I imagine being able to experience everything on this campus. Including myself.

I am looking for a university that is pursuing an educational ideal focusing on individual growth and social responsibility. This university wants to amaze its students and help them grow into reflective individuals who help shape our future as thinkers and doers.

I imagine that this university is constantly striving to improve itself and remains grounded in reality, and that the exchange between professors, researchers, employees, and students is characterized by trust and humanity.

What distinguishes us from others?

- "Bachelor of Arts" in only six semesters
- "Master of Arts" in only four semesters
- Officially recognized; accredited by the FIBAA
- Leading position in the CHE ranking
- International and multicultural atmosphere
- English taught modules
- Semester abroad and internship (BA degrees)
- Real company projects (BA degrees)
- Small groups and interactive teaching
- Individual mentoring by professors
- Focus on personal development

Academic Calendar

Fall term: late September/early October – late January/early February
Spring term: early March – late June/early July

Size

15 professors, more than 80 instructors and lecturers, approx. 650 students

www.karlshochschule.de/en
Contact:
info@karlshochschule.de or
+49 721 1303-500
Internationality

I am looking for a university where internationality is lived every day. Thus, I imagine that a large percentage of students and professors being from other countries and that it is perfectly normal to catch snippets of conversations in English, Spanish, or other languages on campus.

Practical experience

I imagine being at a university where I can immediately put to use the knowledge and abilities that I am learning. That is why right from the very first semester, I am rubbing shoulders with the economy and culture of real life, interacting with CEOs and founders as my teachers, and going on excursions to exciting economic settings with my professors and fellow students. Moreover, there are skilled people at my side in the mentorship program who accompany me all throughout my studies. Thus, the practical part increases from semester to semester, making me feel increasingly competent through the gain of real experience. The project phases begin in the third semester, which is when I prepare actual company projects – such as strategic analyses or social media campaigns – and promote them in the team. Following the end of my studies is the practical semester: three to six months when I show what I am capable of under real-life conditions. For me, this is an ideal springboard into occupational life and also a good source of material for the topic of my bachelor thesis.

Didactics

What would it be like for the seminar room to become a play space or for me to create my own amusement park in a planning exercise, develop crazy marketing ideas in my group using colorful cards, interview people on the street, or observe negotiations right from semester one?

For me to be both in front of and behind the camera or spend my entire course of studies “backstage” at BMW, Adidas, or Vitra … Karlshochschule makes it possible – because the degree programs have a pronounced constructivist aspect. Here it is assumed that knowledge takes shape and broadens the best when it is literally lived and experienced – for instance, through practically oriented learning concepts such as planning exercises, current case studies, blended learning, excursions, and practical presentations by interesting speakers from economics, culture, and politics.

Personal mentoring and service

As visiting or exchange student I am integrated in the university’s regular program and, in addition, am offered German language and culture courses especially designed for international students. It is the International Office that welcomes me to Karlshochschule during the orientation at the start of the semester, helping me to handle all of the necessary tasks that I need to accomplish in the course of studying abroad – such as registering in the city, selecting health insurance, and opening a bank account. In addition, I will have a student adviser to help me – that is, Karlshochschule students that make sure that I quickly feel at home here, such as by picking me up from the train station when I arrive and showing me around the city later on.

Bachelor Programs

<table>
<thead>
<tr>
<th>Bachelor Programs</th>
<th>Teaching Language</th>
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<tbody>
<tr>
<td>International Business</td>
<td>English</td>
</tr>
<tr>
<td>Intercultural Management and Communication</td>
<td>German for Semesters 1 - 2*</td>
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<tr>
<td>International Marketing Management</td>
<td>English for Semesters 3 - 6</td>
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<tr>
<td>International Tourism Management</td>
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<td>International Event Management</td>
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<td>Arts and Cultural Management</td>
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<td>International Energy Management</td>
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<td>International Media Management</td>
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Master Program

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<thead>
<tr>
<th>Master Program</th>
<th>Teaching Language</th>
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</thead>
<tbody>
<tr>
<td>Management</td>
<td>English</td>
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</tbody>
</table>

*International students who are not fluent in German have the option of starting in the International Business program and switching to another program after the first two semesters. International Tourism Management can be studied completely in English (should the minimum amount of students who want to be taught in English be reached)!