

Join the ESB - Spirit!



# GUIDE

FOR EXCHANGE STUDENTS  
FROM PARTNER UNIVERSITIES  
AND  
ECTS GUIDE

2009 / 2010





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## Preface

### Liebe Austauschstudent(inn)en!

These introductory notes are intended to give you some general information about your period of study in Reutlingen as an exchange student in the ESB Business School, and hence to help you cope with your academic and travel preparations and the first phase of your stay with us.

Your semester, or year, abroad will certainly be one of the most memorable parts of your entire degree programme, and should bring you enormous benefits on a personal level, in your later studies, and in subsequent job applications. At the same time, it will require a great deal of patience, of flexibility, of adaptability on your part. The first few weeks of living abroad in what is inevitably a totally different linguistic, social, educational, and cultural environment can be extremely stressful – the clichéd "culture shock" can indeed be very real. It is safe to assume that everything – from the most banal to the more substantial – will be different to your home environment. Learning to cope successfully with these differences is precisely why you are studying abroad! We hope that these notes will mention at least some of the differences, so that you are forearmed!

Many of the comments made are, of course, not unique to Reutlingen but will apply to almost any university or college in Germany (e.g. accommodation/housing problems, student life/social life, bureaucracy etc).

#### **Please pay particular attention to sections 4.5 and 4.13 below**

Before you come to us, clarify with your home tutor **precisely what academic requirements you need to fulfil while in Reutlingen**, try also to gather further impressions and information from those students in your home institution who have been to Reutlingen in the past.

Do not hesitate to contact us at any time if you have any questions not fully answered in this brochure. A full list of contact addresses, as well as fax, e-mail, and telephone numbers, is provided in section 4.14.

We are certain that you will thoroughly enjoy your period of study in the ESB.

We look forward very much to meeting you, and wish you a safe and pleasant journey to Reutlingen.

Prof. Dr. Julia Hormuth  
International Relations Officer

ESB Business School  
Reutlingen University

*(Information and details correct as of September 2009)*

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## 1. Reutlingen

Reutlingen's documented history goes back to the early 12th century. Today it is a prosperous and attractive town of just over 100,000 inhabitants. Historically, its economy and wealth were based on the textile industry, and this is still partly the case, although there has recently been great economic diversification. The centre of the town is modern, with excellent shops and market. It lies some 40 km south of Stuttgart in the state (Land) of Baden-Württemberg, a world-famous centre of mechanical engineering and automobile engineering. It is situated at an altitude of 320 m (about 1,000 feet), and is often called "The Gateway to the Swabian Alb", or "Swabian Jura", a range of very attractive wooded hills running between the Neckar and the Danube, and bordering the Black Forest. The Alb reaches an altitude of over 800 metres (2500 feet) within a few miles of the University. Tübingen, one of Germany's oldest and loveliest university towns, is 10 km away. Road, rail and air connections are good, so travel to places like Munich, Frankfurt, Strasbourg, Lake Constance, and Zürich is very easy.

Linguistically, the Reutlingen area evidences several varieties of Swabian dialect (not just accents!), and many people you will have to deal with speak Swabian to one degree or another, so be prepared for a period of linguistic acclimatization! The weather is typical of a continental climate: you can expect extended periods of intense cold (down to minus 20°C) in winter, whereas in summer temperatures of 30°C and above are quite common. Weather patterns are much more stable and predictable than in a maritime climate.

## 2. Reutlingen University

The University's degree programmes are limited to specific aspects of Technology/Textiles and Business. This results from its statutory narrow range of academic specialisation. A major restructuring of the University's Business Schools in 2008 saw the merger of the previous School of International Business (SIB), School of Production Management (PM) and the European School of Business (ESB). These have been merged into one School – ESB Business School, which now runs all the University's Business and Management degree programmes at undergraduate and graduate level. The new ESB is widely recognised as one of Germany's leading public Business Schools and has consistently been ranked in top positions in national rankings. It now offers some eighteen Bachelor's and Master's programmes. It has some 2,500 students, i.e. over half the University's total student body of some 4,500.

The University is in spacious modern buildings on a "green" campus on the very south-western edge of the town. The campus has a large cafeteria / refectory (Mensa) and a smallish library. Basic shopping facilities (supermarket, banks, chemist) are located in the Pestalozzistraße 100 m from the student residences adjoining the campus, and on the campus itself there is a branch office of a book shop and a travel agent. The campus is served by direct bus routes (no. 4 and 11) to and from the town centre and railway station.

The reputation and standing of Reutlingen University are excellent, particularly in Business Administration. Starting with a "Number One in Germany" ranking in the *manager magazin* in January 1995, there has been a succession of very high rankings by the national media (e.g. Die Zeit newspaper, Stern magazine, Spiegel Nachrichtenmagazin, Handelsblatt). Please read information on <http://www.esb-reutlingen.de/business-school/rankings.html>

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### 3. Degree Programmes in the ESB

Following the general guide-lines of the EU's "Bologna Agreement", and in line with many other German Universities, Reutlingen University has decided to phase out most of its traditional "Diplom" degree programmes and to adopt an internationally more transparent Bachelor's + Master's degree structure in which the Bachelor's degree takes three years, and the Master's degree one-and-a-half to two years.

As a result, the ESB currently offers a variety of eighteen Bachelor's and Master's programmes and as an exchange students on the Aussenwirtschaft programme, you may in principle select courses from the following two:

- **Aussenwirtschaft (International Business AW)**, a three-year programme leading to the award of the Bachelor of Arts in Business Administration (BA) degree, with many opportunities for study semesters at over 30 of the School's partner universities in Europe and overseas. Student intake is 45 per semester.
- **International Business (IB)**, a four-year programme leading to the dual award of the Bachelor of Science (BSc) plus a Master's of Business Administration (MBA) of selected partner universities abroad. The first three years of study are in Reutlingen, the fourth year in the USA (Portland State University, Niagara University, California State University Hayward, Southeastern Louisiana University or Purdue University), Great Britain (University of Exeter), Australia (Swinburne University of Technology, Melbourne), Mexico (EGADE Monterrey) or Hongkong (Chinese University of Hongkong). Student intake is 40 per year, half of whom are international students. All courses in the first year are in English, in the second and third years increasingly in German, in the fourth year in the language of the relevant partner university (language of instruction is English with the exception of EGADE: courses are in English and Spanish). The program requires two semesters of practical training.

