



# WELCOME TO THE HNU

Neu-Ulm University of Applied Sciences

# Our mission

We educate future managers and specialists who have international experience, deliver solutions and act responsibly.

# Our identity

## **Personal and collaborative**

At the HNU we care for each individual student. Small study groups make it possible for lecturers to give individual and intensive guidance; this personal communication helps create a friendly and collaborative atmosphere in class and in student groups.

## **Practical and relevant**

The content of our courses is tailored to meet the needs of larger companies and small and medium-sized enterprises (SMEs) and is of high practical relevance. Our lecturers have experience in leadership and management.

In addition to the theoretical courses, students are required to complete internships as part of their academic curriculum; these are made possible through our close collaboration with regional as well as global industrial partners, and serve as an academic and technology gateway between the HNU and the business world – something which benefits both students and companies.

## **International and welcoming**

We welcome international students, lecturers and staff from all over the world and are proud of our tradition of openness and curiosity about other cultures and ways of life, and willingness to share impressions and views. We work together with international organisations and partner universities in other countries; as part of the degree programmes, we encourage both our German and international students to spend time abroad. We offer modules of study in the English language in order to prepare students for the global job market.

## **Building character and communicating values**

Because we think cultural, ethical and social competence is just as important as subject-based ability, we offer interdisciplinary and intercultural studies. This supports our graduates in their efforts to research, consolidate and strengthen the vital qualities which they need as potential leaders, managers and responsible members of society.

## **Family-friendly and service-oriented**

It is our aim that students, as well as members of the teaching and administrative staff, can reconcile their work or studies at the HNU with life outside as much as possible. For this, a number of programmes have been implemented in many areas of the HNU, such as the Consultation and Information Centre for Parents, Personal and Social Issues, the cultural programme with talks, concerts and theatre as well as the HNU day care facility for children, 'Kinderinsel'. The non-profit Hertie Foundation has awarded the HNU the quality label 'Family-friendly University of Applied Sciences'.





## A warm welcome

The Neu-Ulm University of Applied Sciences (HNU) is an international business school which welcomes students from all over Germany and the world. Our aim is to educate students who are keen on results and to prepare them thoroughly for their future roles in management. Our Bachelor and Master's degree programmes are strongly grounded in the practical application of academic theory.

We at the HNU are in close contact with partners from enterprises and universities and we see mutual exchange as well as sustainability as important. Thanks to our commitment to outreach and our cooperative approach, many of our research findings and results are put directly into practice. Our partners, our students and our University of Applied Sciences itself benefit from joint projects, an intensive exchange of know-how, a variety of exchange programmes for students, faculty and staff, and an international, diverse campus.

It is our objective to strengthen the successful cooperation we have with enterprises and partner universities around the world, create new partnerships and expand our network of research and teaching. I look forward to shared projects, new ideas and a growing network of partners and invite you, on behalf of our students, faculty and staff, to take a closer look at the HNU on the following pages.

Prof. Dr. Uta M. Feser

*President*

*Neu-Ulm University of Applied Sciences*

## Globally connected

International cooperation and exchange is embedded in the culture and strategy of the Neu-Ulm University of Applied Sciences: students, faculty and staff take an active part in our international campus life.

### Worldwide partnerships

Exchange agreements with more than 70 partner universities worldwide provide opportunities for students to enhance their language, intercultural and academic skills and increase their career opportunities both at home and abroad. We continually expand the collaboration with students, faculty and researchers from abroad, as well as our international network.

Every year we welcome more international students, academics and staff to Neu-Ulm, and more students go abroad for a study semester, internship or cooperate with an international organization on their final thesis.

### International Office

The International Office offers everyone comprehensive support in international exchanges, and assists international students, academic and administrative staff who are interested in participating in an exchange programme.

International exchange students are advised on application and visa procedures; they receive help with finding accommodation, are invited to numerous introductory, social and cultural events, and can participate in German language courses free of charge.

