HEILBRONN UNIVERSITY
OF APPLIED SCIENCES

CONVENIENCE TRANSLATION

Only the German language version is legally binding

The following Study and Examination Regulations were reviewed and adopted at the 466th meeting of the Senate on 20.05.2026.

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Study and Examination Regulations
Bachelor's Degree Program
International Business (IB-BCN)
Heilbronn University of Applied Sciences

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1 Foundations

1.1 Determination of the Overall Scope

The total scope of the courses required for the successful completion of the program in the compulsory and elective areas amounts to 136 semester contact hours and leads to the acquisition of 210 ECTS credits.

1.2 Structure of the Program

The standard period of study is seven semesters. The compulsory courses required for successful completion of the program and the associated examination requirements and examinations are divided into the basic study period (para. 2), the compulsory courses in the main study period (para. 3), and the elective special study content (para. 4). The courses are assigned to individual Modules and awarded ECTS credits.

1.3 Study "Tracks" of the Program

The International Business – English (IB-E) program addresses two target groups of applicants, who are offered specific study tracks:

1. International Degree Seeking Students, who wish to improve their chances on the German job market by obtaining an academic degree. The "German Track" is designed for this target group and offers specially adapted course content, such as introductory and advanced German language skills.
2. Students who have native-level German language skills or at least level B2 of the Common European Framework of Reference for Languages (CEFR) and are seeking a strongly internationally oriented course of study. The "International Track" is intended for these students.

The assignment of applicants to the appropriate tracks is based on the following criteria:

1. Applicants with a university entrance qualification obtained in Germany or Austria are generally assigned to the International Track.
2. International applicants who can demonstrate German language skills at least at B2 level and have successfully completed a qualification interview after receiving admission will also be assigned to the International Track. Proof of language proficiency must be provided in accordance with the admission regulations.
3. International applicants who do not meet the above requirements have access to the German Track.

In justified exceptional cases, students may at request change tracks. This requires the approval of the relevant dean of studies. The request must be made in writing and must be justified accordingly.

1.4 Languages of Instruction

Notwithstanding § 3 (5) of the SPO AT, all courses are held in English. Exceptions to this are the lectures in German, Arabic, French, Russian, and Spanish language courses, which are held in the respective language and in English.

1.5 Semester Abroad

Students in the International Track are required to spend at least one semester abroad. This can be either a practical and/or theoretical semester. Students in the German Track also have the option of completing their practical and/or theoretical semester abroad in a German-speaking country. As a rule, students can only begin their semester abroad after completing their basic studies.

In justified individual cases, the examination board of the Faculty of International Business may approve exceptions to the regulations set out here upon written request from a student. The request must be made in writing and the student making the request must provide comprehensible reasons.

1.6 Examination Board

The responsible examination board is the examination board of the Faculty International Business.

1.7 Degree Awarded

Heilbronn University of Applied Sciences awards the academic degree Bachelor of Types, abbreviated B.A., upon successful completion of the bachelor exam.

2 Basic Studies

2.1 Subjects

Table 1: Semester 1

Semester 1							
Module	**Number**	**Module and Lecture**		**Examination**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Duration**		
G1	**750010**	**Introduction to Business Administration**					
G1.1	750011	Business Administration	V+Ü	PK	90	2	5
G1.2	750012	Marketing	V+Ü			2	
G2	**750020**	**Intercultural Business and Human Resource Management**					
G2.1	750021	Human Resource Management	V+Ü	PK	90	2	5
G2.2	750022	Intercultural Business	V+Ü			2	
G3	**750030**	**Statistics and Data Skills**					
G3.1	750031	Statistics and Data Skills	V+Ü	LK	90	4	5
G4	**750040**	**Introduction to Accounting**					
G4.1	750041	Financial Accounting	V+Ü	LK	120	4	5
G9		**Foreign Language I**[1, 3]					
G9.1		See Tables 15-18	See Tab. 15-18			4	5
G11		**Foreign Language II**[2, 3]					
G11.1		See Tables 20-21, 23, 25-26, 28-29, 31-32	See Tab. 20-21, 23, 25-26, 28-29, 31-32			4	5
SUM						**24**	**30**

[1] Elective language profile (see Special Course Content under 4.2)
[2] Elective regional focus (see Special Course Content under 4.3)
[3] Students are placed in different language levels based on a placement test at the beginning of the first semester. Students will be informed of the date of this placement test.

