Attractive Programmes.
Excellent Prospects.

Business Administration
Bachelor of Arts (BA)

Hochschule Heilbronn
Heilbronn University

Engineering Business Informatics

Accredited by ACQUIN

Campus Heilbronn
Business Administration – an established classic with built-in flexibility!

Companies today are looking for all-rounders – graduates with broad business expertise who can act on their own initiative to master new responsibilities and subject areas – so if you have acquired these skills during your degree course, you will have a head start in the job market.

The Business Administration course develops skilled professionals who can work in a wide variety of areas, and are thus less threatened by changes in the economic situation.

The Heilbronn region is home both to global companies such as Audi and Bosch, and many SMEs who are world market leaders in their field. The University has strong links to local industry, so students have the opportunity to carry out research assignments, placement semesters, projects and undergraduate dissertations in the companies, where they can make the crucial contacts to help them kick-start their career.

“...degree course attaches great importance to providing a sound business education; so the students acquire a thorough knowledge of the fundamental aspects of business and the many facets of business management, and are able to choose a specialist elective which matches their particular interests. Our aim is to produce “all-rounders” with high vocational qualifications who are able to work in various business areas of companies”.

Prof. Dr. Rainer Schnaufer, Dean of Studies, Business Administration, Hochschule Heilbronn
The Business Administration degree at Heilbronn is a real success story. For over 40 years the course has provided young managers of the future with a solid grounding in business. It is aimed at the non-specialist, and favours an approach which integrates current business practice and a strong international orientation. Graduates of this degree have a definite competitive advantage in the job market.

The graduates with the best chance of employment in a global group like ours are those with a sound, all-round knowledge of business and a high degree of flexibility; they can work in any area of the company, and also liaise with companies outside the Dieffenbacher Group.

The Business Administration team is a dedicated group of academics who have a wealth of experience and knowledge, both theoretical and hands-on, which they bring to their teaching. They maintain strong links with companies, who regularly provide guest lecturers, ensuring that the course content is always current and relevant. In addition, students’ learning experience is further enhanced through visits to leading companies from industry, commerce and the service sector.

Career Prospects

The combination of „traditional“ business modules and business management – complemented by in-depth subject-specific knowledge in the extension modules – means that graduates can enter a wide range of Business-related careers and find interesting, secure positions in large companies, SMEs, the service industries, consultancies, the banking sector, the IT sector and non-profit organisations. Typical entry-level positions can be found in:

- Sales and Marketing
- Manufacturing and Logistics
- Management Accounting and Finance
- Accounting and Taxation
- Business Informatics
- Human Resource Management
- Consulting

Objectives

The course combines in-depth instruction in academic methods with hands-on experience of management challenges in the workplace, making graduates ideally placed to become key decision-makers in responsible positions. International experience is now an indispensable prerequisite for a career in management, and graduates with work experience abroad or a dual-degree qualification are ideally suited to today’s global management environment. In recognition of this fact, teaching and learning on the degree has a clear international orientation, supported by the University’s network of partner universities worldwide. Creativity and the ability to think, reason and express oneself in a logical, analytical manner are important criteria in the selection of employees. Modern learning and teaching methods and a wide range of additional lectures and seminars enable students to acquire key qualifications and to develop leadership qualities.

Professors and Lecturers

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Peter Schweiker, Executive Director, Heilbronn-Franken Chamber of Industry and Commerce

Dr. Ralph Weber, Head of HR, Dieffenbacher GmbH & Co. KG (World market leader in the development and manufacture of press systems and complete production systems)
The course is divided into a two-semester First-Stage programme and a five-semester Second-Stage programme, which includes a placement in semester five. Thanks to the University’s close links with local companies, a large number of placements are available. Near the end of the course students write an undergraduate dissertation. A Masters degree, Unternehmensführung/Business Management, builds on and expands the knowledge and skills gained during the Bachelor programme. After completion of the First Year programme students can spend a semester at a partner university abroad, e.g. in Great Britain, Ireland, the USA, Australia, Korea, Sweden, Lithuania or Poland. It is also possible to attain a Dual Degree. Students will be helped to choose a suitable study programme abroad. Many modules in the Second-Stage programme are delivered in English.

