

International Study Program Curriculum

Courses Taught in English at the DHBW Ravensburg - Academic Year 2019/2020

School of Business - Course Offer 2019/2020

We have restructured our course offering for the upcoming academic year, for our incoming students. Our aim is to make it easier for your students to find the correct study level for their abilities, as well as reduce instances of timetable clashes.

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 is finished within each quarter. Courses with the same name are the same course given twice and not the same course continuing.

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.

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.

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.

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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 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (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)
			International Organizational Behavior (3)	International Organizational Behavior (3)
Marketing	Marketing (2)	Marketing (2)		
Intercultural Management	Principles of Intercultural Management (3)	Principles of Intercultural Management (3)	Intercultural Management (2) (Selected Topics)	Intercultural Management (2) (Selected Topics)
Methods & Skills	Introduction to Research & Academic Enquiry (3)	Introduction to Research & Academic Enquiry (3)		
	Fundamentals of Business Communication (3)	Fundamentals of Business Communication (3)	Communicating in Businesses (3)	Communicating in Businesses (3)

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Elective Courses

Management	Principles of International Market Research (2)	Principles of International Market Research (2)		
	Logistics and Supply Chain Management (3)		Logistics and Supply Chain Management (3)	
	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)
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)
Methods & Skills	Methods of Empirical Research (3)	Methods of Empirical Research (3)		

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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.

Core Courses

Module	Fall (Oct – Dec 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (ECTS)
Management	Principles of International Market Research (2)	Principles of International Market Research (2)	Applied International Market Research (3)	Applied International Market Research (3)
	International Operations Management (4)	International Operations Management (4)	International Financial Management (4)	International Financial Management (4)
	Leadership, Ethics and Sustainability (3)	Leadership, Ethics and Sustainability (3)		
	Logistics and Supply Chain Management (3)		Logistics and Supply Chain Management (3)	
	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)	Selected Management Topics (2)
Marketing	International Marketing (3)	International Marketing (3)	International Marketing (3)	International Marketing (3)
Law			Comparative Labor Law (2)	Comparative Labor Law (2)
Intercultural Management			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	Methods of Empirical Research (3)	Methods of Empirical Research (3)	Applied Project Management (3)	Applied Project Management (3)
	Negotiations (3)	Negotiations (3)	Communication and Technology (3)	Communication and Technology (3)

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Courses Taught in English at the DHBW Ravensburg - Academic Year 2019/2020

Path 2 - continued

Elective Courses

Module	Fall (Oct – Dec 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (ECTS)
Management	Principles of Int. Business and its Environment (3) ECTS	Principles of Int. Business and its Environment (3) ECTS	Principles of Int. Business Models and Operations (3) ECTS	Principles of Int. Business Models and Operations () ECTS
			International Organizational Behavior (3)	International Organizational behavior (3)
	Corporate Management (3)	Corporate Management (3)	Corporate Management and Leadership (3)	Corporate Management and Leadership (3)
	Case Studies in Int. Business I (3)	Case Studies in Int. Business I (3)	Case Studies in Int. Business II (2)	Case Studies in Int. Business II (2)
Marketing	Marketing (2)	Marketing (2)		
Intercultural Management	Principles of Intercultural Management (3)	Principles of Intercultural Management (3)	Intercultural Management (2) (Selected Topics)	Intercultural Management (2) (Selected Topics)
	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)	Cultural Aspects of Germany (2)
Branch Specific Management	International Retail Management (2)		NGO-Communication (2)	
	Hotel Management Topics (2)	Hotel Management Topics (2)		
Methods & Skills	Introduction to Research & Academic Enquiry (3)	Introduction to Research & Academic Enquiry (3)		
	Fundamentals of Business Communication (3)	Fundamentals of Business Communication (3)	Communicating in Business (3)	Communicating in Business (3)

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Courses Taught in English at the DHBW Ravensburg - Academic Year 2019/2020

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.