Table 2: Semester 2

Semester 2							
Module	**Number**	**Module and Lecture**		**Exam**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Duration**		
G5	**750050**	**Introduction to Economics**					
G5.1	750051	Introduction to Economics	V+Ü	LK	120	4	5
G6	**750060**	**Cost Accounting and Finance**					
G6.1	750061	Cost Accounting	V+Ü	PK	120	2	5
G6.2	750062	Financial Management	V+Ü			2	
G7	**750070**	**Basic Studies in Law**					
G7.1	750071	Basic Studies in Law	V+Ü	SK	120	4	5
G8	**750080**	**Academic Research and Writing**					
G8.1	750081	Introduction to Academic Research and Writing	S	LR		2	5
G10		**Foreign Language I**[1]					
G10.1		See Tables 15-18	See Tab. 15-18			4	5
G12		**Foreign Language II**[2]					
G12.1		See Tables 20-21, 23, 25-26, 28-29, 31-32	See Tab. 20-21, 23, 25-26, 28-29, 31-32			4	5
SUM						**24**	**30**
TOTAL SUM BASIC STUDIES						**48**	**60**

[1] Elective language profile (see Special Course Content under 4.2)
[2] Elective regional focus (see Special Course Content under 4.3)

Table 3: Module examinations and Modules

Examination		Prerequisite		Weight of individual exams	Weight of Module
Number	**Title**	**Nr.**	**Title**		
750010	**Module exam Introduction to Business Administration (Module G1)**				
750010	G1.1 Business Administration			5	5
	G1.2 Marketing				
750020	**Module exam Intercultural Business and Human Resource Management (Module G2)**				
750020	G2.1 Human Resource Management			5	5
	G2.2 Intercultural Business				
750030	**Module exam Statistics and Data Skills (Module G3)**				
750031	G3.1 Statistics and Data Skills			5	5
750040	**Module exam Introduction to Accounting (Module G4)**				
750041	G4.1 Financial Accounting			5	5
750050	**Module exam Introduction to Economics (Module G5)**				
750051	G5.1 Introduction to Economics			5	5
750060	**Module exam Cost Accounting and Finance (Module G6)**				
750060	G6.1 Cost Accounting			5	5
	G6.2 Financial Management				
750070	**Module exam Basic Studies in Law (Module G7)**				
750071			G7.1 Basic Studies in Law	0	0
750080	**Module exam Academic Research and Writing (Module G8)**				
750081	G8.1 Introduction to Academic Research and Writing			5	5
	Module exam Foreign Language I (Module G9)				
	G9.1 Exam as selected according to Section 4.2			5	5
	Module exam Foreign Language I (Module 10)				
	G10.1 Exam as selected according to Section 4.2			5	5
	Module exam Foreign Language II (Module G11)				
	G11.1 Exam as selected according to Section 4.3			5	5
	Module exam Foreign Language II (Module G12)				
	G12.1 Exam as selected according to Section 4.3			5	5
SUM					**55**

2.2 Provisions concerning the bachelor preliminary exam

The certificate econcerning the successful completion of the bachelor preliminary exam contains the Module grades of all Module exams listed in Table 3. The weighting is based on the weights listed in Table 3. The total grade of the bachelor preliminary exam is calculated as the weighted arithmetic mean of all Module grades. The weights from Table 3 (right column) are used in the process. All examinations and prerequisites of the basic studies must have been completed for the issuance of the confirmation of the successful completion of the bachelor preliminary exam according to § 22 to take place.

3 Main studies

3.1 Subjects

Table 4: Semester 3

Semester 3							
Module	**Number**	**Module and Lecture**		**Exam**		**SWH**	**ECTS**
		Title	**Type**	**type**	**Duration**		
H1	**750110**	**Advanced Accounting**					
H1.1	750111	Management Accounting	V+Ü	PK	120	2	5
H1.2	750112	Advanced Financial Accounting	V+Ü			2	
H2	**750120**	**Management**					
H2.1	750121	Management	V+Ü	LK	120	4	5
H3	**750130**	**Economics**					
		See Table 10	See Tab. 10			2	2,5
		See Table 10	See Tab. 10			2	2,5
H4	**750140**	**Applied Data Science**					
H4.1	750141	Applied Data Science	V+Ü	LKBR		4	5
H11		**Cultural and Economic Area Studies**[2]					
H11.1		See Tables 19, 22, 24, 27, 30	See Tab. 19, 22, 24, 27, 30			4	5
H14		**Foreign Language II**[2]					
H14.1		See Tables 20-21, 23, 25-26, 28-29, 31-32	See Tab. 20-21, 23, 25-26, 28-29, 31-32			4	5
SUM						**24**	**30**

[2] Elective regional focus (see Special Course Content under 4.3)

