

Baden-Wuerttemberg

Cooperative State University Heilbronn  
**Fact Sheet 2025**



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**Location of office**

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International Office  
Lohtorstrasse 2  
74076 Heilbronn, Germany

**Website for Incoming students**

<https://www.heilbronn.dhbw.de/international/incomings/heilbronn-international-program/>

ERASMUS CODE: D HEILBR003

**TEAM**



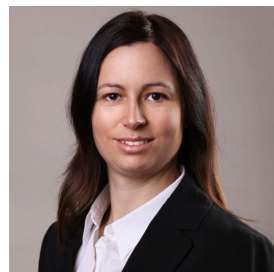
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## DATES FOR 2025

University nominates students by	April 1, 2025
Students receive application form by	April 15, 2025
Students return application by	May 15, 2025
Pre-Orientation Zoom Meeting	June 3, 2025 at 9 am (CEST)
Arrival Day	Sept 1, 2025
Welcome Days and Early classes	Sept 2, 2025 – Sept 14, 2025
Semester start	Sept 15, 2025
Exam Period	Nov 24, 2025 – Nov 28, 2025
CapStone Course + assignment	Dec 1, 2025 – Dec 5, 2025
Company Visits Period	Dec 8, 2025 – Dec 12, 2025

## HIP – HEILBRONN INTERNATIONAL PROGRAM

International exchange students are encouraged to participate in the Heilbronn International Program (HIP), which **is offered in the autumn**:

- Classes are **taught in English** and cover a wide range of the curriculum. Classes are held by experienced professionals with international background
- Please find the **list of modules** currently offered in English at the end of the document
- Classes are preceded by a **mandatory 2-week-orientation** course
- Optional: language class through-out the stay
- Various activities, to include a **week-end trip to Berlin**
- A week of **visits to various companies** at the end of the semester

The average workload per semester is **25-30 ECTS (credit points)**, one credit equals a work load of 30 hours, which includes lectures, independent studies, business cases and tutorials. While there **is no minimum number of credits for exchange students**, the maximum number of credits which can be obtained is 30 ECTS per semester.

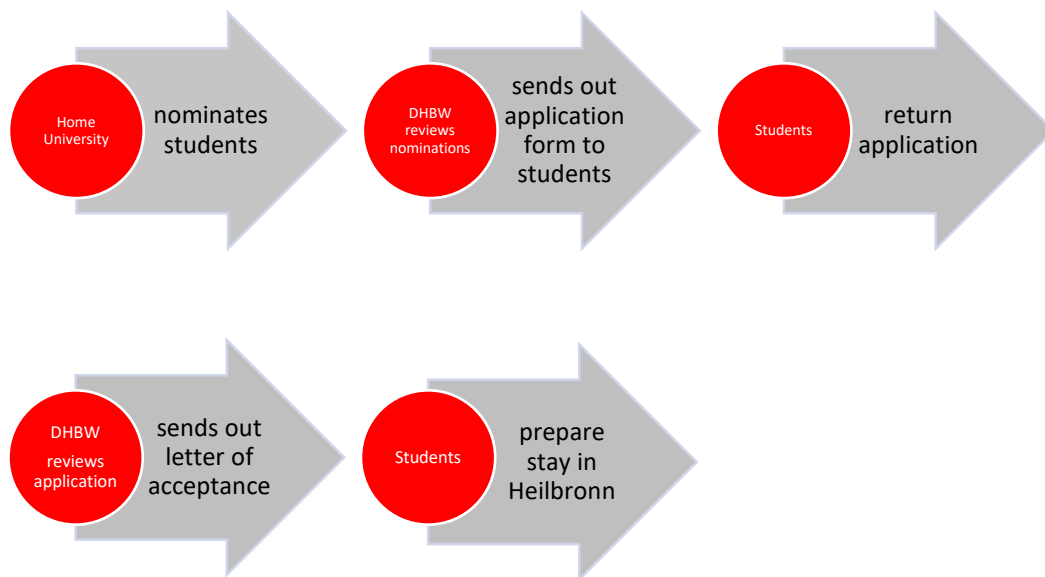
Exact content is subject to change, depending on the lecturer of the course.

