



# International Business (Bachelor of Sciences)

TH Köln

Schmalenbach  
Institut für Wirtschafts-  
wissenschaften

Fakultät für  
Wirtschafts- und  
Rechtswissenschaften

**Technology**  
**Arts Sciences**  
**TH Köln**

# Why International Business?

## Background

Changes in the political and economic framework such as globalization and internationalization of markets, growing capital export, relocation and spin-offs have forced companies to increasingly search for young, qualified, internationally experienced university graduates for demanding tasks. With "International Business", TH Köln offers a program tailored to these needs. The "International Business" program allows students to gain basic knowledge in the fields of economics and business administration with a focus on relevant international aspects. Furthermore, students will gain international mobility as well as necessary personal and social skills.

Due to the international focus of the program, foreign language skills are imperative for a successful completion of the program. Therefore, applicants need to prove adequate competences in both English and German.

## Hands-on Approach

Since the program in "International Business" follows a hands-on approach, scientific methods and findings are chosen and used primarily from the perspective of their application.

The Faculty of Business, Economics and Law's hands-on approach is guaranteed through:

- > the instructors' practical experiences
- > the students' practical experiences
- > the cooperation with business companies in research and development as well as in writing final theses
- > guest lectures by experienced practitioners

## Career Opportunities

The Bachelor program prepares students for the demands of globally operating companies and qualifies them for entry level positions in all relevant fields of those companies.

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# Short Profile: International Business

## Bachelor and Master Program

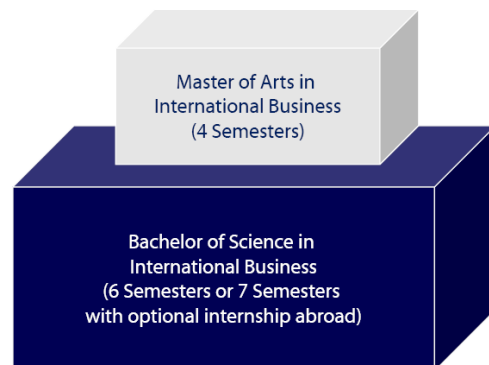
At the Faculty of Business, Economics and Law

### Aims and Objectives

The International Business bachelor and master programs provide students with fundamental knowledge and skills in the fields of economics and business administration. Special focus is placed on important international aspects. Thus students will learn how to solve complex problems in international business innovatively and proficiently as well as to implement solutions in an adequate and sustainable manner. The International Business program consists of two stages: a three-year Bachelor's program and a two-year Master's program. Both programs are designed to integrate up-to-date knowledge with relevant inter-personal and foreign language skills. Upon completion of the program, students are awarded the Bachelor of Science or Master of Arts degree in International Business.

## International Business

Bachelor of Science / Master of Arts  
Consecutive Degree Program



### Bachelor's Program

The Bachelor Program prepares students for the demands of globally operating companies and qualifies them for entry-level positions in those businesses. Coursework includes seminars in general economics and business administration, international business and international relations, and personal skills. Students are awarded the Bachelor of Science degree in International Business after completing 180 credits (European Credit Transfer System, ECTS) or 210 credits with an practical training semester.

### Master's Program

The Master's Program provides students with options to expand their knowledge gained during previous studies in international business on the undergraduate level and any professional experience they might have gathered thereafter. Graduates of the master's program will be qualified for leadership positions in internationally operating companies and organizations and especially knowledgeable in the field of international strategic management. By means of specific coursework and a mandatory semester abroad, they will have gained the skills and understanding necessary to manage cultural diversity. Coursework includes seminars in international strategic aspects, methods, and inter-personal skills. After the completion of 120 credits (ECTS), students will be awarded the Master of Arts degree in International Business, which also qualifies them to continue their studies on the PhD-level.

## **Characteristics**

Admission of a maximum of 50 students per year to the Bachelor's program guarantees small classes and a low student-teacher ratio. Both programs emphasize independent work, intensive practice through case studies, and project work. Both the undergraduate and graduate program include a mandatory semester abroad rendering foreign language skills indispensable. Applicants need to prove adequate fluency in both English and German prior to admission to the Bachelor Program and fluency in English prior to enrolment in the Master Program. Students wishing to learn German can contact the International Office for information on courses offered at TH Köln.

