



WHAT MAKES THE COURSE UNIQUE?

- Modern business informatics with a focus on an industry-specific perspective
- Fascinating content from the areas of management and information technology
- An insight into contemporary mobility and the mobility of the future
- Practical-based study projects
- Working in mixed teams
- The opportunity for students to develop their own innovative solutions in the IMA laboratory
- Exciting project-based excursions at key mobility hotspots
- Study opportunities with in-depth practical experience

ADDITIONAL FOCUS ON PRACTICAL TRAINING

The Neu-Ulm University of Applied Sciences offers a Bachelor's degree course in Information Management in the Automotive Industry with an emphasis on acquiring practical experience between the first and third semesters. Practical phases, including practical-based semesters, are take place in the workplace and last for a minimum of seven months.

WHAT CAREER OPPORTUNITIES ARE THERE?

Companies in the mobility sector are looking for innovative graduates from the Bachelor's degree course in Information Management in the Automotive Industry to help drive their transition towards sustainable mobility. As specialists or project managers, graduates will be able to carry out crucial roles in departments such as sales, procurement, logistics, or IT development with service providers, manufacturers, or suppliers. Their wide-ranging process knowledge also opens up opportunities for graduates to work as internal or external consultants during the implementation of new solutions or the development of innovations. Graduates will also be able to embark on further courses of study from a wide range of Master's degree courses. They will also have the ability, knowledge and skillset to set up start-up companies and market their own ideas.

HOW IS THE COURSE STRUCTURED?

- Semester 1:** 30 ECTS
- Decisions within the company
 - The automotive industry and automotive technology
 - Applied statistics and mathematics
 - Information technology and data structures
 - Project on object-oriented programming
 - Business English 1: understanding and questioning Information

- Semester 2:** 30 ECTS
- Product development
 - Business planning and management (ERP project)
 - Business English 2: presenting and analysing data
 - Communication technology and systems
 - Design and use of databases
 - Digitalisation of business processes

- Semester 3:** 30 ECTS
- Service management in the after-sales sector
 - Production and quality management
 - Software engineering project – putting theory into practice
 - Software engineering and cooperative project management
 - Orientation: focus areas and the practical-based semester

- Semester 4 (in English):** 30 ECTS
- Product lifecycle management and PLM systems
 - Supply chain management
 - Academic work and research methods
 - Focus area 1

- Semester 5 (in English):** 30 ECTS
- Sales, branding and design
 - International business negotiations
 - Seminar paper
 - Focus area 2

- Semester 6 Practical semester:** 30 ECTS

- Semester 7:** 30 ECTS
Optional modules and Bachelor's thesis

Qualification: Bachelor of Science (B.Sc.)

HOW INTERNATIONAL IS THE DEGREE PROGRAMME?

The Neu-Ulm University of Applied Sciences offers opportunities for students to study through its partnerships with universities worldwide. Students have the option to undertake a study-based or practical semester abroad between semesters 4 and 7. Foreign language proficiency is an important prerequisite for a successful semester studying or working abroad. Proficiency in English and another foreign language, as well as seminars focusing on specific countries or intercultural management, are therefore integral components of the curriculum.

WHAT FOCUS AREAS ARE THERE?

- Key trends in mobility – how will we get around in the future?
- Entrepreneurship in mobility – how does a start-up in the mobility sector work?
- Artificial intelligence and mobility – using artificial intelligence for self-driving vehicles?
- Data privacy and ethical leadership – what happens to the data from all the vehicles?
- Predictive models – how can we predict the future?
- Performance management – measuring, presenting and improving performance.

WHAT CONDITIONS DO I HAVE TO MEET?

- Candidates are required to possess a qualification equivalent to the entry requirements of a Bavarian university of applied sciences.
- The degree course has unrestricted admission (no numerus clausus)
- International applicants require grade B2 in German



WHAT IS THE NEU-ULM UNIVERSITY OF APPLIED SCIENCES?

The Neu-Ulm University of Applied Sciences is an international business school. The interdisciplinary Bachelor's and Master's degree courses equip students with practical skills for management roles and leadership positions across a range of sectors. The Neu-Ulm University of Applied Sciences works closely with many companies, promotes international exchange and encourages the development of cultural awareness and interpersonal skills. The university campus boasts state-of-the-art media technology, leafy surroundings and a close-knit community feel.

CONTACT US

If you have any questions regarding the application procedure and course requirements, please contact:

Thomas Bartl, Academic Advisor
+49 (0) 731 – 9762 – 2000
studienberatung@hnu.de

For any questions relating to the content of the degree course, please contact:

Prof. Dr Joerg-Oliver Vogt
+49 (0) 731 – 9762 – 1516
joerg-oliver.vogt@hnu.de

Hochschule Neu-Ulm
Wileystraße 1
D-89231 Neu-Ulm
www.hnu.de

WHEN CAN I APPLY?

Winter semester:
2 May to 15 July

For more information about the Bachelor's degree course and the online application procedure, please visit www.hnu.de/ima

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