

School of Business - Course Offer 2021/2022

Our course offering is divided into three paths; each incoming student is required to select one of these paths. For students studying with us for more than one-quarter term, it is possible, but not compulsory, to select a new path for each new quarter term.

Each path consists of Core Courses and Elective Courses. The Core Courses are based on the first, second and third year of our international business bachelor. We can, therefore, guarantee that the Core Courses within each path have no time conflicts with each other. Incoming students can choose one or more courses from the Core Course offering. If a student cannot reach the desired amount of credits from the core offering, or if other subjects are stipulated by the home university, the student can choose one or more courses from our Elective Courses within their chosen path. Due to organizational reasons, some of the Elective Courses might have time conflicts with either the Core Courses or other Elective Courses. The schedule is only finalized shortly before the semester begins.

Each course requires a minimum of eight participants, in order to take place. All assessments are within the regular term dates. (Re-sit examinations normally take place approximately four months after the regular assessment).

Path 1

We recommend that you choose Path 1 if you are undertaking your exchange semester in your first or second year at your home university and/or you do not feel comfortable studying in English and/or if your major is not business at your home university.

Path 2

We recommend that you choose Path 2 if you are undertaking your exchange semester in the second or third year at your home university and feel comfortable studying in English. You have previous knowledge in the field of Business Administration.

Path 3

We recommend that you choose Path 3 if you are undertaking your exchange semester in your third year or subsequent year at your home university and are taking business as your major. You need to have a very good command of English as well as previous knowledge in the field of Business Administration.

Language Courses

All our language courses take place in the early evening, but please note that we are not a linguistic university. For example, the German course is principally intended as a form of intercultural class.

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Path 1 Please choose Path 1 if you are undertaking your exchange semester in your 1st or 2nd year at your home university and/or you do not feel comfortable studying in English.

Core Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	Principles of Int. Business and its Environment (3)	Principles of Int. Business and its Environment (3)	Principles of Int. Business Models and Operations (3)	Principles of Int. Business Models and Operations (3)
	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)
Marketing	Marketing (2)	Marketing (2)		
Intercultural Management	Principles of Intercultural Management (3)	Principles of Intercultural Management (3)	International Organizational Behavior (3)	International Organizational Behavior (3)
Methods & Skills	Introduction to Research & Academic Enquiry (3)	Introduction to Research & Academic Enquiry (3)		
	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)

Elective Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	Logistics and Supply Chain Management (2)		Logistics and Supply Chain Management (2)	
Marketing	Principles of International Market Research (5)	Principles of International Market Research (5)		
Intercultural Management	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)
Branch Specific Management	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)
			Crisis Management / Crisis Communication (2)	Corporate Communication / Sports Communication (2)

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Path 2 Please choose Path 2 if you are undertaking your exchange semester in the 2nd or 3rd year at your home university and feel comfortable studying in English. You have previous knowledge in the field of Business Administration

Core Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	International Operations Management (3)	International Operations Management (3)	International Financial Management (3)	International Financial Management (3)
	Logistics and Supply Chain Management (2)		Logistics and Supply Chain Management (2)	
			Organization (2)	Organization (2)
Marketing	Principles of International Market Research (5)	Principles of International Market Research (5)	Applied International Market Research (3)	Applied International Market Research (3)
Law			Comparative Labor Law (2)	Comparative Labor Law (2)
Intercultural Management	Leadership, Ethics and Sustainability (3)	Leadership, Ethics and Sustainability (3)	Intercultural Management in Selected Operational Areas (3)	Intercultural Management in Selected Operational Areas (3)
Branch Specific Management	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)
			Crisis Management / Crisis Communication (2)	Corporate Communication / Sports Communication (2)
Methods & Skills	Applied Communication in Business (3)	Applied Communication in Business (3)	Applied Communication in Business (3)	Applied Communication in Business (3)

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Path 2 - continued

Elective Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	Principles of Int. Business and its Environment (3)	Principles of Int. Business and its Environment (3)	Principles of Int. Business Models and Operations (3)	Principles of Int. Business Models and Operations (3)
	Corporate Management (3)	Corporate Management (3)		
	International Strategy Development (4)	International Strategy Development (4)		
	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)
	Customer Relationship Management (3)	Customer Relationship Management (3)		
Marketing	Marketing (2)	Marketing (2)	International Marketing / International Communication (2)	International Marketing / International Communication (2)
Intercultural Management	Principles of Intercultural Management (3)	Principles of Intercultural Management (3)	International Organizational Behavior (3)	International Organizational Behavior (3)
	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)
Branch Specific Management	Hotel Management Topics (2)	Hotel Management Topics (2)		
	Basics of Intercultural Management, module A (2)	Intercultural Management in Tourism and Hospitality, module B (2)		
	International Project Management & International Event Management (3)	Basics of Intercultural Management, module A (2)	Intercultural Management in Tourism and Hospitality, module B (2)	
Methods & Skills	Introduction to Research & Academic Enquiry (3)	Introduction to Research & Academic Enquiry (3)		
	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)	Foundations of Communication in Business (3)

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Path 3 Please choose Path 3 if you study abroad during your 3rd or subsequent year and having business management as major. You need to have a very good command of English as well as previous knowledge in the field of Business Administration.