**STRUCTURE OF THE BACHELOR COURSE**

**Seminars 1 - 3**

**A solid Business foundation**

- Principles and Methodology of Business Administration
- Marketing and Production
- Organization and HR Management
- Finance, Financial Accounting and Taxation
- Law and Economics
- IT and Key Skills
- Mathematics and Statistics
- Academic Research
Business Administration

The First-Stage programme equips students with a sound knowledge of the fundamentals of Business in all departments of a company. At the same time students can consolidate their language skills and expand their key skills. A placement semester in Germany or abroad allows students to apply the theoretical knowledge they have acquired to genuine business contexts and to gain hands-on organisational experience which will be of great value in the later stages of study or in preparing their undergraduate dissertation.

Management and Specialist Electives

The second stage of the course consolidates students' theoretical knowledge of business processes. In addition, students perform genuine organisational tasks by means of case studies and business simulations, while specially designed collaborative projects with local companies ensure knowledge transfer between the University and business. All this is an ideal preparation for the many and varied demands which students will face when they start work in a company. From semester 4 onwards students can select from the following modules, depending on their individual interests, aptitude and previous experience:

- Sales and Marketing
- Production and Logistics
- Finance: Management Accounting, Accounting and Taxation
- HR Management
- Business Process Management and Applied Business Informatics
- International Management (with integral study period abroad)

Placement Semester

Semester 5

Application and Transfer

- Application of theoretical knowledge
- Gaining practical experience
- Working in projects and assignments
- Career orientation
- Placement semester can be spent abroad
- Close links with local and global companies
- Large number of placement opportunities

Management

Semesters 4, 6 and 7

Generalistic, international

- Strategic Management
- Normative Business Management and Business Ethics
- International Management
- Information Management
- Leadership Competencies
- Integral study abroad if applicable
- Business Functions
- Economics and Law

Specialist Electives

Semester 4, 6 and 7

Career-oriented, specialised, can be combined as required

- Sales and Marketing
- Production and Logistics
- Management Accounting
- Accounting and Taxation
- HR Management
- Applied Business Informatics
- International Management (with integral study period abroad)

Entry Requirements

- Higher education entrance qualification.

Places are allocated according to University-wide regulations, to which 15 % of places are reserved for specified categories of applicants and a further 10 % are allocated after a waiting period. The remaining places are allocated according to a programmespecific selection procedure, which takes into account:

- the grade obtained in the university entrance examination (40 %)
- the grades obtained in
  - German (10 %)
  - Mathematics (15 %)
  - English (15 %)
- the final grade (20 %) in a vocational commercial qualification
Why study at Heilbronn University?

Heilbronn, a location of choice
Heilbronn University is located in the heart of a bustling economic region at a convenient distance from the commercial and cultural hubs of Stuttgart, Mannheim and Heidelberg. Its four campuses in Heilbronn, Künzelsau and Schwäbisch Hall span the central Neckar region in which they embody the spirit of teaching, learning and research.

Formerly a School of Engineering, Heilbronn University has prospered and developed into one of the major Institutes of Higher Education in Baden-Württemberg, providing not only innovative research but also attractive academic study programmes which are aligned to the economic heartbeat of the country.

The university offers over 46 vocationally-oriented as well as knowledge-based Bachelor and Master courses up to 8,000 students in the fields of Engineering, Business Studies and Information Technology.

A partner of commerce and industry
The greater Heilbronn area is renowned for its successful companies, many of which support Heilbronn University.

In the past two decades, the close collaboration has engendered a series of future-focused, interdisciplinary study programmes which have been added to the traditionally region-specific courses of Heilbronn University so that it now qualifies its students for regional, national and international organisations.

