

English-taught Study Modules and Language Courses (Bachelor)

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Study contents of the different modules are published on www.hochschule-kempten.de/studies. You will find the **module handbook** ("Modulhandbuch") in the download section of each degree course.

Caption: "Offered in #"

WS = winter semester/semester 1 = 15 September to 14 February

SS = summer semester/semester 2 = 1 March to 31 July

WS/SS = winter and summer semester

1) General Electives and Language Courses (for students of all fields of studies)

- ⇒ Status in the study plan = [general elective](#)
- ⇒ All courses are offered **each semester** (winter and summer semester)
- ⇒ Minimum and maximum number of participants, registration on the first 2 days of the lecture period

Module	ECTS credits	Remark
Business English Conversation	2	
English Academic Writing	2	
Technical English (beginners)	2	English for engineering students
Leadership and communication in a global world – Introduction to international people management	2	Online course of the Virtual University of Bavaria (vhb) , registration on the first 2 days of the lecture period through SB-Portal and on the website of vhb (www.vhb.org)
Nachhaltigkeitsmanagement	4	Online course of the Virtual University of Bavaria (vhb) , registration on the first 2 days of the lecture period through SB-Portal and on the website of vhb (www.vhb.org). Online course in English, additional obligatory face-to-face lecture in German (German knowledge of at least B1 advisable)
Chinese (A1)	4	German language skills are required due to German taught lessons
French (A1)	4	
Italian (A1)	4	
Japanese (A1)	4	
Russian (A1)	4	
Spanish (A1)	4	
Spanish (A1/A2)	4	
German as a Foreign Language - Basic Level A1	4	Participation in the German language course is required for all exchange students
German as a Foreign Language - Basic Level A2	4	
German as a Foreign Language - Intermediate Level B1	4	
German as a Foreign Language – Level B2.1 for studying and work (only WS)	2	
German as a Foreign Language – Level B2.2 for studying and work (only SS)	2	
Orientation and Preparation for German as a Foreign Language	2	<p>Course only during Orientation Period, 2 weeks prior to semester start (WS and SS), different levels</p> <p>No grade at the end of Orientation Period, but 2 ECTS credits are awarded for regular participation (at least 80%)</p>

2) Business Administration

Module	Status in the study plan	ECTS credits	Offered in #	Remark
International Management Plan	Specialization Module International Management: Sales & Marketing	2,5	SS	Once elected attendance in class is compulsory
Strategic Market Entry and Operation Modes		7		
International Marketing Strategy		2,5		
International Marketing Instruments		2,5		
Talent Management in a Global World	Specialization Module Human Resource Management	5	SS	lecture in German, additional online class offered in English
Change Management in a Global World		5		For all three courses: Once elected attendance in class is compulsory
Seminar		7		
Business Management Simulation	Core Subject	3	WS/SS	Limited number of participants, for advanced business students only
Globalisation and the Risk of International Financial Crisis	Course Elective	2	WS/SS	Minimum and maximum number of participants, registration on the first 2 days of the lecture period
Intercultural Competence		2	SS	Minimum and maximum number of participants, registration on the first 2 days of the lecture period
English I	Core Subject	2	WS	These language courses are dealing with different topics of Business Administration
English II		3	SS	

Additional business courses for exchange students with German A2 level:

Module	Status in the study plan	ECTS credits	Offered in #	Remark
Communication Training I (Kommunikationstraining I)	Core Subject	2	SS	taught in German (German A2 required), exams are offered in German and English (students can choose their favorite language)
Communication Training II (Kommunikationstraining II)	Core Subject	3	WS	
Project Management (Wirtschaftsinformatik II)	Core Subject	2	WS	

