

# INTERNATIONAL ACADEMY

ONE OR TWO SEMESTERS OF  
INTERDISCIPLINARY STUDY PROGRAM  
IN ENGLISH



**I  
A**

INTERNATIONAL  
ACADEMY  
RAVENSBURG-WEINGARTEN  
UNIVERSITY  
OF APPLIED SCIENCES



# AT A GLANCE



## Letter of Attendance

IA Letter of Attendance with ECTS credit transfer to the partnered university



## Period of Study

1 or 2 semesters



## Application deadlines for exchange students

31 October (Summer)

30 April (Winter)



## Start

Summer and Winter Term  
(in English)

## Target Group & Selection

Exchange students of business related studies, currently enrolled students at RWU. Selection by International Office of your university of origin

## ECTS OFFERING

55 Credits (Summer Term)

45 Credits (Winter Term)

## ECTS REQUIRED

Exchange Students Sem 1: 25

Exchange Students Sem 2: 50

Degree-Seeking (Bachelor): 50

Degree-Seeking (Master): 25

Send your application to the

## IA Coordinator International Office

Ms. Barbara Wildenhain

barbara.wildenhain@rwu.de

## IA Coordinator Faculty

Ms. Yvonne Sommer

ia@rwu.de

## Director International Academy

Prof. Dr. Steffen Jäckle

ia@rwu.de

# INTERDISCIPLINARY STUDIES WITH SOCIAL & CULTURAL EXPOSURE

Strengthening  
collaborations  
with international  
universities and  
supporting inter-  
national mobility  
among students  
and professionals

The International Academy at Ravensburg-Weingarten University of Applied Sciences (RWU) invites students to participate in an exceptional one or two-semester interdisciplinary study program, conducted entirely in English. Situated in the scenic region of southern Baden-Württemberg in Germany, RWU serves as an ideal location for academic exploration and professional growth.

Founded by the Faculty of Technology and Management more than a decade ago, the International Academy takes pride in providing an excellent educational experience. The curriculum is thoughtfully designed to incorporate both theoretical frameworks and practical expertise. Courses are taught by a distinguished faculty comprised of international academics and industry experts, ensuring a versatile, globally enlightened learning.

## **Key Objectives of the International Academy:**

- **Grow Beyond Borders:** We offer excellence in education that enables every participant to personally grow beyond their individual borders and further excel in their studies.
- **Academic Exchange:** We offer ECTS-creditable courses designed for both exchange students and degree-seeking RWU students, enabling a smooth credit point transfer.
- **Global Exposure:** We host an annual study week to expose students to distinct academic, cultural, and professional environments.

# YOUR STUDY CURRICULUM CONTENT

Most of the courses are independent of one another and have no fixed order of completion. Therefore, students are allowed to start the program in either the Summer or the Winter semester.

## **Summer Semester Highlights**

The summer semester 2026 at the International Academy offers a dynamic selection of courses that integrate theories with practical applications. From cross-cultural communication and consumer psychology to hands-on business seminars in collaboration with regional companies, students acquire an in depth understanding of the current global business landscape. Unique offers such as specialized courses in areas like B2B marketing, research methods and entrepreneurial leadership further ensure that students are prepared to excel in both academic and professional settings.

## **Winter Semester Highlights**

The winter semester at the International Academy features a curriculum that emphasizes real-world business expertise and strategic thinking. Students have the opportunity to collaborate with regional companies on practical sales project seminars and to experience innovative leadership approaches in the digital age. The semester also includes specialized training in presentation skills and Business German, as well as a special focus on modern issues such as change management. A unique focus is placed on Global Account Management, equipping students with the tools to navigate complex international business relationships effectively.

## **International Business Project**

The International Academy provides students with the opportunity to fully engage themselves in the culture, business, and academics of a foreign country during a study week abroad.