Table 5: Semester 4

Semester 4							
Module	**Number**	**Module and Lecture**		**Exam**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Dura-tion**		
H5	**750150**	**Advanced Studies in Law and International Relations**					
H5.1	750151	Advanced Studies in Law	V+Ü	LK	90	2	2,5
H5.2	750152	International Law and Relations	V+Ü	PR		2	2,5
H12		**Intercultural Communication and Management**[2]					
H12.1		See Table 19, 22, 24, 27, 30	See Tab. 19, 22, 24, 27, 30			4	5
H15		**Foreign Language II**[2]					
H15.1		See Table 20-21, 23, 25-26, 28-29, 31-32	See Tab. 20-21, 23, 25-26, 28-29, 31-32			4	5
T		**Major Elective in Business Administration**[4]					
		See Tables 11-14	See Tab. 11-14			4	5
			See Tab. 11-14			2	2,5
			See Tab. 11-14			2	2,5
T		**Minor Elective in Business Administration**[4]					
		See Tables 11-14	See Tab. 11-14			4	5
SUM						**24**	**30**

[2] Elective regional focus (see Special Course Content under 4.3)
[4] Elective specialization (see Special Course Content under 4.1)

Table 6: Semester 5

Semester 5							
Module	**Number**	**Module and Lecture**		**Examination**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Duration**		
P	**750510**	**Internship**					
P1	750511	Internship		-		-	25
P2	750512	Internship Seminar	S	SR		2	5
SUM						**2**	**30**

Tabelle 7: Semester 6

Semester 6							
Module	**Number**	**Module and Lecture**		**Exam**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Duration**		
H6	**750160**	**Business Seminar**					
H6.1	750161	Business Seminar	S	LR		4	5
H7	**750170**	**Applied AI and Digital Business**					
H7.1	750171	AI for Business Applications	V+Ü	PK	120	2	5
H7.2	750172	Digital Business	V+Ü			2	
H13		**Foreign Language I**[1]					
H13.1		See Tables 15-18	SP	See Tab. 15-18		4	5
T		**Major Elective in Business Administration**[4]					
		See Tables 11-14	See Tab. 11-14			2	2,5
			See Tab. 11-14			2	2,5
			S	See Tab. 11-14		4	5
T		**Minor Elective in Business Administration**[4]					
		See Tables 11-14	See Tab. 11-14			2	2,5
			See Tab. 11-14			2	2,5
SUM						**24**	**30**

[1] Elective language profile (see Special Course Content under 4.2)
[4] Elective specialization (see Special Course Content under 4.1)

Tabelle 8: Semester 7

Semester 7							
Module	**Number**	**Module and Lecture**		**Exam**		**SWH**	**ECTS**
		Title	**Type**	**Type**	**Duration**		
H8	**750180**	**Business Simulation**					
H8.1	750181	Business Simulation	PS	LR		4	5
H9	**750190**	**Corporate Social Responsibility**					
H9.1	750191	Business Ethics	V+Ü	PK	120	2	5
H9.2	750192	Corporate Sustainability	V+Ü			2	
H10	**750500**	**Leadership and Communication**					
H10.1	750501	Leadership and Communication	V+Ü	LA		4	5
Z	**750520**	**Bachelor Thesis**					
Z1	750521	Bachelor Thesis		PB	-	-	12
Z2	750522	Thesis Seminar	S	SR		2	3
SUM						**14**	**30**
TOTAL SUM MAIN STUDIES						**88**	**150**

Tabelle 9: Module Exams and Modules

Exam		Weight of the individual exams	Weight of the module
Nr.	**Title**		
750110	**Module Exam Advanced Accounting (Module H1)**		
750110	H1.1 Management Accounting	5	5
	H1.2 Advanced Financial Accounting		
750120	**Module Exam Management (Module H2)**		
750121	H2.1 Management	5	5
750130	**Module Exam Economics (Module H3)**		
	Exam performance as selected according to Table 10	2,5	5
	Exam performance as selected according to Table 10	2,5	
750140	**Module Exam Applied Data Science (Module H4)**		
750141	H4.1 Applied Data Science	5	5
750150	**Module Exam Advanced Studies in Law and International Relations (Module H5)**		
750151	H5.1 Advanced Studies in Law	2,5	5
750152	H5.2 International Law and Relations	2,5	
750160	**Module Exam Business Seminar (Module H6)**		
750161	H6.1 Business Seminar	5	5
750170	**Module Exam Applied AI and Digital Business (Module H7)**		
750170	H7.1 AI for Business Applications	5	5
	H7.2 Digital Business		
750180	**Module Exam Business Simulation (Module H8)**		
750181	H8.1 Business Simulation	5	5
750190	**Module Exam Corporate Social Responsibility (Module H9)**		
750190	H9.1 Business Ethics	5	5
	H9.2 Corporate Sustainability		
750500	**Module Exam Leadership and Communication (Module H10)**		
750501	H10.1 Leadership and Communication	5	5
	Module Exam Cultural and Economic Area Studies (Module H11)		
	H11.1 Exam performance as selected according to Section 4.3	Weights based on ECTS	5
	Module Exam Intercultural Communication and Management (Module H12)		
	H12.1 Exam performance as selected according to Section 4.3	Weights based on ECTS	5
	Module Exam Foreign Language I (Module H13)		
	H13.1 Exam performance as selected according to Section 4.2	Weights based on ECTS	5
	Module Exam Foreign Language II (Module H14)		
	H14.1 Exam performance as selected according to Section 4.3	Weights based on ECTS	5
	Module Exam Foreign Language II (Module H15)		
	H15.1 Exam performance as selected according to Section 4.3	Weights based on ECTS	5
	Module Exam Major Elective in Business Administration (Module T)		