# Bachelor of Science in International Business

Students Admitted Each Year:	50
Application Deadline	July 15
Program Start	Fall Term only
Program Length	6 semesters, including one mandatory semester abroad or 7 semesters, including one practical training semester
Degree	Bachelor of Science
Accreditation	Through FIBAA

## Program structure and contents

The standard period of studying in the Bachelor program in International Business is six semesters. One semester (usually the fifth) will be spent at a university abroad. In case a practical training semester is chosen by the student, the standard period of studying is seven semesters.

All examinations during the course of the study program are important for the final degree in the Bachelor program in International Business. The program is organized in modules. Each module consists of two to six contact hours per semester and will be concluded by an individual exam, which can be a written or oral exam as well as another form of assessment (e.g. case studies, research projects, presentations, negotiations) or a combination of these. Each module will be awarded with ECTS credits according to its workload. Coursework includes e.g. seminars in general economics and business administration, international business and international relations, and personal skills. The program will be concluded by a bachelor thesis that will be awarded 12 credits. After the successful completion of 180 ECTS (or 210 ECTS when the optional practical training semester is chosen), including the bachelor thesis, students will be awarded the degree "Bachelor of Science".

The admission of 50 students per year guarantees small groups and intensive contact with the professors. The program emphasizes independent work, the intensive use of case studies, and project work. A semester abroad is mandatory. Due to its international orientation, foreign language skills are a must. Since many of the courses will be taught in English, good English language skills are a requirement for admissions.

# Curriculum

## Studienverlaufsplan International Business B.Sc. PO 3 2016

Module code	Modulbezeichnung	P/W MP	1. Sem.		2. Sem.		3. Sem.		4. Sem.		5. Sem.		6. Sem.			
			SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP		
<b>1. Betriebswirtschaftslehre</b>																
1.01.	Grundlagen des Marketing	P 1					4	6								
1.02.	Electives (Eines der folgenden Wahlpflichtmodule im Umfang von 6 CP ist zu wählen, vgl. § 24 Abs. 2 PO. Das Angebot der Wahlpflichtmodule ist variabel.)															
1.02.01.	Behavioural Economics	W 1			4	6										
1.02.02.	International Supply Chain Management															
1.02.03.	Personalmanagement und Arbeitsrecht															
1.02.04.	Unternehmensrecht und Steuern															
1.02.05.	Steuern															
1.03.	Finanz- und Investitionsmanagement	P 1							4	6						
1.04.	Grundlagen des Rechnungswesens	P 1			4	6										
1.05.	Externes Rechnungswesen	P 1					4	6								
<b>2. Internationale Betriebswirtschaftslehre</b>																
2.01.	Introduction to International Business	P 1	4	6												
2.02.	International Management Accounting	P 1					4	6								
2.03.	Export Management and International Marketing	P 1							4	6						
2.04.	International Finance	P 1											4	6		
<b>3. Management</b>																
3.01.	Unternehmensführung	P 1							4	6						
3.02.	International Management and Business Consulting	P 1											4	6		
<b>4. Volkswirtschaftslehre</b>																
4.01.	Managerial Microeconomics	P 1	4	6												
4.02.	International Macroeconomics	P 1			4	6										
<b>5. Internationale Volkswirtschaftslehre</b>																
5.01.	International Economics	P 1					4	6								

