

# **fh stralsund guide**

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*Fachhochschule Stralsund*

*university of  
applied  
sciences*



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# 1. Studying in Stralsund

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## 1.1 FH Stralsund - University of Applied Sciences

The University of Applied Sciences Stralsund demonstrates its unmistakable profile in the areas of Computer Science, Engineering, Tourism and Business. It offers practice-oriented teaching and research, geared towards an interdisciplinary approach, social relevance and employment applications. The academic environment is shaped through trustworthy dealings with instructors and students as well as the dedicated promotion of women's requirements. Family-friendly study and work conditions ease the compatibility of studies, work and family-life and provide for equal opportunity among university members with and without family duties and responsibilities.

In 2006 the university was awarded a certificate of "audited family-oriented university" for its exemplary dedication to the promotion of a family-conscious work environment and family-friendly study conditions. In 2004 the university received the seal „handicapped accessible“ which attests to the excellent study conditions for students with disabilities.

Almost all courses of study have been adapted to Bachelor and Master programs according to European standards. They are accredited through independent national agencies and are endowed with a corresponding seal.

The three schools of Electrical Engineering and Computer Science, Business Studies and Mechanical Engineering offer the following study possibilities:

**Bachelor:** Baltic Management Studies, Business Administration, Electrical Engineering, Applied Computer Science, Leisure and Tourism Management, Mechanical Engineering – sandwich course, Medical Informatics and Biomedical Engineering, Business Informatics, Business Administration and Engineering and Business Administration and Engineering – women's studies, Renewable Energies

**Master:** Electrical Engineering, Computer Science, Mechanical Engineering – Automotive Engineering, Mechanical Engineering – Development and Production, Management of Small and Medium-Sized Companies – starting 2010, Medical Informatics, Business Informatics, Tourism Development Strategies

**First degree course (Diplom):** Business Administration and Engineering – additional degree course

In addition to teaching our university has successfully developed its research. Since its foundation our university has acquired a great amount of external funding.

Our practice-oriented research together with our laboratories enables us to collaborate with companies. One of our main research projects across the different schools deals with power engineering and the use of renewable energies.

There are a number of other research projects including:

- Applied mechanics, automotive and mechanical engineering
- Health technology and economy
- Renewable energies
- Small and medium-sized enterprises, applied information and communications technology
- Sustainable economy, tourism and regional development

The increased international character of the university is illustrated in contacts to more than 70 universities from abroad, the international courses of study Baltic Management Studies and Leisure and Tourism Management, as well as the European project International Engineering.

We are a campus university: all buildings and most of the student residences as well as sports complexes have been reconstructed or rebuilt. In 1995 the newly erected student village “Holzhausen” was put into operation with 308 places. In 1997 the new building of the School of Mechanical Engineering and in 2001 the new building of the School of Business followed.

## **1.2 The Hanseatic city of Stralsund**

Over 770 years of history – for Stralsund that means an omnipresent past as a Hanseatic city. The more than 800 heritage protected buildings tell of the old Hanseatic times and the almost 200 year long Swedish occupation. What a cultural treasure in which Stralsund’s future lies. In 1234 Stralsund received the right to call itself a city under Lübeck law.

And still today historical buildings that have been restored in an appealing mix of different stylistic eras of the past become alive. Enclosed by the once protective city wall, gothic monuments rise awash in brick red light and make the picture of the city unmistakable. The towers of the three mighty churches loom impressively in the sky and shape the sea and land skyline of Stralsund. The city hall supplies among others a proof of great filigree construction in the style of north German gothic brick architecture.

A stroll through the Hanseatic city, through narrow streets that almost all lead to the water, lets one sense the history. Witnesses of a varied past can be found throughout your stroll.

The meaning of the middle-aged city centre was also recognized by UNESCO. For several years now, Stralsund, together with Wismar has been part of the historical heritage of mankind. On 27 June 2002 the 'Historical Old Towns of Stralsund and Wismar' were officially placed on the UNESCO World Heritage list. This entry attests to the unusual universal value of both Old Towns. Due to their uniqueness they will herewith be recognized worldwide as especially worthy of protection.

Important branches of industry of the city are shipbuilding, construction, metal and wood finishing as well as the sea harbor. Industrial and commercial areas offer convenient starting conditions for companies wishing to settle here. The geographic location makes Stralsund a European hub with a bridgehead function towards Scandinavia and the Baltic.

The Hanseatic city of Stralsund is the largest city in Western Pommerania with an area of 39 km<sup>2</sup> and approximately 53.000 inhabitants.

Immediately before the gates of the city lies Rügen, Germany's largest island with its impressive landscape and terrific Baltic Sea beaches. Jasmund national park with its famous chalk cliffs, the Granitz hunting lodge, the city of Putbus, the seaside resorts of Binz, Sellin and Göhren as well as much more are popular day-trip destinations. Western Pommeranian Inlet landscape national park lies at your footsteps. In autumn it is the resting place of thousands of cranes on their way south. Also the attractive island of Hiddensee and the Zingst-Fischland/Darß peninsula are popular destinations in the region surrounding the Hanseatic city.

You can find useful information on the following websites if you are curious:

- Hanseatic city of Stralsund: <http://www.stralsund.de/>
- Island of Rügen: <http://www.ruegen.de/>
- Island of Usedom: <http://www.usedom.de/>
- Peninsula of Fischland/Darß: <http://www.halbinsel.de/>
- Baltic resort of Prerow: <http://www.ostseebad-prerow.de/>
- Baltic resort of Binz: <http://www.ostseebad-binz.de/>

## 2. General information

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You can reach our university at:

Fachhochschule Stralsund

phone: +49 3831 455

Zur Schwedenschanze 15

fax: + 49 3831 456680

18435 Stralsund

internet: <http://www.fh-stralsund.de>

### 2.1 University administration

The rectorate which includes the rector, the vice-rectors and the chancellor manage the university, in particular those affairs that are determined by the higher education act of Mecklenburg-Western Pommern and the constitution of the university.

Rector: Prof. Dr.-Ing. Joachim Venghaus

house 1, room 207, phone: +49 3831 456500

Vice-rector for academic work: Prof. Dr. rer. pol. Heiner Richter

house 1, room 201, phone: +49 3831 456810

Vice-rector for research and development: Prof. Dr. med. Dipl.-Ing. Jürgen L. Dräger

house 1, room 203, phone: +49 3831 457810

Chancellor: Dipl.-Verw.wirt Manfred Hülsmann

house 1, room 205, phone: +49 3831 456503

### 2.2 Schools

The school is the main structural unit of the university.

At the Fachhochschule Stralsund there are three schools:

School of Electrical Engineering and Computer Science:

Dean: Prof. Dr. rer. nat. Michael Koch

house 4, room 202a, phone: +49 3831 456580

School of Mechanical Engineering

Dean: Prof. Dr.-Ing. Dieter Kleinteich

house 19, room 302a, phone: +49 3831 456540

School of Business Studies

Dean: Prof. Dr. jur. Burkhard Rode

house 21, room 223, phone: +49 3831 456600

## 2.3 Student Services called Studentenwerk

Student Services deals with all social, financial, cultural and health care matters of the students.

They fulfill these roles particularly by:

- erecting and running services for student meals and
- erecting and running services for student accommodation

Also Student Services provide facilities for cultural and social events. Moreover they advise students on financial matters, in particular on the provision of financial aid according to the Ausbildungsförderungsgesetz (educational assistance law).

