



Hochschule für  
Wirtschaft und Umwelt  
Nürtingen-Geislingen



**Welcome to NGU**

# NUERTINGEN-GEISLINGEN UNIVERSITY



Nuertingen

## What is NGU?

Nuertingen-Geislingen University (NGU), in German „Hochschule fuer Wirtschaft und Umwelt Nuertingen-Geislingen (HfWU)“, is an outstanding institution of higher education for Business and Environmental Studies.

### NGU

- was founded in 1949 as an “Agricultural College”
- nowadays offers unique Bachelor and Master programs in the fields of Business and Environmental Studies with a nationwide reputation
- has two campuses in Nuertingen and Geislingen and is therefore abbreviated with “NGU”
- is home to about 4,000 students
- offers nearly 30 degree programs, some of them partly others entirely offered in English
- is currently listed among the top ten institutions in applied business education in Germany

## Where is NGU?

NGU is located with two major campuses in the two cities Nuertingen and Geislingen near Stuttgart in southwest Germany. The greater Stuttgart area - with industrial giants like Daimler AG, BOSCH, Porsche, HP and IBM – is known as one of the most booming regions in Germany and one of Europe’s leading

technology regions. The beautiful countryside offers a wide range of recreational activities: mountain-biking, free climbing, hiking and winter sports.

Our campus cities Nuertingen and Geislingen are a great place to stay with cozy restaurants, pubs and an attractive cultural program. Stuttgart International Airport is close by and France, Switzerland or Austria are within two hours’ reach. This makes our campus locations perfect destinations for travelling:

[WWW.HFWU.DE/EN/ENG/BEFORE-AND-ON-ARRIVAL/IMPORTANT-INFORMATION](http://WWW.HFWU.DE/EN/ENG/BEFORE-AND-ON-ARRIVAL/IMPORTANT-INFORMATION)

### Nuertingen

Nuertingen is a safe place on the beautiful Neckar river with 42,000 residents. The Nuertingen campuses include restored historic buildings from the 18th century in Nuertingen’s picturesque medieval city center as well as modern buildings – including our students’ residence hall – at the city’s edge.

### Geislingen

Geislingen, with a population of approximately 27,000, is located in the hilly countryside of the ‘Swabian Alb’. Founded in 1100, Geislingen has a nice old town center and is a safe place. Geislingen is famous for WMF - the company known worldwide for cutlery and tableware. The Geislingen campus and student hostels are within walking distance to the town center and next to the train and bus stations.

# MAKING KNOWLEDGE ACCESSIBLE

## Research and Institutions at NGU

Research and the transfer of knowledge into the world of private and public enterprise are crucial to NGU. NGU runs transfer centers for business consulting. The centers offer consulting services and transfer knowhow from all our faculties to companies. They support the university's on-going commitment to applied research and development:

[www.hfwu.de/en/eng/about-us/research](http://www.hfwu.de/en/eng/about-us/research)

### Experimental Gardens

Nuertingen-Geislingen University houses experimental gardens and parks for demonstration and teaching. Students can study more than 1,500 different plants and trees.

### Experimental Agricultural Research Farm

The university-owned research farm comprises 120 hectares and not only produces but also markets its agricultural

products in a real-market scenario. The farm offers modern facilities for applied research projects.

### Coordination Center for Business and Environmental Issues

The Coordination Center for Business and Environmental Issues (KoWu) aims at creating and promoting the awareness of responsibility and the dialogue between the two disciplines Business Studies and Environmental Studies.

### Institute of Applied Research

The Institute of Applied Research (IAF) is a central unit of NGU for applied research, development and innovation transfer. The combination of basic and applied research makes the IAF an ideal interface between research, training, continuing education and practical implementation.

### Center for Continuing Education

"Lifelong learning" is one of NGU's crucial mission statements and is brought to life in our Center for Continuing Education (WAF). The offered training opportunities range from foreign language courses, personality and leadership training, workshops on certified courses to part-time Bachelor and Master Programs.

### Center for Teaching Quality

This center (KoLe) aims to improve academic success of students and to ensure the further development of teaching quality. In order to foster this continuous improvement process, a number of workshops have been designed to help creating learning environments that support the acquisition of knowledge, skills and competencies.

#### Accounting, Auditing and Taxation M.A.

This Master Program provides a profound knowledge of accounting, tax consultancy and auditing together with the ability to relate this to the broader issues of management.

#### Automotive Management M.Sc.

Students obtain a broad understanding of the value-added processes from development and production to sales and marketing in the automotive industry. They are prepared for a successful international career at car manufacturers, suppliers and dealers.