Module code	Modulbezeichnung	P/W MP	1. Sem.		2. Sem.		3. Sem.		4. Sem.		5. Sem.		6. Sem.	
			SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP
<b>6. Wirtschaftsrecht</b>														
6.01.	Wirtschaftsprivatrecht	P 1	4	6										
<b>7. Mathematik/ Statistik</b>														
7.01.	Quantitative Methoden II (A)	P 1			4	6								
7.02.	Quantitative Methoden III (B)	P 1					4	6						
<b>8. Wirtschaftsinformatik</b>														
8.01.	Consulting- & Information Systems	P 1	4	6										
<b>9. Persönliche und fächerübergreifende Qualifikationen</b>														
9.01.	Cross-Cultural Competence	P 1	4	6										
9.02.	Business Ethics							4	6					
9.03.	Effective International Planning and Control - Simulation Game	P 1											4	6
9.04.	Effective Environmental Scanning - Simulation Game	P 1						4	6					
9.05.	International Projects	P 1			4	6								
<b>W. Electives im Auslandssemester</b>														
Module aus den folgenden Fachgebieten mit einem Workload von zusammen 30 CP sind zu wählen, vgl. § 24 Abs 4 PO und § 25 PO. Das Angebot ist variabel.														
	<ul style="list-style-type: none"> <li>• Management</li> <li>• Finance</li> <li>• Marketing</li> <li>• Accounting</li> <li>• Human Resource Management</li> <li>• Business Logistics</li> <li>• Company Taxation</li> <li>• Business Ethics</li> <li>• International Business Law</li> <li>• Regional Studies</li> <li>• Economic Geography</li> <li>• International Economics</li> <li>• International Politics</li> </ul>												30	
<b>Bachelor-Thesis</b>														
BT.	Bachelor-Thesis													12
<b>Σ SWS (96, ohne Auslandssemester)</b>														
			20		20		20		20				12	
<b>Σ Credit Points (insgesamt 180)</b>														
			30		30		30		30			30		30

P = Pflichtmodul; W = Wahlpflichtmodul; MP = Anzahl Modulprüfungen; SWS = Semesterwochenstunden; CP = Credit Points



# Modules in the International Business Program

## Year 1

### *Behavioural Economics (Business Elective)*

Students will be introduced to the fundamentals of business psychology and interdisciplinary thoughts. This course studies economic behaviour grounded on the basis of psychological aspects, as relevant to a variety of scenarios. Individuals can be „boundedly rational“ (e.g. they make mistakes, have imperfect memory or foresight). Individuals may have, and in turn display, concerns for the welfare of others (social preferences, i.e. emotions such as altruism, fairness, and reciprocity). Further, being part of a group (e.g. a team or society) can affect behaviour (e.g. through learning, social norms or discrimination). How would individuals behave, considering the above? To broadly answer this question, we look at a collection of theoretical suggestions and empirical evidence (esp. from economic and psychological experiments). In particular we will ask whether the normative theory of social decisions, game theory, is appropriate to describe group behaviour.

### *Consulting- & Information Systems (Compulsory Module)*

Students will be introduced to fundamentals of data processing as well as to design and functions of data and information processing systems. They will be able to use this knowledge for establishing business plans of information processing. Furthermore, students will focus in depth on the range of actions and problems of information processing. In this course, data organization for data processing purposes is examined and developed. Topics are: codes, data organization, data bases (general and SQL).

### *Cross-Cultural Competence (Compulsory Module)*

This course is designed to provide students with the competences and skills needed for intercultural understanding. In the same time, personal skills necessary for successfully dealing with the demands of an internationally operating business (e.g. presentation, group discussion etc) will be trained. Contents include but are not limited to: requirements for global managers; characteristics of culture; international cooperation; conflict resolution in an international business environment; relationship between culture and communication; development of intercultural interpersonal relationships; communication skills that improve competence in an intercultural setting (presentation skills, negotiation training, writing skills etc.).

### *International Supply Chain Management (Business Elective)*

Students will be introduced to the basics of logistics and supply chain management and the development of logistics from transportation to management of processes and flows. Contents are: Logistic key activities in modern supply chain management and structures of global supply chains.

### *Personnel Management and Labour Law/ Personalmanagement und Arbeitsrecht (Business Elective)*

This course apprises students of Human Resources Management and labour law. Students learn about the objectives, tasks and methods of Human Resources Management.

### *Corporate Law and Taxation/ Unternehmensrecht und Steuern (Business Elective)*

This module apprises students of the different legal forms of organizations, property law, law of credit and security as well as of the fundamentals of sales and trade tax.

### *Taxation/ Steuern (Business Elective)*

This course focuses on the taxation of enterprises and its members. Students will be enabled to assess fiscal consequences of economic actions. The course also covers income tax, corporate tax, trade tax, and sales tax.

