surnames until invited to use first names. However, students and young people (< 21 years) will probably start on first-name basis in informal settings.
- Furthermore, the word “you” can be translated by “du” or “Sie”. Only use “du” for young people in informal settings. Always use “Sie” when talking to people who are older than you and in case they did not invite you to use “du”. When you are invited to use “du” with someone, it means that the relationship has become more familiar.
• In the greeting, shake the right hand and keep eye contact. Shaking hands is the established form of greeting in Germany.

• Do not ask, “How are you?” if you are not really interested in how people are doing. Be prepared to hear detailed information about people’s lives, as this question is not part of the greeting, but an invitation to talk about oneself.

• When you sit at the table for having something to eat, it is common to say “Guten Appetit” before starting. Before drinking, you often say “Prost” (Cheers).

• In Germany, it is common to pay a tip at the rate of approximately 10% in restaurants, cafes and bars. This means you are satisfied with the service.

• Politeness is important in Germany. Try to use the word “bitte” (please) whenever you ask for something. Always say “danke” (thank you) when you get something.

• If you need help, do not wait for people to come to you, ask for it and people will be glad to help you.

• Always say your name at the beginning of a phone call, even if it’s followed by “do you speak English?”

• As people enjoy quietness and privacy, they may often close their doors but will be happy to receive you if you knock on the door. A closed door doesn’t necessarily mean that the person cannot be disturbed. When entering an office, it is common to knock first and then enter the room immediately.

• Cross the street only when the traffic light is green and do not jaywalk.

**Some important rules in Germany:**

• You are not allowed to smoke and drink alcohol below the age of 18 in general, but you are allowed to drink beer and wine at the age of 16.

• Carry your ID / passport always with you. It is possible that police officers want to check your identity.

• Do not litter (paper, cigarettes, chewing gum etc.) in the streets. Otherwise you might be fined.

• Do not ever, under any circumstances, show the “Nazi salute”, shout “Heil Hitler”, or show swastikas or other symbols of the Third Reich, which is a criminal offense and punishable up to five years imprisonment.

**Sources and more information:**

http://www.traveltaboo.com/germany-travel-tips-dos-and-donts/
http://www.young-germany.de/topic/live/settle-in-adjust/a-guide-to-german-etiquette

If you are looking for a funny introduction to the German culture, we recommend the [25 easy steps to become German](#).
1.4 Public Holidays

Germany is a country with a great number of public holidays. On these days shops in the cities are usually closed and, of course, there are no lectures. Sometimes there are so-called bridge days if the holiday is close to a weekend. Some holidays are only regional holidays.

Public holidays in Baden-Württemberg at a glance:

<table>
<thead>
<tr>
<th>January</th>
<th>June:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st New Year’s Day</td>
<td>Corpus Christi (Thursday)</td>
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<tr>
<td>6th Epiphany</td>
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<table>
<thead>
<tr>
<th>March/April:</th>
<th>October:</th>
<th>November:</th>
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<tr>
<td>Good Friday</td>
<td>3rd National Holiday</td>
<td>1st All Saints’ Day</td>
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<tr>
<td>Easter Sunday</td>
<td></td>
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<tr>
<td>Easter Monday</td>
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<thead>
<tr>
<th>May:</th>
<th>December:</th>
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</thead>
<tbody>
<tr>
<td>1st Labour Day</td>
<td>25th Christmas</td>
</tr>
<tr>
<td>Ascension (Thursday)</td>
<td></td>
</tr>
<tr>
<td>Whit Sunday</td>
<td>26th Christmas</td>
</tr>
<tr>
<td>Whit Monday</td>
<td></td>
</tr>
</tbody>
</table>

1.5 Opening Hours

In general, shops in Germany have different opening hours depending on the state in which they are located. Most of the smaller shops in the cities are opened from 9 am to 8 pm during the week (and on Saturday until 8 pm). The bigger shops and food discounters such as Lidl and Aldi are opened from 7 am or 8 am to 9 pm Monday to Saturday. Due to the law concerning the opening hours being relaxed recently, more and more larger shops and discounters such as Kaufland, REWE and Handelshof open their shops until 10 pm.

Normally, shops are not open on Sundays. But in the case of urgency you can buy some basic necessities at petrol stations.

Bars and restaurants usually close at 12 pm during the week and at 2 am on the weekends or before holidays.

