

Koblenz

University of Applied Sciences



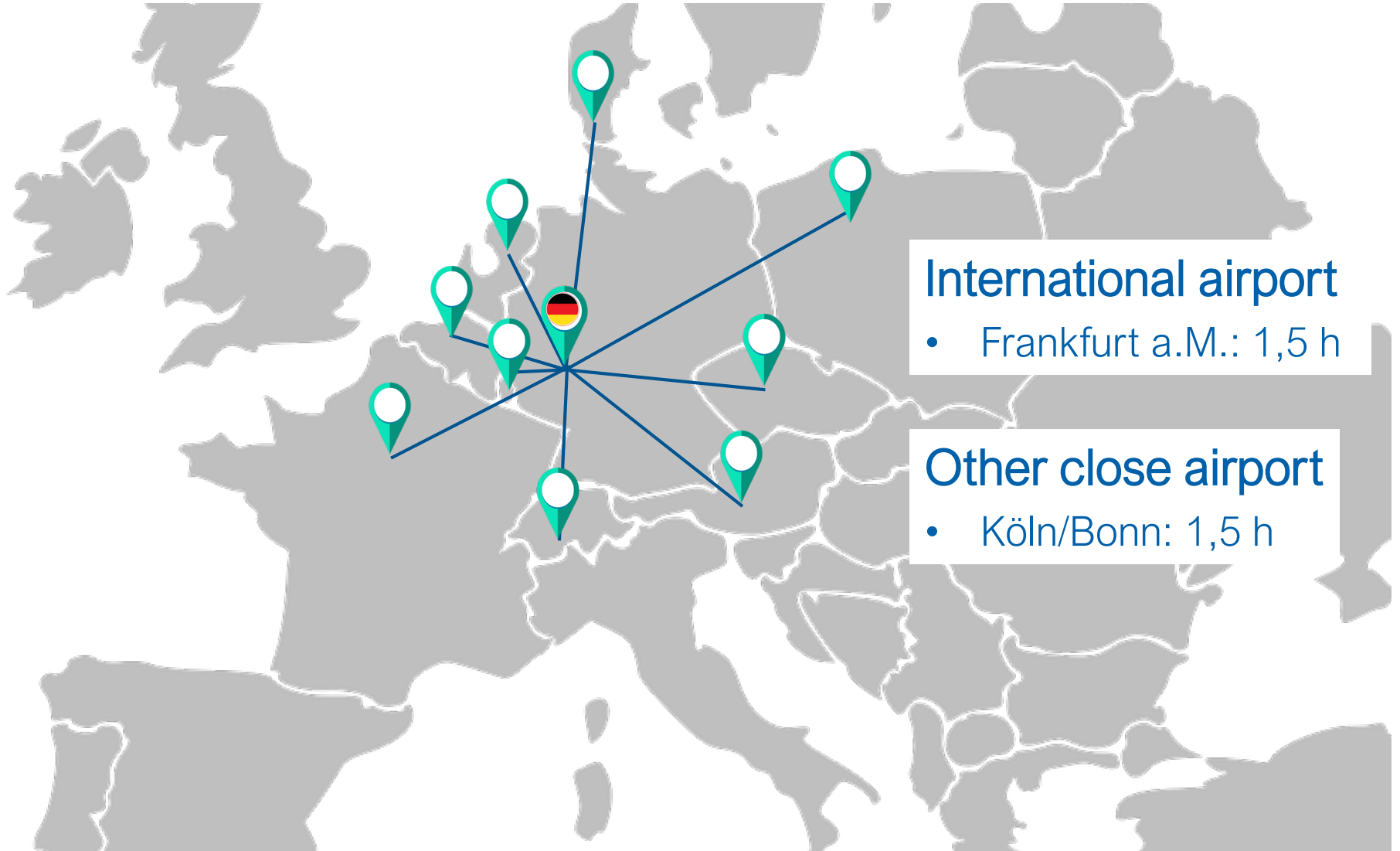
Where we are located



Koblenz University of Applied Sciences is located in the state of Rhineland-Palatinate in the southwest of Germany

Nearly **10,000 students** currently study at our three campuses in Koblenz, Remagen and Höhr-Grenzhausen

