



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Bachelor's degree



## Global E-Business

Heilbronn University of Applied Sciences • Schwäbisch Hall

### Overview

Degree	Bachelor of Arts in Global E-Business
Course location	Schwäbisch Hall
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	<p>All courses are held in English.</p> <p>For students with no German language proficiency, German as a foreign language courses are part of the curriculum.</p> <p>For students with German language proficiency, business English courses are part of the curriculum.</p>
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	7 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<p>Expected start of the programme: Winter semester 2025/26 (semester starts at the beginning of September 2025, lectures start at the end of September 2025)</p> <p>Regular programme duration: seven semesters</p>
Application deadline	<p>1 June 2025 for international students 15 July 2025 for German students</p>
Tuition fees per semester in EUR	Varied
Additional information on tuition fees	<p>In the state of Baden-Württemberg, international students who are not nationals of a European Union (EU) state or the European Economic Area (EEA) are required to pay tuition fees of 1,500 EUR per semester.</p> <p>Tuition fee waivers will be granted automatically to students from the EU and EEA, i.e. no tuition fees apply.</p>
Joint degree / double degree	No

Description/content

The Global E-Business programme at Hochschule Heilbronn, presented by the Faculty of Management and Sales at our Schwäbisch Hall Campus, offers a comprehensive exploration of the dynamic landscape of digital commerce and business administration. Tailored to both German and international students, this programme is conducted entirely in English, fostering a multicultural learning environment conducive to global perspectives.

Structured over a span of seven semesters, the curriculum is designed around three key pillars, each meticulously crafted to equip students with the skills and knowledge essential for success in the digital age. The initial two semesters are dedicated to General Management, laying a robust foundation in fundamental business principles and practices.

Subsequently, students delve into the intricacies of General Sales Management, where they learn to navigate the complexities of modern sales strategies and techniques. This phase is complemented by a specialised focus on Sales Management in E-Business, delving into the unique challenges and opportunities presented by the digital realm.

At the heart of the programme lies a deep exploration of digital transformation, digital business models, digital marketing, e-commerce, and e-business. Throughout the programme, students engage in case studies and industry projects, facilitated by our esteemed faculty comprising seasoned academics and industry experts. Moreover, guest lectures, workshops, and industry visits provide invaluable real-world insights, fostering a holistic learning experience.

In addition to the core curriculum, students have the opportunity to enhance their linguistic proficiency through courses in German as a Foreign Language. These courses, ranging from level A1 to level C, are integrated into the programme to support international students in acclimating to the German language and culture, further enriching their academic experience and facilitating seamless integration into the local community.

In the fourth semester, students embark on an industry internship, providing them with invaluable real-world experience and the opportunity to apply their knowledge and skills in a professional setting. This hands-on experience enhances their understanding of industry practices and fosters crucial networking opportunities.

Upon completion of the Global E-Business programme, graduates emerge as adept leaders equipped to navigate the ever-evolving landscape of digital commerce with confidence and proficiency. Whether pursuing careers in multinational corporations, start-ups, or entrepreneurial ventures, they are poised to drive impactful change and thrive in the digital economy.

Situated in Schwäbisch Hall, our campus benefits from proximity to a thriving industrial sector, offering abundant employment opportunities during and after studies. The region boasts a strong presence in various industries, including manufacturing, technology, and services, providing students with access to internships, part-time employment, and potential career paths upon graduation.

Join us at the Schwäbisch Hall Campus of Hochschule Heilbronn, and embark on a transformative journey towards becoming a visionary leader in the realm of global e-business. Unlock your potential, shape the future, and make your mark in the digital world.

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## Course Details

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Course organisation

Three main pillars of the programme:

- General Management (up to ~70 ECTS in basic study programme in semesters one through two)
- General Sales Management (up to ~40 ECTS in advanced study programme in semesters three through seven)
- Special Sales Management (up to ~55 ECTS in advanced study programme in semesters three through seven)

Elective courses:

- German as a Foreign Language for students with no German language proficiency (35 ECTS in semesters one through seven, from A2 to C1)
- Courses deepening understanding for global e-business for students with German language proficiency (35 ECTS in semesters one through seven)

Mandatory practical study semester/internship, planned for semester five (~30 ECTS)

Bachelor's thesis in semester seven (~12 ECTS)

<b>A Diploma supplement will be issued</b>	Yes
<b>Integrated internships</b>	An internship is required and planned for the fifth semester.
<b>Course-specific, integrated German language courses</b>	Yes
<b>Course-specific, integrated English language courses</b>	Yes

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	1,500 EUR
<b>Additional information on tuition fees</b>	<p>In the state of Baden-Württemberg, international students who are not nationals of a European Union (EU) state or the European Economic Area (EEA) are required to pay tuition fees of 1,500 EUR per semester.</p> <p>Tuition fee waivers will be granted automatically to students from the EU and EEA, i.e. no tuition fees apply.</p>
<b>Semester contribution</b>	164 EUR per semester
<b>Costs of living</b>	The cost of living for a student is about 800 EUR to 1,000 EUR per month.
<b>Funding opportunities within the university</b>	Yes
<b>Description of the above-mentioned funding opportunities within the university</b>	<p>There are various scholarships that provide financial aid:</p> <ul style="list-style-type: none"> <li>• Deutschlandstipendium</li> <li>• Scholarships exclusively for students of Heilbronn University</li> </ul> <p>For more information, see: <a href="https://www.hs-heilbronn.de/en/scholarships">https://www.hs-heilbronn.de/en/scholarships</a></p>

## Requirements / Registration

**Academic admission requirements**

Academic admission requirements can be found here: <https://www.hs-heilbronn.de/en/bachelor-application>.