3) Tourism Management

Module	Status in the study plan	ECTS credits	Offered in #	Remark
Destination Marketing	Specialization Module Destination Management	3	WS/SS	For advanced tourism students only, Marketing knowledge required Limited number of participants
Customer Relationship Management	Specialization Module Customer and Quality Management	6		For advanced tourism students only, Marketing knowledge required Limited number of participants
International Business	Specialization Module International Tourism Studies	6	WS/SS	Not offered winter semester 2019/20 Once elected attendance in class is compulsory
International Marketing		6		
Seminar		6		
Service Management (Dienstleistungsmanagem.)	Core Subject	2	WS	
Google and Tourism - Online-Marketing with Google (Google und Tourismus...)	Course Elective	4	SS	
English I	Core Subject	3	WS	These language courses are dealing with different topics of Tourism Management
English II		3	SS	
English III		3	WS	
English IV	Course Elective	2	SS	
English V		2	WS	
French I		5	WS	
French II		3	SS	
French III		3	WS	
French IV		2	WS/SS	
French V		2		
Spanish I		5	WS	
Spanish II		3	SS	
Spanish III		3	WS	
Spanish IV		2	WS/SS	
Spanish V		2		

4) Mechanical Engineering Faculty

Module	Module No.	Status in the Study Plan	ECTS credits	Offered in #	Remark
Factory Simulation Project	WI44-E	Core Subject	5	WS/SS **	
Machine Vision Project	MB26-E	Core Subject	5	WS/SS **	Minimum and maximum number of participants
Energy Process Simulation Project Module	EU80-E	Core Subject (EU)	5	WS/SS **	Minimum and maximum number of participants

The following modules **are taught in German (German A2 required)**, but lecture notes are offered in English. Exams are offered in German as well as in English, students can choose their favorite language:

Module	Module No.	Status in the Study Plan	ECTS credits	Offered in #	Remark
Applied Optics for Engineers	MZT134-E	Course Elective	5	SS	Minimum and maximum number of participants
Heat Transfer	EU21-E	Core Subject (EU)	5	WS	
Finance and Investment	WI39-E	Core Subject (WI)	5	WS/SS **	
Image Processing and Machine Vision: Inspect, Measure, Classify	MZT171-E	Course Elective	5	SS	Minimum and maximum number of participants
Selling technical products	MZS118-E	Course Elective (WI)	5	WS/SS **	Minimum and maximum number of participants
Instruments of Advertising in Theory and Practice	MZS116-E	Course Elective	2	WS/SS	Minimum and maximum number of participants
Computer Aided Design	MB352-E	Core Subject (MB)	2	WS/SS **	
Finite Element Methods	MB351-E	Core Subject (MB)	3	WS/SS **	
Chassis system, chassis mechatronics and vehicle dynamics	MZT161-E	Course Elective (MB)	5	WS/SS **	Minimum and maximum number of participants

**** WS:** These projects/lectures can be finished before Christmas.

Please find **further information** in the "Info-Point": <https://mb.hs-kempten.de/> > International Program

5) Computer Science & Multimedia Faculty

Module	Status in the study plan	ECTS credits	Offered in #	Remark
Information Systems Project (team work with local students)	Course Elective	15	WS/SS **	Prerequisites: knowledge of an object-oriented programming language
Computer Science Seminar	Course Elective	5	WS/SS **	
Seminar on Business Information Systems	Course Elective	5	WS/SS **	

**** WS:** If there are more than 2 exchange students who want to select these courses, they can also be offered in winter semester. **Projects and seminars can be finished before Christmas.** Students who are interested in this offer please contact us at your earliest convenience.

6) Social and Health Studies Faculty

Module	Module No.	Status in the study plan	ECTS credits	Offered in #	Remark
Introduction to Project Management (Einführung in die Projektarbeit)	GW Mod. 4.3.3	Core Subject	3	WS	Submodule of "Health economics and project work"
Comparison of Health Care Systems	GW Mod. 7.5	Course Elective	3	SS	Minimum and maximum number of participants
Social Media	SW Mod. 6.7	Course Elective	3	SS	Minimum and maximum number of participants
The EU and its Benefits (EU verstehen und nutzen)	GW Mod. 7.3	Course Elective	3	SS	Minimum and maximum number of participants