In specific cases courses from the two Master's programmes **International Business Development** and **International Accounting and Taxation** may be selected.

For further information please refer to our website [www.esb-reutlingen.de](http://www.esb-reutlingen.de) under "Programmes".

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## 4. Practical Information

### 4.1 Induction and Registration Meeting

The ESB organises a well-structured Induction and Registration Meeting for all new Exchange Students. Traditionally, this takes place on the Friday before the official start of lectures in each semester (see separate online entry under Students/Exchange Students/dates/induction). Attendance by all new Exchange Students is **essential**. The meeting for incoming students winter semester 2009/2010 is 30 September 2009; the meeting for summer semester will be announced separately.

During this meeting, you will be introduced to your official Exchange Coordinators, the School's Academic Coordinator, representatives of the Student Committee, and the student tutors (or "buddy-students") who will be allocated to you personally and will assist in all administrative and academic matters over the first few weeks.

You will also receive an extensive "Welcome Information Package" containing e.g. class/lecture schedules for all degree programmes, local bus timetables, applications for student travel cards, maps, brochures on Reutlingen, documents for registering at the City Hall, a schedule of important dates/deadlines for the whole semester, a list of "where-to-go" places such as pubs, restaurants, discos etc, and much more.

**The main task during this meeting is to complete the forms and documents for your official registration as a student at Reutlingen University.** You will be assisted (where necessary in English, French and Spanish as well as German!) by one or more of the student tutors and the coordinators. For this task, you need to bring the appropriate supportive documentation from home and your home university (see below in Section 4.13). Additionally, we will explain how to register with the AOK Krankenkasse (Health Insurance Fund), and how to set up an e-mail account at the University (you will need to do this, even if you have a private e-mail account). Time permitting, discussions will be held with you about setting up your own class schedule. (You do not actually register for specific courses in Germany, by the way: you just go to the initial course meeting. However, later in the semester, you will have to register for the course examinations).

The meeting includes a modest "finger-food" lunch, and - weather permitting – will finish up with a short guided tour of Reutlingen with your student tutors.

### 4.2 Lectures, courses, staff, grades and credits, semesters

All lectures in the School last 90 minutes (in the German system, this counts as two "hours" each of 45 mins.) and there is a 15 minute break between them. Your courses may start at 7.30 am. Most of the courses you attend will be held by full-time staff (Professoren), but we also have a large number of part-time staff (Lehrbeauftragte) who come in from commerce and industry. As a rule, courses are structured more like seminars (seminaristischer Lehrstil) in which student participation is encouraged and even expected. Days, times, and rooms for courses are available on the intranet at the start of the semester, but are subject to change, and you should always keep your eyes open for notices giving these changes. It is not uncommon for courses to be given in blocks, i.e. instead of e.g. two hours per week, four hours per fortnight, or even blocks of two/three days. The language of tuition is, in principle, German. However, the ESB has introduced many courses conducted in English. Language courses are taught exclusively by native speakers and entirely in the relevant language.

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As in all German academic institutions, relations between academic staff and students are, on the whole, rather more formal and distant than you are probably used to in your home institution. If you need to consult a member of staff, you will be expected to keep to his/her official "consultation hour" (Sprechstunde).

Before coming to Reutlingen, you should carefully consult your home tutor about the courses you are required to attend, and ascertain how many marks or grades you need to take back at the end of your stay here. In principle, you may attend courses from any semester, but most of our exchange students choose courses in semesters 3, 5 and 6. On your arrival, we will assist you in finalizing your timetable. Depending on the course, marks/grades are obtained by either a seminar paper (Referat) delivered in class, an individual project (Hausarbeit), or formal exam (Klausur). All papers/projects submitted are, of course, expected to be typed or done on a word processor, must conform to the usual requirements regarding footnotes, bibliography, etc. and will probably be in the range of 10-20 pages. Our School does NOT use a system of continuous assessment, i.e. a series of regular tests and/or homework assignments through the semester (see special section on grading system in 4.19).

All German Universities of Applied Sciences require a high number of contact hours for domestic students, normally in the range of 24-28 hours of lectures per week in any one semester. The number of ECTS credits for each individual course is hence relatively low. The ramifications of this fact need to be discussed in detail with your tutor before you leave your home institution.

The University operates on a semester basis, i.e. two semesters in a twelve month period, and does not offer summer sessions. The semesters are each of 16 lecturing weeks (i.e. not counting vacation periods at Christmas and Easter), and begin in the first week of March and fourth week of September or early October (the precise dates vary, of course, with the year's calendar). The School's BA Aussenwirtschaft (AW) programme as well as the two MA programmes admit and graduate students in both the semesters and hence all courses and examinations are offered every semester. The School's International Business (IB) programme, on the other hand, admits students only in the winter semester and hence the courses and examinations are offered either in the winter or summer semester.