International students with a language proficiency in German of C1 of the Common European Framework may choose among all courses offered. Please contact the International Office for individual academic advisement.

## GRADING SYSTEM

DHBW Grades		
1,0 - 1,5	Very good	Excellent performance
1,6 - 2,5	Good	Significantly above average
2,6 - 3,5	Satisfactory	Average performance which meets requirements
3,6 - 4,0	Sufficient	Performance which, despite deficiencies, still meets requirements
4,1 - 5,0	Failed	Performance does not meet requirements

## NOMINATION, APPLICATION AND REQUIREMENTS



Please ensure that the following requirements have been met:

- **Level of study:**  
Ideally, students should have collected at least 60 ECTS credits or the equivalent thereof in a Bachelor in Business Administration or similar degree program at their home university.
- **Language requirements English:**  
Students must show proof of English language proficiency of B2. Standardized tests and tests conducted at the home university are accepted.

## ACCOMMODATION

The International Office **assists in finding accommodation** in a student residence hall within easy commute by public transport. Other housing options are available but have to be organized by the student. The International Office will provide information upon nomination. **Expect to pay between EUR 350 – 600 per month.**

## HEALTH INSURANCE

Health Insurance is mandatory for those who wish to study in Germany.

### **EU-countries (includes EFTA):**

Students from an EU-country can prove coverage of health insurance by presenting the European Health Insurance Card (EHIC). It can be obtained from the relevant health authority in the home country prior to coming to Heilbronn. Please note that insurance with the EHIC may not cover all costs in Germany (dental treatments or extended hospital stays). Therefore, an additional private health insurance may be useful besides the EHIC. Students who are not eligible for the EHIC, are advised to buy coverage of a German Statutory Health Insurance like students from non-EU-countries.

### **Non-EU-countries**

We recommend that students from non-EU-countries purchase a German Statutory Health Insurance. This will cost about EUR 100 per month and can be organized from abroad. If students opt to purchase an international insurance, this insurance policy needs to be reviewed and approved to ensure that the coverage is identical to a German insurance.

## VISA REQUIREMENTS and RESIDENCE PERMIT

### EU-Citizens:

Students from the European Union (EU), the European Economic Area (EEA) and from some other countries may enter Germany and remain for more than 90 days for academic purposes. These students do not require a visa, however, they must register upon arrival with the municipal authority and provide a valid passport or ID card as documentation.

### Non-EU citizens residing in an EU-country

The International Office of the DHBW Heilbronn is required to apply for a special mobility permit with the German Ministry of Immigration.

### Students from Non-EU Countries:

Most non-EU nationals must apply for a Student Visa (Visum für Studienzwecke) and/or a resident permit in their home countries. The requirements differ by country. Please contact the German Embassy or the German Consulate General in your home country to obtain updated information. Non-EU citizens may have to supply proof of financial support and proof of a health insurance for their application.

Please ensure that you have all required documents with you when entering Germany. The International Office will assist all students with the registration at city hall during the first week of Orientation.

## COSTS OF LIVING (estimated)

Accommodation (monthly)	EUR 300 – 600 (depends on the type of housing)
Food (monthly)	EUR 200 – 350
Health insurance (monthly)	EUR 108 (varies a bit depending on provider)
Student administrative fees (once)	EUR 110
Excursion fees	EUR 250

## CURRICULUM & COURSE WORK

All courses offered are from the second year of the degree program “**International Retail Management**”. The standard workload for a theory semester at DHBW is 30 ECTS credits: one ECTS credit translates to 10 contact hours and 20 self-study hours.

Exchange students typically **select courses worth 20 to 30 ECTS** depending on the requirements of their respective home university. Before choosing a course, please check if you meet the prerequisites of that specific course. If in doubt, please contact the International Office.

Both courses during the “Welcome Days and Early courses” phase **are mandatory for all international students**. International students can then select courses among the courses listed below during the main semester according to their interests and requirements from their home university.

