

Baden-Wuerttemberg

Cooperative State University Heilbronn

## Fact Sheet 2026



### CONTACT DETAILS

#### International Office

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<https://www.heilbronn.dhbw.de>

#### Postal Address

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International Office  
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#### Location of office

DHBW Heilbronn  
International Office  
Lohtorstrasse 2  
74076 Heilbronn, Germany

#### Website for Incoming students

<https://www.heilbronn.dhbw.de/international/incomings/heilbronn-international-program>

ERASMUS CODE: D HEILBR003

### TEAM

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## DATES FOR 2026

|                                      |                              |
|--------------------------------------|------------------------------|
| University nominates students by     | April 1, 2026                |
| Students receive application form by | April 15, 2026               |
| Students return application by       | May 15, 2026                 |
| Pre-Orientation Zoom Meeting         | May 20, 2026                 |
| Arrival Day                          | Sept 1, 2026                 |
| Welcome Days and Early classes       | Sept 2, 2026 – Sept 12, 2026 |
| Semester start                       | Sept 14, 2026                |
| Exam Period                          | Nov 23, 2026 – Dec 6, 2026   |
| Company Visits Period                | Dec 7, 2026 – Dec 11, 2026   |
| CapStone Course + assignment         | Dec 14, 2026 – Dec 18, 2026  |

## HIP – HEILBRONN INTERNATIONAL PROGRAM



## HIP – HEILBRONN INTERNATIONAL PROGRAM

International exchange students are encouraged to participate in the Heilbronn International Program (HIP), which **is offered in the autumn**:

- Classes are **taught in English** and cover a wide range of the curriculum. Classes are held by experienced professionals with international background
- Please find the **list of modules** currently offered in English at the end of the document
- Classes are preceded by a **mandatory 2-week-orientation** course
- Optional: language class through-out the stay
- Various activities, to include **a week-end trip to Berlin**
- A week of **visits to various companies** at the end of the semester

The average workload per semester is **25-30 ECTS (credit points)**, one credit equals a work load of 30 hours, which includes lectures, independent studies, business cases and tutorials. While there **is a minimum number of credits of 20 ECTS for exchange students**, the maximum number of credits which can be obtained is 30 ECTS per semester.

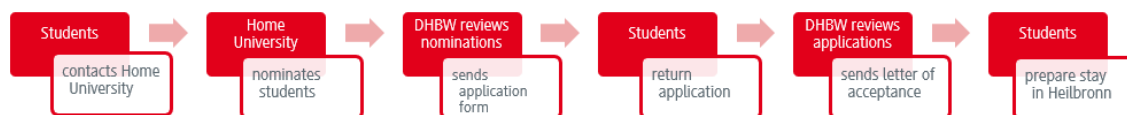
Exact content is subject to change, depending on the lecturer of the course.

International students with a language proficiency in German of C1 of the Common European Framework may choose among all courses offered. Please contact the International Office for individual academic advisement.

## GRADING SYSTEM

| DHBW Grades |              |                                                                   |
|-------------|--------------|-------------------------------------------------------------------|
| 1,0 - 1,5   | Very good    | Excellent performance                                             |
| 1,6 - 2,5   | Good         | Significantly above average                                       |
| 2,6 - 3,5   | Satisfactory | Average performance which meets requirements                      |
| 3,6 - 4,0   | Sufficient   | Performance which, despite deficiencies, still meets requirements |
| 4,1 - 5,0   | Failed       | Performance does not meet requirements                            |

## NOMINATION, APPLICATION AND REQUIREMENTS



Please ensure that the following requirements have been met:

- **Level of study:**  
Ideally, students should have collected at least 60 ECTS credits or the equivalent thereof in a Bachelor in Business Administration or similar degree program at their home university.
- **Language requirements English:**  
Students must show proof of English language proficiency of B2. Standardized tests and tests conducted at the home university are accepted.

## ACCOMMODATION

The International Office **assists in finding accommodation** in a student residence hall within easy commute by public transport. Other housing options are available but have to be organized by the student. The International Office will provide information upon nomination. **Expect to pay between EUR 300 – 600 per month.**

## HEALTH INSURANCE

### EU-countries (includes EFTA):

Students from an EU-country can prove coverage of health insurance by presenting the European Health Insurance Card (EHIC). It can be obtained from the relevant health authority in the home country prior to coming to Heilbronn. Please note that insurance with the EHIC may not cover all costs in Germany (dental treatments or extended hospital stays). Therefore, an additional private health insurance may be useful besides the EHIC. Students who are not eligible for the EHIC, are advised to buy coverage of a German Statutory Health Insurance like students from non-EU-countries.

