

# South Westphalia University of Applied Sciences

At a glance

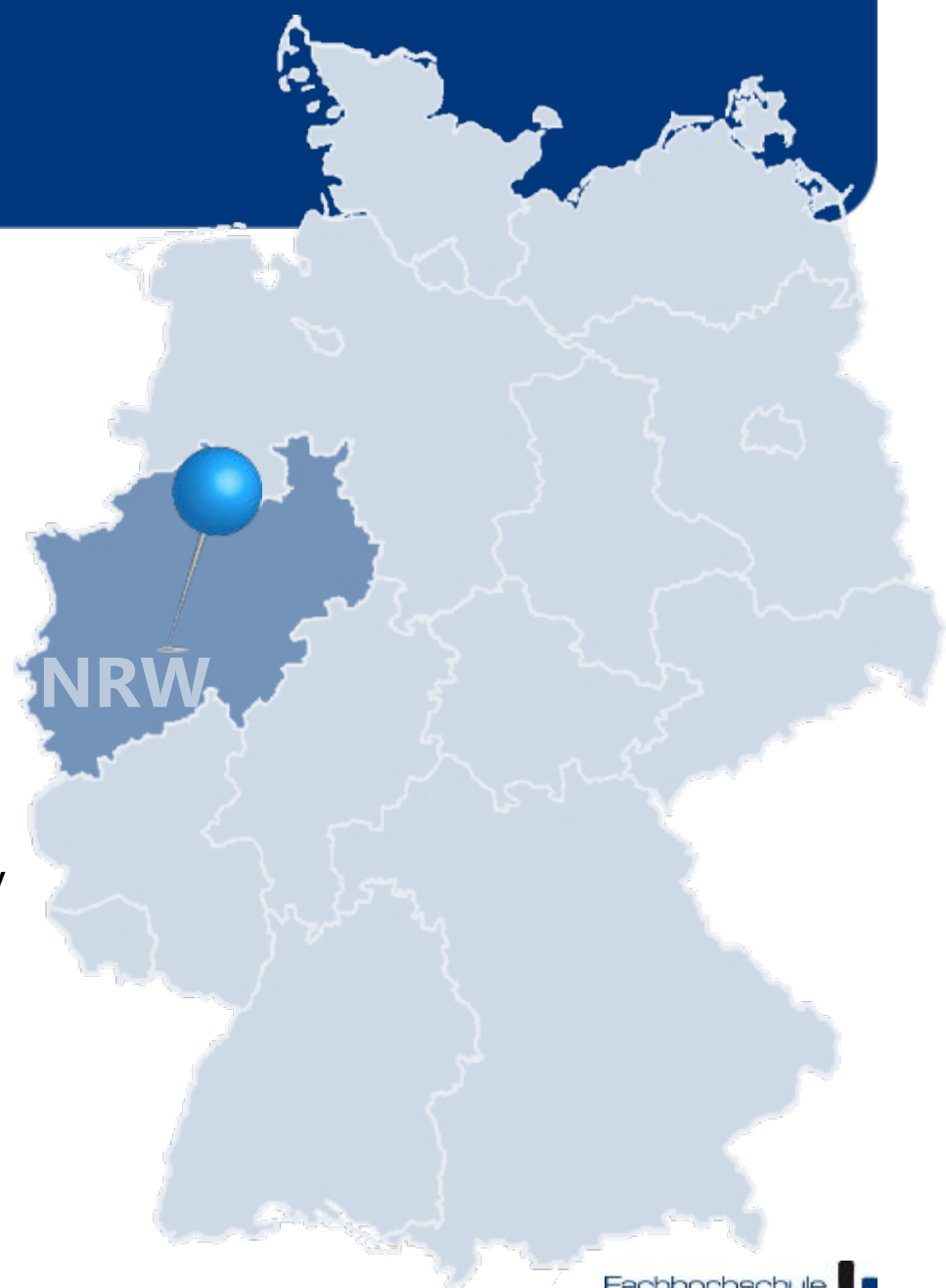


# Locations

The area we are situated in is called South Westphalia, in North Rhine Westphalia (NRW).

It is home to a wide range of successful companies and research facilities.

Hagen is located between the densely populated and highly industrialized metropolises of the Ruhr area and the rural hills and forests of the Sauerland low mountain ranges.



# Locations

Our institution consists of five units, located in Hagen, Iserlohn, Lüdenscheid, Meschede and Soest.

While the cities we are located in are rather small and easy to find your way around, the public transport connections are very good all over NRW.



# Locations

There are numerous possibilities within less than an hour for exploring either big cities like Dortmund, Düsseldorf or Cologne



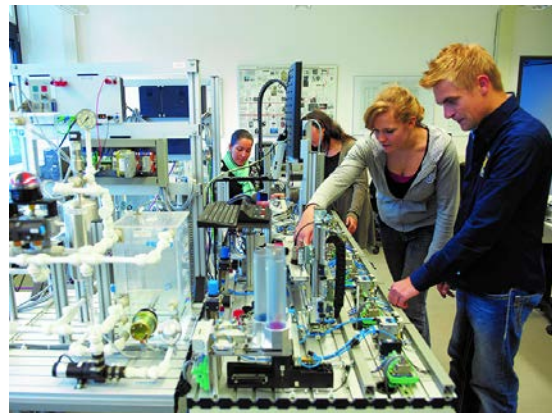
# Locations

... as well as the many recreational possibilities of the beautiful countryside, like the Lake Hengstey - located directly in Hagen.