	Exam performance as selected according to Section 4.1	Weights based on ECTS	20
	Module Exam Minor Elective in Business Administration (Module T)		
	Exam performance as selected according to Section 4.1	Weights based on ECTS	10
750520	**Module Exam Bachelor Thesis (Module Z)**		
750521	Z1 Bachelor Thesis	15	15
750522	Z2 Thesis Seminar	0	
SUM			**120**

From Module H3 (Table 10) two lectures must be selected in the 3. semester.

Tabelle 10: Economics (3. Semester)

Module	Number	Module and Lecture		Exam		SWH	ECTS
		Title	Type	Type	Duration		
H3	**750130**	**Economics**					
H3.1	750131	Microeconomics	V+Ü	(LK)	(90)	(2)	(2,5)
H3.2	750132	Macroeconomics	V+Ü	(LK)	(90)	(2)	(2,5)
H3.3	750133	International Economics	V+Ü	(LKBK)	(60)	(2)	(2,5)
SUM						**4**	**5**

3.2 Internship Semester, Bachelor Exam, Bachelor Thesis and Bachelor Thesis Seminar

3.2.1 Internship Semester

The aim of the practical study semester is the application of previously acquired knowledge in practice. In addition, practical experience relevant to the chosen specialization and/or the Bachelor thesis is to be gained during the course of the program. The content of the practical study semester consists of performing qualified work in one or more selected operational functional areas. Participation in specific projects is recommended.

3.2.2 Bachelor Exam

The Bachelor certificate contains the module grades for all module examinations listed in Table 9, including the grade for the module “Bachelor Thesis”. The module grade for a module examination is the weighted arithmetic mean of the grades of the individual performances of the respective module. The grade of an examination performance is weighted according to the weights contained in Table 9. The overall grade of the Bachelor certificate is calculated from the weighted arithmetic mean of the module grades, with the weights for the individual grades determined in Table 9 (right column).

3.2.3 Special Regulations for Bachelor Thesis and Thesis Seminar

Both examination performances (“Bachelor Thesis” and “Thesis Seminar”) must be passed. In the event that one examination component is failed, both examination components must be repeated.

4 Specific Course Content

4.1 Elective Specialization Areas

The IB-BCN program offers four elective specialization areas as a Major Elective in Business Administration and a Minor Elective in Business Administration:

- Finance
- Human Resource Management
- International Management
- Marketing

One Business Administration Major and one Business Administration Minor must each be selected from different specialization areas.

The Business Administration Major comprises 16 semester weekly hours (SWH) and 20 ECTS. In the fourth semester, the examination performance “Tx.1” worth 5 ECTS and 4 SWH and two elective compulsory modules each worth 2.5 ECTS and 2 SWH must be taken. In the sixth semester, two further elective compulsory modules each worth 2.5 ECTS and 2 SWH as well as the project worth 5 ECTS and 4 SWH must be taken.

The Business Administration Minor comprises 8 semester weekly hours (SWH) and 10 ECTS credits. In the fourth semester, the examination performance “Tx.1” worth 5 ECTS and 4 SWH must be taken. In the sixth semester, two elective compulsory modules each worth 2.5 ECTS and 2 SWH must be taken.

The list of offerings in the Business Administration Major and Minor is decided by the responsible Examination Board on the proposal of the Dean responsible for academic affairs and published in a list of available courses no later than the semester preceding the date of entry into force.

Table 11: Finance

750320		Major / Minor: Finance					
Module	Number	Module and Lecture		Exam		SWH	ECTS
		Title	Type	Type	Duration		
T2.1	750321	International Finance	V+Ü	LK	120	4	5
T2.2	750322	Derivatives	V+Ü	(LK)	(90)	(2)	(2,5)
T2.3	750323	Corporate Finance	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.4	750324	Financial Risk Management	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.5	750325	Sustainable Investments	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.6	750326	Specific Issues in Finance	V+Ü	(LR)		(2)	(2,5)
T2.7	750327	Mergers and Acquisitions	V+Ü	(LR)		(2)	(2,5)
T2.8	750328	Finance Projects	S	LA		4	5
SUM						**16 or 8**	**20 or 10**