### Courses taught in English

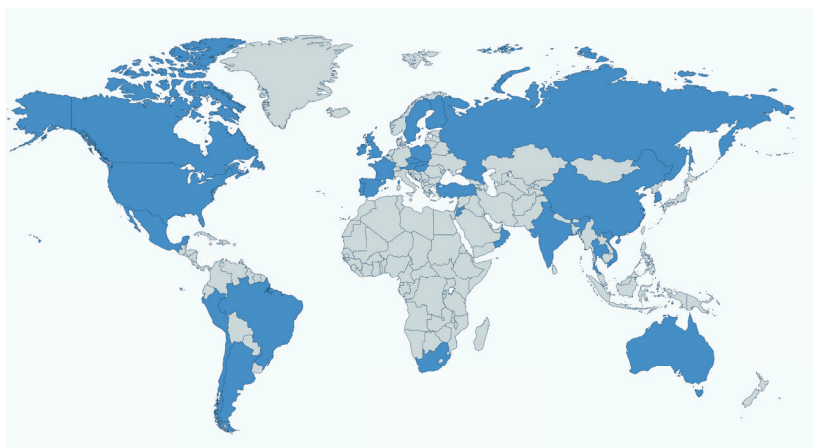
At the Bachelor level, we offer courses taught in English in the following subject areas:

- Business Studies and Marketing
- Logistics
- Information Management
- Information Management Automotive
- Corporate Communication and Media Management

At the Master's level, we offer courses taught in English in

- Business Studies and Marketing
- Information Management
- Corporate Communication and Media Management

In addition, students can choose from a range of optional multidisciplinary courses taught in English.



### Our partner universities in the world

The blue areas are the countries where we have partnerships for student exchange.

»I was really attracted to the HNU because of the double degree possibility; I'm really happy to be at the HNU! Here I found a friendly atmosphere and a well-organized university of applied sciences.«



## Language courses, intercultural skills and networking

We offer intensive language training, e.g. in English, Spanish, French, Italian, Portuguese and Chinese, as well as German as a foreign language. For international students spending one or two semesters with us, we offer pre-semester intensive courses in German as a foreign language followed up by regular courses throughout the semester. The level of the course is adapted to that of the incoming students. To prepare students for a global work environment, seminars with a focus on specific countries and intercultural management courses are provided.

All cultural and leisure activities place special emphasis on networking between German and international students: incoming and outgoing students benefit from joint information sessions, field trips and the arrangement of 'language tandems' - a pairing of students with different first languages.



## E-quality label for international mobility

As one of only a few universities of applied sciences in Germany, the HNU has twice been awarded the E-quality label by the German Academic Exchange Service (DAAD)

in 2008 and again in 2012. The award is made based on independent experts' appraisal of innovation, results and advantages, quality of implementation and sustainability of mobility measures.

## Recognition of examinations and double degree programmes

An important element of the partnerships that the Neu-Ulm University of Applied Sciences enjoys with other international universities is the mutual recognition of examinations.

Double degree programmes with the Oulu University of Applied Sciences, Finland, in Business Studies and in Information Management and Corporate Communications allow the participating students to study two or three semesters in Oulu or Neu-Ulm and graduate with two Bachelor degrees at the same time. The HNU seeks to expand its double degree programmes with partner universities.



## Kinderinsel – flexible childcare at the HNU



We support our employees and students in their work and studies and help them successfully combine both career and child care. Our 'Kinderinsel' is within walking distance to the campus and offers flexible childcare for children aged 9 weeks to 14 years. The 'Kinderinsel' welcomes German- and non-German-speaking children.

## LIONS Club Campus Neu-Ulm



LIONS Club Campus Neu-Ulm was founded in 2012 as the first Lions Campus Club at a German university of applied sciences by students, alumni, academic and non-academic staff of the HNU. It serves the campus community and promotes social and voluntary work at the HNU.

## Cultural programme – Education beyond academic knowledge



The optional cultural programme rounds off our educational programme with a range of activities and events emphasizing abilities and soft skills beyond academic knowledge. The interdisciplinary programme helps our students, faculty and staff to cultivate leadership, mature and raise cross-cultural awareness. It offers excursions, theatre visits, a drama group as well as the HNU band.