# Students



**A wide variety of courses yet still a personal feel**

With **14,000 students** registered on 54 Bachelor and Masters courses and 8 faculties, our University is one of the largest of its kind in NRW.

Despite this, it is a friendly studying environment and Professors are always willing to listen - everyone gets involved and success is celebrated together.

# Disciplinary Areas

We train qualified specialists and leaders in the fields of

- engineering
- natural sciences
- information technology
- business administration
- agricultural economics
- Business Law

Still it's not just the kudos that the former institutions enjoyed that makes for successful graduates...



# Faculty of Technical Business Administration



The Faculty of Technical Business Administration was founded in 1989 with the vision of the great potential that would occur if not only business people and engineers but also computer scientists and business lawyers would work together and combine their expert knowledge and experience.

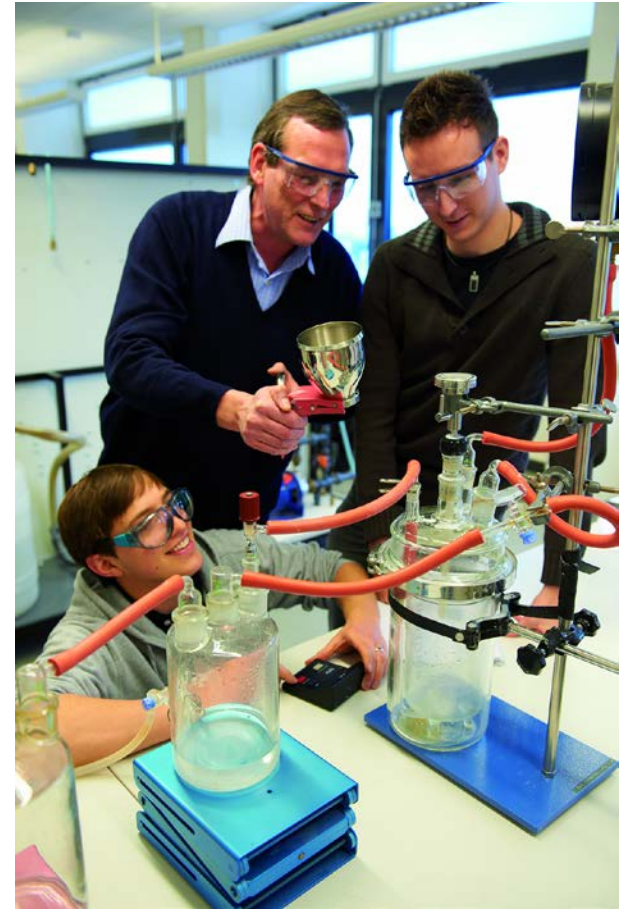
Nowadays with over **1000 students** the Faculty is one of the top places to go for students in all of Germany and is one of the showpieces for the Region of South Westphalia – offering Bachelor courses including Business Administration and Engineering, Business Administration and Informatics and Business Law.



# Collaboration and networks extending far beyond the economic region of South Westphalia

A close network with collaborative partners from businesses, associations and institutions offers positive prospects for a successful start to a professional career.

Our University is the contact for industry, agriculture and trade in many of the latest technology and process sectors. Research and business are successfully linked to each other in common projects and as business partners for innovative and technological advice.



# Industry Collaborations and Networks

**BOSCH**



DAIMLER



**SIEMENS**

Volkswagen



PORSCHE



**Lufthansa**



Audi

BERTELSMANN



**EVONIK**  
POWER TO CREATE

Johnson & Johnson

**BASF**  
We create chemistry



**bilstein**group®



**GEA**



**Nexans**  
BRINGS ENERGY TO LIFE

thyssenkrupp

**KIRCHHOFF**  
AUTOMOTIVE



**TRILUX**  
SIMPLIFY YOUR LIGHT.

**KOSTAL**

**DORMA**

**TURCK**

**CLAAS**

**VIESMANN**

**MERCK**



**ALTANA**



Fachhochschule  
Südwestfalen  
University of Applied Sciences

# Thinking and acting on an international scale

In the age of global networking, it is crucial to think and act on an international scale.

This is the basis of our teaching and research.

International collaboration also provides for work experience overseas, as well as the exchange of lecturers and students.

Furthermore several courses are taught completely in English for our domestic students as well as our incoming students.



