



EIGHT GOOD  
REASONS...



TH Aschaffenburg  
university of applied sciences

## SCHOOL OF Business Administration and Law

### ... TO STUDY AT ASCHAFFENBURG UNIVERSITY OF APPLIED SCIENCES

- 1.** In Aschaffenburg you will find the **perfect setting for practice-oriented studies**: small study groups, personal mentoring by highly committed staff members and professors with a wide network of industry and employers as well as an attractive campus.
- 2.** Thanks to its **high quality of teaching**, the cooperation with industry and its modern equipment Aschaffenburg University of Applied Sciences holds top positions in all relevant university rankings and evaluations.
- 3.** Aschaffenburg University of Applied Sciences offers its students all the **advantages of a small, yet modern university**: personal atmosphere, individual mentoring and modern equipment in lecture halls and labs. The campus with its historical buildings and green area is situated close to the city centre and all major shopping and sport/leisure facilities as well as cafes, pubs and restaurants are within walking distance.
- 4.** Aschaffenburg is the ideal destination for doing your studies in a country with a long-standing reputation for **innovation and excellence**. Germany is a major economic power and challenging opportunities in a pleasant atmosphere await you here.
- 5.** Aschaffenburg has a lot to offer: **international companies and an excellent infrastructure**, one of the largest forested areas in Central Europe with a mild climate and very good beer and wine. The Bavarian Lower Main area reflects all the important economic sectors: state of the art technology, industry, commerce, service and crafts. High-tech businesses are a fast-growing phenomenon in the area e.g. in the automotive and IT industry.

- 6.** We are located in the **centre of the country**, very close to Frankfurt – Frankfurt airport is around 30 km away and Munich can be reached in 2.5 hours and Berlin and Hamburg within 4/4.5 hours by direct public transport/train.

- 7.** As a student or faculty member you will have **easy access to different countries, languages and cultures in the heart of Europe**. You can take advantage of these opportunities and pick up some German on the way. We can organise separate German classes for you so that **German language instruction** at various levels can be incorporated into your stay in Germany.

- 8.** Studying at Aschaffenburg University combines the unique opportunity to **discover Germany/Europe** with the chance to take an active part as a full-time student **for a semester or year**, carry out project work (in cooperation with enterprises) or participate in one of our **short-term mobility** programmes such as the International Project Week, the Global Master School, intensive German language classes in summer or an **internship**.

**We look forward to welcoming you here on our campus in Aschaffenburg!**



## SCHOOL OF Business Administration and Law

### Studying as an international or exchange student at our School of Business Administration and Law

Our School of Business Administration and Law offers diversified and coached courses and the possibility for international students to immerse themselves in business and economic trends within Europe/Germany. Students can choose from a range of courses offered in English for both our home and guest students. They also have the chance to study German by taking one of the German classes we offer at several levels.

Day and multi-day field trips are part of the programme with destinations such as Frankfurt including a visit to the European Central Bank as well as to EU institutions in Brussels, the capital of the European Union. In addition to that, visits to regionally located but globally influential companies and various lectures by guest speakers from various industries are offered.



### Courses of Studies/Degree Programmes

#### **Bachelor Courses (210 ECTS)**

3.5 years incl. a 6-month practical semester/internship in a company

- Business Administration
- Business Administration for small and medium-sized enterprises
- Business Administration and Law
- International Real Estate Management

#### **Master Courses (90 ECTS)**

1.5 years

- Real Estate Management
- International Management (90 ECTS)  
entirely English-taught MA degree programme
- Business Administration and Law

All our Bachelor and Master are fully accredited programmes.

[www.th-ab.de/degree-programme](http://www.th-ab.de/degree-programme)



## SCHOOL OF Business Administration and Law

### Bachelor Programme/Undergraduate Level English-taught Major in International Sales Management (15 ECTS) Summer Term (March – July)

The School of Business Administration and Law and the Faculty of Engineering offer a joint major in International Sales Management that is taught **entirely** in English.