### *International Projects (Compulsory Module)*

The focus of the course will be on business effects of global policy issues and the role of the external environment of companies for their business decisions. The preparation of Market Briefs for selected concise products provides for a practice- and application- oriented analysis and strategy evaluation.

### ***Introduction to Accounting/ Grundlagen des Rechnungswesens***

Students will be introduced to fundamentals of accounting. The focus is set on the most important concepts, methods, and correlations. Contents are: basics of accounting including information systems, cost and management accounting as well as basics of auditing including financial accounting and annual accounts.

### ***Introduction to International Business (Compulsory Module)***

Students will become familiar with the key concepts of international management. To this end, relevant tools and methods for analyzing international management and risk management will be learned and applied.

### ***Managerial Microeconomics (Compulsory Module)***

Students will become able to apply the basic concept of demand and supply to economic questions, especially from a managerial point of view. They learn fundamentals of sector analysis and analyze consumers' and enterprises' decisions. Students will also understand the governments' and international institutions' roles in politics influencing enterprises. Contents include: microeconomic key concepts, theory of consumer behavior and demand, competition and markets, risk and uncertainty, external influences, human behavior and decision-making.

### ***International Macroeconomics (Compulsory Module)***

This course is designed to familiarize the student with the key concepts of macroeconomics and international economics in order to cope with the various aspects of economic growth and the business cycle in a globalized world. The students learn to analyse and assess above all the impact of inflation, growth, and unemployment on business activities. Moreover, they get an understanding of the role of the government and international institutions concerning fiscal policy, monetary policy, income policy, and international monetary policy to anticipate state activities affecting corporations. Students apply the basic elements of the country risk analysis.

### ***Private Business Law/ Wirtschaftsprivatrecht (Compulsory Module)***

This course provides students with the fundamentals of private business law. In this context the focus is set on the German BGB, including trade and corporate law.

### ***Quantitative Methods 2/ Quantitative Methoden 2 (Compulsory Module)***

Students will be introduced to interest-, investment- and pension accounting, depreciation methods, indicators of univariate and bivariate data records and the theory of probabilities.

## **Year 2**

### ***Business Ethics (Compulsory Module)***

The lecturer will introduce the students to ethical concepts relevant to business. Having completed the course, they should be aware of ethical and moral issues associated with areas and aspects of business. They should have developed skills of problem definition, analysis, problem solving and decision taking with an ethical perspective. They will know how to build a corporate culture within a company and how to implement a value management system. Students will have the theoretical background to compare different solutions and evaluate their impact on companies and societies.

### ***Introduction to Marketing / Grundlagen des Marketing (Compulsory module)***

This module appraises students of the fundamentals of modern marketing. Topics are: enterprises and markets, information problems in marketing, marketing instruments, product and program strategy, contract strategy, distribution strategy, communication strategy, marketing mix and marketing in the social environment.

### ***Financial Reporting/ Externes Rechnungswesen (Compulsory Module)***

Students will be introduced to fundamentals of financial reporting. The focus is set on the most important concepts, methods, and correlations. Contents are: the principles of balance sheets, assessment and declaration in annual accounts, rating, balance sheets, valuation of individual items, income statements, annex to financial reporting and the management report.

### ***Quantitative Methods 3/ Quantitative Methoden 3 (Compulsory Module)***

Students will be introduced to the basics of index accounting, stochastic models and the interpretation and calculation of confidence intervals.

### ***Financial and Investment Management/ Finanz- und Investitionsmanagement (Compulsory Module)***

This course is an introductory course covering fundamentals of finance. Students focus in depth on the fundamentals of financial planning, internal and external financing, and financial management.

### ***International Management Accounting (Compulsory module)***

Since the managerial accounting or coordination process is the same whether it takes place in a domestic company, a multinational company with a network of foreign affiliates or a specific international joint venture, the first part of the course focuses on the basics of management accounting, such as budgeting process, management control systems or divisional financial performance measures. The second part is devoted to problems that are typical for international operations, such as multinational consolidations, transfer pricing, foreign currency translation as well as organizational issues and international reporting.

### ***Export Management and International Marketing (Compulsory Module)***

This course appraises the students of fundamentals and particularities of international marketing. Topics are: marketing research, market entry forms, export activities, export processing as well as international marketing mix.