Core Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	Corporate Management (3)	Corporate Management (3)		
	International Human Resource Management (5)	International Human Resource Management (5)	International Human Resource Management (5)	International Human Resource Management (5)
	International Managerial & Financial Accounting (4)	International Managerial & Financial Accounting (4)	International Managerial & Financial Accounting (4)	International Managerial & Financial Accounting (4)
	International Strategy Development (4)	International Strategy Development (4)	Corporate Governance (2)	Corporate Governance (2)
			Business Simulation (3)	Business Simulation (3)
Marketing			International Marketing & Sales (5)	International Marketing & Sales (5)
Methods & Skills	Interdisciplinary Communication in Business (3)	Interdisciplinary Communication in Business (3)	Interdisciplinary Communication in Business (3)	Interdisciplinary Communication in Business (3)

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Path 3 - continued

Elective Courses

Module	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022) (ECTS)
Management	International Operations Management (3)	International Operations Management (3)	International Financial Management (3)	International Financial Management (3)
	Leadership, Ethics and Sustainability (3)	Leadership, Ethics and Sustainability (3)		
	Customer Relationship Management (3)	Customer Relationship Management (3)	Organization (2)	Organization (2)
Marketing	Principles of International Market Research (5)	Principles of International Market Research (5)	Applied International Market Research (3)	Applied International Market Research (3)
			International Marketing / International Communication (2)	International Marketing / International Communication (2)
Law			Comparative Labor Law (2)	Comparative Labor Law (2)
Intercultural Management	Principles of Intercultural Management (3)	Principles of Intercultural Management (3)	Intercultural Management in Selected Operational Areas (3)	Intercultural Management in Selected Operational Areas (3)
	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)

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International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

Branch Specific Management	International Project Management & International Event Management (3)		Crisis Management / Crisis Communication (2)	Corporate Communication / Sports Communication (2)
	Hotel Management Topics (2)	Hotel Management Topics (2)		
	Basics of Intercultural Management, module A (2)	Intercultural Management in Tourism and Hospitality, module B (2)		
		Basics of Intercultural Management, module A (2)	Intercultural Management in Tourism and Hospitality, module B (2)	
	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)
Methods & Skills	Applied Communication in Business (3)	Applied Communication in Business (3)	Applied Communication in Business (3)	Applied Communication in Business (3)

Language Courses All our language courses take place in the early evening, but please note that we are not a linguistic university. For example, the German course is principally intended as a form of intercultural class.

Module	Fall (Oct – Dec 2020) (ECTS)	Winter (Jan – Mar 2021) (ECTS)	Spring (Apr- Jun 2021) (ECTS)	Summer (Jul – Sep 2021) (ECTS)
	German for beginners (2)	German for beginners (2)	German for beginners (2)	German for beginners (2)
	Business English (2)	Business English (2)	Business English (2)	Business English (2)
	English for Presentations (2)	English for Presentations (2)	English for Presentations (2)	English for Presentations (2)
	Spanish (2)*	Spanish (2)*	Spanish (2)*	Spanish (2)*

* Please note; the language of instruction on the Spanish course is German

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

School of Media Design - Course Offer 2021/2022

The student should choose one course from the core offer; this choice should be communicated with the Media Design Department before the arrival in Ravensburg. The student can furthermore choose one or more courses from the electives; they are courses with both an introduction and tutoring in class done in English; however, some courses might have time conflicts. In the bilingual classes, the introduction is given in German, but the student will be closely supervised by a tutor in English. Finally, the student can choose one or more self-directed projects in order to achieve the desired amount of credits. Our course offer for the fall and spring term is a bit smaller than in the winter and summer term. One option might be to combine for instance the summer with the fall term in order to spread out one semester workload from the home university over two quarter terms here.

	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022) (ECTS)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022)(ECTS)
Core Projects				
	P1 Open Project (5)	P1 Open Project (5)	P4 Motion Design Project (5)	P4 Motion Design Project (5)
	P3 Interaction Design Project (5)	P3 Interaction Design Project (5)	P2 Graphic Design Project (5)	P2 Graphic Design Project (5)
		P5 Design Awards (5)		
Electives				
		EGG Drawing & Printmaking (5)		EGG Drawing & Printmaking (4)
		EMD Motion Design level 1 (3)		EMD Motion Design level 2 (3)
		EGD Layout Design (3)		EMT Visual Systems (3)
		EDM Photography (3)		EGD Applied Typography (3)
				ECM Audio/Sound (2)

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2021/2022

School of Media Design - Course Offer 2021/2022 continued

	Fall (Oct – Dec 2021) (ECTS)	Winter (Jan – Mar 2022)	Spring (Apr- Jun 2022) (ECTS)	Summer (Jul – Sep 2022)
Electives Bilingual				
		EMT Illustration (2)		EMD 3D Design (3)
		ESG Human Centered Design (5)		EDM Interface & Interaction (4)
		ESG Design Concepts (5)		
Self-Directed Projects				
		SP2 Graphic Design Project (7)		SP2 Graphic Design Project (7)
	SPD Short Project in Design (5)	SPD Short Project in Design (5))	SPD Short Project in Design (5)	SPD Short Project in Design (5))

For the Short Project in Design (SPD) the student can choose from the following topics (Since they are self-directed the level can be chosen between basic, intermediate and advanced). This allows you to choose your own design topic/challenge related to the subjects listed below. A tutor with specific knowledge will offer peer-to-peer supervision and support. The Short Projects can be done in groups if desired.

Form & Color
Illustration
Audio/Sound
Typography
Information Typography

Visual Systems
Human Centered Design
Screen Design
Motion Design
Methods in Motion Design

Layout Design
Design Concepts
Photography
Interface & Interaction