**Complete syllabus descriptions are available online in our separate brochures "Programme, Course and Syllabus Guide".**

#### **International Business (BSc and MBA)**

[http://www.esb-reutlingen.de/fileadmin/programme/bachelor/AW\\_IB\\_SIB/Modulhandbuch\\_IB\\_SS\\_2009.pdf](http://www.esb-reutlingen.de/fileadmin/programme/bachelor/AW_IB_SIB/Modulhandbuch_IB_SS_2009.pdf)

#### **BA Aussenwirtschaft**

[http://www.esb-reutlingen.de/fileadmin/programme/bachelor/AW\\_IB\\_SIB/08-10-11\\_Modulhandbuch\\_AW.pdf](http://www.esb-reutlingen.de/fileadmin/programme/bachelor/AW_IB_SIB/08-10-11_Modulhandbuch_AW.pdf)

#### **MA International Business Development**

<http://www.esb-reutlingen.de/en/programme/master/ma-international-business-development/documents.html>

#### **MA International Accounting and Taxation**

<http://www.esb-reutlingen.de/en/programme/master/ma-international-accounting-and-taxation/documents.html>

### **4.3 Computing and network facilities**

The ESB Business School has good computing facilities. The School operates two new-equipped computer labs with each 20 WINDOWS XP/NT workstations (Pentium 4, 512 MB RAM, 160 GB Harddisk) networked with a WINDOWS NT server (Pentium 4, 1 GB RAM) in each lab. All the standard Microsoft products are available to the students. One computer is a graphic workstation for Multi-Media work with special software and a scanner. Each lab has two printers one of them is a color printer. In addition to these labs, the School has access to similarly equipped labs of the Computer Center.

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All the computers of the School are connected to the campus net and to Internet. Every student is automatically assigned a login name and an e-mail address on registration and can access all the facilities of Internet from every location on campus. Several access points for internet access via WLAN are available in the School. Students who have their own personal computers at home can access the campus net via standard telephone and ISDN lines.

## 4.4 Cost of living

Clearly, this will depend largely on your personal life-style, and remember that living abroad in an unfamiliar environment always stretches one's budget. However, overall, the cost of living in Germany is now no higher than elsewhere - in fact, Reutlingen students studying at our partner universities abroad often find living there much more expensive than in Germany! The subsidized meals in the Mensa are very good value, day-to-day provisions/groceries are cheap if you use the supermarkets, clothes range from cheap to breathtakingly expensive, books are quite expensive. The student residences are considerably cheaper than in most other countries. Currency crises and fluctuations can naturally play havoc with your financial planning. If you receive a student grant/award, make sure that the awarding body is aware of the full length of your studies in Reutlingen. Your home tutor will give you the precise dates of the Reutlingen semesters relevant to your period of study.

## 4.5 Accommodation

Shortage of accommodation, and the high price of what accommodation there is, is one of the major social problems in Germany at the moment, particularly for low-income groups such as students. In this, Reutlingen is no exception.

Administratively and financially the student residences, or dorms / hostels, (Studentenwohnheime) adjoining the campus are not part of the University, but are owned and administered by e.g. the GWG Housing Association and the Tübingen Studentenwerk. We are therefore not able to reserve a room for you, nor can we exert direct pressure on the GWG to allocate a room to you. You have to apply for a room in the normal way (please find appropriate application forms and information on our website):

<http://www.esb-reutlingen.de/en/programme/bachelor/ba-aussenwirtschaft/partner-universities/exchange-students.html>

The application forms will need to be submitted by the second week of December if you are coming to Reutlingen in the summer semester, or by the second week of June if you are coming in the winter semester. In the allocation of rooms, exchange students are normally granted a certain preferential treatment.

If you are allocated a room, this will be notified to you at your home address in writing. If you are going to be away from home at that time, you should inform the GWG/Studentenwerk of the address to which the notification should be sent. **You must return the acceptance form immediately, or the room will be allocated to someone else.** If the rent contract is sent at the same time - probably two copies - this/these must be signed and returned at once. You should receive this notification by the end of July/beginning of August, or end of January. One of the copies of the contract will be returned to you: This copy should be brought with you, it must be shown to the appropriate caretaker (Hausmeister) before you are given your key. If you do not arrive until the weekend before the start of courses, please note that the caretaker is not on duty on weekends.

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In the residences administered by the GWG, the rent is currently 210 € (single room) per month, and you will have to pay for a whole half-year beginning Sept. 1 or March 1. **You will have to sign a rent contract: please remember that this is legally binding**, i.e. you remain responsible for paying the rent for the whole of the stipulated period, you cannot just give up the tenancy on your room when it suits you. Often, exchange students are offered a shared room (rent 160 €): if, for example for health reasons, you require a single room, this should be indicated on the application form. A refundable deposit (Kaution) of 2 months' rent (i.e. 420 € or 320 €) plus 30 € for your key is payable on, or shortly after, arrival. When you leave, you must officially clear your room with the caretaker. The residence administered by the Studentenwerk Tübingen is rather more expensive: 240 € per month (+ 300 € deposit). All residence fees are subject to increases.

**The residences are self-catering, so you will need to bring your own bed-linen (including pillows and blankets), but other equipment (such as cutlery, cups, saucepans) is probably best bought locally.**

Much of the day-to-day running of the residences, as well as the maintenance of good order and discipline, and certain cleaning duties, are the responsibility of the residents in the residences: this "self-administration" is carried out through residence student committees and representatives. All residents are obliged to participate and cooperate in the smooth and consensual running of the residences.

If you are not offered residence accommodation, we will do our best to assist you in finding a private room/shared flat when you arrive. However, as everywhere else in Germany, this is not easy: you should be prepared to rough it for several days while the search is on. A private room will cost upwards of 250 € per month and may well involve some travel to and from the University. In any case, do not panic if your accommodation is not settled before you leave home: just come, we have never yet failed to find accommodation for our exchange students!

## 4.6 Social life/students

No German academic institution has anything remotely approaching a Students' Union and system of "Clubs and Societies" such as you may be used to at your home institution, so the campus of the University may strike you as very quiet at first. However the ESB Students Committee (Fachschaft) does a very good job in e.g. organizing parties, sports weekends and other social events, to which especially exchange students are very much welcome. News is published on the Student Committee's Notice Board in Building 5, first floor. Since 2005 the Local Erasmus Initiative (LEI) has been run by several AW students who take care of ESB exchange students. The LEI organizes excursions, such as trips to Stuttgart or the Swabian Jura, Munich, the Nurnberg Christmas Market and social events such as barbecues etc. All exchange students are very much welcome to join in these activities.