1.6 Healthcare System

Students from EU countries should contact their health insurance companies at home and ask for a European Health Insurance Card (EHIC). If they provide sufficient proof of insurance from their homeland, they are exempt from paying German health insurance.

Non-EU students are required to provide their own health insurance (the insurance policy must carry “unlimited coverage”) or have the right to statutory insurance at the lowest monthly rate. There are plenty to choose from, two of the most popular public health insurers are AOK and Techniker Krankenkasse. As a student under the age of 30, health insurance with these providers will cost approx. €80 (as of January 2015), insurance rates increase after the age of 30. Should you be a student over the age of 30, there are private health insurance providers that
may offer better priced insurance, the price paid will vary depending on age, marital status etc. However, it is worth comparing prices to save money. Debeka, DKV and Axa are some of the most popular private health insurers.

Please bear in mind that once you have taken out private health insurance you are not able to go back to public health insurance.

Should you become unwell, please try to keep close to this description:
1. Phone a doctor (GP), explain what is wrong and book an appointment.
2. Keep the appointment and give the secretary your health insurance card.
3. The GP will examine you and in some cases, send you to a medical specialist.
4. If you get a prescription you will have to go to a pharmacy. There you have to pay €5 – €10 for the medicine. Sometimes you need to pay more, sometimes even the whole price of the medicine. It depends on the type of the prescription you get from the doctor.
5. In most cases you’ll get a bill from the doctor that you have to pay, which you then file to your health insurance company at home. Please ask them if you should pay the bill immediately or if they will do it for you.

Please note that medicine can only be bought in pharmacies. Even medication to treat headaches is not available in the supermarkets. You will only find vitamins and herbal pills at the supermarket.

1.7 Transportation Systems

There are various options to travel through Germany. In Heilbronn, there is a well organised bus system, which makes almost every place in the city and surrounding area accessible. The tram (Stadtbahn) offers quick and regular service to the towns around Heilbronn. As a special offer for students, called “Semesterticket”, Heilbronn’s public transport can be used for the whole semester paying €159. All students who have their residence directly in Heilbronn receive a free “Semesterticket” for one semester within a welcome package, once having registered at the Rathaus and having stated Heilbronn as their primary residence. A good time to use your free semester ticket would be during the winter term when the weather can get a little chilly.

It is useful to note that students with a valid student ID can travel with all buses within Heilbronn for free from 7pm on weekdays and all day on weekends and public holidays.

1.8 Long Distance Travel

If you want or need to travel longer distances, it would be wise to research the different possibilities. The Deutsche Bahn trains might not be the cheapest way of travelling. There are low-cost/budget airlines to get to other places quite cheaply. Refer to the internet guide on page 17 for further information.

Travelling using the train in Germany may be expensive, as stated above. However, there are several means that reduce the cost of the trains. Firstly, should you wish to travel only in Baden-Württemberg, the Baden-Württemberg-Ticket could be the cheapest way to travel and is particularly useful should you wish to travel in a group. The ticket costs around €23 (depending on whether you buy the night or day version) and each additional person costs €5. Up to five people can travel together with this ticket. If you wish to go to a German city outside
of the Baden-Württemberg state, you can use the **Quer-Durchs-Land-Ticket**, which allows you to take unlimited regional trains in Germany for a whole day. The Quer-Durchs-Land-Ticket is also ideal for group trips, as it costs €44, but up to four accompanying people may join the trip for €8 supplement each. Please note that these promotional tickets are valid only for regional trains, and do not include the long distance trains as IC and ICE. Another option is to purchase the **Bahncard 50** or **Bahncard 25**, the BahnCard 25 costs €62 and the holder has a 25% reduction on the full fare for a whole year. The Bahncard 50 has a student price of €127 (as of July 2015) and entitles the holder to 50% off the full cost of their train ticket.

Another option may be the **Sparpreise**, or saver fares, offered for trips throughout Germany and Europe. One further alternative to travelling by rail or air is by road, however, when you do not have access to a car you are able to partake in car sharing. When travelling with one or two other people it is possible to use the website mitfahrgelegenheit.de or BlaBlaCar.de to discover whether someone is driving along the same route as you. It is a cheaper form of travel, averaging at about €6-€7 per 100 kilometres.

Long distance buses have been introduced some years ago. They may be an alternative to the railway. Routes and prices can be researched here: [https://www.busradar.com/?currency=EUR](https://www.busradar.com/?currency=EUR).