Postal address:

Studentenwerk Greifswald	Studentenwerk Greifswald
Anstalt des öffentlichen Rechts	Außenstelle FH Stralsund
PF 1105	Mrs. Redmann (accommodation) +49 3831 456635
D-17464 Greifswald	Mrs. Künstler (financial support) +49 3831 456766
Phone +49 3834 861700	Mrs. Neuber (financial support) +49 3831 456899
Fax +49 3834 861702	Mr. Beitz (refectory) +49 3831 456631

The student village ‚Holzhausen‘ is located on campus and is a relatively independent park-like part of the university. 308 students can find ideal living quarters in modern accommodation in one- and two-bed rooms.

Application forms for student accommodation can be obtained from the Student Services and the university but should be sent back to the Studentenwerk Greifswald only.

Further student accommodation is available in Stralsund and up-to-date information can be obtained from [www.fh-stralsund.de](http://www.fh-stralsund.de).

## **3. General course information**

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### **3.1 Admission requirements**

Students who fulfill the following requirements can enroll in a course of study: general university entrance qualification or a related 'Meister' qualification (decided on an individual basis).

Applicants for Baltic Management Studies and Leisure, Tourism Studies and Renewable Energy have to provide evidence of their English skills. Further information can be found in the information for the respective course of study. For some courses there are local admission restrictions (numerus clausus). Applicants should inform themselves about these restrictions at [www.fh-stralsund.de](http://www.fh-stralsund.de) or may consult the university directly.

An internship of 13 weeks is required in all Bachelor courses of study. Relevant vocational qualifications or other relevant experience may also be considered. It is recommended that students finish a preliminary internship 8 weeks before studies begin. Students of the course Business Administration and Business Informatics have to complete the work placement by the end of the 3rd study semester and students of all other courses by the end of the 4th study semester.

Students have to provide evidence of their preliminary internship. On this basis the schools decide whether the placements will be sufficient to meet the course requirements or not.

Admission of students from foreign countries or stateless students depends on the evaluation of their school leaving certificates in Germany. Applicants with an university entrance qualification from a foreign country should submit their applications together with the required qualifications and certificates to:

Fachhochschule Stralsund, c/o ASSIST e.V., Helmholtzstr. 2-9, 10587 Berlin, Germany.

## **3.2 Course structure**

Bachelor courses are generally completed in seven or eight semesters depending on the course of study. The latter includes a second internship or a practical study semester and the completion of a bachelor thesis.

The practical study semester or the second practice phase is a compulsory part of the studies and represents an important link between academics and professional practice. It is completed in organizations, institutions, authorities and is supervised by the university as well as through accompanied practical lectures and seminars.

Master programs are generally completed in 3 semesters including the Master thesis. The Master thesis leads to admission into doctorate programs at a university.

Studies in Bachelor and Master courses are organized into compulsory and optional modules according to the respective study and examinations regulations.

The university has converted over to Bachelor and Master degrees. Only the supplementary course Business Administration and Engineering in the School of Mechanical Engineering will continue to be offered as a first-degree course (Diplom).

Teaching is done in different forms such as lectures, exercises, seminars and laboratory practicals.

## **3.3 Tips for applicants**

You will find all necessary information regarding courses, applications and the required documents online on our homepage [www.fh-stralsund.de](http://www.fh-stralsund.de).

The deadline for submission of complete applications for a NC (Numerus clauses) course of study is 15 July for the winter semester and 15 January for the summer semester.

Registration takes place for courses of study without a NC as soon as all the required documents have been submitted by 31 August at the latest for the winter semester and by 28 February for the summer semester.

Only those students who wish to change from another university or those who apply for a Master program may be enrolled for the summer semester.

Please submit together with your application form:

- legally attested copy of the university entrance entry qualification
- legally attested copy of a certificate that proves German or English language skills
- curriculum vitae
- if applicable legally attested copy of the university entrance test in the home country (only for applicants from countries such as Iran, Turkey and Korea)
- if applicable legally attested copy of a university transcript of records or the degree with subjects and grades/marks (when the applicant has studied already at another institution - regardless how many semesters)
- passport photo
- copy of the passport (only the page stating the name, date of birth and the picture)
- copy of the deposit slip of the charge for ASSIST e.V.

After all your submitted documents, which must be complete, have been reviewed, you will be sent either a letter of acceptance or a rejection at approximately the beginning of August for the winter semester and the beginning of February for the summer semester.

Apart from getting advice from our Student Support Service there are further possibilities to obtain any required information. Questions regarding internship can be submitted to:

Dr.-Ing. Bernd Rethmeier  
Technologie- und Informationstransferstelle  
Fachhochschule Stralsund  
Zur Schwedenschanze 15  
D-18435 Stralsund  
phone +49 3831 456538  
bernd.rethmeier@fh-stralsund.de

Advisory service given by special academic advisers at the different schools includes support for students regarding their course organisation, studying techniques and choosing their specialisation pathways. The names and email addresses of these advisers may be obtained via the internet [www.fh-stralsund.de](http://www.fh-stralsund.de).

## 4. Course programme

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### 4.1 Baltic Management Studies – Bachelor

<b>School:</b>	Business Studies
<b>Final award:</b>	Bachelor of Business Administration in Baltic Management Studies
<b>Duration:</b>	8 semesters

#### Course aims and career prospects

Baltic Management Studies (BMS) has been designed as a four-year international program which imparts:

- highly developed management skills
- language skills (English plus one language from the Baltic countries)
- specialisations according to different electives
- intercultural skills

Our graduates may work in various fields of international business such as for consultancy firms, banks, freight forwarding firms etc.

Our students broaden their theoretical knowledge, which they acquired in the lectures, by doing study excursions, attending guest lectures given by business professionals, doing an integrated internship of 20 weeks and by organising special events such as our annual international conference.

#### Admission requirements

In addition to the requirements illustrated in point 3.1, our students require foreign language skills:

- We accept Cambridge First Certificate, TOEFL (at least 550 points in the written test / 213 points in the computer test / 79 in the internet test), IELTS – International English Language Testing System – 6.0 points or equivalent certificates which meet the level B2 requirements of the Common European Framework of Reference for Languages, e.g. European Language Certificate, level B2.

- This does not concern applications whose native or official language is English and those who stayed for at least 10 months in an English speaking country. (However, stays abroad have to be officially certified by an organisation. Visa or stamps in your passport are not recognised.)

### **Course content**

In the first three semesters our students study the theory of business management, intercultural management, the history and development of the Baltic region. In the following semesters, they acquire expertise in international finance, marketing, theory of business management, commerce and project management. As part of this program our students study a second foreign language of their own choice.

We think it is important that our students work independently and in a team, and complete their projects successfully.

At our university the students work in small groups using state-of-the-art equipment and in an individual learning and teaching atmosphere.

We offer a great choice of electives for our students, e.g. marketing, commerce or finance.

Our university applies the European Credit Transfer System, which ensures international comparability and facilitates the recognition of study results gained during the internship or study period abroad. We can also offer some double-degree programmes in collaboration with international partner universities.

In the last semester the students write their bachelor theses which focuses on international aspects.

More information is available on [www.baltic-management.de](http://www.baltic-management.de)

### **Admission to continuing studies**

The Bachelor's degree in Baltic Management Studies qualifies the graduates for a Master degree program.

## 4.2 Business Administration – Bachelor

**School:** Business Studies

**Final award:** Bachelor of Arts

**Duration:** 6 semesters or 7 semesters (including one internship semester)

### Educational and career goals

Any company competing with other companies is managed on the basis of certain business management principles. This course teaches these principles as well as the special knowledge and skills which enable our graduates to solve managerial tasks – individually or in a team – and to give a company's development new impetus. Graduates may hold positions in a great variety of business branches such as the production of consumer or industrial goods, the service sector and non-profit organisations. We use up-to-date teaching methods and teach practice-oriented subjects to prepare our graduates for a smooth transition from our university to their professional practice.

