Welcome to the
School of
International Business

Information for Exchange Students

www.zibp-sib.hs-bremen.de
Welcome from the Vice Rector and the Deans

The Bremen University of Applied Sciences is a fully accredited state institution of higher education with a distinct track record in the internationalisation of its academic programmes. The School of International Business (SiB) is the largest faculty at our institution. We strongly believe in the value of internationalising business education by sending our students abroad and by hosting international students on our campus. Most of our students complete at least one academic semester or an internship abroad, and in return we attract a large number of international students to our university. To support our international activities we have developed an extensive network of exchange relationships with partner institutions throughout the world.

If you are looking for a truly multi-cultural learning environment, take a closer look at the SiB at the Bremen University of Applied Sciences. We may well be just the right place for you to add an invaluable international qualification to your credentials.

We look forward to welcoming you at the SiB.
University Campuses

Main Campus
Neustadtswall
International Office

International Graduate Center
Süderstraße

Campus Werderstraße
School of International Business

Campus at the Airport
Flughafenallee
“Science in the City” - Offering attractive opportunities for university study in a central urban setting

Located in the heart of Bremen, the University of Applied Sciences offers a wide range of degree courses that incorporate both, our long academic tradition dating back as far as 1799, and our emphasis on innovation and preparing students for the current requirements of today’s working world.

The total number of students enrolled at Bremen University of Applied Sciences is about 8,000. Students can choose from 64, mostly international degree courses. In more than half of these courses, students are required to complete an academic semester or an internship abroad. With its high number of international degree courses, Bremen University of Applied Sciences ranks among the leading universities in Germany in terms of its degree of internationalisation.

Linking cultures - Exchange students meet at our campus

This international focus is characterised by the high student and faculty exchange mobility, the integrated international perspective in the design of the curricula, as well as by the active and long standing cooperation with our 300 partner universities worldwide. Bremen University of Applied Sciences is fully accredited academically and conforms to common international standards such as the European Credit Transfer System (ECTS), allowing for the completion of individual modules (classes) abroad and the easy transfer of academic credits back to the home institution. Beyond this, our innovative curricula and the complete adoption of the bachelor’s and master’s structure ensure that our graduates enjoy excellent job prospects, domestically as well as internationally.
Bremen University of Applied Sciences is characterised by its focus on teaching, applied studies and research, development and design, as well as continuing education. With its more than 40 research institutes engaged in interdisciplinary knowledge transfer, the university has made a strong name for itself as a competent partner of small- and medium-sized companies. Our students benefit enormously from our emphasis on applied studies, our international orientation and the many diverse opportunities for joint projects with businesses and organisations.

Numerous awards

Bremen University of Applied Sciences has been honoured for its excellence in higher education with a number of awards. In 2000 we were recognised at the national level with the "best practice" award for our focus on the internationalisation of our programmes. In 2000 and in 2001, respectively, we were recognised for our International Marketing and as a Reform University of Applied Sciences. We won a prize for our Environmental Management Systems in 2003, and in 2004 we were awarded the European Quality Seal ERASMUS / SOKRATES. And, most recently, we were honoured as a "Family Friendly University of Applied Sciences" in 2005.
SiB - School of International Business

With more than 3,000 students, SiB is the largest faculty at Bremen University of Applied Sciences.

The School of International Business attracts students from all over the world and from an ever increasing number of different countries, creating a truly multicultural and global campus atmosphere. Our exchange students represent the countries highlighted on this world map.

While we believe in the solid grounding of our students in the theories and methods of business, management, economics, statistics and law, in our teaching approach we also put a strong emphasis on applied studies and the practical application of knowledge in the real working world. Most of our courses are taught in German. Exchange students are strongly encouraged to attend these courses if they have the appropriate language proficiency in German. As part of our effort to internationalise our curriculum and to also be more attractive for international students from all over the world, SiB currently offers more than 50 courses taught in English. These courses cover the whole range of the core areas of business, management and economics and serve as a key element in our exchange relationships.
SiB offers eleven programmes leading to a bachelor’s degree and nine programmes leading to a master’s degree.

