

Course Offer for international students - Summer Term 2022 (Subject to change)

Please note: minimum number of participants 5 people

B.A. Business Administration

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|----------------------------------|------|------------------------------------------------------------|---------------------------|-----------|
| Core and Elective Modules | | | | |
| SS | 5 | International Marketing | Prof. Dr. Schugk | |
| SS | 5 | International Business | Mr. Eichinger | |
| SS | 5 | International Economics | Prof. Dr. Hedderich | |
| SS | 5 | Leadership | Prof. Dr. Ina Mai | |
| SS | 5 | The People's Republic of China: State, Society and Economy | Dr. Gebhard | |
| SS | 5 | Controlling and Business Leadership | Rössle, Peter | |

B.A. Business Informatics

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|------|------|------------------------------|---------------------------|-----------|
| SS | 5 | Business Intelligence, WIF 4 | Prof. Dr. Heesen | |

B.A. Intercultural Management

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|------|------|--------------------------------|---------------------------|-------------------|
| SS | 5 | Hands-On Interculturality | Dr. Gebhard | Rothenburg Campus |
| SS | 5 | Intercultural Competence 1 | Prof. Dr. Ritam Garg | Rothenburg Campus |
| SS | 5 | Intercultural Competence 2 | Prof. Dr. Ritam Garg | Rothenburg Campus |
| SS | 5 | Management in Emerging Markets | Prof. Dr. Ritam Garg | Rothenburg Campus |
| SS | 5 | Management in East Asia | Prof. Dr. Ritam Garg | Rothenburg Campus |

M.A. International Product and Service Management

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|---------------------------------------|------|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Core Module Product Management | | | | |
| SS | 30 | Product Management | Prof. Dr. Hedderich, Prof. Dr. Knoblauch, Prof. Dr. Kaiser, Prof. Dr. Schnurpfeil, Prof. Dr. Schugk, Prof. Dr. Skripek, Prof. Dr. Slama, Prof. Dr. Konle | only open for double degree students from UPV |
| Elective Modules | | | | |
| SS | 5 | Global Marketing | Prof. Dr. Schugk | |
| SS | 5 | Sales, Services, and Product Disposal | Prof. Dr. Schugk | |

Master / M.A. Applied Biotechnology

| Sem. | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|---------------------------------|------|--------------------------------------|---------------------------|--------------------|
| Core Module Technologies | | | | |
| 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 | |
| Elective Modules | | | | |
| SS | 5 | 5 ECTS-project - Practical training | All professors | Practical training |
| SS | 10 | 10 ECTS-project - Practical training | All professors | Practical training |
| SS | 15 | 15 ECTS-project - Practical training | All professors | Practical training |

Master / M.A. Smart Energy Systems

| Sem. | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|---------------------------------|------|--------------------------------------------------|---------------------------|---------------------|
| Core Module Technologies | | | | |
| SS | 5 | Virtual Power Plant | Prof. Dr. Jungwirth | Campus Feuchtwangen |
| SS | 5 | Energy Entrepreneurship | Prof. Dr. Jungwirth | Campus Feuchtwangen |
| SS | 5 | Optimization / Operations Research | not yet known | Campus Feuchtwangen |
| SS | 5 | Project Course - Smart Energy System | Prof. Dr. Jungwirth | Campus Feuchtwangen |
| SS | 5 | AI applications in Energy Systems and Blockchain | Prof. Dr. Schacht | Campus Feuchtwangen |
| Elective Modules | | | | |
| SS | 5 | not yet known | not yet known | Campus Feuchtwangen |
| SS | 5 | not yet known | not yet known | Campus Feuchtwangen |

M.A. Digital Marketing

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|------|------|------------------------------------|---------------------------|-------------------|
| SS | 5 | Social Media Marketing & Analytics | Prof. Dr. Piazza | Campus Rothenburg |

Language Courses

| Term | ECTS | Module/ Course | Professor/ Teaching Staff | Nota bene |
|----------------------|------|----------------------------------------------------------|--------------------------------------|-----------|
| Center module | | | | |
| SS | 2,5 | Job Application | Dr. Zürn, Mrs. McIntosh | |
| SS | 5 | Business English - Advanced Writing and Cultural Studies | Mrs. McIntosh | |
| SS | 5 | Business English - Written Communication Skills | Dr. Zürn, Mrs. McIntosh, Mrs. Gabbey | |
| SS | 5 | Business English - Oral Communication Skills | Dr. Zürn, Mrs. McIntosh, Mrs. Gabbey | |
| SS | 5 | German 1 as a foreign language (for beginners) | Mrs. Wittmann | |
| SS | 5 | German 2 as a foreign language (intermediate) | Mrs. Wittmann | |
| SS | 5 | Business German - Written Communication Skills | Mr. Schreiner | |
| SS | 5 | Business German - Oral Communication Skills | Mrs. Junek | |
| SS | 5 | Business Spanish - Oral Communication Skills | Dr. Gebhard | |

B.A. Intercultural Management

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| SS | 5 | English for specific purposes | Mrs. McIntosh | Rothenburg Campus |
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B.Eng. Applied Engineering Sciences

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| SS | 5 | English | Mrs. Emmerich | |
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B.Sc. Industrial Biotechnology

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| SS | 5 | English (English for Biotechnologists) | Prof. Dr. Annette Martin | |
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The Language Centre offers further language courses for Spanish, Italian and French. Please follow the link: <https://www.hs-ansbach.de/service/sprachenzentrum/>