A variety of sports is available on campus (e.g. basketball, soccer, badminton, volleyball). These facilities are free. The AstA office organises and publicises student activities and special events, and the International Office has a regular programme of social evenings for the University's international students. Outdoor and indoor swimming facilities in Reutlingen are first-class: in the summer, you will no doubt appreciate the excellent outdoor swimming complex just 5 minutes walk from the campus. The University's International Office (Akademisches Auslandsamt) offers occasional special excursions (e.g. to the Hannover Industrial Fair, the Munich Christmas Market) at very low prices. The town offers several multi-screen cinemas, a large number of excellent restaurants and pubs/bars (Kneipen), and the programme of plays, concerts etc at the "Tonne" theatre and the Listhalle is good. Stuttgart and Tübingen offer a wider variety. Many students at the ESB and Reutlingen University as a whole come from Baden-Württemberg and hence often go home at the weekends. However, there is a very large number of students in the School who have spent a semester at one of our partner institutions, including your own home

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institution (we send out some 60 students per year). These students will be keen to meet you, so accept any invitations to go out with them.

The School takes in about 60 exchange students each year from its 30-plus foreign partner institutions, so in the School you will find exchange students from e.g. Britain, Ireland, the USA, France, Belgium, Spain, Italy, Hungary, Canada, and Russia. A full list of our partner institutions is appended to these introductory notes in Section 4.15.

It also draws its own regular students from all parts of the globe, e.g. South and Central America, the Middle East, Eastern and Central Europe, South East Asia, Central Asia. Some 25% of the total student population at the University is from abroad.

You may find most students in the School quite a bit older than yourselves: very few start their degree course before the age of 20/21, many later than that, and many of them will have previously done a two/three-year apprenticeship ("Lehre") in commerce/industry, and/or worked full-time in commerce/industry for a few years. A large number therefore fall into the age range of 23-28.

## **4.7 Internships and temporary employment**

German commerce/industry has an enviable system of internships (industrial placements) of which we take full advantage. All our own students have to complete six-month internships during their degree programme, and one of these has to be outside Germany. We have excellent relationships with a large selection of German and international companies that regularly take our students as interns. These companies range from the "global players" such as DaimlerChrysler, BMW, IBM, Siemens, Bosch to the medium and small-sized companies that are still the backbone of the German economy. We are more than happy to assist our exchange students in obtaining an internship, for example in the second half of a year in Germany. However, we do not arrange these internships: exchange students, like our own students, are responsible for applications, documentation, and arranging interviews where necessary. This can be quite a long process, and cannot sensibly be started until students are actually here in Reutlingen.

Internships are traditionally of 5-6 months duration and are full-time positions. They cannot be undertaken parallel to courses in our School. Part-time, or temporary, employment in companies is available to students to a limited extent, but we would strongly advise exchange students against taking on such commitments except during holiday periods. "On-campus" jobs, as are quite normal in, for example, the US do not normally exist in Germany – largely due to complex labour laws and social security regulations.

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## 4.8 Touring/travel

Road, rail and air connections for long distance travel to / from Reutlingen are good. You will probably choose to arrive via Stuttgart, either by air or rail, and take the direct rail link from Stuttgart to Reutlingen. Stuttgart is the nearest international airport, just 30 km away, but you may have to take a flight landing at Frankfurt or Munich, both of which are within 2-3 hours rail travel. There is now a new bus route linking Reutlingen directly with Stuttgart Airport (Expresso Bus). More detailed information is available under [www.rsv-reutlingen.de](http://www.rsv-reutlingen.de) with link to the Expresso bus.

If you have a car do bring it with you: the immediate region offers an extremely wide range of very attractive and interesting places to visit, but on this local level public transport is often not very helpful. In addition, with a car it is perfectly possible to take an extended weekend trip to Paris, Prague, Budapest, Venice, Berlin and even, say, the Italian Riviera. You can drive here for one year using your national driving licence and vehicle registration, but we advise you to arrange insurance cover at home, as this can be extremely expensive if taken out with a German company. If your national driving licence does not bear a photograph, you are advised to obtain an International Driving Permit: this can be arranged cheaply and quickly via one of your national automobile associations.

Weekend car-hire is cheap if done in a group. The German Federal Railways (Deutsche Bahn) now offers exceptionally cheap group/family tickets at the weekend ([www.bahn.de](http://www.bahn.de)). A student semester-ticket is available for about 50 Euros for local transport systems ([www.naldo.de](http://www.naldo.de)).

## 4.9 Tutoring

We offer you 4 levels of careful tutoring (Betreuung) while you are in the School. Firstly, the liaison tutors Prof. Dr. Hormuth and Prof. Dr. Laßleben (general guidance on time-tables/exams, liaison with your home institution, certification of attendance/marks etc); secondly, our Liaison Assistant Ms Ingrid Hoch (e.g. registration, accommodation); thirdly, an official student tutor (a student who has spent a semester at a partner institution - responsible for day-to-day questions/problems, guidance at the AOK etc); and finally the Reutlingen International Office (Akademisches Auslandsamt) under Herr Veit (German and Business German courses, excursions, social evenings etc).

You will be given an extensive information folder (maps, brochures, and other documents) when you arrive. However, please remember that we can only offer you help, guidance and advice: the ultimate responsibility for getting things done remains yours!

## 4.10 Formalities (visa, registration, fees, forms)

As said before, you will find accommodation application forms on our website  
<http://www.esb-reutlingen.de/en/programme/bachelor/ba-aussenwirtschaft/partner-universities/exchange-students.html>

Make sure you observe deadlines for their submission.

Academic registration will take place with our guidance in the first few days after your arrival, hence it is imperative that you arrive on time and also that you bring with you ALL your documentation (see below in section 4.13). During our first meeting we will discuss how registration should be completed (see also below in section 4.11). You will not have to register for individual courses.

