Heilbronn University is a university with roots in the region and with an international orientation. This is evident from its incorporation into worldwide networks and the orientation of the courses offered. The strengthening and diversification of existing partnerships as well as the creation of new foreign relationships is a basic principle of Heilbronn University.

The selection of the partners is initially made based on the area of study offered by the university, namely engineering, business, and information technology. Another important selection criterion is the language of instruction at the respective university as well as the existing offers of equivalent courses and their quality. The interests of students with respect to possible countries for foreign study also play a significant role in the selection of partnerships. For the selection of partners, options for other cooperation over and above mobility should also be taken into account (e.g. research projects). The university strives for cooperation within a partnership in various subject areas.

The traditional partnerships in the countries of the European Union are important for the mobility activities of Heilbronn University and also serve as the basis for the common further expansion of international networks and cooperation beyond the countries of the European Union. Another important geographic focal point in Eastern Europe is the Russian Federation and Georgia. After establishing these partnerships via the International Business Eastern Europe course of study, more and more other courses of study at Heilbronn University will also participate in these cooperations. The successful expansion of contacts with American universities (USA, Canada, Argentina, Uruguay, Chile) accommodates the interests of the most important target group for mobility activities - the students. Another region that is becoming more important economically and in terms of business is Asia. Therefore, Heilbronn University is striving, in addition to existing partnerships in China and South Korea, to establish additional cooperations in Malaysia and India. For this region there is also an increasing demand from students for exchange opportunities, both in the Bachelors and Masters courses of study. The globalisation of the economy requires graduates with international orientation, intercultural expertise and the capability of establishing networks. This is why the internationalisation efforts of Heilbronn University are supported and promoted by partners in the regional economy. The main target group for mobility activities are Bachelors and Masters students in all courses of study. In the Bachelors’ degree courses, both study periods and internships abroad, which are a mandatory part of the studies, are supported and promoted. The mobility activities in the Masters courses are largely study periods abroad and the completion of the final thesis. In the course of seminars and project weeks, it is also possible for students to gain intercultural experience and form networks by working in international project groups. Through studies abroad, students will be best prepared for the requirements of today's globally-oriented labour market. The acquisition of language skills and the further development of intercultural competence are additional - and essential - qualifications for a high-quality university education. In particular, there should be an increase of mobility in the numerically under-represented mobility activities in the subject areas of engineering and information science. The mobility of university staff should be intensified further.
in order to develop the intercultural competence at the university and thus promote and improve
the integration of foreign students and foreign university staff. Through the exchange of university
staff, it is also possible to learn about other working, teaching and learning methods and to apply
these. Thanks to network formation by the university staff, joint projects and activities are facilitated
as well. In the business faculties dual degree agreements with partner universities in the Bachelors
sector have been successfully established. Currently joint degrees in the Masters sector are also
being developed. Applicants and students increasingly demand the expansion of dual degree
agreements which today is a sign of quality of an internationally-oriented university. The declared
goal of Heilbronn University is a continuing advancement and improvement of the quality of all
mobility measures.

Through participation in European and international cooperation projects in teaching, research and
education, Heilbronn University plans to further strengthen and intensify its international
orientation. Cooperation in internationally working groups enhances the understanding of other
teaching, learning and working methods, both among university staff and students. When it comes
to the creation of joint teaching modules in cooperation with partner universities, a simplification of
the mutual recognition of students' achievements should be strived for, as well as a simplification of
the formulation of dual degree agreements. Thanks to the possibility of short-term stays at a foreign
university with intensive programmes for example, students and teachers who up to then have not
been mobile should be inspired to undertake longer-term stays abroad. The measures apply primarily
to the department level in cooperation with the central level, as well as in some cases, in cooperation
with nationally and internationally active companies. What is important here is continuous
communication among all functional areas in order to be able to achieve synergy effects. Through
the networking of several universities within the EU with universities outside the EU as well as with
businesses, it is possible to promote more extensive activities, which often cannot be implemented
within a bilateral agreement. This results in new options for cooperation, which can also be used for
mobility activities of students and university staff in order to orient the university internationally. The
implementation of cooperation projects is a decisive competitive advantage for Heilbronn University.

The education of academics and researchers is improved through programme participation, in part
through stays abroad by these groups of people. Intercultural competence is strengthened and
language skills are improved significantly through foreign activities. Furthermore, competencies in
the area of different teaching and research methodologies are acquired, and the professional
flexibility of these groups of people is advanced. This enables these groups of people to take up
transnational activity and thus contribute to addressing the need for academics and researchers
within Europe. Through the extensive mobility opportunities within the programme, it is possible to
further increase the quality of university education. This applies both to the students in the Bachelors
and Masters areas as well as to the continuous further training of the university staff. By
incorporating regional and international companies into the programme, the relevance of university
education for national and international business will be improved decisively. Programme
participation allows qualified teachers from foreign countries to be incorporated into the education
at Heilbronn University and thus to encourage cross-border cooperation. Mobility hurdles should be

avoided by means of modern IT methods. By increasing cooperation in the areas of university education, research and business, Heilbronn University anticipates still more intensive cooperation with businesses in the region and beyond. Furthermore, via the contacts with foreign partner universities, Heilbronn University hopes to incorporate internationally-active companies into the "knowledge triangle“ university education, research and business, among other things in order to fulfil the needs of the labour market through the matching up of curricula and the communication of interdisciplinary and entrepreneurial competencies. In addition, Heilbronn University expects European and international cooperation to become easier thanks to new procedures in various areas, e.g. in the area of quality assessments of courses of study and quality assurance. By creating clear structures in the areas of management and financing, the university's autonomy should be reinforced. The incorporation of a larger stakeholder group into decision-making processes is another concern of the university. Here new sources of financing should be established and deployed and managed efficiently with the university's own funds. Through these measures, the university's capacity can be increased significantly, also in the international context.