# Our incoming students can choose out of a variety of different courses that are taught completely in English

## Incomings

### General Management Competences

- Strategy and Change
- Finance and Management Accounting
- Logistics in integrated Systems
- Project Management
- Management Simulation

### International Management Competences

- International Marketing
- International Business
- Foreign Trade and Investment
- International Trade and Law
- Cross-Cultural Management

### English Language

- English for Technical Purposes
- Business English

### German Language

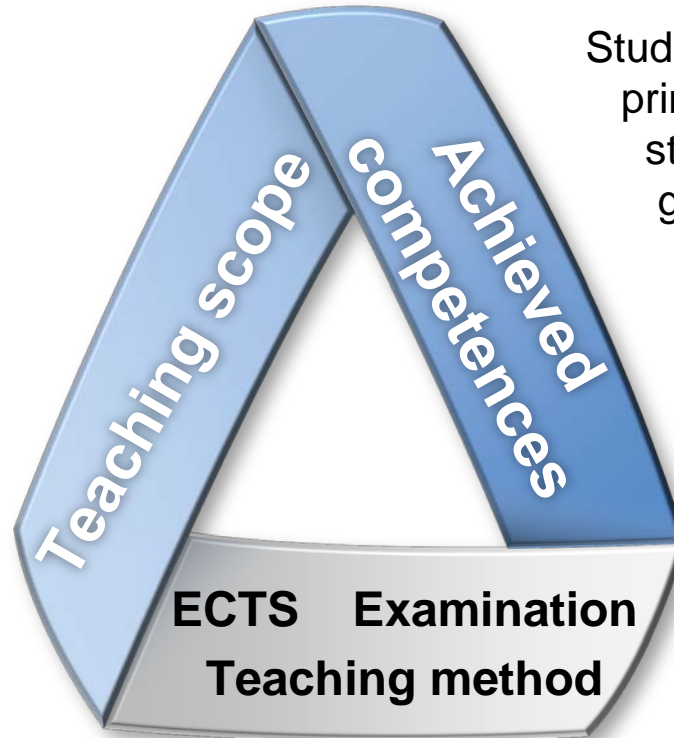
- German Language and Culture
- German Language Course

Courses only available in summer semester



# Strategy and Change

- i.a. Introduction to strategic management
- Organizational environment and stakeholders
- Methods of internal and external analysis
- Strategy formulation and evaluation
- Aspects of corporate strategy
- Business modelling
- Strategy implementation
- Introduction to Change Management



Students shall know the basic principles and options of strategic management, general strategic options as well as the principles of business modelling.

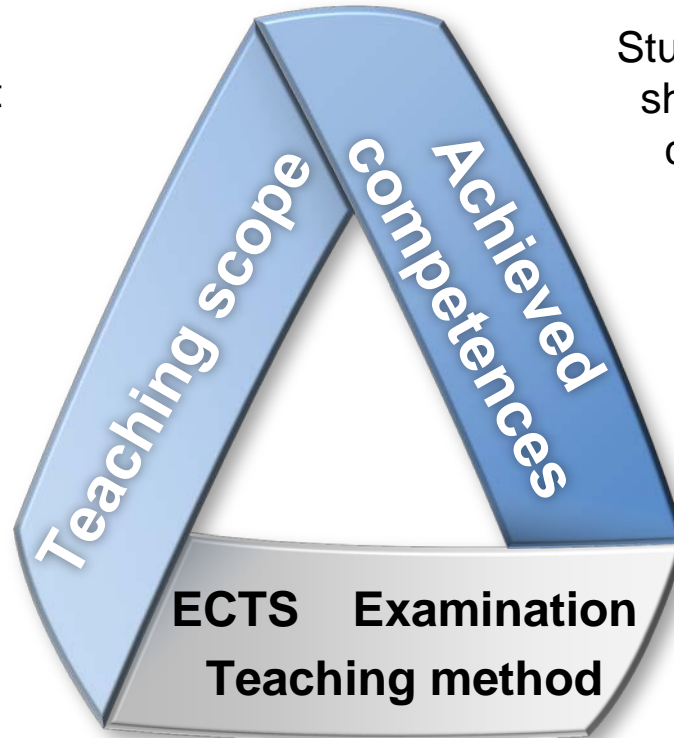
They gain a high competence in applying analytical methods and are able to interpret related results of company or market research critically.

**5 ECTS** Written Examination / Oral Examination

Lecture, case studies, group exercises, presentations and application tasks

# Finance and Management Accounting

- Finance Accounting
- Overview on Management Accounting
- Strategic Management Accounting
- Tactical Management Accounting
- Operational Management Accounting



Students should understand and should be able to apply the main concepts and instruments of Finance and Management Accounting.

