

# INTERNATIONAL ACADEMY

ONE OR TWO SEMESTERS OF  
INTERDISCIPLINARY STUDY PROGRAM  
IN ENGLISH



**I  
A**

INTERNATIONAL  
ACADEMY  
RAVENSBURG-WEINGARTEN  
UNIVERSITY  
OF APPLIED SCIENCES



# AT A GLANCE



## Letter of Attendance

IA Letter of Attendance with ECTS credit transfer to the university partner



## Period of Study

1 or 2 semesters



## Application deadlines for exchange students

31 October (Summer)  
30 April (Winter)



## Start

Summer and Winter Term  
(in English)

## Target Group & Selection

Students currently enrolled at RWU and exchange students. Exchange students are selected by the International Office of their home university.

## ECTS OFFERING

51 Credits (Summer Term)  
48 Credits (Winter Term)

## ECTS REQUIRED TO OBTAIN THE LETTER OF ATTENDANCE

Exchange Students (1 Sem): 15  
Exchange Students (2 Sem): 30  
Degree-Seeking (Bachelor): 30  
Degree-Seeking (Master): 20

Send your application to the  
**IA Coordinator International Office**  
Ms. Barbara Wildenhain  
barbara.wildenhain@rwu.de

**IA Coordinator Faculty**  
Mr. Alireza Ahmadi  
alireza.ahmadi@rwu.de

**Director International Academy**  
Prof. Dr. Barbara Niersbach  
barbara.niersbach@rwu.de

# INTERDISCIPLINARY STUDIES WITH SOCIAL, CULTURAL & BUSINESS EXPOSURE

Strengthening collaborations with international universities and supporting international mobility among students and professionals

The International Academy at Ravensburg-Weingarten University of Applied Sciences (RWU) invites students to participate in an exceptional one or two-semester interdisciplinary study program, conducted entirely in English. Situated in the scenic region of southern Baden-Württemberg in Germany, RWU serves as an ideal location for academic exploration and professional growth.

Founded by the Faculty of Technology and Management more than a decade ago, the International Academy takes pride in providing an excellent educational experience. The curriculum is thoughtfully designed to incorporate both theoretical frameworks and practical expertise. Courses are taught by a distinguished faculty comprised of international academicians and industry experts, ensuring a well-rounded, globally enlightened learning.

## Key Objectives of International Academy:

**Academic Exchange:** To provide ECTS-creditable courses designed for both exchange students and degree-seeking RWU students, enabling smooth credit point transfer.

**Interdisciplinary and Industry Engagement:** To provide students with a well-rounded, practical education by incorporating guest lectures from both international academics and industry professionals.

**Global Exposure:** To host annual study week to expose students to distinct academic, cultural, and professional environments.

## YOUR STUDY CURRICULUM CONTENT

The majority of courses are independent of one another, and there is no predetermined order. Students are therefore permitted to begin the program in either the Summer or Winter semester.

### Summer Semester Highlights

The summer semester at the International Academy offers a dynamic selection of courses that integrate theories with practical applications. From cross-cultural communication and consumer psychology to hands-on business seminar in collaboration with regional company, students acquire an all-encompassing understanding of the current global business landscape. Unique offerings such as the international business project and specialized courses in areas such as B2B marketing, research methods and entrepreneurial leadership further ensure that students are prepared to excel in both academic and professional settings.

### Winter Semester Highlights

The winter semester at the International Academy features a curriculum that emphasizes real-world business expertise and strategic thinking. Students have the opportunity to collaborate with regional company on practical sales project seminar and to investigate innovative leadership approaches in the digital age. The semester also includes specialized training in presentation skills and business German, as well as a special focus on modern issues such as change management. A unique focus is placed on Global Account Management, equipping students with the tools to navigate complex international business relationships effectively.

### International Business Project

The International Academy provides students with the opportunity to fully engage themselves in the culture, business, and academics of a foreign country during a study week abroad.

## INTERESTING PROJECTS & RESEARCH

The RWU is located in one of the strongest economic regions of Germany.

### Choose International Academy

With over 80 students enrolled each semester, the International Academy offers a vibrant learning experience. Enjoy guest lectures from industry experts and participate in our lively Summer Fest for fulfilling academic and social experience.

### Research Projects and Thesis

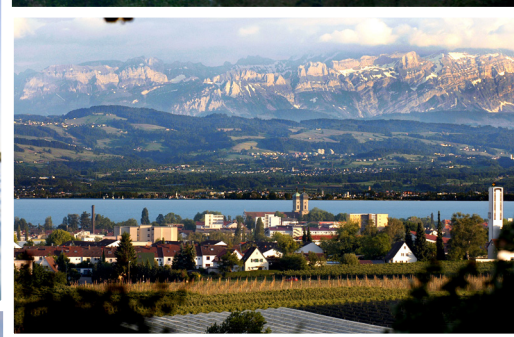
Students from our partner universities are welcome to participate in engineering and management-related projects and bachelor theses. For further information, please contact the International Academy Coordinator.





TERM	MODULE WITH ECTS							ECTS
SUMMER 2024	Cross cultural communication and team work (LSF Nr. 10102) 3 ONLINE	Strategic Marketing (10718) 5	Consumer Psychology (10357) 5	Practical Sales Project Seminar (10105) ONLINE 5	Research Methods in Business Marketing (10106) 5	Tech Sales and Purchasing (10802) 5	International B2B Sales and Marketing (7184) 5	51
	Entrepreneurial Leadership (10107) ONLINE 3	Sales Excellence (7801) <i>Only for Master Students</i> 5	Sustainability and Earth Resources (10798) ONLINE 5	International Business Project (10612) 5				
WINTER 2024-25	Practical Sales Project Seminar (10105) ONLINE 5	Intercultural Dynamics in Global Account Management (10244) 5	Innovation and Virtual Leadership (10245) ONLINE 5	International Marketing (3585) 5	International Business Project (10612) 5			48
	Successful presentations, dialogues and Meetings (10247) 3	Change Management and New Work (3968) 5	Business German in 14 Days (10716) HYBRID 5	Running complex, multicultural business & projects successfully in VUCA (10297) 5	Strategic Marketing (10718) ONLINE 5			

**IN THE HEART OF EUROPE  
IN THE SOUTH OF GERMANY**



# ECONOMIC STRENGTH IN THE HEART OF EUROPE

The Ravensburg-Weingarten University of Applied Sciences is located in one of the strongest economic regions of Germany. A large number of global companies have their offices or headquarters located in this region.

However, it is not only the economic strength that speaks for the region: the high recreational value also makes the area so attractive. The RWU is located in the three-nation triangle of Germany, Austria and Switzerland, close to the beautiful Lake Constance and the Alps.

Around 3800 young people from 50 countries all over the world study at RWU, 10 percent of which being international students. The fairly small size of the RWU has not only a positive effect on the quality of teaching and research, as several rankings prove, but guarantees a very personal character, which makes it such a popular university amongst students.



## STUDIES AT RWU

The studies at the Ravensburg-Weingarten University of Applied Sciences are characterised by practical training and modern, well-equipped laboratories. Students study in small groups, individually supervised by a team of highly qualified professors and assistants. Nearby dormitories and many leisure activities in the attractive landscape of Upper Swabia, close to Lake Constance and the Alps offer excellent boundary conditions and the best conditions for fun and success in study and work.



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**Ravensburg-Weingarten University**  
of Applied Sciences

**Admission**

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