Table 12: Human Resource Management

750330		Major / Minor: Human Resource Management					
Module	Number	Module and Lecture		Exam		SWH	ECTS
		Title	Type	Type	Duration		
T3.1	750331	International Human Resource Management	V+Ü	LK	120	4	5
T3.2	750332	Employment Law	V+Ü	(LK)	(90)	(2)	(2,5)
T3.3	750333	Talent Management	V+Ü	(LR)		(2)	(2,5)
T3.4	750334	Digital Human Resource Management	V+Ü	(LK)	(90)	(2)	(2,5)
T3.5	750335	International Human Resource Management Case Studies	V+Ü	(LR)		(2)	(2,5)
T3.6	750336	Specific Issues in International Human Resource Management	V+Ü	(LR)		(2)	(2,5)
T3.7	750337	International Human Resource Management Projects	S	LA		4	5
SUM						**16 or 8**	**20 or 10**

Table 13: International Management

750340		Major / Minor: International Management					
Module	Number	Module and Lecture		Exam		SWH	ECTS
		Title	Type	Type	Duration		
T4.1	750341	International Management	V+Ü	LK	120	4	5
T4.2	750342	Global Leadership	V+Ü	(LR)		(2)	(2,5)
T4.3	750343	Global Strategy	V+Ü	(LR)		(2)	(2,5)
T4.4	750344	Global Organisation	V+Ü	(LR)		(2)	(2,5)
T4.5	750345	Specific Issues in International Management	V+Ü	(LR)		(2)	(2,5)
T4.6	750346	International Management Projects	S	LA		4	5
SUM						**16 or 8**	**20 or 10**

Table 14: Marketing

750750		Major / Minor: Marketing					
Module	Number	Module and Lecture		Exam		SWH	ECTS
		Title	Type	Type	Duration		
T5.1	750351	International Marketing	V+Ü	LK	120	4	5
T5.2	750352	Marketing Cases	V+Ü	(LR)		(2)	(2,5)
T5.3	750353	B2C-Marketing	V+Ü	(LKBK)	(60)	(2)	(2,5)
T5.4	750354	B2B-Marketing	V+Ü	(LKBK)	(60)	(2)	(2,5)
T5.5	750355	Service Marketing	V+Ü	(LKBK)	(60)	(2)	(2,5)
T5.6	750356	Digital Marketing	V+Ü	(LKBK)	(60)	(2)	(2,5)
T5.7	750357	Market Research	V+Ü	(LA)		(2)	(2,5)
T5.8	750358	Specific Issues in International Marketing	V+Ü	(LA)		(2)	(2,5)
T5.9	750359	Marketing Projects	S	LA		4	5
SUM						**16 or 8**	**20 or 10**

4.2 Language Profile (Foreign Language I)

The IB-BCN program offers two elective language profiles:

- Foreign Language I – Business and Professional English
- Foreign Language I – Conversational and Professional German

Students enrolled in the International Track must select the language profile “Foreign Language I – Business and Professional English”. Students enrolled in the German Track must select the language profile “Foreign Language I – Conversational and Professional German” (see Section 1.3). For all language profiles, a module examination with multiple examination performances is only passed if the individual examination performances are each graded at least “sufficient” (4.0).

4.2.1 Language Profile: Foreign Language I – Business and Professional English

The “Business and Professional English” language profile is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester.

Table 15: Foreign Language I – Business and Professional English

(Entry level B2, Target level C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G9	**750910**	**Business English, B2**					
1	G9.1	750911	Business English, B2	V+Ü	LKBK	90	4	5
	G10	**750920**	**Professional English, B2/C1**					
2	G10.1	750921	Professional English, B2/C1	V+Ü	LKBK	90	4	5
	H13	**750930**	**Global English Language and Culture, C1**					
6	H13.1	750931	Global English Language and Culture, C1	V+Ü	LA		4	5

Table 16: Foreign Language I – Business and Professional English

(Entry level C1, Target level C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G9	**750940**	**Business English, C1**					
1	G9.1	750941	Business English, C1	V+Ü	LKBK	90	4	5
	G10	**750950**	**Professional English, C1**					
2	G10.1	750951	Professional English, C1	V+Ü	LKBK	90	4	5
	H13	**750930**	**Global English Language and Culture, C1**					
6	H13.1	750931	Global English Language and Culture, C1	V+Ü	LA		4	5

4.2.2 Language profile: Foreign Language I – Conversational and Professional German

The language profile „Conversational and Professional German“ is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester. Students without prior knowledge begin at level A1..