### Admission requirements

See point 3.1.

### Course content

Our students may choose among two program:

- a six-semester bachelor's degree program and
- a seven-semester bachelor's degree program  
(including an internship semester)

The students need not choose their program right from the start but may leave their decisions until the end of the 5th semester, which means great flexibility.

The course content concentrates on three main areas of competence:

- basic economics competence
- professional and methodological competence in business management
- interdisciplinary problem solving and social competence

In addition to their basic competence in business management students may acquire basic competencies in other fields so that they can specialise depending on their interests or future professional needs.

They have to choose two the following fields:

- human resource management
- marketing
- accounting/controlling
- corporate tax law / auditing
- international business and
- global finance management

### **Internship**

There are two different periods of internships: the preliminary internship of 13 weeks and the internship semester as an integral part of the 7-semester programme.

The students are advised to acquire skills in the following fields during their preliminary internship: purchasing/ procurement; electronic data processing/ informatics; corporate accounting; consultancy/tax and legal consultancy; information and project management; the insurance industry; human resources; sales/marketing; organisation.

An internship of 12 weeks is an integral part of the 7-semester program. During that period the students apply their acquired knowledge solving business problems, and/or acquire special professional knowledge and skills and deal with practical task of their prospective profession.

During that period the students shall work independently and contribute to solving business problems. The content and requirements of the internship are governed in the internships regulations.

### **Admission to continuing studies**

From 2010 onwards a postgraduate a master's degree program will be offered.

Students who completed a 12-week internship and achieved an overall grade of at least 2.5 in their bachelor's degree are entitled to enrol for this program.

More information can be obtained from the website of this course on [www.fh-stralsund.de](http://www.fh-stralsund.de).

## **4.3 Business Administration and Engineering – Bachelor**

**School:** Mechanical Engineering

**Final award:** Bachelor of Engineering

**Duration:** 7 semesters

### **Course aims and career prospects**

Based on a scientific and application-oriented approach, this course focuses on the development of professional expertise which enables our graduates to work in different fields. This course meets the increasing demands of the labour market. Industry and the service sector require specialists who combine engineering with business skills as well as with general and interdisciplinary skills in order to cope with managerial and operational tasks. Therefore, the core components of this course are engineering and business administration. In addition, we offer courses in which our students develop their soft skills.

Generally speaking, graduate engineers of this field are able to work in any area where engineering and administration tasks have to be managed and solved. They may hold positions in such fields as purchasing, production, logistics, marketing, sales, controlling, organisation, capital expenditure planning, data processing etc.

Our graduates are able to act as both engineers and businesspersons in order to develop strategies for solving managerial and economic tasks and to estimate and assess the consequences of their decisions. Due to their interdisciplinary skills our graduates have very good career prospects and, according to our experience, many of them enter the labour market in managerial positions.

### **Admission requirements**

See point 3.1.

### **Course content**

In the first semesters our students study the fundamentals of engineering, business administration and informatics. In the 5th and 6th semester they mainly concentrate on studying their electives. In the 7th semester they do their internships and write their bachelor thesis. This means that during the final 3 semesters the students may choose courses of their interests and study these in more depth.

## **Internship**

This course includes two periods of internships. The first placement of 13 weeks should be completed by the end of the fourth semester. It is recommended to do four weeks before starting the course.

In their first placement, the students are advised to work in the two following fields for six to seven weeks each:

- Business administration (accounting, purchasing, procurement, marketing, sales and other related areas)
- Engineering (basic training in metal and plastics working, design, production planning, manufacturing, assembly and quality assurance)

During their second internship of at least 12 weeks in the 7th semester, the students work in companies and deal with engineering and administration tasks, apply their knowledge in practice, and gain further work experience. This also gives them a chance to explore topics for their bachelor theses which they write after the placement.

## **Admission to continuing studies**

Successful completion of the bachelor's degree in business administration and engineering qualifies the students for a master's degree program.

## 4.4 Postgraduate course of Business Administration and Engineering – Diplom

**School:** Mechanical Engineering

**Final award:** Diplom-Wirtschaftsingenieurin (FH) / Diplom-Wirtschaftsingenieur (FH);  
certificate

**Duration:** 3 semesters

### Course aims and career prospects

Based on a scientific and application-oriented approach, this postgraduate course focuses on the development of professional expertise which enables our graduates to work in different fields.

This course meets the increasing demands of the labour market. Industry and the service sector require specialists who combine engineering with business skills as well as with general and interdisciplinary skills in order to cope with managerial and operational tasks. Therefore, based on the completion of an engineering course this course offers business administration as the core component. In addition, we also offer courses in which our students develop their soft skills.

Generally speaking, graduate engineers of this field are able to work in any area where engineering and administration tasks have to be managed and solved. They may hold positions in such fields as purchasing, production, logistics, marketing, sales, controlling, organisation, capital expenditure planning, data processing etc.

Our graduates are able to act as both engineers and businesspersons in order to develop strategies for solving managerial and economic tasks and to estimate and assess the consequences of their decisions. Due to their interdisciplinary skills our graduates have very good career prospects and, according to our experience, many of them are predestined for managerial tasks.

## **Admission requirements**

Students who fulfil the following requirements can enrol for this course:

- Successful completion of a course with the degree of Diplom-Ingenieurin or Diplom-Ingenieur; or completion of a 7-semester bachelor's degree programme in engineering; or completion of a 6-semester bachelor's degree programme in engineering plus completion of a 20-week work placement before this course; all leading to the degree of Diplom-Wirtschaftsingenieurin (FH) / Diplom-Wirtschaftsingenieur (FH) or
- Successful completion of a degree course in other fields; leading to a certificate

## **Course content**

After students have successfully completed a course of engineering and acquired their engineering expertise, they obtain the necessary fundamentals of business administration as well as special professional skills.

In the 3rd semester, in addition to studying a few modules, the students write their final thesis.

## **Internship**

There are no internships required for this postgraduate course.

## **Admission to continuing studies**

Successful completion of this course qualifies the students for master's degree programmes. Above-average students with the degree 'Diplom (FH)' acquired at a University of Applied Sciences in Mecklenburg-Western Pomerania qualify for a special doctoral programme established in close co-operation between a traditional university and our University of Applied Sciences.

## **4.5 Business Administration and Engineering - women's studies – Bachelor**

**School:** Mechanical Engineering

**Final award:** Bachelor of Engineering

**Duration:** 7 semesters

### **Course aims and career prospects**

This modern course has been introduced especially for female students to meet the demand for engineers with interdisciplinary skills and knowledge.

This course is a revised version of the bachelor's degree program in business administration and engineering and the women's studies program of the same field (offered since 2000/2001). The novelty of this bachelor's degree program is the combination of compulsory modules with electives which the students may choose depending on their personal interests.

In addition to the fundamentals of engineering, the students also study planning, management and business-related subjects. The new course design mainly focuses on communication, information and management.

The graduates of this course are able to deal with technology in a self-confident manner, to bridge the interfaces between engineering, social and business tasks, thus offering very good career prospects for female engineers. They may be employed anywhere where engineering and business tasks have to be co-ordinated and solved.

Our graduate female engineers may perform tasks in the following business areas:

- capital investment planning and control,
- manufacturing planning and control,
- cost accounting and control,
- resource planning and logistics,
- data processing / controlling,
- sales and marketing,
- quality control and
- corporate management

### **Admission requirements**

See point 3.1.

## **Course content**

The regular course duration is 7 semesters. This includes a period of internship and writing the bachelor thesis. In the first three semesters the students study compulsory modules to acquire fundamental knowledge in engineering and business. In the following semesters they may choose modules from three catalogues (A, B and C) to match their own personal profile.