### ***Leadership/ Unternehmensführung (Compulsory Module)***

Students gain insights in leadership – planning and organisation. Topics are differentiation vs. integration; organisational structures, motivation & behaviour as well as strategic planning and the Balances Scorecards.

### ***International Economics (Compulsory Module)***

Students will become able to analyze and rate the multitude of macroeconomic, especially international external influences on enterprises. The influences of global economic integration on a company's strategy will be examined. Students will learn the fundamentals of macroeconomic key concepts and economic policies

on the national and international scale. The importance of supranational organizations such as the International Currency Fund, the World Bank, and World trade organizations for corporate decision making will be stressed.

#### ***Effective Environmental Scanning – Simulation Game (Compulsory Module)***

This course enables students by means of empirical data analysis as well as by means of a simulation game to analyse, evaluate, and forecast the latest global and national economic development. Moreover, students learn to pro-actively shape the economic framework conditions through shaping economic policy on the basis of the current economic situation in Germany.

### **Year 3**

#### ***Electives abroad (30 ECTS Credits)***

In the course of the semester abroad, students can choose one elective from each of the following fields: Management, Finance, Marketing, Accounting, Human Resource Management, Business Logistics, Company Taxation, Business Ethics, International Business Law, Regional Studies, Economic Geography, International Economics and International Politics.

#### ***International Finance (Compulsory Module)***

This course focuses primarily on corporate finance practice in an international environment based on the shareholder value principle and effective corporate governance. Students learn to apply financial theories and techniques using the case study approach analyzing numerous real world examples. Thereby students are familiarized with concepts and methods that managerial decision makers use in business with specific areas of responsibility for corporate finance.

#### ***International Management and Business Consulting (Compulsory Module)***

Students gain an understanding of the challenges of international business activities. In order to identify and solve the problems resulting from the complexity, uncertainty and dynamic of international business activities, concepts, methods and instruments of international management are examined. Case studies, especially integrative case studies, are supposed to improve the students' problem solving skills.

#### ***Effective International Planning & Control – Simulation Game (Compulsory Module)***

This course is designed to develop a critical knowledge and understanding of fundamental principles, concepts and techniques of long-, middle-, and short –term planning and controlling in internationally operating companies. The strategic importance of planning and controlling systems as well as their compatibility with company-internal and external elements is to be conveyed. By means of a highly practice-oriented simulation game, the ability to implement adequate tools and methods of planning and controlling of companies shall be developed.

# Mandatory Semester Abroad

The fifth semester of the International Business program is designed as a mandatory semester at a university abroad. During this semester, students are supposed to take modules amounting to 30 ECTS.

Students may choose where to go to for their semester abroad. They can study at one of the partner universities within the framework of a cooperation agreement; but can also independently apply at a foreign university of their choice. In each of these cases, they will discuss the classes they want to take with the program coordinator, so that they do not unnecessarily prolong their studies and are able to focus on their respective interests.

There are many sources for financing studies abroad. Studies within Europe will e.g. be funded by the ERASMUS Program.

## International Co-operations

The Faculty of Business, Economics and Law is an international faculty. Numerous international educational and the integration of a high percentage of students and scholars from around the world testify to that. Due to the continuing internationalisation of academic programs, the faculty prepares its students for tasks in an international context.

It has world-wide agreements with over 60 universities and academic institutions concerning scholarly collaborations in terms of research projects, and the exchange of students and scholars.

## Partner Institutions

The faculty for Business, Economics and Law has partner institutions in the following countries:

Argentina	China	India	Norway	Turkey
Australia	Columbia	Indonesia	Portugal	USA
Austria	Czech Republic	Ireland	Russia	
Belgium	Denmark	Israel	South Korea	
Bolivia	Finland	Italy	Spain	
Brazil	France	Mexico	Sweden	
Cameroon	Great Britain	Netherlands	Switzerland	
Chile	Hungary	Nigeria	Tanzania	

# Practical Training Semester

The Faculty of Business, Economics and Law strongly encourages International Business students to spend as much time as they can abroad. There are many ways of doing this within the under-graduate degree program: through study abroad for one semester; through summer and winter school programs, and through an internship abroad.