## 2  Heilbronn

Heilbronn is a city in northern Baden-Württemberg, Germany. It is completely surrounded by Heilbronn County, with approximately 125,000 residents. Heilbronn is the 7th largest city in Baden-Württemberg.

Heilbronn is located on the Neckar and is a former Imperial Free City and currently an independent city (i.e., not part of any county) and seat of Heilbronn County. Heilbronn is also the "major economic centre" of the Heilbronn-Franken region that includes almost the entire Northeast of Baden-Württemberg.

Heilbronn is well known for its wine industry and is one of the largest German wine producing areas, the most important grape varieties produced include: Trollinger, Lemberger, Riesling and Black Riesling.
Geography

Heilbronn is located in the northern corner of the Neckarbasin at the bottom of Mt. Wartberg (308 m). It is spread out on both banks of the Neckar on a fertile terrace and the highest spot inside the city limits is the Mt. Schweinsberg with a height of 372 m.

Heilbronn and its surroundings are located in the northern part of the larger Stuttgart metropolitan area. The city acts as the economic centre of the Heilbronn-Franken region and is one of 14 cities referred to in the Baden-Württemberg master plan of 2002 as major economic centers. In addition, it serves the cities and towns of Abstatt, Bad Rappenau, Bad Wimpfen, Beilstein, Brackenheim, Cleebronn, Eberstadt, Elhofen, Eppingen, Flein, Gemmingen, Guglingen, Ilsfeld, Ittlingen, Kirchardt, Lauffen am Neckar, Lehrensteinsfeld, Leingarten, Löwenstein, Massenbachhausen, Neckarwestheim, Nordheim, Obersulm, Pfaffenhofen, Schwaigern, Siegelsbach, Talheim, Untergruppenbach, Weinsberg, Wüstenrot and Zaberfeld as an intermediate economic centre.

3 INFORMATION & ADVICE

3.1 Accommodation

Most exchange students and many international students are accommodated in halls of residence (StuWo). The monthly rent is between €180 and €270. If you wish to stay anywhere else there are some offers at the Office of Student Services of Heilbronn University: studentisches-servicebuero@hs-heilbronn.de

Further information about accommodation.

At the moment the average rent for a room close to the university is about €250 to €350. Should you not find what you are looking for here, more useful websites are:

- http://www.wg-gesucht.de
- http://www.studenten.hn
- http://www.studentenwg.de

3.1.1. Registration at the Rathaus

Once you have found your accommodation for the semester, it is important to register your address within the first weeks of moving, ideally you should do this during the first month. Registering too late will incur a fine. EU citizens register at the “Bürgeramt” in the Rathaus and need their passport or other identification card. Non-EU citizens do the registration at the “Ausländerbehörde” in the Rathaus. If you wish to receive the welcome pack of the city of Heilbronn it is a good idea to take along your “Immatrikulationsbescheinigung” or certificate of enrolment as a student (you can print this document after logging in here: https://stud.zv.hs-heilbronn.de)
3.1.2 Change of Address

Should you move during your time in Germany it is important to change your address officially at the Rathaus, this must be done within a few weeks of moving, otherwise you will be fined. Registering your new address takes place in the same office as the initial registration (EU citizens go to the “Bürgeramt”, Non-EU citizens go to the “Ausländerbehörde”).

3.1.3 TV and Radio Licenses – Rundfunkbeitrag

In Germany, every household has to pay the Rundfunkbeitrag, an Obligatory Fee for Public Radio and TV, which is €17.50 per month. This link provides instructions and helps understanding details.

3.2 Hospital

Klinikum am Gesundbrunnen Emergency Room
Am Gesundbrunnen 20-26
74078 Heilbronn
Phone: 07131/490

Phone numbers for emergencies: 112 Fire department and emergencies

3.3 English speaking Doctors

**General medicine/naturopathic treatment**
Dr. med. Hartmut Clemens
Lauffener Str. 14
74081 Heilbronn Sontheim
Phone: 07131/251245

Dr. med. Thomas Leibbrand
Gymnasiumstr. 54
74072 Heilbronn
Phone: 07131/93550

**Gynaecologist**
Dr. med. Andreas Schubert
Fleiner Str. 30
74072 Heilbronn
Phone: 07131/68686

**Ophthalmology**
Raymond Hollmann
Karlst. 23
74072 Heilbronn
Phone: 07131/83165

**Dentist**
Dr. med. dent. Bora Tuncer
EMail: tuncer @ zahnarzt-tuncer.de
Jörg-Ratgeb-Platz 2
74081 Heilbronn / Sontheim
Phone: 07131/5770