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If you are **not an EU citizen**, you are required to obtain a visa for entry into Germany. The visa can only be obtained via the German embassy or Consulate in your country of residence. Without this, you will not only be unable to get a residence permit after arrival, you may even be refused entry at the airport or border crossing. **It is YOUR responsibility to start applying for this visa SEVERAL MONTHS before your planned departure for Reutlingen.**

You will also have to register at the Town Hall (Rathaus) as a resident (EU-citizens only). Non-EU-citizens need to register at the Town Hall for a residence permit: You may be required to provide proof of sufficient financial support before you can be granted a residence permit, so please bring appropriate documentation such as copies of student grants/awards, copies of bank statements or savings accounts, etc.

We will help you to register with the AOK (Health Insurance Company) about your health insurance. Make sure that you have a valid EHIC (European Health Insurance Card) or E 111 / E 128 (as appropriate), or - if you are not an EU citizen - clear documentation of existing health insurance. These aspects will also be discussed during your induction.

Opening a bank account is easy. Bank transfer fees from home can be expensive, so travellers' cheques are probably the best method of getting money over here. All major credit cards are accepted at the cash points (ATMs) that can be found everywhere. Make sure you have enough cash on you to survive the first week or so, and remember that grant-awarding bodies can take a long time to send you your money (this may also apply to Erasmus/Socrates grants).

You will not have to pay student tuition fees in Reutlingen. An administrative charge (currently 61,50 Euro) is payable on registration as a student at the University, but your student card (Studentenausweis) entitles you to various discounts.

As well as your student card, which is used as library and cafeteria user card as well and an e-mail address will be issued once you have been formally registered as a student.

## 4.11 Arrival and induction

If you possibly can, arrive by the Tuesday or Wednesday before courses start (residence accommodation can be taken up from September 1 or March 1). This will give you time to become familiar with your surroundings, settle into your accommodation, open a bank account, and start your linguistic acclimatization. An early arrival is particularly advisable if you have not been offered residence accommodation.

The liaison tutors and liaison assistant are always in the School in the week before courses begin, but your first official meeting with them will be the INDUCTION MEETING. Exact dates and times will be announced separately. The main point of this first meeting is to commence the various types of registration mentioned above under "Formalities". Please assemble near the seating area on the first (US: second!) floor of Building 5.

## 4.12 Websites/e-mail addresses

Contact [www.esb-reutlingen.de](http://www.esb-reutlingen.de) and explore the sub-entries/links on all aspects of our school. The University as a whole is best found under [www.reutlingen-university.de](http://www.reutlingen-university.de). For tourism have a look at e.g. [www.reutlingen.de](http://www.reutlingen.de), [www.tuebingen.de](http://www.tuebingen.de), [www.stuttgart.de](http://www.stuttgart.de) or [www.schwaebischealb.de](http://www.schwaebischealb.de), all of which are at least in part in English, and all of which offer excellent information on the attractions of the region.

**For all e-mail addresses for contacts in the ESB see section 4.14.**

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## 4.13 Bureaucracy/Administration

One of the aspects of living in Germany that you will find, at times, extremely annoying, even numbing in its apparently needless complexity, is the rigid bureaucracy, whether at the University, the Town Hall, Health Insurance, etc. Most authorities/offices have very restricted (and early!) opening hours. Learning to cope with this is part of your "foreign experience", you will just have to grin and bear it! However, you can make this experience less painful for yourselves by ensuring that you:

- a) bring all necessary documentation with you (don't leave it to relatives to send on later),
- b) check all information/details on your documents before you bring them - errors may mean that they are not accepted by the authorities, which may mean that you cannot be registered until correct documents are supplied, and this may take several weeks, (e.g. an E111 may be accepted for a period of ONE YEAR ONLY FROM DATE OF ISSUE, so get a new one issued just before your departure),
- c) observe all deadlines/appointments/office hours.

### DOCUMENTS THAT YOU **MUST** BRING WITH YOU:

- ⇒ a valid full passport (not a temporary visitor's passport),
- ⇒ if you need special documents in advance (e.g. a visa or residence permit as a non-EU citizen), you must organize these yourself well in advance in collaboration with your home institution). We will send you a letter of acceptance.
- ⇒ a formal letter from your home institution certifying that you are registered there as a student for the period you are in Reutlingen, and on what course you are enrolled; this letter must be in German, French, or English;
- ⇒ a European Health Insurance Card (EHIC) or health insurance form E111/E128 valid for your entire stay in Reutlingen (EU-citizens only). If you are not an EU-citizen, you **MUST** bring full documentary evidence of health insurance, otherwise you will be required to purchase a student health policy here, costing approx. €55 per month.
- ⇒ at least two tabular CVs in GERMAN (consult your German tutor about format/terminology), typed, dated, signed and each with a passport-type photo. These CVs are in addition to the CV required for an application for hostel accommodation;
- ⇒ at least 4 spare passport-type photos.

**Failure to bring any of the documents listed above will mean that you cannot be registered as a student!**

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## 4.14 Contacts

For all persons listed below, the mailing address is:

ESB Business School  
Reutlingen University  
Alteburgstraße 150  
72762 Reutlingen  
Germany

with the fax number: +49-7121-271-6022

The School is situated on the first (US: second) floor of Building 5

School Office: Ms. S. Kaba  
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International Office of the University:

Mr. Baldur Veit  
Director of the International Office  
Tel.: +49-7121-271-1004  
Email: [baldur.veit@reutlingen-university.de](mailto:baldur.veit@reutlingen-university.de)

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## 4.15 Partner Universities

