

## Ansbach University of Applied Sciences

### Course Offer for International Students - Summer Term 2024 (Subject to change)

Please note: minimum number of participants 5 people.

#### B.A. Business Administration

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	International Marketing	Prof. Dr. Schugk	
SS	5	International Business	Mr. Eichinger	
SS	5	International Economics	Prof. Dr. Hedderich	
SS	5	Controlling and Business Leadership	Rössle, Peter	

#### B.A. Business Informatics

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Business Analytics	Prof. Dr Heesen	German
SS	5	Machine Learning	Prof. Dr. Heesen	German

#### B.A. Intercultural Management

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Intercultural Competence II	Prof. Dr. Ritam Garg	
SS	5	Management in East Asia	Prof. Dr. Ritam Garg	

#### B.A. Applied Business and Media Psychology

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Data Science 1	Prof. Dr. Sauer	

#### M.A. International Product and Service Management

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Global Marketing	Prof. Dr. Schugk	
SS	5	Sales, Services, and Product Disposal	Prof. Dr. Schugk	

#### M.A. Applied Biotechnology

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Leadership and Research Management	Prof. Dr. Martin	
SS	5	Bioprocess Engineering	Prof. Dr. Fabritius	
SS	5	Analytics	Prof. Dr. Künzel	
SS	5	Bioeconomy and Technology Assessment	Prof. Dr. Gaisser	
SS	5	Applied Cell Biology	Prof. Dr. Martin	

## M.A. Smart Energy Systems

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Virtual Power Plants	Prof. Dr. Jungwirth	Campus Feuchtwangen
SS	5	Energy Entrepreneurship	Prof. Dr. Jungwirth	Campus Feuchtwangen
SS	5	Optimization of Energy Systems	Prof. Dr. Moog	Campus Feuchtwangen
SS	5	Project Course – Smart Energy Systems	Prof. Dr. Jungwirth	Campus Feuchtwangen
SS	5	AI Applications in Energy Systems	Prof. Dr. Jungwirth	Campus Feuchtwangen

## Language Courses

(Some require 8-10 participants to be offered)

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	Business English – Advanced Writing and Cultural Studies	Mrs. McIntosh	Offered if there are enough participants
SS	5	Business English – Written Communication Skills	Dr. Zürn, Mrs. McIntosh, Mrs. Gabbey	Good German knowledge is needed
SS	5	Business English – Oral Communication Skills	Dr. Zürn, Mrs. McIntosh, Mrs. Gabbey	
SS	5	German 1 as foreign language (beginners)	Mrs. Wittmann	
SS	5	German 2 as foreign language (intermediate)	Mrs. Wittmann	
SS	5	Business German – Written Communication Skills	Mr. Schreiner	

## B.A. Intercultural Management

Term	ECTS	Module/Course	Professor	Nota Bene
SS	5	English for specific purposes	Mrs. McIntosh	Rothenburg Campus – Offered if there are enough participants