In order to make the experience even more rewarding this major is particularly suitable for international and exchange students from (Erasmus+) partner universities as well as students from Germany. Students can choose the entire major program (15 ECTS) or each of the courses individually. Grading for the seminar is based on an oral final project presentation in the team and accompanied by a written term paper/project report, whereas there is a written exam for the three lectures at the end of the summer term.

#### **Seminar**

##### **Intercultural Project Management (6 ECTS)**

Students will learn and apply concepts of intercultural project management. Students will be expected to draw up a project plan in teams and present progress reports throughout the seminar. The preparation and implementation of an international sales related project in (international) teams forms an integral part of the seminar. Interaction patterns in an international business environment will be analysed in a business context via case studies throughout.



#### **Lectures (9 ECTS)**

##### **Strategic Selling and Key Account Management (3 ECTS)**

This lecture provides knowledge and techniques regarding the strategic sales process in b2b-Markets. A salesperson in this field typically has to deal with two issues: on the one hand complex, high-priced products and on the other hand, the so-called buying centre which comprises different persons with different business-related as well as personal roles and goals, the strategic sales process in b2b-Markets.

##### **International Contracting (3 ECTS)**

More than 70 countries, accounting for more than two-thirds of all world trade, have ratified the Convention on Contracts for the International Sale of Goods (CISG), in Germany well known as "UN Kaufrecht" (UN Sales law). In Europe around 80 % of all imports and nearly all exports are governed by UN Sales law. This lecture gives an introduction to the basic principles of the CISG in terms familiar to European lawyers. Students will get to know the most significant CISG decisions reported. Concrete examples are provided throughout.

##### **Management Of Offers And Negotiations Of Technical Goods (3 ECTS)**

How should sales with technical goods be handled wisely bearing risks in terms of technical success? What may be a product's lifetime? What does a sales engineer have to take into account? Answers can be given by using product management and by analyzing both the product's components and the value chain from a sales engineer's perspective.

## SCHOOL OF Business Administration and Law

### Bachelor Programme/Undergraduate Level English-taught Courses (selection)

The following classes are taught in English and available for international/ERASMUS students. Please consult our website [www.th-ab.de/course-offer](http://www.th-ab.de/course-offer) or contact us for updated information.

#### Winter Term

- Business Seminar Germany I (5 ECTS)
- Introduction to the European Union (5 ECTS) incl. study trip to ECB in Frankfurt and EU institutions in Brussels
- The (Eur)Asian Challenge (5 ECTS)
- International Marketing (2.5 ECTS) (block)
- Intercultural Communication (2.5 ECTS) (block)
- Real Estate Management: Country Risk Analysis (3 ECTS)
- Business English (5 ECTS): several parallel courses
- Legal English (5 ECTS)
- Current Trends in Real Estate (5 ECTS)
- Project Finance for Global Projects (5 ECTS)
- Production Management and Logistics (2 ECTS)

#### Winter and Summer Term

- Intensive workshop** (2.5 days blocked at the beginning or end)
- Social/Interpersonal Skills (2 ECTS)
  - Academic Practice and Writing (2 ECTS)
  - International Negotiations (2 ECTS)
  - Topsim (Strategic Business Simulation Game) (2 ECTS)
  - Business Behaviour in the Modern Environment (2 ECTS)
  - Negotiating in Multicultural Settings: EU Case Study (2 ECTS)

#### Academic year

- Winter Term: Beginning of October – End of January  
Application deadline: June 1st
- Summer Term: Mid March – End of July  
Application deadline: December 1st

#### Winter and Summer Term

- Business English (5 ECTS)
- Preparation for Cambridge BEC Higher Certificate Business (5 ECTS)

#### Summer Term

- Business Seminar Germany II (5 ECTS)
- International Sales, Major (15 ECTS; lectures + seminar)
- Working across Cultures (5 ECTS)
- English for Business Travel and Tourism (2.5 ECTS)
- Jobline – applying and working abroad (2.5 ECTS)
- International Real Estate Markets (6 ECTS)
- Real Estate English (5 ECTS)
- Introduction to Economics (5 ECTS)

#### International Project Week in April (2-4 ECTS)

Both home students and students from abroad can gain practical project work and management experience by working in international, interdisciplinary project teams and engage with (guest) lecturers. Students from our partner universities can participate without any tuition/programme fee with a group of students and lecturers. [www.th.ab.de/ipw](http://www.th.ab.de/ipw)



## SCHOOL OF Business Administration and Law

### Master Programme/Graduate Level International Management

Our new English-taught master's degree programme International Management is a 90-ECTS full-time programme that primarily addresses graduates with a Bachelor degree in business or economic related studies. The three-semester programme seeks to enhance international business knowledge, competences and skills relating to global business processes and management related while at the same time boosting interpersonal and leadership skills in a global setting.