After the 3rd semester the students have to choose one module each from catalogues B and C and four modules from catalogue A which includes databases, internet programming, software applications in business and social sciences, rhetoric / moderation / presentation, organisation and communication psychology, and project management in order to meet the requirements for the main focus on communication – information – management.

During the course, generally in the 5th semester, students write at least one project assignment.

## **Internship**

This course includes two periods of internships. The first placement of 13 weeks should be completed by the end of the 4th semester. It is recommended to do four weeks before starting the course.

In their first placement, students are advised to work in the two following fields for six to seven weeks each:

- Business administration (accounting, purchasing, procurement, marketing, sales and other related areas)
- Engineering (basic training in metal and plastics working, design, production planning, manufacturing, assembly and quality assurance)

During their second internship of at least 12 weeks in the 7th semester, students work in companies and deal with engineering and administration tasks, apply their knowledge in practice, and gain further work experience. This also gives them a chance to explore topics for their bachelor theses which they write after the internship.

## **Admission to continuing studies**

Successful completion of the bachelor's degree in business administration and engineering qualifies students for a master's degree program.

More information is available on <http://www.user.fh-stralsund.de/~wingf/>

## 4.6 Business Informatics – Bachelor

**School:** Business Studies

**Final award:** Bachelor of Science

**Duration:** 7 semesters

### Course aims and career prospects

The bachelor's degree program in Business Informatics prepares students to plan and develop software for business purposes, to configure and implement complex information systems in companies and to gain, summarise and analyse information about business operations. The course includes the fields of informatics, business administration and foundations of mathematics/statistics and interdisciplinary subjects of business informatics. It prepares students for a career in enterprises.

Graduates of this course are able to work in the following fields:

- Development and implementation of multimedia and e-commerce software for business purposes
- Integration of different information systems into a company using SAP/R3
- Sales of hardware and software products, provision of user support for the planning, implementation and use of these products
- Development and management of communication networks
- Designing and performing training courses regarding the operation of company information systems and further education for manufacturers, users as well as for private and public educational institutions
- Maintenance, service and analysis of large amounts of data, in particular in the service sector (commerce, tourism, social services)
- Advisory service for medium-sized companies regarding information management

### Admission requirements

See point 3.1.

### Course content

The course lasts 7 semesters (standard course length). In the first stage, the foundations of computer science and business administration including accounting, bookkeeping

and finance management are taught. This is followed by subjects such as e-commerce, information and project management, databases and computer networks. The business subjects include marketing, controlling and taxation.

From the 5th semester onwards two specialisation modules are offered: application systems and software engineering. The module Application Systems deals with the introduction of ERP (Enterprise Resource Planning) systems, the modelling and automation of business operations and the analysis of large amounts of data in enterprises. The module Software Engineering focuses on the development of applications software for business purposes and includes visualisation techniques. In addition to the specialisation modules a number of different electives are offered.

The course as a whole incorporates different forms of teaching such as lectures, tutorials and practical work in PC pools. In particular, in the first two semesters instruction is supported by tutors. Students write assignments and give presentations to develop their teamwork and presentation skills. In addition, language instruction in English is compulsory in the first semesters and is offered as an elective in the following semesters.

The project work in the fourth and fifth semesters concentrates on the solution of practice-oriented tasks so that the students are prepared to write their bachelor theses and improve their soft skills. The language of instruction is German.

## **Internship**

Students can do their preliminary internship of 13 weeks either before they start their course or during their course by the end of the third semester. At least 8 of the 13 weeks of the placement should be done before the course starts. The preliminary placement should focus on one of the following areas: electronic data processing / informatics, purchasing / resource planning, information and project management, cost accounting, sales / marketing, banking and the insurance industry, human resource management, commerce / import / export, organisation, advisory service / tax consultancy / legal advice.

In the 4th study semester the students do an internship of at least 20 weeks, which focuses on project work in business informatics in a company.

## **Admission to continuing studies**

This programme includes 210 credits. The Bachelor's degree qualifies the students for a Master's degree programme. A continuing Master's degree course of Business Informatics is offered at FH Stralsund - University of Applied Sciences.

## 4.7 Business Informatics – Master

**School:** Business Studies

**Final award:** Master of Science

**Duration:** 3 semesters

### Course aims and career prospects

The master's degree program in Business Informatics aims to provide scientific, fundamental and application-oriented knowledge as well as methodological skills and knowledge in a number of specialisations. The course enables the graduates to apply their scientific knowledge and methods independently in their future professional environment as well as in basic and application-oriented research work.

Based on finishing a first-degree course, this program imparts deeper specialised knowledge so that the graduates are able to apply their scientific knowledge and methods in the solution of complex problems in both practice and research.

### Admission requirements

Students who fulfil the following requirements can enrol for this course:

- completion of a bachelor's degree or equivalent program with a minimum overall grade of 2.5 and minimum number of 210 credit points in the field of business informatics or a closely related field
- professional experience in this field
- evidence of the required English skills and/or
- evidence of the required German skills (if they are international students)

### Course content

The course lasts 3 semesters (standard course length). The first two semesters provide theoretical knowledge. In the third semester, the students write their master theses. Students are recommended to study one of the first two semesters of their theoretical studies abroad.

The master's course further develops skills in the fields of project management, systematic thinking and dealing with complex techniques. The course also imparts basic knowledge in economics, strategic corporate thinking and entrepreneurship strategies for setting up businesses.

The following two specialisation options are offered:

- Application systems
- Software engineering

The main language of instruction is German. However, some subjects are taught in English.

### **Internship**

Students must have finished an internship of 20 weeks before they start writing their master thesis. Eight of the 20 weeks of placement should be done before the course starts. The placements should include some of the following areas:

- Electronic data processing / computer science
- Purchasing / resource planning
- Information and project management
- Cost accounting
- Sales / Marketing
- Banking and the insurance industry
- Human resource management
- Commerce / import / export
- Organisation, advisory service / tax consultancy / legal advice

### **Admission to continuing studies**

The Master's degree allows students to take up a doctoral program at an university.

## 4.8 Applied Computer Science – Bachelor

**School:** Electrical Engineering and Computer Science

**Final award:** Bachelor of Science

**Duration:** 7 semesters

### Course aims and career prospects

Computer science is one of the key technologies in this century, thus playing a significant role in the economic development of the Federal Republic of Germany and the federal state of Mecklenburg-Western Pomerania. Computer science deals with the installation and application of software and hardware systems in different fields, e.g. software for commerce, banking and the insurance industry, communication networks, intelligent devices, multimedia systems, automation systems, biotechnology and environmental technology. In order to be able to cope with this wide range of applications, comprehensive knowledge of hardware and software is imparted. In this practice-related course, the students are enabled to introduce innovations into and to work in important positions where they are responsible for the computer equipment in such fields as industry, business and the public service sector. Successful completion of this course qualifies students for a master's degree course in Germany or abroad.

Graduates may hold positions in a great variety of fields performing tasks such as

- Planning and development of customised software as an employee in or a freelancer for a software company
- Project planning and administration of communication networks as an employee in a network provider company or computer centre
- Development of hardware and software systems in a company producing appliances or in their on engineer's office
- Consulting service for the installation and configuration of software systems as a consultant of a management consultancy company
- Fundamental research in the field of information technology in large companies, universities or research institutions.

### Admission requirements

See point 3.1.