### Non-EU-countries

We recommend that students from non-EU-countries purchase a German Statutory Health Insurance. This will cost about EUR 100 per month and can be organized from abroad. If students opt to purchase an international insurance, this insurance policy needs to be reviewed and approved to ensure that the coverage is identical to a German insurance.



**Health Insurance is mandatory for those who wish to study in Germany.**

**Before we can enroll you at our university, you must send us confirmation from your health insurance provider.**

## VISA REQUIREMENTS and RESIDENCE PERMIT

### EU-Citizens:

Students from the European Union (EU), the European Economic Area (EEA) and from some other countries may enter Germany and remain for more than 90 days for academic purposes. These students do not require a visa; however, they must register upon arrival with the municipal authority and provide a valid passport or ID card as documentation.

### Non-EU citizens residing in an EU-country

The International Office of the DHBW Heilbronn is required to apply for a special mobility permit with the German Ministry of Immigration.

### Students from Non-EU Countries:

Most non-EU nationals must apply for a Student Visa (Visum zu Studienzwecken) and/or a resident permit in their home countries. The requirements differ by country. Please contact the German Embassy or the German Consulate General in your home country to obtain updated information. Non-EU citizens may have to supply proof of financial support and proof of a health insurance for their application.

Please ensure that you have all required documents with you when entering Germany. The International Office will assist all students with the registration at city hall during the first week of Orientation.



### **COSTS OF LIVING (estimated)**

|                                    |                                                |
|------------------------------------|------------------------------------------------|
| Accommodation (monthly)            | EUR 300 – 600 (depends on the type of housing) |
| Food (monthly)                     | EUR 200 – 350                                  |
| Health insurance (monthly)         | EUR 108 (varies a bit depending on provider)   |
| Student administrative fees (once) | EUR 64                                         |
| Excursion fees                     | EUR 250                                        |

### **CURRICULUM & COURSE WORK**

All courses offered are from the second year of the degree program **“International Retail Management”**. The standard workload for a theory semester at DHBW is 30 ECTS credits: one ECTS credit translates to 10 contact hours and 20 self-study hours.

Exchange students typically **select courses worth 20 to 30 ECTS** depending on the requirements of their respective home university. We require a **minimum of 20 ECTS credits from our exchange students**.

Before choosing a course, please check if you meet the prerequisites of that specific course. If in doubt, please contact the International Office.

All international students are required to complete the 'Online German History and Culture Module' prior to their arrival. The courses during the “Welcome Days and Early courses” phase and the Capstone Course “Trends in International Management” **are also mandatory for all international students**. International students can then select courses among the courses listed below during the main semester according to their interests and requirements from their home university.

**Please see separate sheet on the courses offered and time line.**



## What to expect from these courses

### General Information

The courses described below are the only courses offered in English. If you speak German at C1 level or above, you may also participate in modules taught in German. Please contact the International Office for more information.

Students are always surprised to learn that one course, or as we call it, a module, is taught for the duration of one day. The class starts at 9 am and lasts until 4 pm (with a lunch break, of course). You may have "International Consumer Behavior" all day on Monday and "International Retail Operations Management" all day on Friday.



- **Attendance is mandatory for all students and students are expected to be on time.**

We employ a variety of teaching methods to encourage students to actively participate in their own learning process: group discussions, group projects, case studies, simulations and field trips. Most class assignments are group projects and every student is expected to give his or her best as the group will be graded as one student. International students will participate in group projects with German students and their input is not only welcomed but also expected.

- **Students who participate in group projects are valued members of the group and are expected to work conscientiously toward the completion of the task assigned.**

There are two different ways in which students are assessed for their courses. Depending on the course, the student is either assessed with a written exam at the end of the course or the course includes a portfolio exam.

A portfolio exam is an assessment that evaluates a student's work and development over a period of time. It consists of several tasks that students complete over the course of the semester. The tasks are intended to document the student's learning progress and show their level of development. It is a personalized assessment that can include essays, assignments, group projects, group presentations and a summary of the presentation. The examiner gives the student a grade for the entire portfolio.