Argentina	Universidad Austral, Rosario
Australia	Swinburne University, Melbourne
Belgium	Ecole Pratique des Hautes Etudes Commerciales, Brussels
Canada	Centennial College, Scarborough/Toronto Lethbridge University, Lethbridge Université de Sherbrooke, Québec
Chile	Pontificia Universidad Católica de Valparaiso
Croatia	Zagreb School of Economics and Management
Finland	Haaga-Helia University of Applied Sciences, Helsinki
France	Ecole Supérieure du Commerce de Montpellier, Montpellier Ecole Supérieure des Sciences Commerciales d'Angers, Angers Ecole Supérieure du Commerce Extérieur, Paris Université de Savoie, Chambéry Université des Sciences et Technologies, Lille Groupe ESC, Rouen
Great Britain	University of Exeter, Exeter University of Wales, Swansea European Business School, London Edinburgh Napier University, Edinburgh
Hungary	Ecole Supérieure pour l'Innovation et l'Action vers les Métiers de l'Entreprise, Budapest
India	S.P. Jain Institute of Management and Research, Mumbai
Ireland	Galwy-Mayo Institute of Technology, Galway Waterford Institute of Technology, Waterford
Italy	Università degli Studi, Bergamo
Mexico	Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Monterrey
Russia	Moscow State Institute for International Relations (MGIMO University), Moscow
Sweden	Karlstad University, Karlstad
Spain	Escuela Universitaria de Estudios Empresariales, Barcelona Escola Superior de Comerç Internacional, Barcelona Universidad de Las Palmas, Las Palmas Universidad Politécnica de Valencia
USA	San Diego State University, San Diego, CA Kettering University, Flint, MI Kutztown University, Kutztown, PA California State University System (IP), Long Beach, CA Chapman University, Orange, CA Texas Tech University, Lubbock, TX University of New Haven, West Haven, CT Western Kentucky University, Bowling Green, KY Valparaiso University, Valparaiso, IN

List as of September 2009



## 4.16 Key Dates for winter semester 2009/2010 and summer semester 2010

	<b>1<sup>st</sup> semester 2009-10 (winter semester)</b>	<b>2<sup>nd</sup> semester 2010 (summer semester)</b>
Start of semester /Start of courses	1 <sup>st</sup> October 2009	8 <sup>th</sup> March 2010
End of courses	29 <sup>th</sup> January 2010	02 <sup>nd</sup> July 2010
End of semester	19 <sup>th</sup> February 2010	23 <sup>rd</sup> July 2010
Registration for examinations	23 <sup>rd</sup> – 27 <sup>th</sup> November 2009	11 <sup>th</sup> – 15 <sup>th</sup> May 2009
Latest date for withdrawal from examinations	18 <sup>th</sup> January 2010	21 <sup>st</sup> June 2010
Examination period	30 <sup>st</sup> January – 6 <sup>th</sup> February 2010	03 <sup>rd</sup> – 10 <sup>th</sup> July 2010
Re-registration*	18 <sup>th</sup> January – 5 <sup>th</sup> February 2010	Not yet known
Holidays **	24 <sup>th</sup> December – 6 <sup>th</sup> January 2010 (Christmas/New Year)	2 <sup>nd</sup> – 10 <sup>th</sup> April 2010 (Easter) 23 <sup>rd</sup> – 29 <sup>th</sup> May 2010 (Pentecost) 3 <sup>rd</sup> June 2010 (Corpus Christi)

\*Only for exchange students staying for another semester or doing an internship in Germany

\*\* Public and institutional

Pre-semester intensive German courses run in the 3 weeks before the winter semester and the 1 week before the summer semester.

#### 4.17 Full-time Professors in the ESB (areas AW, IB and MA programmes)

Professor	Subject Area(s)
Banke, Bernd Erich, Dr. jur.	Business Law, European Law
Beyer, Hans-Martin, Dr. rer.pol.	International Finance, Corporate Finance, Automotive
De, Dennis, Dr. rer. pol.	Economics, SMEs
Ferencz, Marlene, Dr. rer. nat., Dipl.-Math.	Quantitative Methods
Fink, Carmen, Dr. rer.pol.	Controlling, Accounting
Heger, Roland, Ph.D.	Marketing, , Market Research, Purchasing & Supply Management, Management Game
Herzog, Bodo, Prof. Dr.	Economics
Hoppen, Dieter, Dr. rer. pol.	International Marketing, Export Management
Hormuth, Julia, Prof. Dr.	Intercultural Management, Business Comm.
Lassleben, Hermann, Dr. rer. soc.	Human Resource Management, Corporate Communication
Mayer, Gerhard, Dr. rer. pol.	Business Management, Controlling
Nufer, Gerd, Dr. rer.pol.	Business Administration, Marketing, Market Research
Rennhak, Carsten, Dr. oec.publ.	Marketing
Schrade, Detlev, Dr. rer. pol.	Business Management, Business Accounting

In addition, the School employs approximately fifty part-time lecturers, predominantly from the corporate world, who hold specific courses and block seminars, or contribute to other courses.

## 4.18 List of courses currently offered in English

(see further details in the course & syllabus guide of the different study programmes)

Course # and Title	Programme/ Semester	Available win- ter/summer	Professor
AW 13 Business Computing II	AW 2 <sup>nd</sup>	Winter + Summer	Gerber
AW 22 Business Statistics	AW 2 <sup>nd</sup>	Winter + Summer	Prof. Ferencz
AW 32 Investment & Finance	AW 2 <sup>nd</sup>	Winter + Summer	Prof. Beyer
AW 81 Principles of Marketing	AW 2 <sup>nd</sup>	Winter + Summer	Prof. Rennhak
AW 91 Human Resource Management	AW 2 <sup>nd</sup>	Winter + Summer	Prof. Laßleben
AW 101 Management Accounting	AW 2 <sup>nd</sup>	Winter + Summer	Prof. Fink
AWE 2 European Business Law	Elective	Winter + Summer	Prof. Banke
IB Advanced International Economics	Elective	Winter + Summer	Prof. Herzog
IB 1.1.1 Business Computing I	IB 1 <sup>st</sup>	Winter	Gerber
IB 1.1.2 Business Mathematics	IB 1 <sup>st</sup>	Winter	Prof. Ferencz
IB 3.1.1 Principles of Management	IB 1 <sup>st</sup>	Winter	Plavec
IB 4.1.1 Financial Accounting	IB 1 <sup>st</sup>	Winter	Weiss
IB 5.1.1 Economics 1	IB 1st	Winter	Prof. Herzog
IB 1.2.1 Database Fundamentals	IB 2nd	Summer	Gerber
IB 1.2.2 Business Statistics	IB 2nd	Summer	Prof. Ferencz
IB 3.2.1 Managing Organisations	IB 2nd	Summer	N.N.
IB 5.2.1 Principles of Business Law	IB 2nd	Summer	Schmitz
IB 6.2.1 Principles of Marketing	IB 2nd	Summer	Plavec
IB 7.3.1 Intercultural Competence	IB 2nd	Summer (BS)	Prof. Hormuth
IB 4.4.2 Principles of Corporate Finance	IB 4th	Summer	Prof. Beyer
IB 5.4.1 Macroeconomics	IB 4th	Summer	Prof. Herzog
IB 3.5.1 Human Resource Management	IB 5th	Winter	Prof. Laßleben