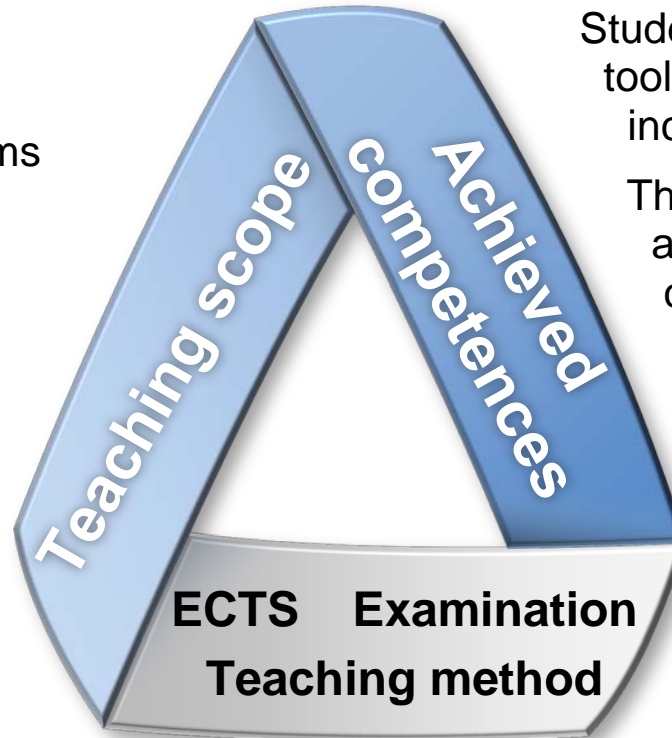
**5 ECTS**

Written Examination / Oral Examination

Lecture, Exercises, case studies, application tasks

# Logistics in integrated Systems

- Introduction to SAP MM, SAP PP and SAP SD
- importance of logistics, aims and conflicts
- logistic tasks
- material flow
- information logistics and media, development and procurement logistics
- production logistics
- distribution logistics
- packaging and disposal logistics,
- organizational logistics



Students should be able to use tools in the logistic areas including ERP systems.

They should understand the approach to logistics, aims and conflicts of internal logistics, material flow (warehouse management & picking), information logistics as well

functional logistics including procurement, production logistics, distribution and disposal.

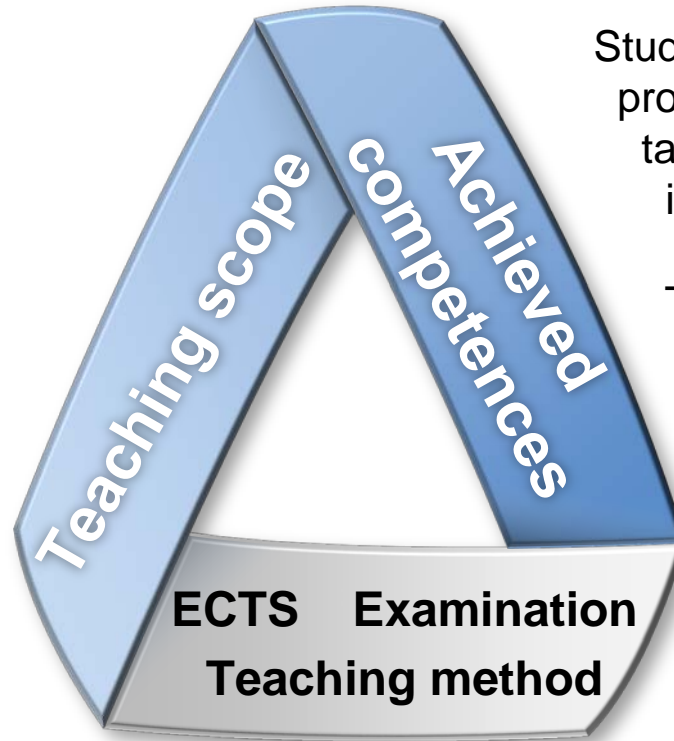
**5 ECTS**

Written Examination / Oral Examination

Lesson: basic knowledge transfer in an asking-developing procedure, exercises, case studies

# Project Management

- Project Goals
- The role of the project leader / project members
- Project schedule
- Methods for planning dates and costs
- Project structural plan and working packages
- Project roll-out plan
- Project controlling and project finalization
- Leadership and cooperation



Students should know how projects are steered successfully taking time, costs and quality into account.

The course focuses on the tasks and requirements for project leader excellence and team development.

**5 ECTS**

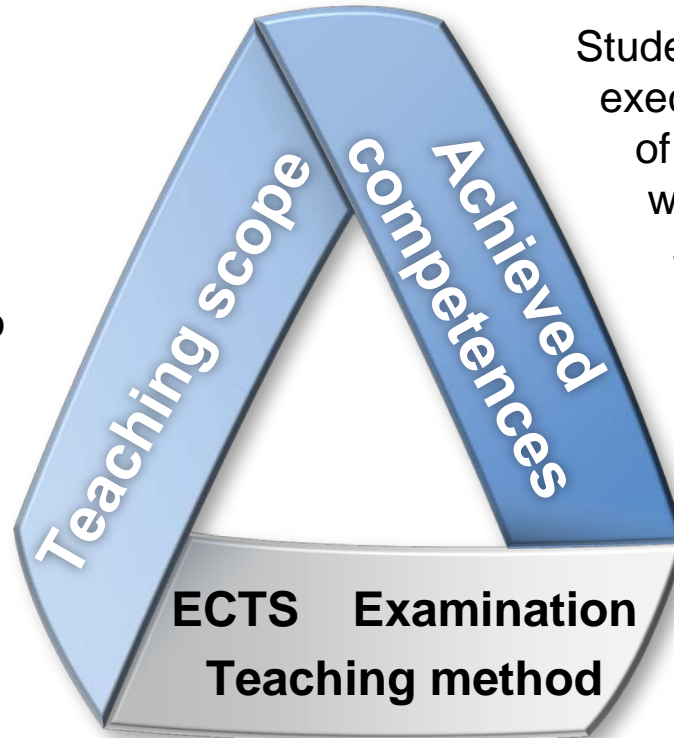
Partial exams during the semester

Interactive lecture with practical work, team work, case studies, business simulation