**Please see separate sheet on the courses offered and time line.**

## What to expect from these courses

### General Information

The courses described below are the only courses offered in English. If you speak German at C1 level or above, you may also participate in modules taught in German. Please contact the International Office for more information.

Students are always surprised to learn that one course, or as we call it, a module, is taught for the duration of one day. The class starts at 9 am and lasts until 4 pm (with a lunch break, of course). You may have "International Consumer Behavior" all day on Monday and "International Retail Operations Management" all day on Friday.

- **Attendance is mandatory for all students and students are expected to be on time.**

We employ a variety of teaching methods to encourage students to actively participate in their own learning process: group discussions, group projects, case studies, simulations and field trips. Most class assignments are group projects and every student is expected to give his or her best as the group will be graded as one student. International students will participate in group projects with German students and their input is not only welcomed but also expected.

- **Students who participate in group projects are valued members of the group and are expected to work conscientiously toward the completion of the task assigned.**

### Course Descriptions

#### Intercultural Management

Intercultural Management explores the complexities of managing and leading in a globalized and diverse business world. Through engaging lectures and hands-on activities, you will learn how to effectively communicate and work with people from different cultural backgrounds, navigate cultural differences, and lead cross-cultural teams. You will also gain a deeper understanding of how cultural values and beliefs impact business practices and decision-making.

#### Trends in International Management

Trends in International Management is a dynamic class that examines the latest trends, developments and technologies in the field of international management. In this class, you will learn about emerging markets and globalization, as well as how to adapt to and thrive in an increasingly interconnected and fast-paced business environment. You will also have the opportunity to explore real-world case studies and engage in interactive discussions with your classmates and instructor. Students have the choice of obtaining 2 (class participation and presentation) or 4 ECTS (class participation, presentation and written assignment).

#### International Consumer Behavior

International Consumer Behavior delves into the psychological, cultural, and social factors that shape consumer behavior in a global context. In this class, you will learn about the latest research and theories on consumer behavior and how they apply to different cultural and international settings. You will also have the opportunity to analyze and discuss megatrends, real-world examples and case studies.

#### International Retail Operations Management

International Retail Operations Management is a comprehensive class that focuses on the strategic and operational aspects of managing retail businesses in an international context. In this class, you will learn

about key concepts and best practices in retail operations management, including supply chain management, inventory management, store design and layout, and customer service. You will also have the opportunity to work on case studies and simulations, and apply your knowledge to real-world scenarios.

### **Human Resources Management, Organization and Project Management**

Human Resources Management, Organization and Project covers the fundamental concepts and skills needed to succeed in the fields of human resources management, organization, and project management. In this class, you will learn about topics such as recruitment, selection, training and development, performance management, and employee relations, as well as how to effectively plan, organize, and execute projects. You will also have the opportunity to work on case studies and simulations to develop your own HR and project management strategies.

### **Quantitative Methods 1: Event Study**

Event Studies explores the role of major events in the retail industry. Through this course, you will gain a deep understanding of the event study methodology, including its history, typical applications, and how to use it in various research settings. You will learn how to use this method in an international setting to measure the impact of major events on shareholder value, and will have the opportunity to analyze and discuss real-world case studies and conduct your own research project.

### **Quantitative Methods 2: Market Research**

Quantitative Market Research is a rigorous class that teaches students how to design, conduct, and analyze market research studies using quantitative methods. In this class, you will learn about the principles of statistical analysis and sampling, and how to use software such as Excel to analyze and interpret data. You will also have the opportunity to work on real-world case studies and projects, and develop your own market research proposals.

### **Fundamentals in Finance & Financial Markets**

Fundamentals in Finance Financial Markets gives an overview of finance (public finance, corporate finance, personal finance) financial markets and financing management. The aim of the course is to familiarize students with issues relating to financial decision - making from the perspective of private investors, enterprises as well as public sector. The following topics will be covered:

1. Introduction to finance, investments, financial markets and financial decisions.
2. Domestic and international financial institution.
3. Corporate finance I: capital structure.
4. Corporate finance II: fundamental concepts in financial analysis.
5. Financial markets and financial instruments investments.
6. Personal finance.
7. Public finance.
8. Financial crises.