Table 17: Foreign Language I – Conversational and Professional German

(Entry level A1, Target level B2)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G9	**750530**	**Conversational German I, A1**					
1	G9.1	750531	Conversational German I, A1	V+Ü	LA		4	5
	G10	**750540**	**Conversational German II, A2/B1**					
2	G10.1	750541	Conversational German II, A2/B1	V+Ü	LA		4	5
	H13	**750550**	**Professional German, B2**					
6	H13.1	750551	Professional German, B2	V+Ü	LA		4	5

Tabelle 18: Foreign Language I – Conversational and Professional German

(Entry level B1, Target level C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G9	**750560**	**Conversational German I, B1**					
1	G9.1	750561	Conversational German I, B1	V+Ü	LA		4	5
	G10	**750570**	**Conversational German II, B1/B2**					
2	G10.1	750571	Conversational German II, B1/B2	V+Ü	LA		4	5
	H13	**750580**	**Professional German, C1**					
6	H13.1	750581	Professional German, C1	V+Ü	LA		4	5

4.3 Regional Area Studies

The IB-BCN program offers the following five elective regional focus areas:

- Area Studies: Germany and German Language
- Area Studies: Orient (including North Africa) and Arabic Language
- Area Studies: Eastern Europe and Russian Language
- Area Studies: Francophone World and French Language
- Area Studies: Spanish Speaking World and Spanish Language

Each of the available regional focus areas comprises the modules “Cultural and Economic Area Studies” and “Intercultural Communication and Management”. In addition, a further foreign language must be selected (“Foreign Language II”). Students are required to complete one of the available regional focus areas during their studies. Students enrolled in the German Track must choose the regional focus area “Area Studies: Germany and German Language”. Students enrolled in the International Track may choose any of the regional focus areas listed, with the exception of “Area Studies: Germany and German Language”.

4.3.1 Area Studies: Germany and German Language

The regional focus area “Area Studies: Germany and German Language” comprises Module H11 “Cultural and Economic Area Studies: Germany” and Module H12 “Intercultural Communication and Management: Germany”. Both modules are compulsory within the regional focus area and must be completed during the program.

Table 19: Area Studies – Germany

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	H11	**750280**	**Cultural and Economic Area Studies: Germany**					
3	H11.1	750281	Cultural and Economic Area Studies: Germany	V+Ü	LKBK	90	4	5
	H12	**750290**	**Intercultural Communication and Management: Germany**					
4	H12.1	750291	Intercultural Communication and Management: Germany	V+Ü	LKBK	90	4	5

In addition, the regional focus area “Area Studies: Germany and German Language” includes a further foreign language module “German as a Foreign Language”, which is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester. Students without prior knowledge begin at level A1. A total of four modules at the selected language level must be completed, amounting to sixteen SWH in total.

Table 20: Foreign Language II – German (Entry level A1, Target level B1/ B2)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750200**	**German, A1**					
1	G11.1	750201	German, A1	V+Ü	LA		4	5
	G12	**750210**	**German, A2/B1**					
2	G12.1	750211	German, A2/B1	V+Ü	LA		4	5
	H14	**750220**	**German, B1**					
3	H14.1	750221	German, B1	V+Ü	LA		4	5
	H15	**750230**	**German, B1/B2**					
4	H15.1	750231	German, B1/B2	V+Ü	LA		4	5

For students with prior knowledge of German, who have completed and passed the Heilbronn University of Applied Sciences placement test at B1 level, German as a Foreign Language is offered with an entry level of B1.

Table 21: Foreign Language II – German (Entry level B1, Target level B2/ C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750240**	**German, B1**					
1	G11.1	750241	German, B1	V+Ü	LA		4	5
	G12	**750250**	**German, B1/B2**					
2	G12.1	750251	German, B1/B2	V+Ü	LA		4	5
	H14	**750260**	**German, B2**					
3	H14.1	750261	German, B2	V+Ü	LA		4	5
	H15	**750270**	**German, B2/C1**					
4	H15.1	750271	German, B2/C1	V+Ü	LA		4	5

4.3.2 Area Studies: Orient (including North Africa) and Arabic Language

The regional focus area “Area Studies: Orient (including North Africa) and Arabic Language” comprises Module H11 “Cultural and Economic Area Studies: Orient” and Module H12 “Intercultural Communication and Management: Orient”. Both modules are compulsory within the regional focus area and must be completed during the program.

Tabelle 22: Area Studies – Orient

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	H11	**750480**	**Cultural and Economic Area Studies: Orient**					
3	H11.1	750481	Cultural and Economic Area Studies: Orient	V+Ü	LKBK	90	4	5
	H12	**750490**	**Intercultural Communication and Management: Orient**					
4	H12.1	750491	Intercultural Communication and Management: Orient with a Focus on the Arab World	V+Ü	LKBK	90	4	5

In addition, the regional focus area “Area Studies: Orient (including North Africa) and Arabic Language” includes Arabic as the second foreign language (entry level A1). A total of four modules must be completed, amounting to sixteen SWH in total.