Core Courses

Module	Fall (Oct – Dec 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (ECTS)
Management	Corporate Management (3)	Corporate Management (3)	Corporate Management and Leadership (3)	Corporate Management and Leadership (3)
	Advanced International Human Resource Management I (3)	Advanced International Human Resource Management I (3)	Advanced International Human Resource Management II (3)	Advanced International Human Resource Management II (3)
	Advanced International Controlling & Financial Accounting I (3)	Advanced International Controlling & Financial Accounting I (3)	Advanced International Controlling & Financial Accounting II (3)	Advanced International Controlling & Financial Accounting II (3)
	Advanced International Operations and Supply Chain Management (3)	Advanced International Operations and Supply Chain Management (3)		
	Case Studies in Int. Business I (3)	Case Studies in Int. Business I (3)	Case Studies in Int. Business II (2)	Case Studies in Int. Business II (2)
	Business Simulation (3)	Business Simulation (3)		
Marketing	Advanced International Marketing (4)	Advanced International Marketing (4)		

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Courses Taught in English at the DHBW Ravensburg - Academic Year 2019/2020

Path 3 - continued

Elective Courses

Module	Fall (Oct – Dec 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (ECTS)
Management	Principles of International Market Research (2)	Principles of International Market Research (2)	Applied International Market Research (3)	Applied International Market Research (3)
	International Operations Management (4)	International Operations Management (4)	International Financial Management (4)	International Financial Management (4)
	Leadership, Ethics and Sustainability (3)	Leadership, Ethics and Sustainability (3)		
	Logistics and Supply Chain Management (3)		Logistics and Supply Chain Management (3)	
Marketing	International Marketing (3)	International Marketing (3)	International Marketing (3)	International Marketing (3)
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)
Branch Specific Management	International Retail Management (2)		Crisis Management / Crisis Communication (2)	Corporate Communication / Sports Communication (2)
	Hotel Management Topics (2)	Hotel Management Topics (2)	NGO-Communication (2)	
	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)	Tourism Management Topics (3)	Event Management Seminar & Project Work (3)
Methods & Skills	Methods of Empirical Research (3)	Methods of Empirical Research (3)	Applied Project Management (3)	Applied Project Management (3)
	Negotiations (3)	Negotiations (3)	Communication and Technology (3)	Communication and Technology (3)

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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 2019) (ECTS)	Winter (Jan – Mar 2020) (ECTS)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020) (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*	Spanish*	Spanish*	Spanish*

* 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 2019/2020

School of Media Design - Course Offer 2019/2020

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 2019) (ECTS)	Winter (Jan – Mar 2020)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020)
Core Projects				
	Open Project (6)	Open Project (6)	Motion Design Project (7)	Motion Design Project (7)
	Interaction Design Project (7)	Interaction Design Project (7)	Graphic Design Project (5)	Graphic Design Project (5)
		Design Awards (9)		
Electives				
		Drawing & Printmaking (3)		Drawing & Printmaking (3)
		Design Concepts (4)		Applied Typography (3)
		Motion Graphics (2)		Information Typography (2)
		Poster Design (2)		Visual Systems (3)
		Introduction Film Design (3)		Audio/Sound (2)
		Concepts Motion Design (4)		
		Photography (2)		

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School of Media Design - Course Offer 2019/2020 continued

	Fall (Oct – Dec 2019) (ECTS)	Winter (Jan – Mar 2020)	Spring (Apr- Jun 2020) (ECTS)	Summer (Jul – Sep 2020)
Electives Bilingual				
		Illustration (2)		Cross Media Transformation (2)
		Concepts Interactive Design (4)		Screen design (2)
		Interface & Interaction (4)		
Self-Directed Projects				
		Graphic Design Project (7)		
	Short Project in Design (5)	Short Project in Design (5)	Short Project in Design (5)	Short project in Design (5)

For the Short Project in Design 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