

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, including practical industry project



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
Yvonne Sommer
ia@rwu.de

Director International Academy
Prof. Dr. Steffen Jäckle
ia@rwu.de

INTERDISCIPLINARY STUDIES WITH SOCIAL, CULTURAL & INDUSTRIAL 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:

- **Academic Exchange:** We offer ECTS-creditable courses designed for both exchange students and degree-seeking RWU students, enabling a smooth credit point transfer.
- **Industry Engagement:** We provide students with a versatile, practical education by incorporating guest lectures from both international academics and industry professionals.
- **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 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 all-encompassing understanding of the current global business landscape. Unique offers such as the international business project and specialized courses in areas such as 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 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					ECTS
WINTER 2026-27	Blended Intensive Programme: New Business Models and Strategies for Digital Transformation (11335)*	Business Analysis and Valuation (4906)	Campus Experience Lab: Shaping the future of the cafeteria (11333)	Cross-Cultural Change Management in Daily Business (11105)	International Business Project (10612)	Marketing Simulation (Planspiel) (11336)	55
	Multicultural Business and Project Management (11107)	Successful presentations, dialogues and meetings (10247)	Business German in 14 Days (10716) ONLINE	Innovation and Virtual Leadership (10245) ONLINE	Strategic Marketing (10718) ONLINE		
SUMMER 2027	Business Analysis and Valuation (4906)	Consumer Psychology (10357)	Cross cultural communication and team work (10102)	International Business Project (10612)	Research Methods in Business Marketing (10106)	Entrepreneurial Leadership (10107) ONLINE	50
	Strategic Marketing (10718) ONLINE	Sustainability and Earth Resources (10798) ONLINE	Sustainable Marketing (11024) ONLINE	Customer Management in Global Markets (11203) HYBRID			

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

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
info@rwu.de

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