### Course Descriptions

#### **Online Module "Europe, Germany and Heilbronn: A historical and cultural journey of discovery " // 1 ECTS (mandatory for all participants of the HIP) (Examination quiz after each unit)**

This online German history and culture module aims to prepare our international students for their stay in Germany. The students go through a completely digital self-study path, which can be completed independently in preparation for their stay. The module is designed for around 25-30 hours over a total duration of 6 weeks. After completing the module, students should:

1. Have a basic knowledge of German history and understand its influence on today's society.
2. Recognize and reflect on Germany's cultural characteristics and values.
3. Have a basic understanding of German political systems and institutions.
4. Acquire specific knowledge about the Heilbronn region and understand its historical, cultural and economic significance.

### **Intercultural Management // 3 ECTS (mandatory for all participants of the HIP) (Portfolio exam)**

Intercultural Management explores the complexities of managing and leading in a globalized and diverse business world. Through engaging lectures and hands-on activities, you will learn how to effectively communicate and work with people from different cultural backgrounds, navigate cultural differences, and lead cross-cultural teams. You will also gain a deeper understanding of how cultural values and beliefs impact business practices and decision-making.

### **Trends in International Management // 2 (+2) ECTS (mandatory for all participants of the HIP) (Portfolio exam)**

Trends in International Management is a dynamic class that examines the latest trends, developments and technologies in the field of international management. In this class, you will learn about emerging markets and globalization, as well as how to adapt to and thrive in an increasingly interconnected and fast-paced business environment. You will also have the opportunity to explore real-world case studies and engage in interactive discussions with your classmates and instructor. Students have the choice of obtaining 2 (class participation and presentation) or 4 ECTS (class participation, presentation and written assignment).

### **International Consumer Behavior // 5 ECTS (Portfolio exam)**

International Consumer Behavior delves into the psychological, cultural, and social factors that shape consumer behavior in a global context. In this class, you will learn about the latest research and theories on consumer behavior and how they apply to different cultural and international settings. You will also have the opportunity to analyze and discuss megatrends, real-world examples and case studies.

### **International Retail Operations Management // 5 ECTS (Portfolio exam)**

International Retail Operations Management is a comprehensive class that focuses on the strategic and operational aspects of managing retail businesses in an international context. In this class, you will learn about key concepts and best practices in retail operations management, including supply chain management, inventory management, store design and layout, and customer service. You will also have the opportunity to work on case studies and simulations, and apply your knowledge to real-world scenarios.

### **Human Resources Management, Organization and Project Management // 5 ECTS**

Human Resources Management, Organization and Project covers the fundamental concepts and skills needed to succeed in the fields of human resources management, organization, and project management. In this class, you will learn about topics such as recruitment, selection, training and development, performance management, and employee relations, as well as how to effectively plan, organize, and execute projects. You will also have the opportunity to work on case studies and simulations to develop your own HR and project management strategies. **There will be a written exam at the end of this course.**

### **Quantitative Methods 1: Event Study (Portfolio exam) // 2.5 ECTS**

Event Studies explores the role of major events in the retail industry. Through this course, you will gain a deep understanding of the event study methodology, including its history, typical applications, and how to use it in various research settings. You will learn how to use this method in an international setting to

measure the impact of major events on shareholder value, and will have the opportunity to analyze and discuss real-world case studies and conduct your own research project.

### **Quantitative Methods 2: Market Research (Portfolio exam) // 2.5 ECTS**

Quantitative Market Research is a rigorous class that teaches students how to design, conduct, and analyze market research studies using quantitative methods. In this class, you will learn about the principles of statistical analysis and sampling, and how to use software such as Excel to analyze and interpret data. You will also have the opportunity to work on real-world case studies and projects, and develop your own market research proposals.

### **Fundamentals in Finance & Financial Markets // 3 ECTS (only offered for HIP students)**

Fundamentals in Finance Financial Markets gives an overview of finance (public finance, corporate finance, personal finance) financial markets and financing management. The aim of the course is to familiarize students with issues relating to financial decision - making from the perspective of private investors, enterprises as well as public sector. The following topics will be covered:

5. Introduction to finance, investments, financial markets and financial decisions.
6. Domestic and international financial institution.
7. Corporate finance I: capital structure.
8. Corporate finance II: fundamental concepts in financial analysis.
9. Financial markets and financial instruments investments.
10. Personal finance.
11. Public finance.
12. Financial crises.

**There will be a written exam at the end of this course.**