#### Environmental Protection M.Eng.

NGU offers this joint-degree program to undergraduate degree holders in Science, Engineering or Business. Topics covered are e.g., Pollution Control, Ecological Aspects of Urban Planning, Sustainable Nature Protection, Waste Management and Energy Supply.

#### International Finance M.Sc.

Within three semesters our students become experts in the international financial world. By choosing the Double-Degree option with two semesters spent at a partner university they have the chance to earn two Master Degrees within two years.

#### International Landscape Architecture M.Eng.

This international Master offers practice-oriented subjects in the areas of planning, design, and information technologies. Studies take place at Nuertingen-Geislingen University and Weihenstephan-Triesdorf University.

#### Company Restructuring and Insolvency Management LL.M.

The program deals with the reconstruction of companies as well as insolvency management. A special focus is managing crises in all stages of the life cycle of an enterprise. Students deal with complex problems by taking into account the economic and legal perspectives of the company.

#### International Management MBA

This MBA offers a bilingual (English-German) management experience in order to prepare the students for management positions that require both international and general business skills. The MBA has a strong global focus and targets students with non-business undergraduate degrees.

#### Leadership M.Sc.

In order to understand the complex organization of companies and overcome the challenges of leadership in middle and upper management, special attention is given to the fields of innovation management, team and conflict management and managing organizational change.

## Our Master Programs

[www.hfwu.de/master](http://www.hfwu.de/master)



# BUSINESS AND ENVIRONMENTAL STUDIES

## Our Bachelor Programs

- are based on a solid undergraduate foundation encompassing the essential subjects required by the respective profession
- are designed in collaboration with the industry and provide our graduates with knowledge and skills that enhance their future employment opportunities
- carry out applied research projects with students and local companies
- have a strong focus on applied business experience
- hire only lecturers and professors with an extensive and substantial practical background and
- maintain direct contact to the numerous large companies, multinationals (e.g. Daimler AG, Porsche, BOSCH, IBM, HP) and successful small and medium-sized businesses in Germany's strongest economic region
- require internships or job-placements of at least five months that expose the students to the real-life business world.

### Business Administration B.Sc.



Business Administration graduates of Nuerdingen-Geislingen University are well-prepared for everyday challenges and a successful career in companies of all sizes and industries world-wide through a broad academic education within their first four semesters. Individual career goals and personal preferences are easily met by selecting a constellation of in-depth elective courses in the fields of marketing, management, international business, accounting and finance, financial services, auditing and taxation or logistics. The possibility to gain a degree in "International Business Administration" or to achieve a Double-Degree at one of our partner universities completes the program.

### Equine Management B.Sc.



The degree program is embedded in an agricultural context and is geared toward the employment market. It combines application-oriented lectures with intensive practical experience and close co-operations with renowned partners such as the State Centre of Competence for Horse Breeding and Keeping Baden-Wuerttemberg, the National Stud of Marbach as well as many organisations and facilities in the horse related business. Our mission is to teach our students comprehensive basic and extensive specialized knowledge of the theoretical and practical aspects of all equine areas such as horse breeding and keeping, nutrition, health management, schooling of horse and rider, equitation, tourism, marketing, law etc.

### International Financial Management B.Sc.



The ongoing changes in the world of finance and the international financial markets demand a sound academic background and international experience. The study program International Financial Management B.Sc. at Nuerdingen-Geislingen University combines theoretical and practical studies with two integrated study abroad semesters at one of our partner universities world-wide. Lectures in the fields of finance, economics, business and socio-cultural studies along with special international finance forums prepare the students for a successful career. Graduates have the opportunity to work in banks, business consulting firms and finance departments within globally operating companies or other financial institutions.

### Applied Economics B.Sc.



"Applying economics to enhance successful business activities" sums up the goal of this study program. Applied Economics combines academic study characterized by its strong focus on practice-relevant knowledge and emphasis on empirical economic research with a strong focus on key qualifications and business-decision-making. This study program was awarded a prestigious prize for innovative academic design and the qualified preparation of students for contemporary and future challenges in professional business life by the German „Donors Association for the Promotion of Sciences and Humanities in Germany“.

### Agriculture B.Sc.



The Bachelor degree program "Agriculture" focuses on teaching practically relevant information and abilities on a scientific basis. A large number of courses are taught outside lecture halls, e.g. on the university-owned research farm, at farming enterprises, companies or research stations of neighbouring institutions. Students get an applied market-oriented education. They learn to critically discuss and evaluate field experiments as well as studies in animal husbandry, economics and marketing. This versatile foundation of knowledge and first-hand experience gives our graduates promising job-perspectives.