## **Course content**

The standard course length is 7 semesters, including the periods of internships. In the first semesters the students acquire basic knowledge which enables them to understand and solve engineering problems. The basic studies include the following subjects: mathematics, electrical engineering, theory of computer science, programming, operating systems, computer networks, databases and data management. In the second stage, the students take up optional modules to acquire more specialised knowledge. These modules include: computer engineering, communications and multimedia technology, software engineering, network and broadband technology.

In addition, the students may choose from a list of additional basic subjects of computer science. In the 6th and 7th semesters, the students study compulsory and optional modules depending on their specialisations. In the 7th semesters the students write their Bachelor theses.

## **Internship**

During their preliminary internship, the students are advised to work in the following fields:

- Working with the PC and using standard software (word processing, graphics, spreadsheets)
- Solving simple programming tasks and searching for information on the Internet
- Activities in the application and development of information systems

During their internship of 20 weeks in the 5th semester, the students deal with various engineering tasks.

## **Admission to continuing studies**

The Bachelor's degree in the field of Computer Science qualifies the students for a Master's program.

## 4.9 Computer Science – Master

**School:** Electrical Engineering/Computer Science

**Final award:** Master of Science

**Duration:** 3 semesters

### Course aims and career prospects

After finishing their first degree, the students of the Master degree course of Computer Science deepen their professional expertise in order to apply scientific methods and knowledge to the solution of difficult and complex problems in practice as well as in research. Their career prospects correspond with those stated for the Bachelor degree course of Computer Science. The course focuses on the development of scientific expertise and qualifies for PhD studies.

### Admission requirements

Admission to this course is only granted by an admission commission. The minimum requirements are:

- a first academic degree in computer science or in a closely related subject
- above-average results in the first degree programme  
(overall grade: “good“ or better)

For further information see the admission regulations for the Master Degree course of Computer Science as well as the regulations for enrolment at the Fachhochschule Stralsund - University of Applied Sciences.

### Course content

The degree course Master of Computer Science lasts 3 semesters. In the first two semesters the students deepen their knowledge. In the third semester they write their master’s theses. This course includes compulsory modules, e.g. software and hardware systems and the development of complex systems, as well as optional modules in which the students develop their practice-related expertise in different fields. Writing their master theses enables the students to work independently and to apply their knowledge to new situations.

### Admission to continuing studies

The Master degree qualifies for PhD studies at an university.

More information can be obtained from the website <http://www.fh-stralsund.de>

## 4.10 Electrical Engineering – Bachelor

**School:** Electrical Engineering and Computer Science

**Final award:** Bachelor of Science

**Duration:** 7 semesters

### Course aims and career prospects

Based on a scientific and application-oriented approach, this course focuses on the development of professional expertise which enables our graduates to work in industry, commerce as well as the public service sector.

Our application-oriented training, which includes a internship, promotes the students' career prospects in different industrial branches. Application-oriented training also means that our students do laboratory practicals and are involved in scientific work at an early stage of their course. Good study results provided, our graduates are qualified for national and international master degree program.

The attractiveness of the training at our Fachhochschule Stralsund - University of Applied Sciences is mainly due to its scientific and application-oriented training. Moreover, our graduates are highly sought after by industry and commerce. Our university also feels obliged to make a valuable contribution to the promotion and development of medium-sized companies in the economically underdeveloped region of Western Pomerania.

Our students may already present their skills and abilities to companies during their studies, for example, while doing their internships or writing their Bachelor theses.

Our graduates are well equipped to start their careers in both large enterprises and medium-sized companies in branches like the design, project planning and development of electrical and electronic devices, which include both the hard- and software aspect. Nowadays most branches of industry require the application of electrical, electronic, computer and automation systems so that our graduates of the bachelor course, no matter which field they specialised in, may find good career prospects in almost all large enterprises and different medium-sized companies.

### Admission requirements

See point 3.1

## **Course content**

The standard course length is 7 semesters, including the periods of internships. In the first semesters the students acquire their basic knowledge in mathematics and science, which enables them to understand and solve engineering problems. In the second stage, the students take up optional modules to study additional basic fields of electrical engineering and modules to acquire more specialised knowledge. These modules include: automation engineering, communications/telecommunications engineering, power engineering and renewable sources of energy.

In the 6th and 7th semesters, the students study compulsory and optional modules depending on their specialisations. In the 7th semester they write their Bachelor theses.

## **Internship**

During their preliminary internship, the students are advised to acquire basic skills in the following fields: manual metal working, measuring and testing, company-specific production methods, assembling electrical and electronic circuits.

During their internship of 20 weeks in the 5th semester, the students deal with various engineering tasks.

## **Admission to continuing studies**

The Bachelor degree in the field of Electrical Engineering qualifies the students for a Master program.

## 4.11 Electrical Engineering – Master

**School:** Electrical Engineering and Computer Science

**Final award:** Master of Science

**Duration:** 3 semesters

### Course aims and career prospects

After finishing their first degree, the students of the Master degree course of Electrical Engineering deepen their professional expertise in order to apply scientific methods and knowledge to the solution of difficult and complex problems in practice as well as in research. Their career prospects correspond with those stated for the Bachelor degree course of Electrical Engineering. The course focuses on the development of scientific expertise and qualifies for PhD studies.

### Admission requirements

Admission to this course is only granted by an admission commission. The minimum requirements are:

- a first academic degree in electrical engineering or in a closely related subject
- above-average results in the first degree programme  
(overall grade: "good" or better)

For further information see the admission regulations for the Master degree course of Electrical Engineering as well as the regulations for enrolment at the Fachhochschule Stralsund - University of Applied Sciences.

### Course content

The Master degree course of Electrical Engineering lasts 3 semesters. In the first two semesters the students deepen their acquired knowledge. In the third semester they write their Master theses. This course includes compulsory modules, in which the students study the mathematical, scientific and technical basics and acquire basic knowledge in marketing and patent law. It also includes optional modules in which the students develop their practice-related expertise in different fields.

### Admission to continuing studies

The Master degree qualifies for PhD studies at an university.

More information can be obtained from the website <http://www.fh-stralsund.de>

## **4.12 Leisure and Tourism Management – Bachelor**

**School:** Business Studies

**Final award:** Bachelor of Business Administration  
in Leisure and Tourism Management

**Duration:** 8 semesters

### **Educational and professional goals**

The Leisure and Tourism Management course enables the students not only to attain fundamental business knowledge, but also specialized skills and experience in the field of tourism and leisure. Delivery of the content of the curriculum, which is mostly through lectures, seminars, exercises, projects and case studies in English, as well as the high practical relevance of the studies, enable the graduates to meet international job specifications, especially in the field of leisure and tourism.

The course has a modular structure. Besides imparting basic subjects of business management, specialized skills are already developed during the first semesters.

By attaining basic knowledge in geographical, sociological and psychological disciplines and in media, personality and creativity training, the students will meet all requirements of the leisure and tourism industry.

The main subjects of the later semesters are: Leisure and Tourism Marketing, General Management Studies, and Leisure and Tourism Management. Furthermore, practical training for the students is provided by close contacts with business. An all-round leisure and tourism manager will work in a responsible position with national and international travel operators, tourist organizations and associations. Furthermore, graduates of this course will be able to work in the media, event and destination management and for event, art and sports agencies as well.

### **Admission requirements**

See point 3.1

### **Study program**

During the first phase of the course the following modules are part of the teaching program: Introduction to Management, Project Management, Scientific Publishing, Economics, Business Law / Tourism Law, Mathematics / Statistics, Research Methods, Cost

Accounting, Corporate Taxations, Basics of Leisure and Tourism Markets, Marketing I, Psychology, Business English, Excursion I, Internship Training, 2nd Foreign Language, Creative Project, Ethics, Health Tourism, Personality and Creativity Training, Computer Science, Presentation Techniques and Web Design and Maritime Tourism.

