

# EXCHANGE STUDIES

SPRING SEMESTER 2025



STUDY PROGRAMME: ACEKO22  
Civilekonomprogrammet



UNIVERSITY  
OF BORÅS

## Introduction

In this document, you will find information about relevant study destinations, carefully selected according to your study programme. Please, bear in mind information and course offerings might change and that it is your programme coordinator who decides whether courses can be credited or not. In terms of available places, this number represents the total number of sending students per academic year and might include other study programmes besides your own.

### Erasmus+ Agreements

- Austria, University of Applied Sciences Wiener Neustadt
- France, INSEEC Grande Ecolé
- Germany, Hochschule München University of Applied Sciences
- Germany, ISM – International School of Management
- Gernay, Reutlingen University (ESB Business School)
- Ireland, Technological University Dublin
- Italy, University of Bologna
- The Netherlands, Avans University of Applied Sciences
- The Netherlands, University of Twente

### Bilateral Agreements

- Mexico, Tecnológico de Monterrey
- Republic of Korea, INHA University
- Switzerland, University of Applied Sciences and Arts Northwestern\*

Further information on exchange studies can be found on our website, [www.hb.se/utbyte](http://www.hb.se/utbyte) In case of questions, feel welcome to contact the International Office at [exchange@hb.se](mailto:exchange@hb.se)

Happy reading!

**Camilla Carlsson**, International Coordinator  
[camilla.carlsson@hb.se](mailto:camilla.carlsson@hb.se)

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## Austria

### University of Applied Sciences Wiener Neustadt

*“As Lower Austria's largest University of Applied Sciences and one of the country's top educational institutions, we focus on practice-oriented education, international networking and innovative research work.*

*The University of Applied Sciences Wiener Neustadt offers international exchange students excellent opportunities to study in English in an international environment for one semester or a full academic year. We are perfectly located in the heart of Europe, in Wiener Neustadt, a city with 45,000 inhabitants, in proximity to the country's capital Vienna.”<sup>1</sup>*

Students are to apply for the *Bachelor in Business Consultancy International*, semester 4. The courses this semester is a fixed package of 18 ECTS and a specialization of 12 ECTS:

- International Management and Leadership (IML)
- International Accounting and Finance (IAF)
- International Marketing and Sales (IMS)

One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for the specialisations *Management* and *Accounting*.

**Number of places:** 2 students per academic year

#### Academic Calendar

- Spring semester: Mid Feb – Mid July

#### Useful Links:

[University Webpage](#)

[Courses](#) – choose Curriculum to see courses

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<sup>1</sup> Website of University of Applied Sciences Wiener Neustadt (December 2023)

## France

### INSEEC Grande Ecolé

INSEEC Grande Ecolé has three different campuses: Paris, Bordeaux, and Lyon. Exchange students are not guaranteed their first-choice campus as it depends on number of places available, students from Borås have historically studied in Paris and Lyon.

INSEEC has a rather practical approach in teaching, where a majority of the teachers come directly from the industry. It is important to note that the semester might be shorter in comparison to other partner universities, but is also perceived as intense and students should be aware school days at INSEEC tend to be rather long. The schedule is never consistent due to the high level of practitioners and requires students to be flexible. It can even be so that lectures are held on a Saturday.

Students will apply to a fixed course package of 20 ECTS where students may influence the remaining 10 ECTS by choosing a track; Finance, Marketing, or Management. Although it says courses are taught at master's level, these are available for exchange students from Borås due to the academic structure of INSEEC. One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for all specialisations within your programme.

**Number of places:** 6 students per academic year (admission in spring only)  
2 places dedicated to ACEKO

#### Academic Calendar 2023/2024:

- Semester 1: N/A
- Semester 2: Paris: 23 January 2024 – 18 May 2024  
Lyon: 5 January 2024 – 18 May 2024

#### Useful Links:

[University Webpage](#) (in French)

## Germany

### ISM – International School of Management

*\*The International School of Management (ISM) has been one of the leading business schools in Germany for over 30 years. With our study programs, we prepare young people for management tasks in national and international companies. All lecturers at the ISM are experienced practitioners from the economy. In this way, a high practical relevance and the topicality of the teaching contents are ensured. Small study groups provide learning success.”<sup>2</sup>*

Exchange students from Borås are encouraged to study the **International Business Certificate Program**. The program consists of six courses with 5 ECTS credits each. Thus, students enrolled in the ISM Business Certificate program can earn 30 ECTS credits in one semester.

Every student at ISM is required to buy a semester ticket (valid for 6 months) of the local public transportation provider of approx. 210 € per semester.

This partner is suitable for all specialisations within your programme depending on campus:

- Dortmund: *all specialisations*
- Frankfurt: *Marketing and Accounting*
- Cologne: *Marketing*
- Berlin: *Management*

This partner is new, first exchange 2024/2025.