# Management Simulation

- Business Management Simulation (BoCash)
- Presentation of the simulation model
- Decisions in managerial functions of a company (to the system, software)
- Annual Report first fiscal year (in writing)
- Presentation of total results as a part of the general assembly at the end of the simulations



Students are deepening and executing their basic knowledge of Business Administration within a Business Management Simulation

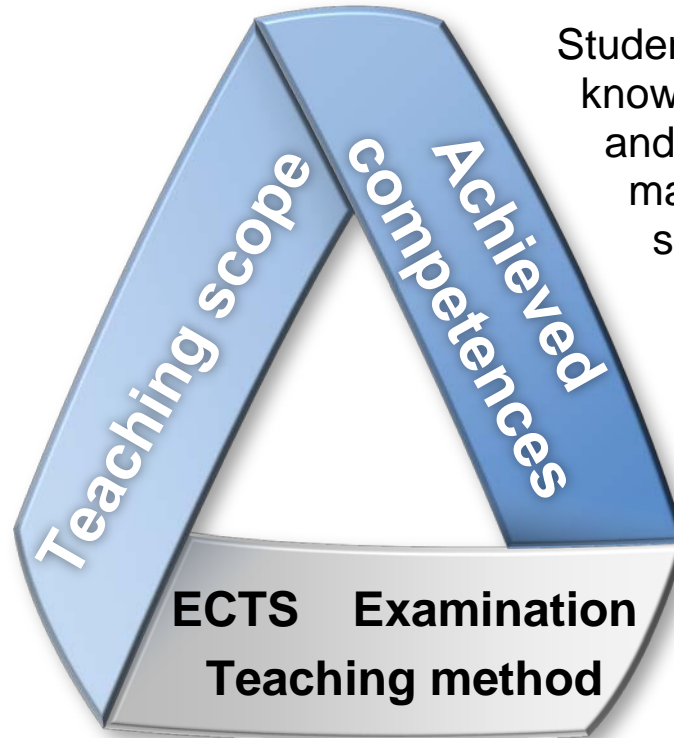
**2 ECTS**

Partial exams during the semester

Business Management Simulation with groups of max. 6 people

# International Marketing

- Marketing strategies and plans
- Marketing research
- Customer relationships and loyalty
- Brand management and brand equity
- Product, service and price strategies
- Integrated marketing channels
- Integrated and effective marketing communications



Students shall acquire the basic knowledge to participate in, plan, and execute international marketing plans and projects in small, medium and large enterprises.

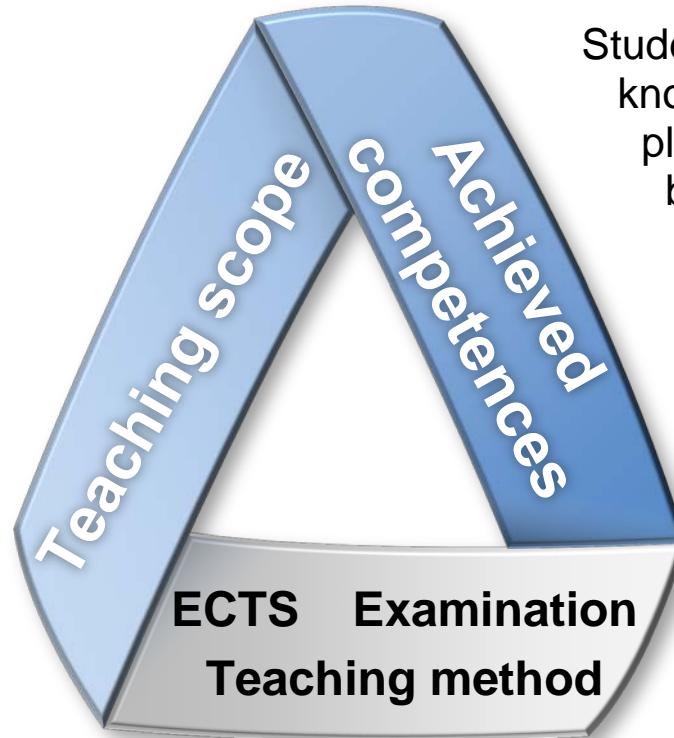
**5 ECTS**

Written Examination / Oral Examination

Lecture, Exercises, case studies, application tasks

# International Business

- Global economic framework
- Modes of international expansion
- International business operations
- International procurement and global sourcing
- International culture and HR management