Tabelle 23: Foreign Language II – Arabic (Entry level A1, Target level A2.2)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750400**	**Arabic, A1.1**					
1	G11.1	750401	Arabic, A1.1	V+Ü	LKBK	90	4	5
	G12	**750410**	**Arabic, A1.2**					
2	G12.1	750411	Arabic, A1.2	V+Ü	LKBK	90	4	5
	H14	**750420**	**Arabic, A2.1**					
3	H14.1	750421	Arabic, A2.1	V+Ü	LKBK	90	4	5
	H15	**750430**	**Arabic, A2.2**					
4	H15.1	750431	Arabic, A2.2	V+Ü	LKBK	90	4	5

4.3.3 Area Studies: Eastern Europe and Russian Language

The regional focus area “Area Studies: Eastern Europe and Russian Language” comprises Module H11 “Cultural and Economic Area Studies: Eastern Europe” and Module H12 “Intercultural Communication and Management: Eastern Europe”. Both modules are compulsory within the regional focus area and must be completed during the program.

Tabelle 24: Area Studies – Eastern Europe

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	H11	**750680**	**Cultural and Economic Area Studies: Eastern Europe**					
3	H11.1	750681	Cultural and Economic Area Studies: Eastern Europe	V+Ü	LKBK	90	4	5
	H12	**750690**	**Intercultural Communication and Management: Eastern Europe**					
4	H12.1	750691	Intercultural Communication and Management: Eastern Europe	V+Ü	LKBK	90	4	5

In addition, the regional focus area “Area Studies: Eastern Europe and Russian Language” includes Russian as the second foreign language, which is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester. Students without prior knowledge begin at level A1.1. A total of four modules at the selected language level must be completed, amounting to sixteen SWH in total.

Tabelle 25: Foreign Language II – Russian (Entry level A1.1, Target level A2.2)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750600**	**Russian, A1.1**					
1	G11.1	750601	Russian, A1.1	V+Ü	LKBK	90	4	5
	G12	**750610**	**Russian, A1.2**					
2	G12.1	750611	Russian, A1.2	V+Ü	LKBK	90	4	5
	H14	**750620**	**Russian, A2.1**					
3	H14.1	750621	Russian, A2.1	V+Ü	LKBK	90	4	5
	H15	**750630**	**Russian, A2.2**					
4	H15.1	750631	Russian, A2.2	V+Ü	LKBK	90	4	5

For students with prior knowledge of Russian who have completed and passed the Heilbronn University of Applied Sciences placement test at B1 level, Russian is offered with an entry level of B1.1.

Tabelle 26: Foreign Language II – Russian (Entry level B1.1, Target level B2.2)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750640**	**Russian, B1.1**					
1	G11.1	750641	Russian, B1.1	V+Ü	LKBK	90	4	5
	G12	**750650**	**Russian, B1.2**					
2	G12.1	750651	Russian, B1.2	V+Ü	LKBK	90	4	5
	H14	**750660**	**Russian, B2.1**					
3	H14.1	750661	Russian, B2.1	V+Ü	LKBK	90	4	5
	H15	**750670**	**Russian, B2.2**					
4	H15.1	750671	Russian, B2.2	V+Ü	LKBK	90	4	5

4.3.4 Area Studies: Francophone World and French Language

The regional focus area “Area Studies: Francophone World and French Language” comprises Module H11 “Cultural and Economic Area Studies: Francophone World” and Module H12 “Intercultural Communication and Management: Francophone World”. Both modules are compulsory within the regional focus area and must be completed during the program.

Tabelle 27: Area Studies – Francophone World

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	H11	**750780**	**Cultural and Economic Area Studies: Francophone World**					
3	H11.1	750781	Cultural and Economic Area Studies: Francophone World	V+Ü	LKBK	90	4	5
	H12	**750790**	**Intercultural Communication and Management: Francophone World**					
4	H12.1	750791	Intercultural Communication and Management: Francophone World with a Focus on France	V+Ü	LKBK	90	4	5

In addition, the regional focus area “Area Studies: Francophone World and French Language” includes French as the second foreign language, which is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester. Students without prior knowledge begin at level A1. A total of four modules at the selected language level must be completed, amounting to sixteen SWH in total.