The modules offered in the second phase are: Special Aspects of Management, Corporate Finance, Competition Law, Specials of Leisure and Tourism Markets, Marketing II, Tourism Management, Leisure Management, Sociology, Tourism Geography and Ecology, Media, E-Commerce, Job Training, Excursion II, 2nd Foreign Language, Hotel Management, Airline and Airport Management, International Entrepreneurship, Managerial Accounting/Controlling, Mediation and Business Simulation.

The 5th semester is dedicated to an internship in Germany or abroad with joint support of the Fachhochschule Stralsund - University of Applied Sciences and the companies involved.

### **Internship**

The purpose of the practical phase is to combine students' theoretical knowledge with practical requirements in business. The first phase of the practical exercises should include at least two of the following: Operational Accounting, Purchasing and Distribution, Procurement, Organization, EDP, Computer Science, and Human Resource Management.

The twenty-week practical semester is intended to give the students the opportunity to use their basic knowledge for preparing their own project and problem solutions for appropriate tourism enterprises.

### **Access to further studies**

Graduates of this course of study have completed all the prerequisites for admission to a Master degree.

## **4.13 Management of Small and Medium-Sized Enterprises (KMU) – Master**

**School:** Business Studies

**Final award:** Master of Arts

**Duration:** 3 semesters

### **Educational and career goals**

The aim of the Master program is to allow broad knowledge across many areas and comprehensive methodological competences through a founded practical course of study leading to the acquisition of a Master degree, which allows graduates to independently apply their scientific knowledge and methods in the workplace as well as in fundamental and applied research.

The Master program expands on an undergraduate degree and aims to provide deeper knowledge, in order to apply scientific methods and knowledge also in difficult and complex problems both in practice and research. The course of study is also oriented towards personality formation as well as providing social, economic, work-scientific and basic legal competence. In addition, graduates should be able to work cooperatively through teamwork on large projects.

### **Admission requirements**

Applications to the KMU Master program are open to candidates, who have successfully achieved a first degree in business studies or a related course of study with at least 210 ECTS points (average grade of 2.5 or better) and who already have related professional experience of at least three months.

Related work experience or practical semester within a course of study is eligible for transfer credit. Proof of which should be submitted with applications.

## **Course content**

The program, which is held in German, consists of three semesters. During the first two semesters students have to take part in lectures, seminars and projects at the university. In the third semester students write their Master thesis.

The focus of the Master program is on management of small and medium-sized companies. Besides a more in-depth analysis of economic frame competence, the focus lies on business principles and methods, and according to the focus, on the management of medium-sized companies and the special communications aspects of KMU. Social competence is handled in all modules as well as in the form of special projects. The Master thesis should demonstrate that graduates are able to deal with a special problem through application of scientific methods

## **Admission for further studies**

The Master degree allows graduates to apply for a Ph.D. program at an university.

## 4.14 Mechanical Engineering – Bachelor

**School:** Mechanical Engineering

**Final award:** Bachelor of Engineering

**Duration:** 7 semesters

### Course aims and career prospects

Based on a scientific and application-oriented approach, this course focuses on the development of professional expertise which enables our graduates to work in industry, commerce as well as the public service sector.

Mechanical engineering, which is one of the classical engineering disciplines, offers a wide range of career prospects. Among many other fields our graduates may work in research and development, systems planning, consultancy, project planning, design, production planning, manufacturing and assembling, commissioning, operations organisation and monitoring, quality assurance, testing and customer service. In order to meet the diverse requirements of modern industry with its continuous demand for innovation, our students acquire both profound basic knowledge and the necessary skills to cope with new challenges. Our students' ability to apply engineering methods using computer technology together with the application-oriented approach of our training enables them to work successfully.

### Admission requirements

See point 3.1.

### Course content

The standard course length is 7 semesters, including the periods of internships.

This accredited course is organised as follows: In the first four semesters students study compulsory modules. In the fifth and sixth semester they study optional modules and to their internship. In the final year they write their Bachelor theses to obtain the Bachelor degree.

Our students have several opportunities to apply and broaden their theoretical knowledge in practice. For example they do practical exercises in the modern laboratories and write a project assignment in the fifth semester, which may also be part of a team project.

Moreover, they do an industrial placement and demonstrate their skills by writing their Bachelor theses.

This course focuses strongly on a practice-oriented engineering training. The compulsory modules allow the students to acquire the fundamentals of engineering and science, whereas the optional modules allow them to specialise in specific engineering fields, to broaden their fundamentals of engineering and science as well as to acquire relevant industrial science, business and interdisciplinary knowledge.

Our students practise and broaden their acquired knowledge by working in subject-related laboratories, PC pools, CAD laboratories and the complex laboratory for renewable energies.

Furthermore, the Associated Institute for Energy and Environment and the Student Racing Team offer opportunities to take part in interdisciplinary research and development projects.

## **Internship**

This course includes two periods of internships. The first placement of 13 weeks should be completed by the end of the fourth semester. It is recommended to do four weeks before starting the course.

In their first placement, the students are advised to acquire skills in the following fields:

- manual metal working
- measuring and testing; manufacturing components using machines
- company-specific production methods

There are special internship regulations regarding the content of and the requirements for this period of practical work.

During their 12-week internship in the seventh semester, the students work in engineering companies and deal with typical engineering tasks. After that they write their Bachelor theses.

## **Admission to continuing studies**

Successful completion of the Bachelor degree in mechanical engineering qualifies the students for a Master degree programme.

## 4.15 Mechanical Engineering - Design and Development – Master

**School:** Mechanical Engineering

**Final award:** Master of Engineering

**Duration:** 3 semesters

### Course aims and career prospects

After completing their first degree the students can enrol for this course to study development and production in more depth which enables them to apply scientific methods and knowledge when solving difficult and complex tasks in practice and research. This program focuses on scientific work and enables the students to take up a PhD program.

### Admission requirements

Access to this course is limited. Admission is only granted by an admission commission. The minimum requirements are:

- a first academic degree in mechanical engineering, business administration and engineering or in a closely related subject
- above-average results in the first degree program (overall grade: “good” or better)

For further information see the admission regulations for the Master degree course of Mechanical Engineering (Development and Production) as well as the regulations for enrolment at the Fachhochschule Stralsund - University of Applied Sciences.

### Course content

The Master degree course of Mechanical Engineering lasts 3 semesters. In the first two semesters the students deepen their acquired knowledge. In the third semester they write their Master theses. This course includes compulsory modules, in which the students study the mathematical, scientific and technical basics as well as optional modules in which the students develop their theoretical and practice-related expertise in different fields.

### Admission to continuing studies

The Master degree qualifies for PhD studies at an university.

More information can be obtained from the website

<http://www.fh-stralsund.de> .

## 4.16 Mechanical Engineering - Automotive Engineering – Master

**School:** Mechanical Engineering

**Final award:** Master of Engineering

**Duration:** 3 semesters

### Course aims and career prospects

After completing their first degree the students can enrol for this course to study automotive engineering in more depth which enables them to apply scientific methods and knowledge when solving difficult and complex tasks in practice and research. This program focuses on scientific work and enables the students to take up a PhD program.

### Admission requirements

Access to this course is limited. Admission is only granted by an admission commission. The minimum requirements are:

- a first academic degree in mechanical engineering, business administration and engineering or in a closely related subject
- above-average results in the first degree program (overall grade: "good" or better)

For further information see the admission regulations for the Master degree course of Mechanical Engineering (Development and Production) as well as the regulations for enrolment at the Fachhochschule Stralsund - University of Applied Sciences.