## 'Do it! – Service learning at the HNU' and 'Integration mentoring'

In 2012, we launched the HNU social engagement initiative that aims to foster actively students' personal growth and social responsibility as well as to encourage volunteering. The elective course 'Service learning: Integration mentoring' allows students to acquire mentoring and problem-solving skills in an intercultural environment. In the course 'Do it! – Service learning at the HNU' students reflect on the skills and abilities they learn from social engagement.


»» The optional course 'Do it! – Service learning at the HNU' is a very good opportunity for students to mature as people. ««



## Studying at the HNU

### Great practical relevance and friendly atmosphere

For the HNU, direct and intensive cooperation with large companies as well as small and medium-sized enterprises (SMEs) is one of our most important strategic success factors. This is reflected in our ways of teaching: we offer project seminars in cooperation with businesses, real issues from organizational practice are studied academically and the results are made available to businesses; internships are compulsory. The HNU uses state-of-the-art methods, e.g. e-learning systems, business case studies and management simulations.



»I really like the interactive lessons here, where you do not just sit and listen but can also have a dialogue with other students and professors.«

### Academic departments

The Neu-Ulm University of Applied Sciences consists of the following academic departments:

- Department of Business and Economics
- Department of Information Management
- Department of Health Management
- Centre for Professional and Postgraduate Studies

Bachelor level programmes usually take seven semesters to complete, including one internship and the final thesis, whereas the Master's degree requires three to four semesters of study depending on the programme. The part-time professional degree programmes take four to five semesters, depending on the programme.

### HNU academic calendar

The academic year consists of a summer and a winter semester.

- Teaching period summer semester: mid-March to mid-July
- Teaching period winter semester: October to mid-February

For our international students, the International Office holds welcoming weeks prior to the beginning of the teaching period.

## Department of Business and Economics

The Department of Business and Economics is the largest department at the Neu-Ulm University of Applied Sciences. It draws on the expertise of specialists from key industrial and community partners.

The department offers three Bachelor degree programmes and one Master's degree programme:

- Business Studies (B.A.)
- Industrial Engineering (B.Sc.)
- Industrial Engineering | Logistics (B.Eng.)
- Master of Advanced Management (M.Sc.)

The department has a diverse student body of around 1,700 full-time students and engages in multi-disciplinary research projects with key industry players and other universities. To supervise their PhD students, professors collaborate with a wide range of national and international partners.



## Department of Information Management

The most remarkable feature of the Department of Information Management is its multidisciplinary. In different focus fields, the teaching in all Bachelor level programmes is closely related to IT, business studies and communication. The department offers the following programmes at Bachelor level:

- Information Management and Corporate Communications (B.A.)
- Information Management Automotive (B.Sc.)
- Business Information Systems (B.Sc.)
- Master of Business Intelligence and Business Analytics (M.Sc.)
- International Enterprise Information Management (M.Sc.)
- International Corporate Communications and Media Management (M.A.)

The degree programme 'Information Management and Corporate Communications' combines expertise in IT, business studies and corporate communication/media management, whereas the degree programme 'Information Management Automotive' pools expertise in the special processes of the automobile industry, business and information technologies. The programme 'Business Information Systems' integrates the study of IT and business studies and expertise in the relevant use of information and communication technologies in companies.





Our degree programmes

## Department of Health Management

The Department of Health Management offers the following Bachelor degree programmes:

- Information Management in Healthcare (B.Sc.)
- Business Studies in Healthcare Management (B.A.)

The objective of the degree programmes is to educate future leaders of healthcare organizations. A practical and international orientation of our programmes is offered through close cooperation with a large network of healthcare organizations, e.g. health insurance companies, hospitals, pharmaceutical companies.