With lecturers and practitioners from Germany and abroad this master's programme provides students with an internationally oriented learning context that is suitable to address the learning outcomes of the programme.

#### Learning outcomes

- Knowledge of rules, procedures and practices in cross-border trade and investment
- Development of global business and management skills
- International team and project work
- Proficiency in global business communication and working across cultures

#### Benefits at a glance

- Programme taught entirely in English
- Efficient combination of international management topics and intercultural communication and (business) language training
- Internationally experienced lecturers with excellent contacts with business/industry as well as applied research



#### Programme (each of the modules consists of 6 ECTS)

##### 1st Semester (May - July, 30 ECTS)

- International Management
- Case Studies in International Management
- International Law
- International Competences:  
Intercultural Cooperation and Communication
- International Economics and Trade

##### 2nd Semester (October - January, 30 ECTS)

- International Marketing (blocked - January)
- International Human Resources  
(blocked - November/December)

#### A wide range of electives:

- Global Master School in cooperation with our university partners from Seinäjoki, Finland (SEAMK) and St. Louis, US (UMSL)
- Consumer Behaviour with a focus on Asia (blocked course)
- Corporate Communication (blocked course)
- International Digital Economy
- Business Languages  
(as offered by the Language Centre cf. p.8)

##### 3rd Semester (30 ECTS)

- Presentation and Moderation (blocked)
- Master's thesis (includes research seminar and presentation)

Together with our Partner Seinäjoki UAS we also offer this **Double Degree programme** option in master programme.

## SCHOOL OF Business Administration and Law

### Master/Graduate Level Global Master School (GMS)

The Global Master School (GMS) is based on a trilateral partnership between the University of Applied Sciences of Aschaffenburg, Seinäjoki University of Applied Sciences, Finland and the University of St. Louis, Missouri, US. These GMS are intensive summer, spring or winter schools of 6 ECTS/3 UC and explore a set of identified business and management related themes, allowing students from all three participating institutions to engage and pool their knowledge and resources supported by academic inputs from lecturers from all three partners and practitioners. At Aschaffenburg University of Applied Sciences, these three GMS form an integral part of the English Master programme "International Management" (M.A.). The course language of all GMS is English.

For students from our partner universities we can offer a limited number of places in our Global Master School in Aschaffenburg.

#### GMS Impressions

"The best experience of the GMS was that the project work was for and in cooperation with a Finnish company in the region. I would recommend the GMS in Finland to every one!"  
**Sandra, GMS Seinäjoki, Finland**

"The St. Louis Global Master School was a great example of a wonderful course. It was totally about group projects. Friendships for life were formed and I totally recommend it for everyone who has the chance to go there."  
**Katrin, GMS St. Louis, U.S.**

"The GMS offers a perfect opportunity to broaden professional knowledge by visiting many international companies located in the region. The BMW plant tour accompanied by the presentation of an internal speaker about the company's business concepts gives an unforgettable experience."  
**Svetlana, GMS Aschaffenburg, Germany**

# UMSL

  
TH Aschaffenburg  
university of applied sciences

  
Seinäjöken ammattikorkeakoulu  
SEINAJOKI UNIVERSITY OF APPLIED SCIENCES

#### Global Master School St. Louis, USA

Theme GLOBAL OUTSOURCING  
& TECHNOLOGY TRENDS  
Location: University of Missouri -  
St. Louis (UMSL)