3.4 Bank account

It is absolutely necessary to have a German bank account if you are studying in Germany. Most banks offer a free bank account for students. You will also receive a bank card to withdraw money from the cash machines and to pay in shops, restaurants etc. For paying, you need your PIN number or a signature. Sometimes small shops do not accept paying via card or just offer this service if your purchase exceeds a certain amount, e.g. €10. Therefore,
having some cash in your wallet is always recommendable. Paying by Visa, Master, American Express and other credit cards is not possible in most of the shops.

Please note that it is important to withdraw money from an ATM that belongs to your bank, or a bank that cooperates with your bank. For example, should you possess a bank account at Sparkasse, you must use a Sparkasse or LBBW ATM to prevent being charged for the withdrawal. Consequently, when choosing your bank, it is often a good idea to find out which banks have the most ATMs around the city. When applying for your bank account, remember to ask which ATMs you are able to use for free withdrawals.

3.5 Public transportation

You can easily get into the city centre of Heilbronn by using public transport. From the StuWo you take the bus no. 61, 62, 63, 64 or the 5 (direction train station, or Allee). You can also walk into the city centre within 15 minutes. Riding by bike is also a good alternative in the warmer months. With your student identity card, you can take the buses for free after 7 p.m. and on weekends. You can also buy a semester ticket, which costs €132 and allows you to take all the buses in the Heilbronn area every time.

3.6 Daily Shopping

There is everything that you need around the StuWo. At the end of the Kreuzäckerstraße you will find a chemist’s shop (DM) on the left and on the right there is a Lidl (where you can buy food). There is also another supermarket (Edeka) in a cross road of Kreuzäckerstraße.

In the city centre you will find a REWE, Norma and Netto. A pharmacy can be found at Jörg-Ratgeb-Platz and near the Rathaus in the city. You will find a price list for several items in the appendix.

3.7 Sports

Besides the sport activities offered by student clubs, there is a huge amount of sport clubs in Heilbronn. You can find nearly every kind of sport here. Please look on the internet for further information. Further information regarding sports offered by the university, mostly for free.

The Neckar valley is excellent for cycling and running. Every year in May the Trollinger – Marathon takes place. If you want to participate, visit the Tourist Information Center for more information.

3.8 Free time & leisure activities

In Heilbronn there are lots of possibilities to spend your free time and your evenings.

You will find a lot of information on the following homepages:

Heilbronner Land
Stadtmagazin Moritz
Heilbronn Tourist
There are a variety of German, Italian, Asian, Greek and Turkish restaurants. Another specialty for Heilbronn and Baden-Württemberg are the so called “Besenwirtschaften” where you can eat very traditional Swabian food. You can find the opening hours on different websites. Just ask the German students where to find something; they will be glad to show you the way.

The Theater Heilbronn offers a wide variety of plays and musicals and there are special prices for students. The Tourist Information in the city center (Kaiserstraße 17) is a good place to find out about all kinds of events and concerts in the region of Heilbronn and Stuttgart.

A map of the best bars, clubs and discos in Heilbronn can be found here.

3.9 Films in original version at the cinema

At the Universum Arthaus Kino in the Marrahaus, films in original version (with German subtitles) are shown. It is definitely worth having a look at their programme a couple of weeks in advance if your language skills are not yet ready for a German cinema experience. The CinemaxX Heilbronn also shows a movie in English every Monday, check the website as this is updated weekly.

3.10 Heilbronn City Library

Besides the libraries found on Campus Sontheim and Bildungscampus, there is a further library situated on the ground floor of the K3 shopping centre. Should you receive a voucher offering a trial membership to the library, it is worthwhile taking up the offer. The library is an ideal place to revise or work as there is a lot of space to sit and read or study and free internet is available. It is also possible to borrow a laptop when visiting the library. Other media offerings include DVDs, CDs, magazines, newspapers and a great variety of books, including a useful range of German language learning resources.

3.11 Driving License

In case you want to drive in Germany and are not an EU citizen, or a citizen of the European Economic Area, you can apply for an International Driving License in your country of origin. You may drive in Germany with this international driving license for up to one year, as long as you also carry your national driving license with you whilst driving. However, once you become an official resident in Germany, you should apply for a German driving license.