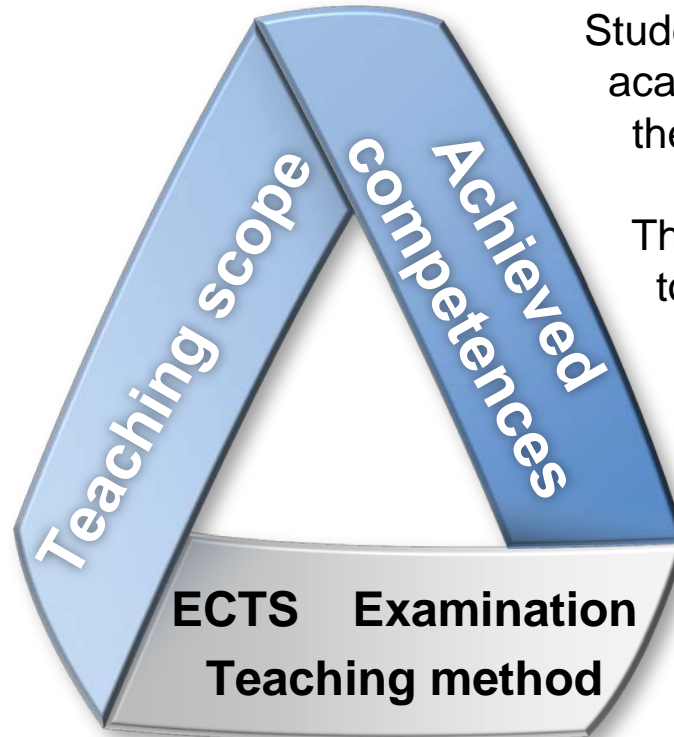
Students should acquire the basic knowledge to participate in, plan, and execute international business transactions and projects in small, medium and large enterprises.

**5 ECTS** Portfolio Examination  
Lecture, Exercises, case studies, application tasks

# Foreign Trade and Investment

Elaboration of a scientific seminar paper, and conduction of a scientific discourse based on the presentation of the results. The topics are chosen from given areas, i.a.

- Global economic framework
- Modes of international expansion
- International business operations
- International procurement and global sourcing



Students should gain skills for academic working in order to write their own scientific paper.

They should acquire the ability to participate in, plan, and execute international business transactions and elaborate detailed analysis and decision proposals for the various aspects of international business.

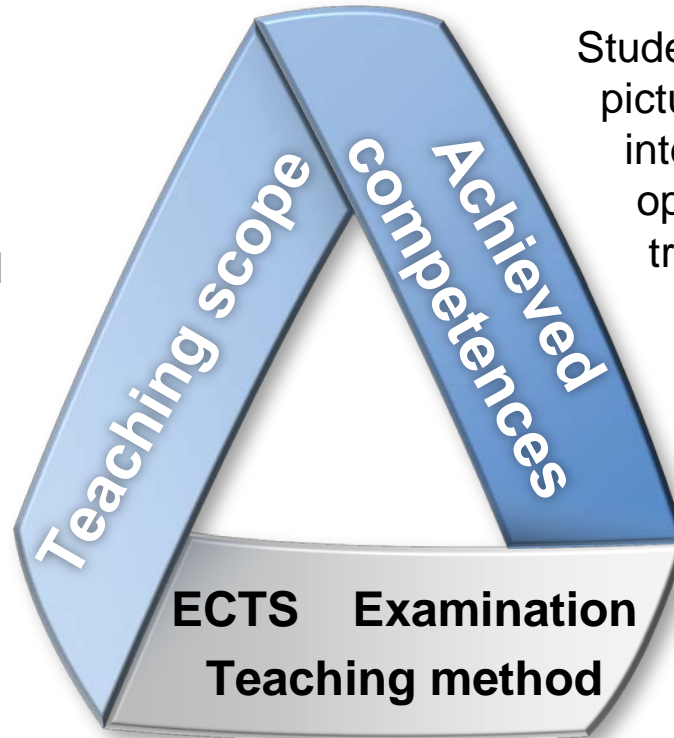
**3 ECTS**

Seminar paper (with presentation) and Presence obligation

Supervision in the preparation of a thesis, seminar lesson and training on the basis of presentations

# International Trade and Law

- Trade Terms and Pricing and Incoterms 2010
- Shipment for International Trade and CISG
- International Payment and ICC UCP 600
- International Trade Contract
- Risk Prevention and Management



Students should establish general picture of operation of international trade, be able to operate import or export transactions, and to assess and manage the related risks in transactions.