As part of the International Business Program, students are given the possibility to gain experience in an international working environment. An optional practical training semester abroad can be integrated into the studies at different times, preferably in the seventh semester. Apart from obtaining professional experience in an internationally operating company, students may receive academic credit up to 30 ECTS for their internship abroad. This involves developing a research project with the guidance of faculty member who is responsible for assisting students with their project and issuing a final grade.

## Examinations and Final Degree

All examinations during the course of the study program are important for the final degree in the Bachelor program in International Business. Every module will be concluded by an individual exam, which can be a written or oral exam as well as another form of assessment (e.g. case studies, research projects, presentations, negotiations) or a combination of these. During the last semester, the students will also write a final thesis (Bachelor thesis), which is meant to prove that they are able to solve an application-oriented task independently within a certain time frame, taking into account details relating to the relevant field as well as interdisciplinary aspects. The final thesis's grade will also be part of the final grade. After having finished all examinations as well as the Bachelor Thesis, students will be awarded with the degree "Bachelor of Science". For more details on examinations, please check the examination regulations ("Prüfungsordnung").

\*For more information on equivalencies and necessary command of German, please check with our International Office

## Admission Requirements

The following requirements must be met for admission to the Bachelor of Science in International Business:

> Fachhochschulreife or equivalent\*

> German language competence proved by the Deutsche Sprachprüfung für den Hochschulzugang ausländischer Studienbewerber (DSH), if secondary schooling diploma was not obtained from a German institution

# Application

Application for the first semester of the Bachelor of Science in International Business is possible for Fall Term only, while applications for higher Semesters are also possibly for Spring Term. Due to German Law and international contracts, there are different procedures for applicants. Applicants with German Nationality apply directly at TH Köln while applicants with any other nationality apply using the Uni-Assist System. The procedures are explained below; please refer to the application procedure for the situation that describes your circumstances best:

## **Application for Bachelor of Science in International Business – 1st Semester**

### ***Application Procedure for German Applicants***

Applicants will be selected by the TH Köln based on their GPA (Notendurchschnitt der Hochschulzugangsberechtigung).

Students will have to use the online application portal and have their ID and Certificates available. Please print or save the application.

With the letter of acceptance you will be informed which documents to bring for registration. Usually you will have to bring at least the following documents:

Certified copy of your “Fachhochschulreife”, “Abitur” or other Hochschulzugangsberechtigung

Result of your DSH (if secondary schooling diploma was not obtained from a German institution)

### ***Application Procedure for all other Applicants***

Applicants will be selected by the TH Köln based on their GPA (Notendurchschnitt der Hochschulzugangsberechtigung).

Students will have to use the online application portal called Uni-Assist. Uni-Assist is responsible for providing information on the degree of equivalence of qualifications and certificates. Therefore you are asked to upload every relevant qualification. Please make sure that you pay attention to the procedure as set by Uni-Assist as only completed applications can be considered.

## **Application for Bachelor of Science in International Business – Higher Semesters**

Applications into higher semesters cannot be submitted online. Please use the application form available from the internet. And make sure to follow the instructions carefully as only complete applications can be considered. If you studied at another university TH Köln may be able to count previous credits towards the credit requirements of the bachelor curriculum. Any credit transfer arrangement requires an individual decision of the Examination Board. Applicants can only be accepted if there are vacancies for the relevant semester.

# Advisory Board

Currently the TH Köln's Faculty of Business, Economics and Law constitute an international board of advisors, which evaluates the programs and activities of the faculty and provides feedback, students support (such as internships and employment opportunities), recommendations, link to the community, and support that contributes to the attainment of the department's goals. Members consist of local, regional, national and international leaders, recognized for outstanding achievements in their professions and in their communities. Detailed information can be found on: [https://www.th-koeln.de/wirtschafts-und-rechtswissenschaften/beirat--international-board-of-advisors\\_9550.php](https://www.th-koeln.de/wirtschafts-und-rechtswissenschaften/beirat--international-board-of-advisors_9550.php)

## Accreditation results

The Bachelor Program in International Business has been successfully accredited by the FIBAA.

## Contact

### **Program Director**

Prof. Dr. Michael Volkmann

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### **Program Coordinator**

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