## Cooperation with the Ulm University of Applied Sciences

The HNU offers degree programmes in cooperation with the Ulm University of Applied Sciences. Four Bachelor degree programmes are organized and taught together by both universities of applied sciences:

- Industrial Engineering (B.Sc.)
- Industrial Engineering | Logistics (B.Eng.)
- Business Information Systems (B.Sc.)
- Information Management in Healthcare (B.Sc.)

The HNU is responsible for courses in business, law and languages, while the Ulm University of Applied Sciences offers the technological and engineering aspects of the programmes. Students benefit from the resources and activities of both universities of applied sciences, such as research facilities, libraries, mandatory courses, childcare services, cultural programmes (orchestra, chamber choir, band, jazz combo) and events including international excursions, specialist presentations and, of course, the student parties.

## Centre for Professional and Postgraduate Studies

The Centre for Professional and Postgraduate Studies offers the following part-time programmes, which not only teach business know-how but also prepare students specifically for leadership and management roles in their area of work:

- Digital Leadership und IT-Management (MBA, five semesters)
- General Management (MBA, five semesters)
- Healthcare Leadership and Management (MBA, five semesters)
- Management for Healthcare Professionals (B.A., six semesters)
- Master in Health Information Management (MBA, four semesters)

The course schedule allows professionals to coordinate career, study and private life. Communication between students and lecturers is facilitated by our e-learning platform Moodle.



»In my opinion, the HNU ranks among the best.«

### Quality management

Quality is very important to us, and continuous evaluation and quality management ensure the highest level of education and research. Our degree programmes conform to international higher education standards.



ACQUIN



### Further training for associate lecturers

Since 2012 the HNU has been offering further training especially designed for our associate lecturers. The courses range from workshops on presentation and teaching skills as well as case studies to 'Intercultural awareness in teaching'. This training and many other events take place at the '-Castle Vöhlin Seminar Centre of the Bavarian-Swabian Universities of Applied Sciences-'.

## Showcase

In order to prepare our students for life after university, we like to work with business clients on real projects, including briefing and presentation dates. In that way, students can apply their theoretical knowledge and skills in the fields of IT, business studies and communication at an early stage. In the final stage of the project, when students make team presentations, each group has the opportunity to show their innovative results – and this is exciting, for students, clients and for those of us on the teaching staff. Our digital showcase (<https://showcase.hs-neu-ulm.de>) gives you an insight into creative student individual and group work from different semesters. A selection of student work from the fields of digital, print, audio & video, and branding can be found there.



For example, you can see what students developed when they were asked: How can you promote the degree programme “Information Management and Corporate Communications” (IMUK) using Social Media? Which channels are appropriate? How does successful communication via social media look? Features and peculiarities of Facebook, Twitter & Co as well as less established channels had to be considered. Creative highlight: The two avatars representing the typical IMUK students.

## Applied research for an innovative region

We are a university of applied sciences and our name already implies our strengths – one of our most characteristic features is the emphasis on practical relevance and the application of teaching and research in practice. In Germany, universities of applied sciences in general provide more practice-oriented courses in contrast to the universities, which focus on a more theoretical approach.

This focus is reflected in the profile of our teaching staff. Their know-how, gained through work experience in industry, business or social work, enables them to provide our national and international students with practical insights into the processes, working methods and expectations of enterprises and organizations. With its results-oriented research and practical solutions, the HNU constitutes a strong cooperative partner for enterprises within the region Neu-Ulm /Ulm.



## Centres at the HNU

Research activities at the Neu-Ulm University of Applied Sciences are bundled into centres. They create links between academic education and training on the one hand, and applied research and business practice on the other. The centres promote the continuous development of their academic fields, support the upcoming generation of academically qualified experts, create partnerships with universities and develop practice-oriented research in close cooperation with companies.

### Africa Centre

The HNU Africa Centre was founded in 2013 in order to coordinate and expand the different research and knowledge transfer projects of all three academic departments on the African continent. We focus on interdisciplinary and practically oriented projects as well as postgraduate studies in the area of Entrepreneurship, Healthcare Management and Resource Management with partners in Africa.