Arrival-Departure



Koblenz



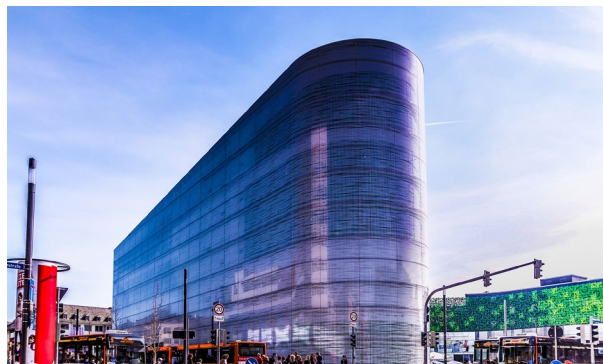
German Corner and cable car



City Castle Koblenz



Castle Stolzenfes

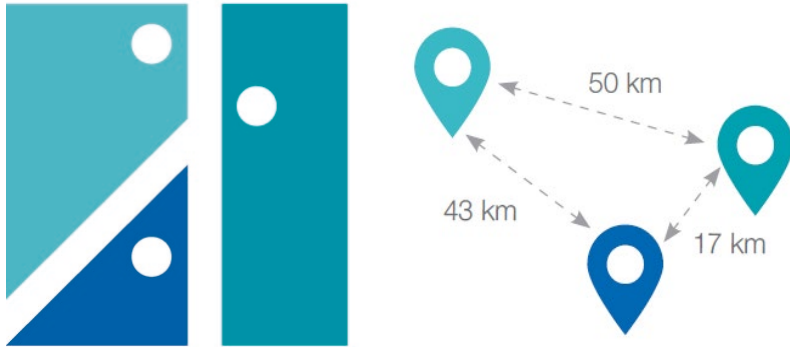


Forum Koblenz (City Mall)



Fortress Ehrenbreitstein

RheinMoselCampus



- ☐ RheinMoselCampus (Koblenz)
- ☐ RheinAhrCampus (Remagen near Bonn)
- ☐ RheinWesterWaldCampus (Höhr-Grenzhausen near Montabaur)

Faculties at RheinMoselCampus

- Civil Engineering
- Architecture
- Mechanical Engineering/Mechatronics
- **Business and Management**
- Social Management/Social Work



Faculty of Business and Management

Total students winter term 2021/2022:	1268
Bachelor degree students:	1703
Master degree students:	369

We have a good supervisory relationship of 27.3:1
because of small course sizes so that professors and
academic staff can take excellent care of each student.

Faculty of Business and Management

Bachelor programmes

- Bachelor of Science **Business Administration** (also dual studies)
- Bachelor of Science **Marketing and International Business**
- Bachelor of Science **Small and medium sized enterprises (SME) Management**
- Bachelor of Science **Industrial Engineering**

Master programmes

- Master of Science **Business Management**
- Master of Science **Human Resource Management**
- Master of Science **Industrial Engineering**

Faculty of Business and Management

Modules/courses for Incomings:

All offered modules/courses for Incomings are taught in *English*

Language requirements for Incomings:

We recommend a level at least English B2, but we do not ask for an official Proficiency Language Test in English

For further Information about our faculty and its programmes:

<https://www.hs-koblenz.de/wirtschaft/international/incomings>

E-Mail: wiwi-international@hs-koblenz.de

Faculty of Business and Management

30 ECTS Certificate programmes for Incomings

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UNIVERSITY OF APPLIED SCIENCES
RheinMoselCampus

International Business (30 ECTS)



Certificate programme International Business:

In this general-orientated programme students gain insights into the basics of business administration and statistics as well as into the challenges for companies in the context of international business using practical examples. This 30 ECTS programme is for international students with low business studies experience. It is designed for bachelor degree students, but is also open to Master students.

An additional "German Language Course" can be selected in the Center of Communication Studies (CCS) and will be individually leveled from A1-C1. The lectures will determine the correct course for international students on arrival.

Components (5 ECTS each):

- Introduction to Business Administration (5 ECTS)
- Statistics (5 ECTS)
- International Business (10 ECTS)
- Finance & Investment I (5 ECTS)
- Business English I (5 ECTS)

The International Business programme has a restricted number of participants.

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Marketing (30 ECTS)



Certificate programme Marketing:

This programme is all about Marketing. From marketing research and target groups and their marketing behaviour to brand management and digital marketing.

It is highly recommended that students have completed some studies in management or the basics of marketing. The programme is designed for bachelor degree students, but it's also open for master degree students.

An additional "German Language Course" can be selected in the Center of Communication Studies (CCS) and will be individually leveled from A1-C1. The lectures will determine the correct course for international students on arrival.


Components (5 ECTS each):

- Marketing Basics (5 ECTS)
- Business English I (5 ECTS)
- Brand Management and Marketing Communications (10 ECTS)
- Marketing and Consumer Behaviour (10 ECTS)

The Marketing programme has a restricted number of participants.

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Intercultural Behaviour (30 ECTS)



Certificate programme Intercultural Behaviour:

The programme Intercultural Behaviour has been designed for students who are particularly interested in an intercultural working environment in their future jobs. Additionally there will be a management focus especially on international recruitment processes. There are options for both Bachelor and Master degree students.

An additional "German Language Course" can be selected in the Center of Communication Studies (CCS) and will be individually leveled from A1-C1. The lectures will determine the correct course for international students on arrival.

Components (5 ECTS each):

- Intercultural Communication (5 ECTS)
- Business English I (5 ECTS)
- Business English II – Presenting in English (5 ECTS)
- Business English III – International Recruitment Process (5 ECTS)
- Intercultural Management* (10 ECTS)

The Intercultural Behaviour programme has a restricted number of participants.