3.12 Recycling

Recycling in Germany is an important part of everyday life; there are several different bins and you have to separate your waste into: paper, organic waste, plastic, metal and waste that cannot be recycled. Glass should also be recycled. Please locate your nearest glass recycling station in order to dispose of the glass bottles etc. there.
An important piece of information for those who are new to Germany is that when buying plastic bottles, drink cans, beer bottles and some glass bottles you pay a deposit on these items, called “Pfand”, the bottles can then be taken back to the supermarket and the “Pfand” is returned to you. In almost all supermarkets where these articles can be bought you will find a machine to deposit your empty bottles in. Afterwards you will receive a small receipt that is shown to the cashier upon paying for your shopping, the “Pfand” is then taken off your shopping bill.

If a bottle is marked as being “Pfandfrei”, this can be put in the yellow bag with the rest of the plastics and metals.

4 Appendix

4.1 Internet Guide

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<thead>
<tr>
<th>Service</th>
<th>URL</th>
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<tbody>
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<td></td>
<td><a href="http://www.cinemaxx.de">www.cinemaxx.de</a></td>
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<td>Heilbronn</td>
<td><a href="http://www.heilbronn.de">www.heilbronn.de</a></td>
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<td><a href="http://stadtbuacherei.stadt-heilbronn.de">http://stadtbuacherei.stadt-heilbronn.de</a></td>
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<td>Language courses (additional)</td>
<td><a href="http://www.aim-ihk.de">www.aim-ihk.de</a></td>
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<td>Mensa menus</td>
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<td>Public Transportation (Bus)</td>
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<td>Railway</td>
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<td>Tourist Information (region)</td>
<td><a href="http://www.heilbronnerland.de">www.heilbronnerland.de</a></td>
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<td><a href="http://www.jugendherberge-heilbronn.de">www.jugendherberge-heilbronn.de</a></td>
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4.2 Helpful addresses and telephone numbers

<table>
<thead>
<tr>
<th>Service</th>
<th>Address</th>
<th>Phone</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hochschule Heilbronn</td>
<td>Max-Planck- Str. 39</td>
<td>+49(0)7131– 504 –0</td>
<td><a href="https://www.hs-heilbronn.de/contact">https://www.hs-heilbronn.de/contact</a></td>
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<tr>
<td>Campus Sontheim I</td>
<td>D- 74081 Heilbronn</td>
<td></td>
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<td></td>
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<td>Hochschule Heilbronn</td>
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<tr>
<td>Bildungscampus</td>
<td>Building N / No. 12 74076 Heilbronn</td>
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<td>Address for GPS: Weipertstraße 47</td>
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<td>Police</td>
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<tr>
<td>Fire brigade / ambulance</td>
<td>112</td>
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<tr>
<td>Pastoral care by phone</td>
<td>0800 – 1110111 (freecall)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.3 Prices for daily shopping

Groceries

- Apples (1kg) ~2€
- Bananas (1kg) ~2€
- Beer (0,5l) ~1€
- Biscuits ~1€
- Cereals ~2€
- Cheese (250g) ~2€
- Chicken (500g) ~3€
- Chocolate (100g) ~1€
- Juice ~2€
- Cooking oil ~2€
- Fresh bread ~3€

- Loaf of ‘Toast Bread’ ~1€
- Fish fingers ~2€
- Margarine ~1€
- Milk ~1€
- Onions (1kg) ~1€
- flour (1kg) ~1€
- Potatoes (1kg) ~2€
- Pepper ~1€
- Rice (1kg) ~1€
- Tea bags ~1€
- Tomatoes (1kg) ~2€

Mixed items:

- Cigarettes ~6€
- Deodorant ~1€
- International Newspaper ~3€
- Cell phone card (simply) ~10€
- Shampoo ~2€
- Stamp national 0,62€
- Stamp European 0,80€
- Stamp international 1,45€

- Club entrance ~8€
- Coke (2dl) ~3€
- Beer ~4€
- Cocktail ~8€
- Wine ~3€
- Cinema ~7€
- Theatre ~10€

Going out
**Eating out:**

- Döner Kebap ~4€
- Dinner in a restaurant ~15€
- Pizza ~8€
- Sandwich ~3€
- Big Mac ~4€

**Transportation:**

- Single bus ticket (city) ~2€
- Semester ticket ~135€
- Trip HN-Stuttgart ~25€
- Trip HN-Heidelberg ~3€