### Centre for Corporate Communications

The Centre for Corporate Communications combines academic teaching and academic research as well as practical experience and application of corporate communications. The areas focused on range from social media and mobile marketing to semiotics of product communication and visual studies as well as sustainability, corporate social responsibility, diversity and internal communications. The team has professional experience in international management, marketing and corporate communications.

## Centre for Corporate Management

The Centre for Corporate Management pools know-how about strategic management to support teaching, applied research, and to enhance the transfer of knowledge and experience between academia and business. In addition to basic lectures, it conducts cooperate project seminars together with regional companies to support them in solving strategic challenges and to enable students to gather experience with such projects. The project and research focus of the centre is on energy markets of emerging and developing countries.

## Centre for Corporate Performance Management

The centre provides innovative concepts and methods for corporate performance management and business intelligence and hence cooperates with companies and supervises a number of enterprise-related projects. The main research areas are corporate performance management, business intelligence, process management and enterprise resource management. The centre also offers practice-oriented workshops, further training courses and seminars.

## Centre for Data Science and Business Analytics

The field of data science combines various fields – databases, statistics, machine learning, data mining, mathematics, visualisation – with the goal of analysing data sets and of making it possible for businesses to make decisions that are supported by the data. The field of business analytics consists of the process of transforming data into information relevant to decision-making. In addition to descriptive analyses which are based on past values, data science and business analytics also involve performing predictive analyses. The centre's activities include teaching, continuing education and applied research in data science and business analytics.

## Centre for Finance, Accounting, Controlling, Taxation (FACT)

In this centre professors in the areas of finance, accounting, controlling, and taxation collaborate in teaching and research. The centre aims to bridge the gap between theory and practice in research and teaching. Every year, the FACT team invites local professionals and students to the "FACT-Finanztag". This conference serves as a platform to exchange ideas and concepts between the academic world and practitioners.



## Centre for Growth and Sales Strategy

The Centre for Growth and Sales Strategy focuses on identifying areas of growth, developing sales strategies, and tapping into new customer segments through research, teaching, and outreach. Professors and lecturers provide students with work-related skills and align their research efforts with industry-linked projects. The centre's areas of expertise include quantitative market research, sales law, marketing and sales, mergers and acquisitions, strategy development, market development and penetration, branding, sales management, process management in sales, and industry-academia partnerships.

## Centre for Logistics

The Centre for Logistics taps the potential for synergy of teaching, research and practical experience by enabling and energizing the exchange of knowledge, the transfer into practical training and the transfer of the knowledge gained into higher education. Main research areas are green logistics, transport logistics, process and information logistics as well as supply chain management. The logistics lab allows research on production control, material flow control with radio frequency identifications and stock control.

## Centre for Marketing & Branding

The Centre for Marketing and Branding focuses on the field of marketing communication. Professors and research assistants within the team provide a state-of-the-art learning environment where students are able to study in step with actual practice. The areas of research interests include brand management, employer branding and advertising / account planning amongst others. The centre has a history of cooperation with well-known German and international companies and organizations both in research and teaching.



## Centre for Media and User Experience

The centre is characterized by the interdisciplinary profile of its members and the diverse fields of research. Interactive and digital media are key aspects of this centre. All processes of the user experience lifecycle focused on displayed as well as requirements of engineering in user centered design. Students have the opportunity to test and evaluate the user experience of a range of products with the help of a usability lab which is equipped with state-of-the-art eye-tracking systems. Testing and evaluating is carried out as part of project work or final theses e.g. in close cooperation with partners in the business world.

## Centre for Networked Health

The Center for Networked Health currently focuses on research areas such as the structural necessities for intensive networking of the cross-sector service providers, the necessary IT infrastructure, and the ensuring or qualification, networking and exchange of specialists in the international field. All projects include application orientation and collaboration with partner organizations. We foster and supervise research projects of PhD students.