## 4.19 Examinations/Assessment/Grading system

Written and oral examinations take place in an eight-day period immediately after the end of courses in each semester. Failed examinations are re-taken at the end of the following semester: there is no special "re-sit" examination in the vacation between semesters, as may be the case in other countries. Students are responsible for registering for examinations on the dates stipulated by the University's examinations office.

Many of the courses are not subject to formal examination (Klausur), but require instead the presentation of a seminar paper (Referat) in both oral and written form to the course group during the semester (see syllabus descriptions). The system of "continuous assessment" by a series of regular homeworks, tests, etc does not normally exist in Germany, and is not used in the School.

Some courses run over two semesters, with a single examination at the end of the second semester (see syllabus descriptions). It is sometimes possible to arrange an assessment at the end of the first such semester for exchange students.

In some cases, a specific course may be combined with another for examination purposes, e.g. 2 hrs within a 4 hr examination, (see syllabus descriptions). In such cases, exchange students can register for either the individual parts or the whole examination, after consultation with, and agreement of, the lecturer.

At the end of their period of study in Reutlingen, all exchange students and their home universities will be provided with an ECTS Transcript showing courses attended, and grades/credits achieved in assessment.

The grading/marking system used in the School is the traditional German system, which runs from 1.0 (the highest possible grade) to 5.0 (the lowest possible grade), with 4.0 as the minimum passing grade. Reutlingen grades are expressed as follows:

1.0 – 4.0	passing grades
<hr/>	
4.7 – 5.0 UR	} failing grades
<hr/>	
BE	successfully completed, but without formal assessment

Equivalence of grades on an international/global scale is a complex – and highly emotive - topic, and the School does not attempt to convert grades achieved in RT into the grading system of exchange students' home countries or educational institutions. In addition, the prescribed ECTS grading system using the passing grades A, B, C, D, and E, plus the failing grades FX and F, will be used on all ECTS Transcripts. An average grade (or GPA) for the semester is not usually used in Germany, and is not included on our ECTS transcript.

## 4.20 German language courses

The following language courses are offered by the University's International Office.

Course number	Subject area and course title	Hours per week	ECTS Credits
	Business German I (winter semester)	4	10.0
	Business German II (summer semester)	4	10.0
	German for Foreign Students (different levels)	4	8.0
	German online	4	8.0
	Pre-semester German course		
	Winter semester	Intensive 3-week block = Pro rata	7.5
	Summer semester	Intensive 1-week block = Pro rata	2.5
	Accounting in German	2	2.5

Exchange students are required to take at least a Business German course, and are encouraged to take one other German course. Those exchange students wishing to participate in the Pre-Semester German course should notify us of this well in advance.

Time tables for all these special German language courses will be handed out during the inductions session.

For all other courses open to exchange students in the ESB, the syllabus descriptions can be found online in the various separate brochures "Programme, Course and Syllabus Guide".

## 4.21. German Language Courses

German Language Courses offered by the University's International Office.

### Special Pre-Semester Language Courses

#### German Language and Culture (Intensive Course, Winter Semester, 3 weeks)

<b>Teaching staff</b>	N.N.
<b>Goals</b>	To introduce German language and culture, prepare international students for their studies in Reutlingen and/or deepen already existing knowledge of German.
<b>Contents</b>	Grammar, vocabulary, conversation, listening comprehension, reading and writing skills, information about Germany and its culture, also Business German in the advanced level courses (additional topics might be chosen according to the students' interests and abilities); excursions and other extracurricular activities are also part of the course.
<b>Status</b>	Elective
<b>Teaching methods</b>	Modern practice-orientated methods taught in different groups on different levels (Beginners, Elementary, Intermediate, Advanced), groups of 15-20 students per class.
<b>Prerequisite</b>	None; students will be divided in groups after a language placement test at the beginning of the course
<b>Requirements</b>	Regular attendance, final exam (or oral presentation in advanced groups), course fees: 200€
<b>Literature</b>	Handouts and other materials will be provided in class
<b>Timing</b>	6 hours per day, 30 hours per week (2 SWS)
<b>ECTS credits</b>	7,5 ECTS-credits possible (depending on other language classes attended during the semester)
<b>Teaching language</b>	German

#### German Language and Culture (Intensive Course, Summer Semester, 1 week)

<b>Teaching staff</b>	N.N
<b>Goals</b>	To introduce German language and culture, prepare international students for their studies in Reutlingen and/or deepen already existing knowledge of German.
<b>Contents</b>	Grammar, vocabulary, conversation, listening comprehension, reading and writing skills, information about Germany and its culture (additional topics might be chosen according to the students' interests and abilities).
<b>Status</b>	Elective
<b>Teaching methods</b>	Modern practice-orientated methods taught in different groups according to language ability, groups of 15-20 students per class.
<b>Prerequisite</b>	None; students will be divided in groups after a language placement test at the beginning of the course
<b>Requirements</b>	Regular attendance
<b>Literature</b>	Handouts and other materials will be provided in class
<b>Timing</b>	6 hours per day, 30 hours per week
<b>ECTS credits</b>	2,5 ECTS-credits
<b>Teaching language</b>	German

