



## **HNU Master**

HNU – Neu-Ulm University is a modern business school. Besides our successful education program on bachelor level we are also offering a Master's Program.

### **What are we offering?**

We are offering a three semester (if studied in full time) course. Successful candidates will receive 90 ECTS. Within the first half year we are offering subjects of a general management program. In the subsequent year the student may chose between several majors.

For participants with no higher education in business we are offering a preparatory semester (30 ECTS). It will start in fall each year. It is also suitable for people having an education with 180 ECTS only, because a European master requires 300 ECTS in total.

The lectures will be held in German or English. The HNU has many co operations with foreign university. Therefore it will be possible to receive a double degree. HNU is offering a 'Master of Science' degree.

### **What are the opportunities of the HNU Master?**

The successful student will be qualified for any top management job. We have many collaborations with the finest national and international companies. Besides theoretical courses the student will work in real business projects. Therefore the management career will start or better continue right after graduation.

Within the German public servant system our master will formally qualify for the highest level ("höherer Dienst", pay scale A13 or E13 and higher).

### **What are the necessary prerequisites?**

In minimum a bachelor's degree is required. However, it is not necessary to have a major in business or a related one. Candidates from science, engineering or general social sciences are very welcome. For them the preparatory semester will enable them to study successfully.

In order to receive the master's degree within three semesters the corresponding bachelor degree (or higher) must have at least 210 ECTS. For qualified business majors having 180 ECTS only, work experience outside the university may be honored for the missing 30 ECTS.

## **How to apply?**

The formal application procedure will be performed online only. Please use the link

[www.hs-neu-ulm.de/bewerbung](http://www.hs-neu-ulm.de/bewerbung)

The deadline for the fall term (preparatory semester) is June 15. For the spring term one must apply no later than January 15.

## **What costs are involved?**

The tuition is € 500 per semester. It maybe waived for qualified students. Housing is very affordable in the region of our university. Special student housing ("Studentenwohnheim") is also available though limited.

## **How to contact us?**

Our postal address is:

HNU –Neu-Ulm University  
Wileystraße 1  
89231 Neu-Ulm  
Germany

Phone: +49 731 9762-0

Web: [www.hs-neu-ulm.de](http://www.hs-neu-ulm.de)

Questions about the program's content may be directed to:

Professor Dr. Hermann Demmel  
[Hermann.demmel@hs-neu-ulm.de](mailto:Hermann.demmel@hs-neu-ulm.de)  
+49 731 9762-1406

For administrative questions the registrar's office should be contacted:

Hr. Wolf-Peter Maier  
[wolf-peter.maier@hs-neu-ulm.de](mailto:wolf-peter.maier@hs-neu-ulm.de)  
+49 731 9762-2000

## Subjects of preparatory semester

Module	Subjects
Business I	Cost calculation
	Accounting
	Finance and Investment
Business II	Organization
	Personnel Management
	Marketing
Economics	Economic policy
	Money, credit, currency
Electives	e.g. Business Law
	e.g. SAP
	e.g. ERP/Programming

## Subjects first Semester

Module	Subjects
Leading	Theory and Techniques of leading
	Business ethics
Business III	Planning and Logistics
	Corporate Taxation
Intercultural Communication	Intercultural Management
	Intercultural Competence
General Electives	e.g. Economic History
	e.g. Basic Philosophy
	e.g. Basic Psychology
Special Electives	e.g. Constitutive Decisions
	e.g. Decision Theory
	e.g. Business Simulation
	e.g. E-Business

## Subjects second and third Semester: Finance und Accounting Major

Module	Subjects
Controlling	Seminar
	Case Studies Controlling
Taxation	Seminar on Tax law
	Case Studies on Taxation
Accounting	Seminar
	International General Ledgers
	Corporate balance sheets
Finance	Seminar
	Financial Management
	Treasury
Master's Thesis	Master's Seminar
	Master's Thesis

**Subjects second and third semester:  
International Brand and Sale's Management Major**

<b>Module</b>	<b>Subjects</b>
Foreign language module	English for Studies in Marketing & Sales (not for English mother tongues)
Strategic Brand Management	Strategic Brand Management and Branding Tools
	Branding Seminar
	Branding Case Studies
Strategic Sales Management	Strategic Sales Management And Sales Tools
	Sales Seminar
	Sales Case Studies
Strategic Market Research	Strategic Market Research Management and Market Research Tools
	Market Research Seminar
	Market Research Case Studies
Conceptual Seminar	Market Research
	Brand Management
	Sales Management
Master's Thesis	Master's Seminar
	Master's Thesis

**Subjects second and third Semester: Information Management Major**

<b>Module</b>	<b>Subjects</b>
Business Process Management	Analysis and Modeling of Business Processes
	Business Processes by Industry (within Project)
IT-Applications	Enterprise Applications
	Information Integration and Integration Architectures
Business Intelligence and Management Information Systems	Data Warehousing and Management-Cockpits
	OLAP-Analysis and Data Mining
IT Law and Security	IT, Media and Copyright Law
	IT Security
Enterprise Application Engineering	Distributed Enterprise- und Web-Applications - Usability, GUI-Design and Software Engineering
	Quality assurance and Management
Consulting Methods	Methods and Tools
	Consulting Project
IT Service and Infrastructure Management	Platform and IT Infrastructure Management
	IT Service Management (ITIL)
IT Project Management	IT Project Management Seminar
IT Management and Controlling	IT Management
	IT Controlling
Master's Thesis	Master's Seminar
	Master's Thesis