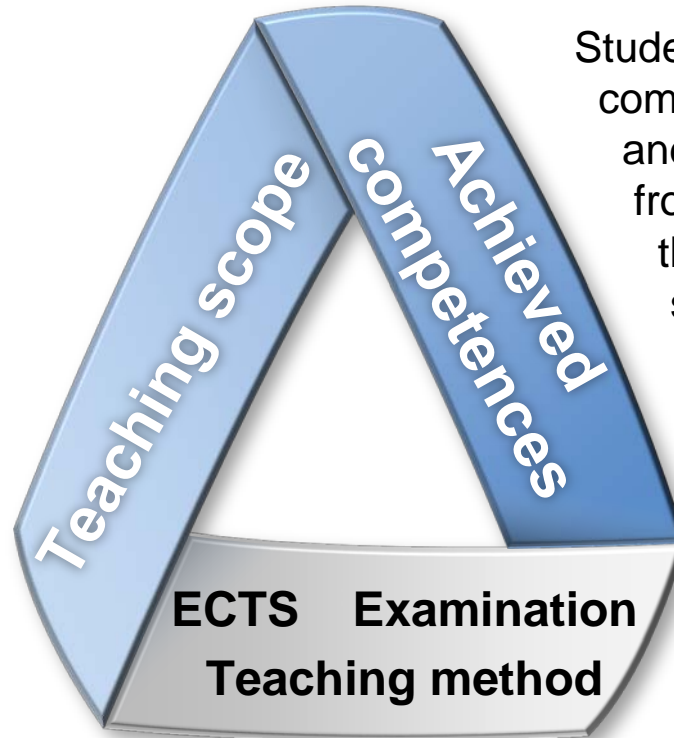
**2 ECTS**

Project Presentation **and** written Report

Combination of lectures, discussions, case studies and group projects

# Cross-Cultural Management

- Culture concept, dimensions and diversity
- Cross-culture theories
- Culture and Decision Making
- Cultural factors in international business management
- Intercultural Marketing Strategies
- Cross-cultural Communication and negotiation
- Corporate Culture, Work behavior and multi-culture team management



Students should improve communication, management and interaction with people from different cultures through this interdisciplinary field of study

**2 ECTS**

Group Project and Presentation

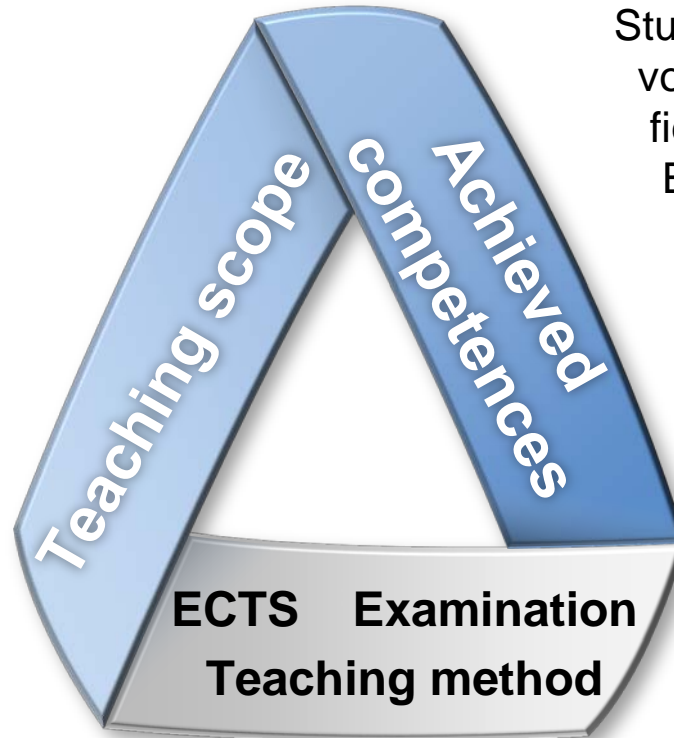
Theories Study, Case Analysis, Group Discussion, Simulation Study, Video Show, Team Presentation

# English for Technical Purposes

This course is designed to expand the students' English skills at B2 level, focussing on technical communication contexts, e.g.

- Shapes and Dimensions
- Mathematical Operations
- Imperial vs. Metric Units

Upon completion of the course, the students are expected to have acquired a substantial repository of general and ESP skills at B2 level.



Students should acquire special vocabulary from various technical fields and improve their general English communication skills both in speaking and in writing;

they should gain skills needed to describe technical products and production processes; reading and listening comprehension skills should improve

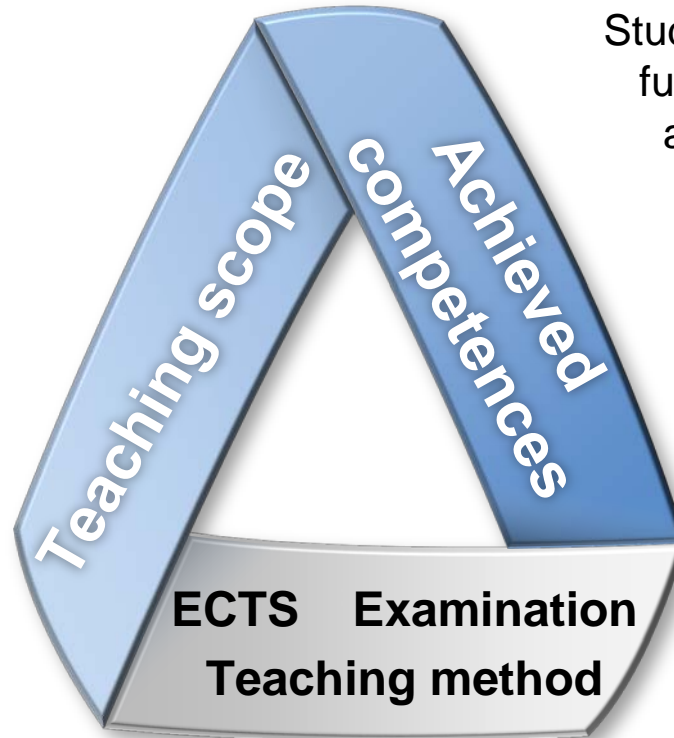
**5 ECTS**

Presentation on a technical topic, written or oral exam

Seminar-oriented forms of learning and teaching

Business topics, Grammar and Communicative situations, e.g.