Tabelle 28: Foreign Language II – Français Professionnel (Entry level A1, Target level B1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750700**	**Français Professionnel I, A1**					
1	G11.1	750701	Français Professionnel I, A1	V+Ü	LKBK	90	4	5
	G12	**750710**	**Français Professionnel II, A2**					
2	G12.1	750711	Français Professionnel II, A2	V+Ü	LKBK	90	4	5
	H14	**750720**	**Français Professionnel III, A2/B1**					
3	H14.1	750721	Français Professionnel III, A2/B1	V+Ü	LKBK	90	4	5
	H15	**750730**	**Français Professionnel IV, B1**					
4	H15.1	750731	Français Professionnel IV, B1	V+Ü	LKBK	90	4	5

For students with prior knowledge of French who have completed and passed the Heilbronn University of Applied Sciences placement test at B1 level, French is offered with an entry level of B1.

Tabelle 29: Foreign Language II – Français des Affaires et Études Comparatives (Entry level B1, Target level B2/C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750740**	**Français des Affaires I, B1**					
1	G11.1	750741	Français des Affaires I, B1	V+Ü	LKBK	90	4	5
	G12	**750750**	**Français des Affaires II, B1/B2**					
2	G12.1	750751	Français des Affaires II, B1/B2	V+Ü	LKBK	90	4	5
	H14	**750760**	**Français des Affaires III, B2**					
3	H14.1	750761	Français des Affaires III, B2	V+Ü	LKBK	90	4	5
	H15	**750770**	**Études Comparatives Franco-Allemandes, B2/C1**					
4	H15.1	750771	Études Comparatives Franco-Allemandes, B2/C1	V+Ü	LKBK	90	4	5

4.3.5 Area Studies: Spanish Speaking World and Spanish Language

The regional focus area “Area Studies: Spanish Speaking World and Spanish Language” comprises Module H11 “Cultural and Economic Area Studies: Spanish Speaking World” and Module H12 “Intercultural Communication and Management: Spanish Speaking World”. Both modules are compulsory within the regional focus area and must be completed during the program.

Tabelle 30: Area Studies – Spanish Speaking World

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	H11	**750880**	**Cultural and Economic Area Studies: Spanish Speaking World**					
3	H11.1	750881	Cultural and Economic Area Studies: Spanish Speaking World	V+Ü	LKBK	90	4	5
	H12	**750890**	**Intercultural Communication and Management: Spanish Speaking World**					
4	H12.1	750891	Intercultural Communication and Management: Spanish Speaking World	V+Ü	LKBK	90	4	5

In addition, the regional focus area “Area Studies: Spanish Speaking World and Spanish Language” includes Spanish as the second foreign language, which is offered at two different entry levels. Students are placed into the appropriate language level by means of a placement test at the beginning of the first semester. Students without prior knowledge begin at level A1. A total of four modules at the selected language level must be completed, amounting to sixteen SWH in total.

Tabelle 31: Foreign Language II – Español Actual y de la Empresa (Entry level A1, Target level B1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750800**	**Español Actual y de la Empresa I, A1**					
1	G11.1	750801	Español Actual y de la Empresa I, A1	V+Ü	LKBK	90	4	5
	G12	**750810**	**Español Actual y de la Empresa II, A1/A2**					
2	G12.1	750811	Español Actual y de la Empresa II, A1/A2	V+Ü	LKBK	90	4	5
	H14	**750820**	**Español Actual y de la Empresa III, A2/B1**					
3	H14.1	750821	Español Actual y de la Empresa III, A2/B1	V+Ü	LKBK	90	4	5
	H15	**750830**	**Español Actual y de la Empresa IV, B1**					
4	H15.1	750831	Español Actual y de la Empresa IV, B1	V+Ü	LKBK	90	4	5

For students with prior knowledge of Spanish who have completed and passed the Heilbronn University of Applied Sciences placement test at B1 level, Spanish is offered with an entry level of B1.

Tabelle 32: Foreign Language II – Español de los Negocios (Entry level B1, Target level B2/C1)

Sem.	Module	Number	Module and Lecture		Exam		SWH	ECTS
			Title	Type	Type	Duration		
	G11	**750840**	**Español de los Negocios I, B1**					
1	G11.1	750841	Español de los Negocios I, B1	V+Ü	LKBK	90	4	5
	G12	**750850**	**Español de los Negocios II, B1/B2**					
2	G12.1	750851	Español de los Negocios II, B1/B2	V+Ü	LKBK	90	4	5
	H14	**750860**	**Español de los Negocios III, B2**					
3	H14.1	750861	Español de los Negocios III, B2	V+Ü	LKBK	90	4	5
	H15	**750870**	**Español de los Negocios IV, B2/C1**					
4	H15.1	750871	Español de los Negocios IV, B2/C1	V+Ü	LKBK	90	4	5

5 Entry into Force

These Academic and Examination Regulations enter into force with effect from 01.09.2026.

Heilbronn, May 20, 2026

Prof. Dr. Oliver Lenzen
Rector

Heilbronn, May 20, 2026

Prof. Dr. Ulrich Brecht
Vice-Rector for Study and Teaching