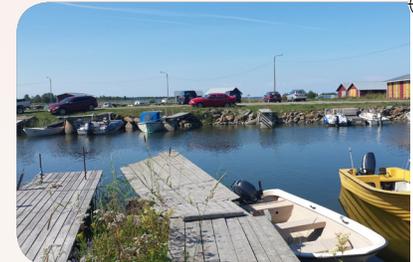
#### Global Master School Aschaffenburg, Germany

Theme DOING BUSINESS IN  
EUROPE  
Location: Aschaffenburg  
University of Applied Sciences



#### Global Master School Seinäjoki, Finland

Theme GLOBAL INNOVATION  
STRATEGY  
Location: Seinäjoki  
University of Applied Sciences



[www.th-ab.de/gms](http://www.th-ab.de/gms)

The next Global Master Schools will take place in  
**November 2019** Aschaffenburg/Seinäjoki,  
**May 2020** Finland and  
**November 2020** St. Louis Missouri/USA;  
(Tbc) **May 2021** Aschaffenburg

## SCHOOL OF Business Administration and Law

### Language Centre

Effective (business) language training plays an important role and is highly valued at Aschaffenburg University of Applied Sciences. Our modern language labs both on Campus 1 and 2 offer more than 50 work stations that can be used with the trainer, for self-study and group and project work purposes. Qualified tutors and teachers are available to assist students in the language labs. This wide range of courses carefully prepares our students for the world of work in the age of globalisation and internationalisation.

Besides compulsory courses in Business English, Legal English or Real Estate English and Business French/Business Spanish in some courses of studies the following language courses can be taken as (general) electives: [www.th-ab.de/language-centre](http://www.th-ab.de/language-centre)

- English for Business Travel and Tourism • Technical English
- Jobline • Preparation for Cambridge BEC (Business English Certificate) Higher • German as a Foreign Language • French
- Chinese • Italian • Japanese • Russian • Spanish

In addition to the German classes during the term, we also offer four-week **German Intensive Courses** every August (special discount for Erasmus+/international exchange students): [www.th-ab.de/learngerman](http://www.th-ab.de/learngerman)

### International Language Week including Intercultural Communication

In cooperation with international partner universities (October 2019 Montana State University Billings/USA, November 2020 Aschaffenburg UAS), the Language Centre hosts or co-hosts an International Language Week for university-level instructors from current and potential partner institutions teaching languages and/or intercultural communication every winter term: [www.th-ab.de/ilw](http://www.th-ab.de/ilw)

### International Office

Our International Office will support you in making your stay as effective and pleasant as possible. A variety of accommodation options are available on-campus and in the nearby area. For further information about accommodation possibilities please see our website [www.th-ab.de/accomodation](http://www.th-ab.de/accomodation)

Students can look forward to an exciting stay in the Rhine-Main area with a varied culture and leisure programme, excursions and many more events and activities. There is an orientation week starting two weeks before the winter term. Each international student can enrol in the student buddy programme.

Please consult our guide for international students and our website in English: [www.th-ab.de/incoming](http://www.th-ab.de/incoming)

### Career Service

The Career Service is responsible for additional courses and events that facilitate students' step into their future job life. The Career Service is also supporting students in their application process regarding internships/work placement positions in the region and abroad. Its services can be divided into the three areas: study and career guidance, further education and contact to local companies in order to create a bridge between study and job. TH Aschaffenburg is also proud to host each May 2019 the Campus Careers with more than 80 employers from the region and beyond on campus. For information please visit: [www.th-ab.de/cs](http://www.th-ab.de/cs)



## CONTACT

### **TH Aschaffenburg**

University of Applied Sciences  
Würzburger Straße 45  
63743 Aschaffenburg  
Germany  
[info@th-ab.de](mailto:info@th-ab.de)

### **International Office**

[international@th-ab.de](mailto:international@th-ab.de)  
Phone +49 6021 4206-850 or -741  
[www.th-ab.de/incoming](http://www.th-ab.de/incoming)

### **Faculty of Business Administration and Law**

Prof. Dr. Alexandra Angress  
International Faculty Coordinator  
[alexandra.angress@th-ab.de](mailto:alexandra.angress@th-ab.de)  
Phone +49 6021 4206-700

[www.th-ab.de/eng](http://www.th-ab.de/eng)