- Aspects of (international) trade
- using numbers and chart description
- structuring and delivering presentations
- defining and non-defining relative clauses
- Punctuation
- reported speech
- telephone calls
- meetings



Students should acquire a functional business language and technical terms, grammar review and consolidation improvement of listening und reading comprehension; improvement of written and oral communication skills

students will have achieved a B2 level (CEFR) with regard to English business communication

**2 ECTS**

Presentation on a business topic, written or oral exam

Task-oriented forms of learning and teaching



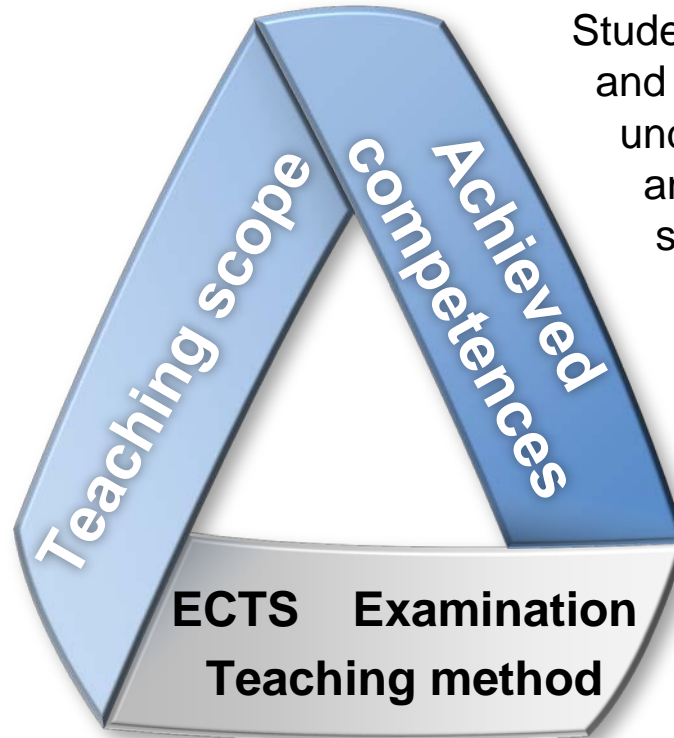
# German Language and Culture

**Part I:** Everyday Language and Culture, e.g.

- Studying and Living in Germany
- Language System and History of Language
- Health Care System

**Part II:** German History – Politics – Culture, e.g.

- German History
- Politics in Germany and the EU
- Philosophy, Arts and Music



Students should know, understand and be able to apply Cultural understanding as well as oral and written communication skills. They are expected to engage in spoken interpersonal and written communication.

**5 ECTS**

Presentation incl. Vocabulary list and written home work, regular participation

Lectures and Presentations, Interactive group work, Excursions

# Semester contribution



Students **do not** have to pay any study fees at Fachhochschule Südwestfalen.

There is just a semester contribution of about 290 Euros per Semester, including not just the social service contribution

but also **a ticket for public transport**, which allows students to take public transportation almost all over North Rhine Westphalia.

Therefore it is easy to get around and explore all the close by cities and tourist attractions students are interested in.

# Cost of living: Accommodation

It is rather difficult to give general information about the cost of living in Germany. However, Hagen is a fairly cheap city to live in.

Usually incoming students can get a room in the students residence halls. Since the number of international

students at the Fachhochschule Südwestfalen is increasing, these halls are often fully booked, so it is recommended to apply early.

They can be obtained for about a 180 Euros per months, prices in the private sector can be a lot higher, although there are Apartments starting at around 250 Euros a Month.



# The Academic Year

Each academic year consists of two semesters, a winter semester and a summer semester.

Summer semester                    starting around **1st of March** and

Winter semester   starting around **1st of September**

The lecture period, i.e. the time in which lectures and excercises are held, is rather shorter: in the winter semester, the lecture period usually begins mid September and ends mid February. There is also a Christmas break of about two weeks at the end of December and the beginning of January.

The lecture period in the summer semester usually begins mid March and ends in mid July.

No matter which season students prefer, there is enough time to explore our area in both of them...

# Christmas Markets

Germany is famous for its Christmas markets. The two-weeks break is perfect to explore some of the ones close by.



# Skiing / Snowboarding

Also students have the option to go snowboarding or skiing in e.g. Winterberg, only about an hour away from Hagen!



# Football

Or - there is obviously always a good game of football going on in Dortmund.



# Formula for success

- Small tutorial groups and individual support is the formula for success at South Westphalia University of Applied Sciences.
- Outstanding facilities and a focus on modern, pioneering courses and research

Embark on a successful professional career here!





# South Westphalia University of Applied Sciences