# INTERESTING PROJECTS & RESEARCH

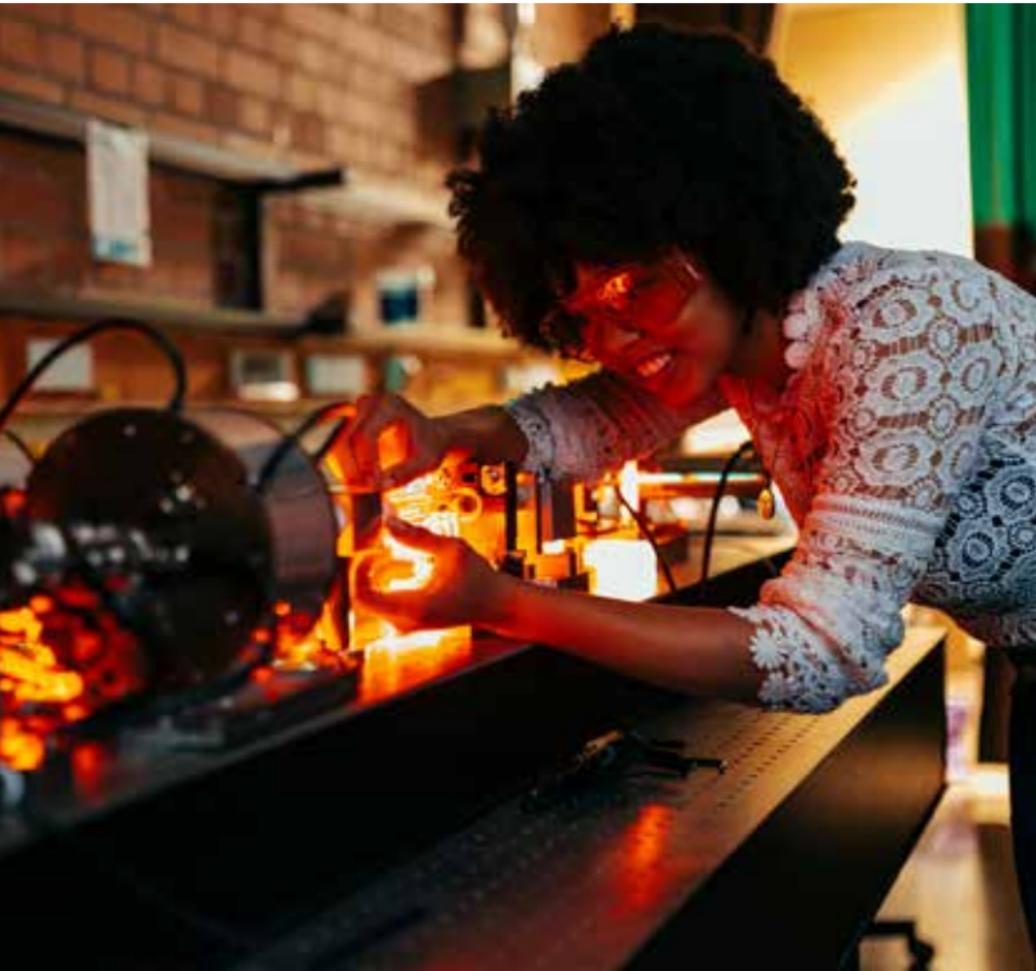
The RWU is located in one of the strongest economic regions of Germany.

## **Choose International Academy**

With over 80 students enrolled each semester, the International Academy offers a vibrant learning experience. Enjoy guest lectures from industry experts and participate in our lively Summer Fest for fulfilling academic and social experience.

## **Research Projects & Thesis**

Students from our partner universities are welcome to participate in engineering and management-related projects and bachelor theses. For further information, please contact the International Academy Coordinator.





# INTERNATIONAL ACADEMY STUDY PROGRAM

## TERM    MODULES

<b>SUMMER</b>  <b>2026</b>	Cross cultural communication and teamwork (10102)*  <b>ONLINE</b>	Strategic Marketing (10718)  <b>ONLINE</b>	Consumer Psychology (10357)
	Entrepreneurial Leadership (10107)  <b>ONLINE</b>	Sustainable Marketing (11024)  <b>ONLINE</b>	Customer Management in Global Markets (11203)  <b>ONLINE</b>
<b>WINTER</b>  <b>2026-27</b>	Sustainability and Earth Resources (10798)	Intercultural Dynamics in Global Account Management (10244)	Innovation and Virtual Leadership (10245)  <b>ONLINE</b>
	Successful presentations, Dialogues and Meetings (10247)	Cross-Cultural Change-Management in Daily Business (11105)	Positive Psychology why happy employees matter (11098)

\*This is our internal LSF number in order to enroll.  
All modules contain 5 ECTS-credits.



**ECTS**

International Business Project (10612)	Business Analysis and Valuation (4906)	International B2B Sales and Marketing (7184)	<b>55</b>
Research Methods in Business Marketing (10106) <b>ONLINE</b>	Show, Don't Tell: Gesture-Speech Packages for Communication (11206)		
International Marketing (3585)	International Business Project (10612)	Strategic Marketing (10718) <b>ONLINE</b>	<b>55</b>
Business German in 14 Days (10716) <b>HYBRID</b>	Multicultural Business & Project Management (11107)		



# IN THE HEART OF EUROPE IN THE SOUTH OF GERMANY



# ECONOMIC STRENGTH IN THE HEART OF EUROPE

The Ravensburg-Weingarten University of Applied Sciences is located in one of the strongest economic regions of Germany. The offices or headquarters of numerous global companies are located in this region.

However, the economic strength is not the only aspect that speaks in favour for this region: the high recreational value also makes the area a highly attractive place to live and study. The RWU is located at the tri-point of Germany, Austria and Switzerland, close to the beautiful Lake Constance and the Alps.

Around 3600 young people study at RWU. About 20% of them are international students from 70 different countries all over the world. The fairly small size of the RWU not only has a positive effect on the quality of teaching and research, as several rankings prove, but guarantees a very personal approach, which makes it such a popular university among students.





## STUDIES AT RWU

Studies at the Ravensburg-Weingarten University of Applied Sciences are characterised by practical training and modern, well-equipped laboratories. Students study in small groups, individually supervised by a team of highly qualified professors and assistants. Nearby dormitories and opportunities for leisure activities in the attractive landscape of Upper Swabia, close to Lake Constance and the Alps offer an excellent environment and optimal conditions for fun and success in study and work.



**Ravensburg-Weingarten University**  
of Applied Sciences

**Admission**

Barbara.Wildenhain@rwu.de



P.O. Box 3022  
88216 Weingarten  
Germany

—  
Doggenriedstrasse  
88250 Weingarten  
Germany



[www.rwu.de](http://www.rwu.de)  
[info@rwu.de](mailto:info@rwu.de)

Facebook: [rw.university](https://www.facebook.com/rw.university)  
Instagram: [rw.university](https://www.instagram.com/rw.university)