# INTERNATIONAL ACADEMY

ONE OR TWO SEMESTERS OF INTERDISCIPLINARY STUDY PROGRAM IN ENGLISH





### **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**

34 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

# 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 crosscultural communication and consumer psychology to hands-on business seminar in collaboration with regional company, students acquire an allencompassing 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.

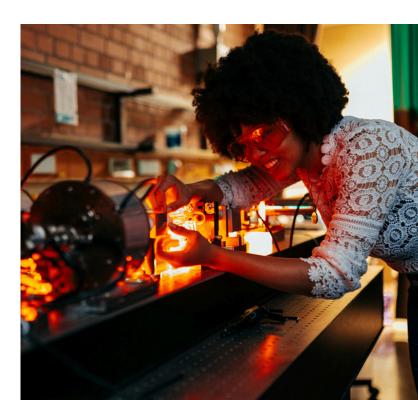
### INTERESTING PROJECTS & RESEARCH

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 2025	Cross cultural communication and team work (10102)	nunication and Marketing work (10718)			Sustainable Marketing (11024)		Research Methods ir Business Marketing (10106)		Business Analysis and Valuation (4906)		International B2B Sales and Marketing (7184)				
	3	ONL	INE 3	í	ONLINE	3		3			3			3	
	Entrepreneurial Leadership (10107)				Sustainability and Earth Resources (10798)		h	International E Project (10612)							34
	ONLINE	3			ONLINE		3			5					
WINTER 2024-25	Practical Sales Project Seminar (10105)		ount Manag	namics in Global ement	Innovation and Virtual Le					International Marketing (3585)		International Business Project (10612)			
	ONLINE 5			Ę			5		Ę		5			5	
	Successful presentations, dialogues and Meetings (10247)		Change N (3968)	lanagement and N	V WOIN		ness German in ys (10716) RID			Running complex, multicultural business & projects successfully in		Strategic Marketing (10718) ONLINE			48
		5						5	VUCA (10297) 5				5		



### 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.



### Ravensburg-Weingarten University

of Applied Sciences

### **Admission**

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