### Automotive Business B.A.



The industry-specific challenges along the entire automotive value chain, including suppliers, manufacturers, retailers and automotive-related financial services emerge from strong competition, internationalization, and permanently changing laws. This degree program is designed to meet the increasing demand of academically highly qualified employees for the automotive business. The graduates will have a process-related and integrated understanding of the entire automotive supply chain. With their comprehensive knowledge and holistic understanding of management processes they are able to help solve automotive-economic tasks and problems. In depth fields are Marketing & Distribution, Product, Service and Business Management.

## Our Bachelor Programs

[WWW.HFWU.DE/BACHELOR](http://WWW.HFWU.DE/BACHELOR)

# WHERE BUSINESS MEETS NATURE!

## Business Law LL.B.



Every organisation looks for solutions to difficult legal business problems from time to time. Legal and business matters often coincide - and business life seeks experts with a background in both law and business. But even normal businesses need the ability of trained people for legal aspects. With this degree program students receive profound knowledge in law and management. That helps to apply legal focus on all business related tasks. The program provides a good command of key-qualifications, including mediation, business and legal English, IT-applications and working techniques. Students are taught to take over the responsibilities which are necessary in key areas of corporate law and management.

## Landscape Architecture B.Eng.



The purpose of Landscape Architecture in Landscape Planning is to provide students with key knowledge and skills that will enable them to plan, design and execute landscape architectural projects with professional expertise. The program focuses on the acquisition of design, technical and methodological competencies and tools and their practice-oriented use in planning projects and an integrated practice-oriented module. A basic understanding of landscape and urban planning issues will be conveyed along with qualified presentation skills. Aspects of environmental ethics, public participation and information and design and planning in a European context are integral components of the course.

## Energy and Resource Management B.A.



Liberalisation of energy markets, increasing importance of regenerative energies, privatisation and concentration in the recycling sector and other problems are challenges the graduates of this degree program should be able to give answers to. The Energy and Resource Management program is a unique program in Germany which combines the management of the energy supply industry and the waste management industry. It's designed with a special emphasis on interdiscipline and the students' network thinking which helps to solve complex corporate problems. Students are taught the economic, legal and technical aspects in that sector. Graduates are sought as highly qualified energy and recycling managers.

## Landscape Planning and Nature Protection B.Eng.



Landscape Planning is designed to enable the self-reliant and qualified performance of all landscape planning tasks, including nature conservation work. Special focus is put on the acquisition of sound scientific, technical and methodological competencies, their tools and their use. Aspects of mediation, moderation, public information and design and planning in a European context are integral components of this program. Students are thus well prepared for jobs in planning offices and associations and at other private and public sector enterprises.

## Health and Tourism Management B.A.



The combination of tourism, wellness and health has become the main focus for a lot of destinations and organisations and their future perspectives. Future prospects of graduates can be in cure and rehabilitation clinics, cure and therapeutic baths administration, health and wellness hotels, tourism organisations, other businesses in the health sector, fitness centers (gyms) or health insurance companies. The aim of the program is to enable students to work in this industry. This innovative program is based on a sound education in business management, law, economics, key skills, but also provides essential knowledge in the field of health, medicine and tourism management.

## Urban Planning B.Eng.



The program focuses on the specific challenges of urban development. The students acquire knowledge and skills that cover far more than only planning and architecture. The city planners from Nürtingen are trained to plan, design and manage complex and dynamic projects and processes. The study program enables students to successfully deal with all aspects of urban planning. In the fields planning, design and project management students will carry out practice-oriented study projects as well. These projects are supervised by interdisciplinary professors.

## Real Estate Management B.Sc.



Nuerntingen-Geislingen University offers at its campus in Geislingen the nationally and internationally renowned Bachelor of Science Degree (B.Sc.) program in Real Estate. Career prospects and opportunities after graduation in the fields of facility management, financial institutions and real estate agencies reflect the interdisciplinary approach of this study concept which covers the entire life cycle of a property from all perspectives. All relevant legal, technical, commercial and financing aspects and key elements of general management and business administration are incorporated. A variety of case studies and highly recognised practitioners lecturing on the program support its practical approach.

## General Studies Program



The idea of our General Studies Program is to provide students with the opportunity to deal with subjects outside their study areas, to get acquainted with different points of view and meet students of other degree programs. Special focus is put on the topic "Business and Environment in dialogue". Online-courses in the fields of ethics and sustainability complete the offer.

