



Study successfully and feel at home

Why study at Ansbach University of Applied Sciences?

- Our range of courses is diverse and individual.
- The campus with its cafeteria, the student dormitory and the library lies in the centre of Ansbach in an attractive region with low living costs, diverse cultural offerings and a high leisure value.
- Studies can usually be finished within the standard study period: A well-organised study plan and a range of examinations tailored specifically to the needs of the students are specifically designed for this purpose.
- A high proportion of practical work during study ensures that application-oriented knowledge is imparted.
- Wide-ranging scientific trainings serve to expand personal expertise.
- Talents can be unfolded, responsibility can be assumed and new perspectives can be discovered.
- The Ansbach University of Applied Sciences is internationally connected through university collaborations. It is possible to spend a semester abroad at one of our 65 partner universities without extending the length of your studies.

Ansbach University of Applied Sciences

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Telephone: +49 981 48 77 - 437

 www.hs-ansbach.de
 www.facebook.com/studieren.in.franken
 [hs.ansbach](https://www.instagram.com/hs.ansbach)

International Student Advisory Service:

Telephone: +49 981 48 77 - 437
study@hs-ansbach.de
www.hs-ansbach.de/service/internationale-studienberatung



Studying in Ansbach

Information flyer for degree-seeking /
full-time international students

**Bachelor – Master –
International study programmes**



Study programmes

Full-time Bachelor's degree programmes (standard study period: 7 semesters; language: German)

- Applied Business and Media Psychology
- Artificial Intelligence and Cognitive Systems
- Biomedical Engineering
- Business Informatics
- Data Protection and IT Security
- Departmental Journalism
- Engineering and Management
- Industrial Biotechnology
- Multimedia and Communication
- Production Management Film and TV
- Sustainable Engineering Sciences

Fields of study:

- Energy and Building Technology
- Production and Plastics Technology

- Visualisation and Interaction in Digital Media

Full-time Master's degree programmes (standard study period: 3 semester; language: German)

- Applied Artificial Intelligence and Digital Transformation
- Applied Research in Engineering Sciences
- Digital Learning
- Digital Marketing
- Energy Management and Energy Technology
- Engineering and Management
- Innovation and Entrepreneurship
- Media Impacts and Media Psychology
- Medical Engineering
- Multimedia Media Production
- Public Relations and Corporate Communication



International study programmes

Bachelor's degree programmes with international focus (standard study period: 7 semesters; language: German)

- Business Administration
- Intercultural Management
- International Management (top athletes)

Master's degree programmes in English (standard study period: 3 semesters)

- Applied Biotechnology
- International Product and Service Management
- Smart Energy Systems



Application & Admission

You are entitled to study at Ansbach University of Applied Sciences with proof of a higher education entrance qualification (Fachhochschulreife), a general qualification for university entrance and professional qualifications (study without Abitur). Admission for particular courses may be restricted. Only those who apply on time and in correct form can take part in the admission procedure. More information can be found under: www.hs-ansbach.de/en/home/

Applied Biotechnology (M.Sc.)



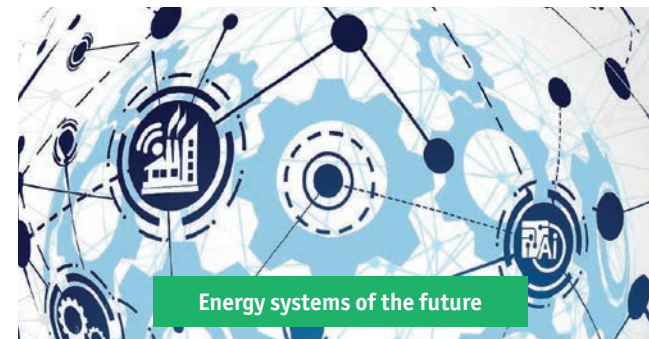
Managing sustainable innovation

International Product and Service Management (M.A.)



Connecting potentials

Smart Energy Systems (M.Eng.)



Energy systems of the future