## 4.22 Regular German language courses

### Business German I

<b>Teaching staff</b>	Baldur H. Veit
<b>Goals</b>	To prepare international exchange students already possessing good general language skills in German in the field of Business German to enable them to better understand their regular lectures in Business Administration.
<b>Contents</b>	Topics of Business Administration and Economics, e.g. Facts about Germany, European Union, Economy (Economic Cycles Magical Square), Taxation in Germany.
<b>Status</b>	(Winter semester) Special course for exchange students – compulsory
<b>Teaching methods</b>	Modern interactive methods of teaching will be used in order to educate the students in the language of the German business world. Great value will be placed upon the content of the areas studied. Field trips will be organized.
<b>Prerequisite</b>	Good general knowledge of the German language.
<b>Requirements</b>	Written examination of 2 hours.
<b>Literature</b>	Handouts and other materials will be provided during the course.
<b>Timing</b>	4 hours per week
<b>ECTS credits</b>	10
<b>Teaching language</b>	German

### Business German II

<b>Teaching staff</b>	Baldur H. Veit
<b>Goals</b>	To prepare international exchange students already possessing good general language skills in German in the field of Business German in order to better understand their regular lectures in Business Administration. The course is a continuation of Business German I, but may also be taken without that prerequisite.
<b>Contents</b>	Topics of Business Administration and Economics, e.g. Advertisement, Trade Fairs in Germany. Visit to the world's largest general trade fair "Hannover Messe Industrie" Import/Export, Unemployment, Network of Social Security, Dual System of Vocational Training, Automotive Industry in Germany.
<b>Status</b>	(Summer semester) Special course for exchange students – compulsory
<b>Teaching methods</b>	Modern interactive methods of teaching will be used in order to educate the students in the language of the German business world. Great value will be placed upon the content of the areas studied. Field trips will be organized.
<b>Prerequisite</b>	Good general knowledge of the German language.
<b>Requirements</b>	Written examination of 2 hours.
<b>Literature</b>	Handouts and other materials will be provided during the course.
<b>Timing</b>	4 hours per week
<b>ECTS credits</b>	10
<b>Teaching language</b>	German

## German for Foreign Students I

<b>Teaching staff</b>	Various
<b>Goals</b>	To train international exchange students already possessing elementary language skills in German in order to better understand written and spoken German both in daily life and in study relevant situations
<b>Contents</b>	Grammar, Vocabulary for daily life situations and study relevant situations
<b>Status</b>	Special course for exchange students – optional
<b>Teaching methods</b>	Practice-oriented methods of teaching will be used in order to educate the students in German as a foreign language.
<b>Prerequisite</b>	Basic language skills in German as a foreign language
<b>Requirements</b>	Written examination of 2 hours, regular attendance
<b>Literature</b>	Handouts and other materials will be provided during the course.
<b>Timing</b>	4 hours per week
<b>ECTS credits</b>	8
<b>Teaching language</b>	German

## German for Foreign Students II

<b>Teaching staff</b>	Various
<b>Goals</b>	To train international exchange students already possessing advanced/intermediate general language skills in German in order to be more fluent in spoken and written German both in daily life and study relevant situations.
<b>Contents</b>	Grammar, vocabulary for daily life situations, study relevant topics, reading & discussions
<b>Status</b>	Special course for exchange students – optional
<b>Teaching methods</b>	Practice-oriented methods of teaching will be used in order to educate the students in German as a foreign language. Field trips such as guided tours to the cities of Reutlingen and Tuebingen will be organized
<b>Prerequisite</b>	Advanced/Intermediate language skills in German as a foreign language
<b>Requirements</b>	Written examination of 2 hours, regular attendance
<b>Literature</b>	Handouts and other materials will be provided during the course.
<b>Timing</b>	4 hours per week
<b>ECTS credit</b>	8
<b>Teaching language</b>	German

## Online Course: German as a Foreign Language

<b>Teaching staff</b>	Irmi Baumann
<b>Goals</b>	Improve and/or deepen already existing knowledge of German, study-orientated language training for international students.
<b>Contents</b>	Modular course structure: weekly modules with topics relevant for students such as information about Germany and Europe, presentation techniques, reading, writing and listening skills, applications, communication and marketing, tourism, intercultural training, also Business German modules for advanced students (additional topics on demand); grammar and vocabulary training is integrated within modules.
<b>Status</b>	Special course for exchange students – optional
<b>Teaching methods</b>	Modern practice-oriented e-teaching methods and tools with modern e-learning scenario, taught in groups on levels B1, B2, C1 (depending on students' previous Knowledge), maximum 16 students per class.
<b>Prerequisite</b>	At least basic command of German (level A2, according to the Common European Framework of Languages)
<b>Requirements</b>	Learning contract: regular attendance both in virtual classroom and on learning platform, final exam (oral presentation and written exam).
<b>Literature</b>	Handouts and other materials will be provided in the course.
<b>Timing</b>	60 minutes per week attendance in virtual classroom plus work on learning platform with weekly tasks/modules (equivalent to 4 SWS)
<b>ECTS credits</b>	8
<b>Teaching language</b>	German



## Accounting in German

<b>Teaching staff</b>	Kürgen Krimmel
<b>Goals</b>	To provide international students with a knowledge of the basic methods and basic terminology of costing/cost accounting and book-keeping in German companies
<b>Contents</b>	Cost structure of an industrial company, and its effects on the profit and price situation; variable/marginal costing; full/absorption costing; actual costs and predicted costs; fixed costs/variable costs, etc.
<b>Status</b>	Special course for international students of business/international business; offered in both winter and summer semesters; optional
<b>Teaching methods</b>	Lectures (primarily for theoretical basis), plus extensive case studies and supplementary exercises, class presentations
<b>Prerequisite</b>	Basic familiarity with cost accounting procedures would be an advantage
<b>Requirements</b>	Written examination of 2 hours
<b>Literature</b>	Handouts and dossier materials; reading list will be discussed in first class meeting
<b>Timing</b>	2 hours per week
<b>ECTS credits</b>	2.5
<b>Teaching language</b>	German

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## 5.0 Germany: Location of Reutlingen



## 6.0 Location of Reutlingen and Reutlingen University



## 7.0 Campus of Reutlingen University

Location of the ESB Business School: Building 5