International networks
Heilbronn University has forged sustainable links with more than 100 reputable international universities enabling students to gain interpersonal and intercultural experience while improving their linguistic proficiency in a foreign language. Student mobility is further assisted by the university’s International Office and by the academic coordinators of each faculty who advise students on the study programmes pursued abroad.

An excellent learning environment
Heilbronn University has placed research and instruction at the heart of its activities while committing to creating optimal conditions for knowledge transfer and learning. More than 300 lecturers and members of staff ensure a learning environment in which the students can thrive and prove their academic mettle. This is enhanced by a favourable teacher-learner ratio which results, inter alia, in efficient teamwork and highly satisfactory learning outcomes. The modern language programme on offer comprises mandatory modules in Arabic, English and Russian as well as optional classes in Spanish, French, Italian and German as a foreign language.

A family-friendly place of study
In order to support students with small children, Heilbronn University runs a day-care and crèche service which is available five days a week throughout the year.

For this reason, the university has repeatedly received the prestigious German award of “Family-Focused Institution of Higher Education”.
Heilbronn is a vibrant regional centre which enjoys a diverse cultural scene including concerts, theatre, cinema, literature readings, art exhibitions, and other cultural events.

Heilbronn city centre, with its newly designed pedestrian precinct, offers a great opportunity to enjoy leisurely walks and shopping expeditions. A large number of cafés, beer gardens, pubs and excellent restaurants invites visitors and locals to relax and enjoy their culinary delights.

Active students find a large number of clubs where they can pursue their favourite sports. Public parks and promenades along the river Neckar are ideally suited for walking, cycling and inline skating. Students can also keep fit in public swimming pools, on ice rinks and in climbing halls.

In other words, the name of Heilbronn stands for quality of life. Forests, vineyards and parks are characteristic of the town and its surroundings. Heilbronn is famous for its outstanding wines which can be sampled by visitors and locals alike in cosy rural wine taverns and at the annual local wine festivals.

Heilbronn has excellent rail and motorway connections providing swift access to the major cities of the area. Students also benefit from a low-cost regional travel card which covers the university’s four campuses and the greater Heilbronn area.

Heilbronn forms part of Franconia, a German region which is steeped in history and cultural traditions. The economic significance of Heilbronn-Franconia is impressive too. Local enterprises have produced many global brand leaders and export their innovative products to over 80 countries. Companies such as Audi, Bau-sparkasse Schwäbisch Hall, Berner, Bechtle, Bosch, Bürkert, ebm-pabst, Lidl & Schwarz, Mustang, Optima Stahl, Würth and Ziehl-Abegg, which have conquered the world’s markets, have their roots in this region.

This inspiring entrepreneurial network, maintained and fostered by Heilbronn University, provides students and graduates with exciting international employment opportunities and career paths.

International Student Services
Whenever possible, students are allocated a room in the university’s student halls. All students have access to a constantly up-dated database listing furnished and reasonably-priced apartments which they can rent. Heilbronn University welcomes students who have special needs. They are given individual advice tailored to their needs on contacting the International Office.

In addition the following support is offered to students:
- free membership in faculty-based student organisations,
- detailed advice on handling residence permits and opening a personal bank account,
- guided tours to sites of particular interest,
- on-campus German classes,
- assistance in finding work placements and temporary jobs,
- preferential access to cultural events,
- access to university library services and the internet,
- information on the scholarships available to international students.

Heilbronn: A city for students
Application Documents and Deadlines

The application form including a checklist specifying the required application documents is available as a download at www.hs-heilbronn.de or, if you send us a stamped addressed envelope, from our Programme Assistants (see contact). The course has two intakes per year, namely in mid March and at the beginning of October. The application deadlines are 15th January and 15th July respectively.

Contact

If you would like to apply for this Bachelor programme and require further details or personal consultation, we will be glad to assist you in any way we can. Please contact us at:
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