# READY FOR TOMORROW: GOING GLOBAL!



## Internationalization at NGU

NGU takes internationalization seriously since it has become a key indicator of a university's quality. NGU focuses strongly on the creation of global citizens and intercultural awareness.

At NGU internationalization takes place in teaching and research. We support student and staff mobility, enrich teaching and research experience with foreign guest lecturers and integrate our incoming students in daily's university life.

Internationalisation at NGU is driven by International Affairs. The International Affairs Department consists of the International Office and the Coordinators for International Affairs (CIAs).

The Director of International Affairs works together with the Coordinators for International Affairs (CIAs) to establish and maintain close relations with international partner universities, ensure our

standards and quality of the international academic programs and develop learning agreements. The International Office is responsible for the implementation of the international objectives – in particular as advisor and contact person for our exchange students, staff and visitors before and during their stay abroad.

## Join NGU!

**Study with us – even if you are not fluent in German!**

Our Course Catalogue for International Students covers a wide range of classes in the fields of Marketing, Finance and Accounting, International Management, Economics ...

Just have a look at: [WWW.HFWU.DE/ENG/INTERNATIONAL-AFFAIRS/ENGLISH-COURSE-CATALOGUE](http://WWW.HFWU.DE/ENG/INTERNATIONAL-AFFAIRS/ENGLISH-COURSE-CATALOGUE)

All international students at NGU benefit of various activities such as the orientation week, organised excursions and buddy system. Details can be found in our International Student Guide and under [WWW.HFWU.DE/EN/ENG/BEFORE-AND-ON-ARRIVAL](http://WWW.HFWU.DE/EN/ENG/BEFORE-AND-ON-ARRIVAL)

### Your next step

[WWW.ENGLISH.HFWU.DE](http://WWW.ENGLISH.HFWU.DE)

**Do an internship with us – if you already have some German language skills and want to become an NGU exchange student!**

Achieve valuable work experience in one of Germany's highly export-oriented industries. The internships offer a combination of theory and hands-on experience in an international work environment. Find out more in our Exchange Students Internship Program: [WWW.HFWU.DE/EN/ENG/EXCHANGE-STUDY-ABROAD-STUDENTS](http://WWW.HFWU.DE/EN/ENG/EXCHANGE-STUDY-ABROAD-STUDENTS)

**Take part in an intensive Program – if you do not have a lot of time but still want to earn some (international) credits!**

We offer 3-week summer courses such as BEST (Business European Summer School – discovery of five European countries in 20 days in combination with visits of major European and local companies such as Porsche, Louis Vuitton ...)

[WWW.HFWU.DE/BEST](http://WWW.HFWU.DE/BEST)

and Intensive Programs in which students will participate in classroom instruction, project work and site visits.

[WWW.HFWU.DE/EN/ENG/INTERNATIONAL-OFFICE/INTERNATIONAL-PROGRAMS](http://WWW.HFWU.DE/EN/ENG/INTERNATIONAL-OFFICE/INTERNATIONAL-PROGRAMS)



# WHERE LEADERS LEARN



Geislingen

## What is special about NGU?

### Profile

Unique Bachelor & Master Programs in Business and Environmental Studies

### Applied Research & Applied Business

- Professors are lecturers with professional background and academic qualification (Ph.D., Doctorate)
- Close contact to real-life business world:  
[WWW.HFWU.DE/ENG/ABOUT-US/RESEARCH](http://WWW.HFWU.DE/ENG/ABOUT-US/RESEARCH)  
[WWW.HFWU.DE/ENG/ACADEMICS](http://WWW.HFWU.DE/ENG/ACADEMICS)

### Strong commitment to the development of our students' personalities

- individual support due to small class sizes, close contact to teachers and staff
- Center for Teaching Quality (KoLe) for ongoing improvement of teaching quality and learning skills
- Center for Continuing Education (WAF)
- Career Center Contact AS

## „Our students are the main focus in all our endeavors“

### We train leaders

- practical approach through applied teaching:
  - lecturers from companies
  - collaboration with companies in teaching
- projects with companies
- interdisciplinary work between different degree programs and institutions
- integrated internships in degree programs
- life-long learning

### We are international and

- enhance internationalization of NGU by staff exchange (professors, staff in research and administration) and international research programs
- establish and maintain close relations with international partner universities
- ensure our standards and quality of the international academic programs at our partner universities
- strive to constantly increase the number of qualified students that study abroad
- aspire to be an attractive destination for the students of our partner universities



Nuertingen-Geislingen University  
Hochschule für  
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**LOOKING FORWARD TO WELCOMING YOU AT NGU!**