## Centre for Research on Service Science (CROSS)

The Centre for Research on Service Science works on innovative concepts to establish, manage and deliver services, the basis of growth in modern societies. The HNU contributes to research, practice and teaching through insights and solutions that matter for practical application. The work with regional companies as well as multinational corporations enables the centre to share insights and best practices on a broad spectrum. Current areas of research include the management of international service delivery, target operating models, information management in service-oriented environments and the management of service networks.

## Centre for Secure IT Applications and Infrastructures

The Centre for Secure IT Applications and Infrastructures focuses on applied research and development in information security, knowledge transfer and consulting to local enterprises (especially small and medium-sized enterprises (SMEs)), and the development of dedicated teaching to students. The goal of this centre is to understand the state of information security in SMEs and to develop an open framework with a proof-of-concept implementation providing a solution suitable and adaptable to the needs of companies of different sizes.



## Sino-German Competence Centre (SGCC)

The goal of the Sino-German Competence Centre (SGCC) is to support German companies in gaining access to institutions within the Chinese economy, and by the same token, to promote an understanding of German economic policy among Chinese decision-makers in business and politics. The SGCC sees itself as a point of contact for those seeking advice concerning direct investments in both directions, especially for small and medium-sized businesses. The HNU has partnership agreements with the University of Shanghai for Science and Technology in Shanghai and the Zhejiang Sci-Tech University in Hangzhou.

## Institute for Risk and Resource Management

The Institute of Risk and Resource Management is focused on research, transfer and education. Comprehensive research in the field of risk and resource management in different contexts such as generic risks, supply chain and logistics related risk management, financial risk, human resource related risk and information and communication technology related risk management and provides decision makers with a set of innovative instruments to manage risks, opportunities and resources in increasingly dynamic and complex business environments.



InnoSÜD is an association of the Biberach, Ulm and Neu-Ulm Universities of Applied Sciences together with the University of Ulm to accelerate knowledge and technology transfer in the Danube-Iller region. Funding is provided by the Federal Ministry of Education and Research (BMBF) and the federal states of Germany as part of the strategic initiative “Innovative University” for five years.

According to the competences of the universities InnoSÜD shapes transfer in mobility, energy, health /biotechnology and transformation management, which is the HNU’s main field of action. InnoSÜD aims to expand potentials for inter-and transdisciplinary cooperation between players from academia, business and society by using different transfer formats such as platforms for face-to-face personal exchange, collaboration in labs and workshops up to digital formats by using augmented and/or virtual reality.



**Baden-Württemberg**  
MINISTERIUM FÜR WISSENSCHAFT, FORSCHUNG UND KUNST



## Computer Labs

The HNU IT Services (Rechenzentrum, RZ) supports all students and staff members of the HNU as a central facility. It also serves as an academic institution where innovative concepts of IT operations are evaluated and implemented.

The following services are offered to its clients:

- Local area network access for all kinds of client devices
- Internet Access
- Campus-wide Wi-Fi
- User support and maintenance of the computer rooms

## Computer rooms

HNU offers 9 state-of-the-art computer rooms with 21 workstations each, equipped with the latest technology. 7 rooms are equipped with PC workstations running Windows 7 and 2 rooms in the main building offer Apple iMac computers (21,5" display) with macOS 10.12.5 (Sierra).

In addition, the new building will include

- 2 computer rooms with 21 iMacs
- 5 computer rooms with 21 PCs
- 3 computer rooms with 31 PCs

Furthermore, the new building includes a media centre with a photo studio, newsroom, film studio and direction, lending and stock, two speakers booth.

## Library

The library offers more than 55,000 state-of-the-art media items, and a quick and friendly service to students, staff and the general public. It has evolved over the years from the classical media lending to a comprehensive learning and information centre at the HNU. In addition, the library includes a wide range of e-books and access to a huge number of online databases with full texts from academic journals, books and magazines or newspapers.

Furthermore, the library offers workshops and training events to students and staff of the HNU and also to interested citizens of the region. Examples of these are a crash course in research and a crash course in academic writing.

The quiet environment and a well-equipped IT infrastructure distinguish the library as a modern learning place. The access is barrier-free.