### Course content

The Master degree course of Mechanical Engineering lasts 3 semesters. In the first two semesters the students deepen their acquired knowledge. In the third semester they write their Master theses. This course includes compulsory modules, in which the students study the mathematical, scientific and technical basics as well as optional modules in which the students develop their theoretical and practice-related expertise in different fields.

### Admission to continuing studies

The Master degree qualifies for PhD studies at an university.

More information can be obtained from the website <http://www.fh-stralsund.de> .

## 4.17 Medical Informatics and Biomedical Engineering – Bachelor

**School:** Electrical Engineering and Computer Science

**Final award:** Bachelor of Science

**Duration:** 7 semesters

### Course aims and career prospects

Medical informatics focuses on the diverse applications of the methods of informatics in health care. This comprehensive course combines software and hardware disciplines of computer science with interdisciplinary subjects (e.g. hospital information systems, medical imaging, biosignal processing, measurement techniques used in medicine) and the basics of medicine (e.g. anatomy and physiology). The second component of this course, apart from hospital information systems, is medical engineering. We do not understand medical engineering in the classical sense here, but focus on specific aspects of the software and hardware side of medical equipment and medical electronics. Our students are trained in close collaboration with partner clinics, in particular the Clinic of Stralsund and the Clinic of the University of Greifswald.

Graduates of medical informatics will be able to understand specific medical problems from the point of view of a specialist in informatics, to discuss them with clinicians, the nursing personnel, medical engineers and medical physicists in order to provide solutions based on the application of computer technology. Graduates may hold positions in a great variety of fields performing tasks such as the

- Design and development of modules for hospital information systems as development engineers in a software company
- Adaptation and extension of hospital information systems in their own engineer's office
- Organisation of information processes in the hospital as a consultant of a management consultancy company
- Design and control of data exchange and storage of patient-related data as a person responsible for computing facilities of a healthcare provider, an Association of CHI Physicians, a local health authority or a service company
- Installation of a tumor register at a university clinic
- Design and development of software for a manufacturer of medical devices
- Maintenance and troubleshooting as a local service engineer of a manufacturer of medical devices

- Development and sales of intelligent diagnostic and therapeutic devices as a self-employed person
- Research in the fields of algorithms and systems technology as a scientist at a university clinic or a hard- and software company in the medical device industry.

### **Admission requirements**

See point 3.1.

### **Course content**

The standard course length is 7 semesters, including the periods of work placements. In the first semesters the students acquire basic knowledge which enables them to understand and solve problems of medical informatics and engineering. The basic studies include the following subjects: mathematics, physics, electrical engineering, electronics, programming, operating systems, anatomy, physiology and clinical medicine.

In the second stage, students acquire special knowledge in the fields of informatics, medicine and medical engineering. This includes the design and installation of medical equipment, medical documentation, health-care information systems, software engineering, computer networks, databases, the processing of knowledge and graphical data.

In the 5th semester, the students do their internships in clinics and companies especially selected for this purpose. The placements are supervised by the teaching staff of our university. In the 6th and 7th semesters, the students continue their practice-oriented training by studying their specialisation courses which they may choose from this catalogue of modules: equipment and systems in medicine, systems technology, medical imaging, the health care system, and medical computing.

In the 7th semester students also write their Bachelor theses.

### **Internship**

During their preliminary internship, students are advised to work in the following fields: working with the PC and using standard software (word processing, graphics, spreadsheets), solving simple programming tasks, searching for information on the Internet, activities in the application and development of information systems or digital devices, assembling electric and electronic circuits, acquiring measurements from analogue and digital circuits, organising tasks in health care institutions.

During their second internship of 20 weeks the 5th semester, students deal with various engineering tasks.

### **Admission to continuing studies**

The Bachelor degree in the field of medical informatics and biomedical engineering qualifies the students for a Master's program.

## 4.18 Medical Informatics – Master

**School:** Electrical Engineering and Computer Science

**Final award:** Master of Science

**Duration:** 3 semesters

### Course aims and career prospects

After finishing their first degree, the students of the Master degree course of Medical informatics deepen their professional expertise in order to apply scientific methods and knowledge to the solution of difficult and complex problems, regarding health care and medical information technology, in both practice and research. Their career prospects correspond with those stated for the Bachelor degree course of Medical Informatics and Biomedical Engineering. The course focuses on the development of scientific expertise and qualifies for PhD studies.

### Admission requirements

Admission to this course is only granted by an admission commission. The minimum requirements are:

- a first academic degree in medical informatics, computer science or in a closely related subject
- above-average results in the first degree program (overall grade: “good” or better)
- For further information see the admission regulations for the Master Degree course of Medical Informatics as well as the regulations for enrolment at the Fachhochschule Stralsund - University of Applied Sciences.

### Course content

The Master degree programme in Medical Informatics lasts 3 semesters. In the first two semesters students broaden their acquired knowledge. In the third semester they write their Master theses. This course includes compulsory modules, e.g. electronic health record, health care logistics, clinical studies, mathematics, software and hardware systems and the development of complex systems, as well as optional modules in which the students develop their practice-related expertise in different fields.

### Admission to continuing studies

The Master degree qualifies for PhD studies at an university. Our university has also established PhD program in cooperation with other universities.

## 4.19 Tourism Development Strategies – Master

**School:** Business Studies

**Final award:** Master of Arts

**Duration:** 3 semesters

### Educational and professional goals

Tourism is a global phenomenon, which is characterized by permanently increasing requirements from various stakeholders. Hence, our participants will be enabled to cope with the ever-changing challenges of today's business world. In order to use business strategies as an asset, students' ability to interpret markets and environments as well as to forecast trends will be increased. By acquiring branch-specific and general management skills they will be enabled to take part in and/or to pilot tourism development processes. Here their active role within planning and developing regions is particularly noteworthy. Apart from receiving sound professional qualifications, students will expand their expertise towards methodical- and soft skills. Therefore, not only modules which will increase their personal development, but also cultural and social competence are integral parts of our international master's degree course.

### Admission requirements

- A first academic degree in Business Studies – at least 210 ECTS (overall grade: “good“ or better)
- Proof of proficiency in English (B2 Level; TOEFL or equivalents)
- Proof of proficiency in German (C1 Level)
- Signed undertaking to pay administrative program costs (in total € 2,100) for modules taught abroad, study trips and intercultural events
- University entrance qualification

### Course structure

This 3-semester program, which is held in English and German, lays special emphasis on enhancing participants' strategic thinking as well as business development abilities in the field of tourism.

Besides core modules in tourism and general management students choose between the paths Strategic Product Management or Strategic Process Management.

These tracks aim at deepening methodical skills as well as raising participants' intelligence to advance tourism development in an efficient, effective and sustainable manner.

Lecturers from foreign countries as well as excursions abroad reflect our international orientation, whereas the implementation of up-to-date teaching methods, lectures given by experts from the business world and academic study trips ensure the direct application of new skills into practise. Additionally, contacts with leading companies and institutions provide networking possibilities.

The Master degree course has a modular structure which culminates in students writing their Master theses at the end of the program's 3rd semester.

An outstanding feature of this program is the possibility to achieve a double degree with the French "Université du Littoral Côte d'Opale". This project is approved by the institution 'Deutsch-Französische Hochschule' which aims at fostering collaboration between both countries on an educational scale. Thus, country-specific knowledge, social-, linguistic- as well as intercultural competences will be increased to qualify students for working in companies and institutions dealing with both countries. However, awarding two degrees requires 4 semesters of studying - 2 semesters at each university. The number of students wishing to obtain a double degree is limited to 10.

### **Comments on internships**

This Master program does not contain an internship.