The different programmes of SiB are defined with regard to their major emphasis areas. In the area of general management with a strong international focus we offer four bachelor’s programmes:

- Global Management (ISGM)
- Tourism Management (ISTM)
- Applied Business Languages & International Management (AWS)
- Business Studies / International Management (BIM)

The areas of accounting, finance, taxation, business law, logistics, retail trade, economics and public administration are represented by the following programmes:

- Business Studies (BW)    - Business Administration & Engineering (ISWI)
- European Finance & Accounting (EFA)    - Economics (ISVW)
- Trade & Retail Management (MiH)    - Business & Public Administration (ESWV)
- Dual Degree Business Studies & Vocational Training (DSBW)

Within most of these programmes, our students are required to successfully complete one semester or one year abroad at a partner university of their choice. Some of the programmes have actually been designed as dual degree programmes, with students receiving both, their degree from Bremen and the degree from the partner institution abroad. Please find further information on our master’s programmes at www.hs-bremen.de.
"My experience at Hochschule Bremen was nothing short of gracious, exciting and educative. With its unique, culturally and historically endowed location, Germany - which is at Europe's heartland, more or less - offered me a very competent international environment for both learning and living... an auspicious home away from home."

"Bremen is awesome! The people, the place the things one can do. The Hochschule has taught me so many things and it has also given me the opportunity to know people whom I now call friends... There is no question about it: I would do it again !!!"

"It is always great to have exchange students on campus – it gives the Hochschule its international flair. We have got the unique opportunity to make friends from all over the world and to get to know different cultures, which gives us a good preparation for our year abroad. Classes become more interesting as culturally diverse points of view have to be taken into account. Aspects of every day life that are so normal to us living in Germany suddenly become something exceptional and exciting."
### Summer Term

**Level: 1st Year of Studies**
- Macroeconomics

**Level: 2nd Year of Studies**
- Controlling
- Cross Cultural Management
- Cross Cultural Training
- Management
- Cultural Sciences/Intercultural Management
- International Marketing
- International Tourism Management
- Personnel Management & Organisational Behaviour
- European Law
- Marketing
- Economics
- European Management
- International & Transnational Relations
- Politics in the European Union
- European Political Economy
- Political Systems of the World
- Political Systems in Europe

**Level: 4th Year of Studies**
- Global Business
- Diversity Management
- International Controlling & External Accounting
- International Business Finance & Internal Accounting
- International Industrial Marketing
- Innovation Management
- Prerequisites: Marketing Basics
- Planning & Reporting (Business Game)
- Global Logistics / Operations Management
- European Regional & Structural Policy
- Global Marketing
- Risk Management
- Economic Research Methods
- Corporate Finance

**Additional Subjects for International Students only**
- Fundamentals of Investment Appraisal
- Introduction to Corporate Finance
- European Integration in the Age of Globalisation

**Weekend Seminars for Exchange Students**
- An Introduction to the European Union
- An Introduction to Germany: History, Culture and Politics
- How to Apply for an Internship in Germany
- Training in Intercultural Communication

### Winter Term

**Level: 1st Year of Studies**
- European Law
- Cross Cultural Communication
- European Politics
- International Business
- International Business Law
- European Integration
- Principles of International Economics

**Level: 2nd Year of Studies**
- Strategic Management and International Business Relations
- Dimensions of International Business
- International Accounting
- Project Management
- International Marketing
- Strategic Management
- Business Ethics
- Business Simulation
- Cross-Cultural Training
- Operations Management
- Information Management in Tourism
- Supply Chain Management
- Regional Economics: Competition Sector & Special Analysis
- International Economic Integration
- Foreign Trade & Investment Policies
- Economic Country Analysis
- International Management
- Cross-Cultural Communication
- International External Auditing

**Level: 3rd Year of Studies**
- International Management

**Additional Subjects for Exchange Students**
- Introduction to Corporate Finance
- International Relations
- Business Simulation Game
- Academic Research Writing based on facts about Germany

**Other Faculties**
- Democracy: Theory and Empirical Knowledge
- International Organisations and Regime
- North-South Conflict
- Globalisation-Localisation-Glocalisation
- Natural Eco Tourism

**Rhetoric & Presentation Skills**
- Research Methods & Academic Writing
- Openness, Creativity and Perception

Course descriptions: www.zibp-sib.hs-bremen.de/courses
General Information

Semester dates & schedule

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<th>Summer Term</th>
<th>Winter Term</th>
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<td>Application Deadline</td>
<td>15 January</td>
<td>1 June</td>
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<td>Lectures</td>
<td>March to July</td>
<td>October to February</td>
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The final schedule will not be available before the start of each term, so your course selection will be done after your arrival in Bremen.