For applicants not holding a German higher education entrance qualification: Please note that the first step in applying to HHN is to get your international certificate of qualification recognised by the **Studienkolleg – Center for International Students**. Please ensure enough time for this before the application deadline at Heilbronn University!

**Language requirements**

Language requirements can be found here: <https://www.hs-heilbronn.de/en/bachelor-application>.

**Application deadline**

1 June 2025 for international students  
15 July 2025 for German students

**Submit application to**

All information for the application and the different steps are explained on this website: <https://www.hs-heilbronn.de/en/bachelor-application>.

## Services

**Possibility of finding part-time employment**

The Office of Student Services has set up a job database for part-time jobs.

The job portal of the Career Service of Heilbronn University of Applied Sciences will provide you with information about current job vacancies, internships, student jobs, and final thesis jobs. [For more information, click here.](#)

**Accommodation**

There are several halls of residence in Heilbronn, and the Office of Student Services of Heilbronn University of Applied Sciences offers a special database for finding accommodation. This database will provide you with a list of commission-free rooms available on the private housing market. [For more information, click here.](#)

**Career advisory service**

The International Career Service assists international students at Heilbronn University in launching their careers in Germany. We provide assistance in navigating the German job market and support in the application process, whether for internships, part-time positions, or career entry after completing your studies. For more information, see: <https://www.hs-heilbronn.de/en/international-career-service>

**Support for international students and doctoral candidates**

- Welcome event
- Buddy programme
- Cultural and linguistic preparation
- Help with finding accommodation
- Support with registration procedures

**General services and support for international students and doctoral candidates**

The International Student Support Service assists international degree-seeking students at Heilbronn University of Applied Sciences.

**Services for international students:**

- Pre-arrival support
- Consultancy on formalities after arrival
- Individual assistance with personal questions
- Advice on other suitable programmes and services on campus

Contact: [international-student-support@hs-heilbronn.de](mailto:international-student-support@hs-heilbronn.de)

For more information, see: <https://www.hs-heilbronn.de/en/international-student-support>

# — Heilbronn University of Applied Sciences —



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Heilbronn University of Applied Sciences offers study programmes in engineering, business, and informatics and is located in one of Germany's leading economic and commercial regions. It is close to metropolitan cities and cultural centres such as Stuttgart, Mannheim, and Heidelberg. Known for its commitment to teaching, learning, and research, the university has campuses located across the Neckar region in Heilbronn, Künzelsau, and Schwäbisch Hall. Heilbronn University is very well connected and linked to over 220 reputable international universities all around the world, so students can also gain intercultural experience while, at the same time, improving their language skills.



## University location

The university has campuses located in Heilbronn, Künzelsau, and Schwäbisch Hall.

### **Heilbronn**

With over 120,000 inhabitants, Heilbronn is a fascinating city and great for student life. It boasts a long and intriguing history and has evolved into an exciting, lively city with a diverse cultural scene. The city pulsates with activity, offering a large number of cafés, beer gardens, and pubs. For active students, numerous sports clubs, public parks, and the banks of the Neckar River provide ample opportunities for jogging, walking, cycling, inline skating, and more.

### **Künzelsau**

Künzelsau is situated in a region with established hidden champions, global players, and leading companies in global markets. In this diverse landscape, you will find numerous recreational activities and cultural events.

### **Schwäbisch Hall**

Schwäbisch Hall is a city known for its family-friendly environment, medieval flair, high quality of life and work, and an arts and culture programme with supra-regional importance. It is a hospitable and cosmopolitan city where tradition and innovation blend excellently.

# Contact

## Heilbronn University of Applied Sciences

Faculty Management and Sales

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74074 Heilbronn

✉ [geb@hs-heilbronn.de](mailto:geb@hs-heilbronn.de)

🌐 Course website: <https://www.hs-heilbronn.de/en/faculty-mv>

📘 <https://www.facebook.com/hochschule.heilbronn>

🌐 <https://de.linkedin.com/school/hochschule-heilbronn---hochschule-f%C3%BCr-technik-wirtschaft-und-informatik/>

📷 [https://www.instagram.com/campus\\_sha](https://www.instagram.com/campus_sha)

📺 <https://www.youtube.com/user/HochschuleHeilbronn>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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German Academic Exchange Service

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[www.daad.de](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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