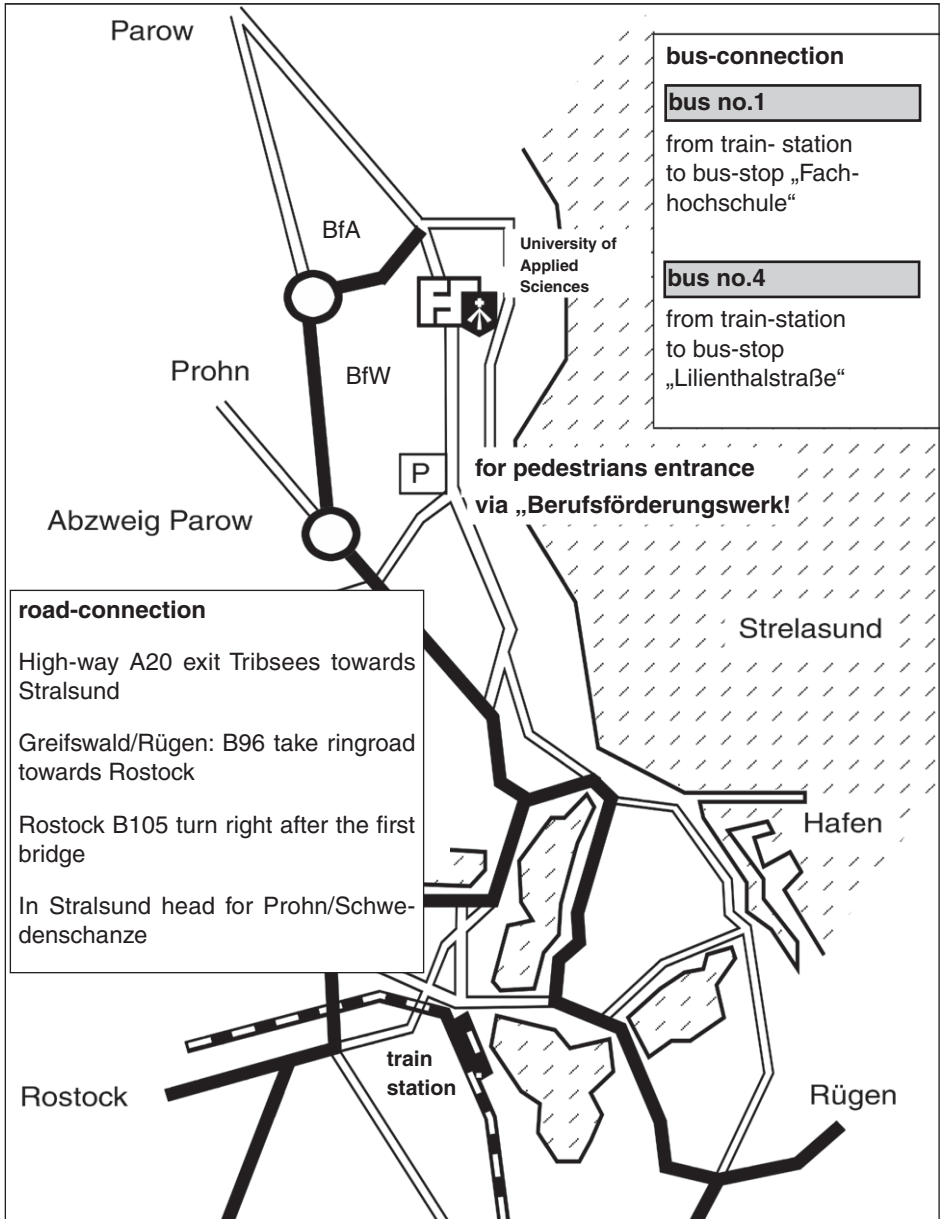
### **Qualifications for further study**

The academic degree of a 'Master of Arts' qualifies for doctoral studies at any university.

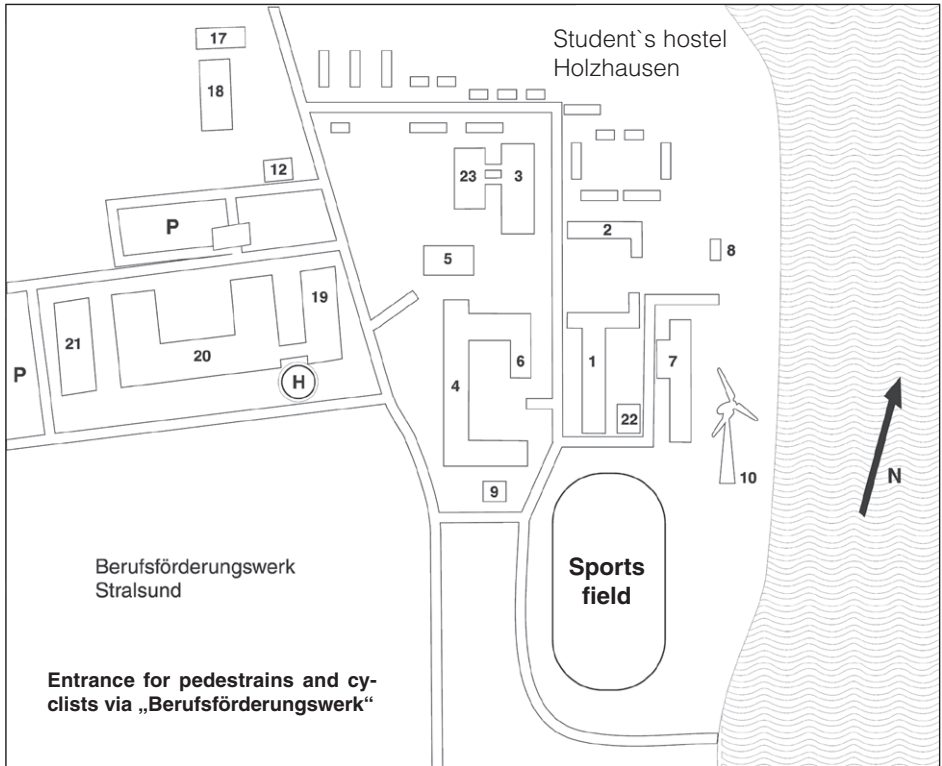


# 5. How to reach the University

## 5.1 Street Map



## 5.2 Campus map



### Legende:

Building 1:	Administration, Teaching staff School of Business Studies	Building 8:	Studenten`s club
Building 2:	Library	Building 9:	Planetarium
Building 3:	Main lecture hall/cafeteria/ refectory	10:	Wind Energy Converter
Building 4:	Laboratories and seminar rooms, School of Electrical Engineering and Computer Science, Language Centre	Building 12:	ASTA, STUPA
Building 5:	Lecture halls 1 and 2	Building 17:	Guest house
Building 6:	Gymnasium	Building 19:	School of Mechanical Engi- neering
Building 7:	Laboratory, garage	Building 20:	Laboratories, School of Mechanical Engineering
		Building 21:	School of Business Studies
		Building 22:	Elektrolysis station
		Building 23:	Kitchen

## Further information

Fachhochschule Stralsund - University of Applied Sciences

Technology and information transfer centre

phone +49 3831 456528

fax +49 3831 456640

email: [info@fh-stralsund.de](mailto:info@fh-stralsund.de)

Fachhochschule Stralsund - University of Applied Sciences

Course Adviser

phone +49 3831 456532

fax +49 3831 456680

email: [Studienberatung@fh-stralsund.de](mailto:Studienberatung@fh-stralsund.de)

Fachhochschule Stralsund - University of Applied Sciences

International Office

phone +49 3831 457052

fax +49 3831 456640

email: [international.office@fh-stralsund.de](mailto:international.office@fh-stralsund.de)

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## Notes

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