Note: Be certain to consider the given term dates in making your travel arrangements, as exams only take place at the end of a term. Additional exams cannot be arranged for students leaving Bremen before the indicated exam dates.

Costs per month

- Accommodation       ca. 280 €
- Living expenses     ca. 300 €
- Health insurance    ca.  60 €
- Study material      ca.  30 €
- Semesterticket* and Registration Fees ca.  30 €
* Public transport in Bremen and neighbouring areas ca. 700 €

Support & Buddy Programme

After your arrival in Bremen please come and see your contact person (pages 14 & 15) at Campus Werderstraße where you will get information about courses and general advising for your exchange semester. Furthermore, in our Buddy Programme SiB students give orientation and guidance for your first steps in Bremen and at our university.
Language courses & English weekend seminars

German courses (6 credits) and other language courses (3 or 6 credits) are organised for all students from partner universities. These courses are subject to a charge of 80 or 160 € depending on course duration.

Several special weekend seminars on general topics, taught in English, are available for exchange students.

Please contact: Kirstin.Reil@hs-bremen.de, Phone: +49 (0)421-5905 4165. Further information: www.fremdsprachenplus.hs-bremen.de.

Further information about Bremen and Germany

www.bremen-tourism.de/Welcome.html
www.tatsachen-ueber-deutschland.de (English version)
International Office - Services

Accommodation & Newcomer Service

The International Office located at the Main Campus provides services related to your study abroad and will find appropriate accommodation in Bremen for you. This will either be in a dormitory (limited capacity) or with a family.

Each semester the International Office organises a one-week comprehensive programme (Newcomer Service) for the new arrivals from abroad and provides them with all necessary information on administrative matters, health insurance, registration, student ID and "Semesterticket" for public transportation.

Adopt-a-Student Programme

Families in Bremen extend invitations to exchange students to join them for leisure and cultural activities.

Activity Programme

Throughout the semester there are numerous activities, such as welcome party, sightseeing tour in Bremen, trips to Berlin and other destinations, BBQ, various get-togethers, farewell party, etc.

For these services and programmes please contact:
Andrea.Thode@hs-bremen.de, Phone: +49 (0)421-5905 2148 or Christiane.Sgonina@hs-bremen.de, Phone: +49 (0)421-5905 2160.
Discover Bremen

Bremen University of Applied Sciences is situated in the heart of Bremen. A five-minute walk brings you to the picturesque city centre with its impressive market square, the Cathedral of St. Petri and the town hall, which was included World Cultural Heritage by the UNESCO in 2004.

The Free Hanseatic City of Bremen has more than 1,200 years of tradition as a port and trading city and is a bustling, cosmopolitan and multicultural city - with a population of over 540,000. Bremen is one of Germany’s major foreign trade and industrial centres and it also earned the distinction of being the “City of Science 2005”. Bremen is a truly green city with its many magnificent parks, gardens and open spaces. The Rhododendron Park has more than 680 rhododendron varieties and around 1,000 other varieties of plants. Due to its proximity and topography, the city is a paradise for cyclists. Everybody is a cyclist in Bremen - from students to executives. Museums, art exhibitions, theatres, football, festivals, concerts, opera and ballet provide Bremen with an abundance of cultural events. A wide variety of cafés, bars, pubs, restaurants, clubs and discos make Bremen an inviting place to go out and enjoy life.
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Seja bem-vindo!  Bienvenido!  Herzlich Willkommen!  欢迎光临!  Mile widziany!  Haartelijk welkom!