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1)



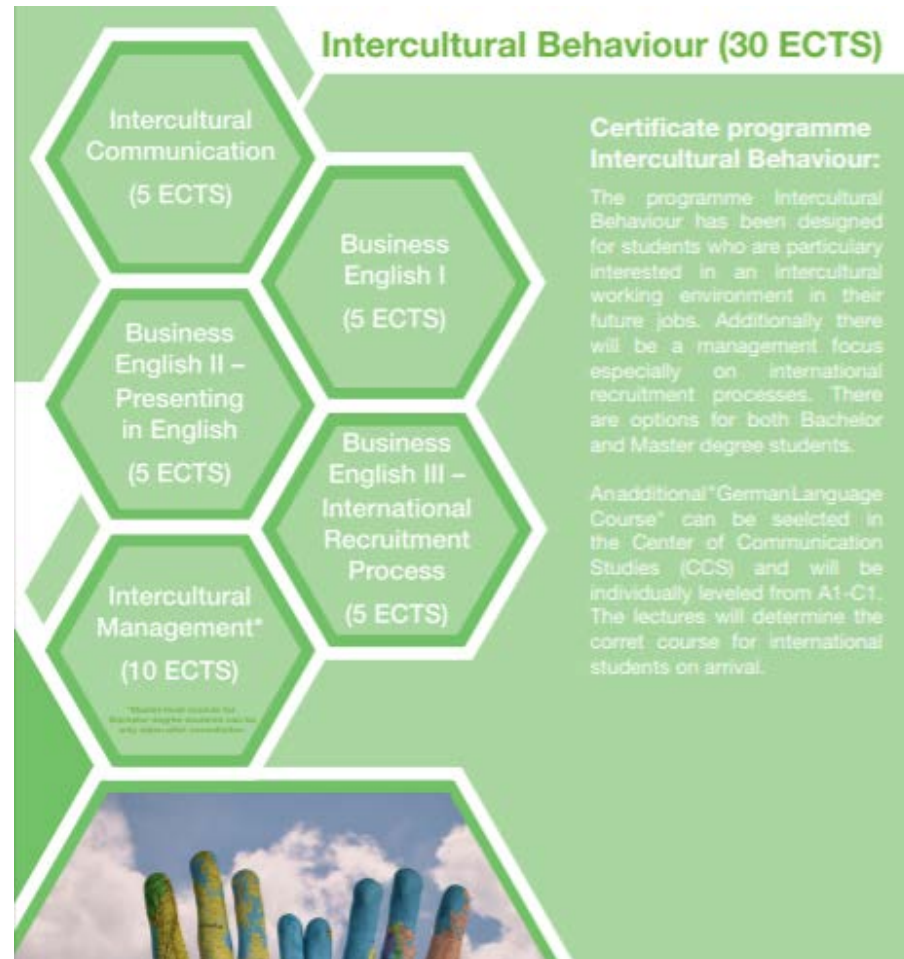
Faculty of Business and Management

2)



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3)



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„Mix and Match“ modules/courses for Incomings

Title	ECTS
International Business	10
Business English I	5
Presenting in English (BE II)	5
Intercultural Communications	5
Marketing Basics	5
Introduction to Business Administration	5
Corporate Management	5
Diversity in Marketing	5
Statistics	5

Faculty of Business and Management

„Mix and Match“ modules/courses for Incomings

Title	ECTS
Economics I	5
International Recruitment Process (BE III)	5
Finance and Investment I	5
Marketing and Consumer Behaviour	10
Strategic Management (Master)	6
Brand Management and Marketing Communications	10

Nomination and Application

Via International Office:

Deadlines:

- December 15 for the following summer semester (march-july)
- June 15 for the following winter semester (september-january)

Application:

<https://www.hs-koblenz.de/en/rmc/international-office/study-in-koblenz/exchange-program/your-application/>

E-Mail: incoming@hs-koblenz.de

Organization

Via International Office:

E-Mail: incoming@hs-koblenz.de

Exchange programme preparation:

<https://www.hs-koblenz.de/en/rmc/international-office/study-in-koblenz/exchange-program/>

- Rooms/Dormitories
- VISA and financial questions
- Orientation Week
- Buddy programme

Contact Information

Academic questions Faculty of Business and Management



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Come and study with us in beautiful Koblenz!



... because of

1) Unique landscape and discover wine from the Middle Rhine Valley - UNESCO-World Heritage



... because of

2) Beautiful architecture and impressive castles



... because of

3) History of Koblenz



... because of

4) Good experiences

“All the care that the university incoming's staff have for us. It's something that I really enjoyed. Because of that, the process to adapt is easier and enjoyable.”

“Koblenz is a place where you stay very close to two airports, so is very easy to move around Germany and Europe also.”

“Weihnachtsmarkt, is something very beautiful and fun. I've never seen something like that on Christmas eve.”

“Koblenz is a very beautiful city, and the people from there are very easygoing and nice to hang out with.”



Luis Filipe Mattos Campelo / PuC-Rio student
(former Incoming summer term 2020)

... because of

5) Our academia and certificates for Incomings



You're just one step away from your unique experience at UAS Koblenz!

Any questions?

Do not hesitate to ask any questions about the Faculty of Business and Management – we are happy to help you!

(E-Mail: wiwi-international@hs-koblenz.de)



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