## Neu-Ulm/Ulm: Two cities - one economically prosperous region

Neu-Ulm (Bavaria) has about 60,000 inhabitants and Ulm (Baden-Württemberg) about 121,000 inhabitants. With their three universities and an international school, the two cities on the banks of the Danube make an attractive and pulsating place to live and study. Ulm and Neu-Ulm are located in one of the economically most prosperous regions in Germany. Our unemployment rate is among the lowest in Germany. Our region is home to many 'hidden champions' in their industries. Large and medium-sized firms that belong to the international market-leaders in their fields of expertise make this area one of the most innovative regions in Germany, amongst others in the fields of life sciences, automotive and supply industries including commercial vehicles, logistics and IT. Ulm and Neu-Ulm are ranked high for their quality of living.



Only the river separates Ulm and Neu-Ulm and forms the boundary between the states of Bavaria and Baden-Württemberg. Due to the close relationship between Ulm and Neu-Ulm, the two cities have grown into a comprehensive economic and cultural area and form the centre of the region between the Allgäu and the Swabian Alb. The relatively young city of Neu-Ulm is the modern counterweight to Ulm. In Ulm, you can find the romantic Fisherman's and Tanners' Quarter with old houses, alleyways and air of medieval times and of course the world's highest church steeple (161,53 m). The history of Ulm is still alive in many festivals and traditions, such as the fishermen's competition on the river Danube or the 'Schwörwoche' (Oath Week) - the biggest spectacle in and around Ulm. Albert Einstein was born in Ulm. A number of lakes offer opportunity for leisure activities, such as swimming. The Swabian Alb offers cross-country skiing in winter and hiking all year round. Slightly further away and reachable by train or car for a day or weekend trip are the Alps, Lake Constance, Neuschwanstein Castle and the Allgäu. Munich and Stuttgart with bigger airports are an hour's train ride away.



» I really enjoy Ulm, Neu-Ulm and its beautiful surroundings: it's in the middle of Europe - the ideal starting point for excursions.«

# Facts & Figures

## Neu-Ulm University of Applied Science

Number of students:	approx. 4,000
Professors:	approx. 70
founded in:	1994
Winter semester:	September 1 - February 28 (Teaching and examination period: October to mid-February)
Summer semester:	March 1 - August 31 (Teaching and examination period: mid-March to mid-July)

## Degree programmes

### Bachelor programmes

- Business Information Systems (B.Sc.)\*
- Business Studies (B.A.)
- Business Studies in Healthcare Management (B.A.)
- Industrial Engineering (B.Sc.)\*
- Industrial Engineering | Logistics (B.Eng.)\*
- Information Management Automotive (B.Sc.)
- Information Management and Corporate Communications (B.A.)
- Information Management in Healthcare (B.Sc.)\*
- Management for Healthcare Professionals (B.A.) (part time)

### Master's programmes

#### Full time:

- Master of Advanced Management (M.Sc.)
- Master of Business Intelligence and Business Analytics (M.Sc.)
- International Enterprise Information Management (M.Sc.)
- International Corporate Communications and Media Management (M.A.)

#### Part time:

- Digital Leadership und IT-Management (MBA)
- General Management (MBA)
- Healthcare Leadership and Management (MBA)
- Master in Health Information Management (MBA)



## Imprint

Hochschule für angewandte Wissenschaften Neu-Ulm  
Neu-Ulm University of Applied Sciences

Prof. Dr. Uta M. Feser, President

Wileystrasse 1  
89231 Neu-Ulm  
Germany

PHONE	+49(0)731 9762-0
FAX	+49(0)731 9762-2299
E-MAIL	international@hs-neu-ulm.de
WEB	www.hs-neu-ulm.de

Contact	Prof. Dr. Julia Kormann, Vice President julia.kormann@hs-neu-ulm.de
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	Prof. Dr. Olaf Jacob, Vice President olaf.jacob@hs-neu-ulm.de
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	Verena Seitz, Head of the International Office verena.seitz@hs-neu-ulm.de/en
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