**Number of places:** 8 students per academic year.  
2 places are dedicated to ACEKO.

#### **Academic Calendar 2023/2024:**

Spring semester: 18 March 2024 - 21 June 2024. Your exams will take place within the two last weeks of the semester.

The German Intensive Language course will take place prior to the semester start, from February 26th, 2024 until March 14th, 2024. There is an orientation day on March 15th, 2024 which is mandatory.

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[International Business Certificate](#)

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<sup>2</sup> ISM Website (Accessed December 2023)

## Hochschule München University of Applied Sciences (HM)

*“HM Hochschule München University of Applied Sciences is the second largest university of applied sciences in Germany. Our 18,000 students and our location in a leading European business centre afford fantastic opportunities, but also mean we have a responsibility in industrial, economic and social contexts.”<sup>3</sup>*

Students within your program study during from Summer semester (march-July). Business exchange students are to choose courses from Department 10.

Final course selection and registration do not take place until you have arrived in Munich. If you have to put together a Learning Agreement or Study Plan beforehand, please use the lecture timetables from the previous semester as a guide or ask your departmental coordinator at HM for advice. The Learning Agreement can be changed after the student has arrived. One academic semester of full time studies correspond to 30 ECTS.

### ***“Courses in courselist are colour-coded***

*In order to help students with their course selection, our courses in English are classified as follows:*

- *Courses marked “green” are open to all (exchange) students from all departments.*
- *Courses marked “yellow” are open to all (exchange) students, but students enrolled in the department offering the course will be given priority.*
- *Courses marked “red” are only open to (exchange) students from the department offering the course.”*

This partner is for the specialisations *Accounting* and *Management*.

**Number of places:** 8 students per academic year.  
2 places are dedicated to ACEKO.

### **Academic Calendar 2023/2024:**

Summer semester: March - July

[https://www.hm.edu/en/your\\_stay\\_at\\_hm/students/exchange/academic\\_calendar.en.html](https://www.hm.edu/en/your_stay_at_hm/students/exchange/academic_calendar.en.html)

### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Courses taught in English](#) (Dep 10)

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<sup>3</sup> Hochschule München website [Accessed February 2024]

## Reutlingen University

*“Reutlingen University is one of Germany’s leading universities, offering international academic programmes with close ties to industry and commerce. On our campus we have around 5400 students spread across five different schools: Applied Chemistry, Engineering, ESB Business School, Informatics, and Textiles and Design.*

*The city of Reutlingen is situated in an attractive region at the foot of the range of hills known as the Swabian Alb, near to the valley of the river Neckar. Reutlingen can trace its roots back to the 5<sup>th</sup> and 6<sup>th</sup> centuries. Nowadays it is a modern industrial centre with a strong service sector; it has more than 110,000 inhabitants and provides employment for 50,000 people, making it the biggest economic hub in the south Württemberg area. Reutlingen offers outstanding shopping facilities, a large market – held twice weekly – , a prize winning library, numerous museums and a multitude of cafes, restaurants and bistros. Service industries and trade are the city’s main hallmarks. Art, music, dance, ballet and opera can be enjoyed in the state capital Stuttgart, around 40 km to the north, and in Reutlingen’s neighbouring city of Tübingen. ”<sup>4</sup>*

Exchange students from ACEKO enrol within ESB Business School One academic semester of full-time studies correspond to 30 ECTS.

This partner is for the specialisations *Marketing* and *Management*.

**Number of places:** 9 students per academic year  
4 places are dedicated to ACEKO

### Academic Calendar 2023/2024:

- Semester 1: N/A
- Semester 2: 5 Feb 2024 – 12 June 2024

### Useful Links:

- [University Webpage](#)
- [University Webpage for Incoming Students and course link](#)

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<sup>4</sup> Reutlingen website [Accessed 29 November 2019]



## Ireland

### Technological University Dublin

*"TU Dublin, Ireland's first Technological University, is where career-focused students, dedicated staff and academic excellence in science, the arts, business, engineering and technology converge to create the leaders of tomorrow. We offer an inclusive and open learning experience with pathways to graduation, from Apprenticeship to PhD. Our 28,500 students learn in a practice-based environment informed by the latest research and enabled by technological advances."<sup>5</sup>*

Exchange students from Borås have previously applied to *College of Business/Marketing*. One academic semester of full time studies correspond to 30 ECTS.

This partner is only suitable for the specialisation *Marketing*.

#### Examples of courses that previous students have studied are:

- Marketing Communication (5 ECTS)
- International Marketing (5 ECTS)
- Business to Business Marketing (5 ECTS)
- Sales Management (5 ECTS)
- Consumer Behaviour (5 ECTS)
- Learning and Development (5 ECTS)
- Irish Cultural Studies (5 ECTS)
- Search Marketing (5 ECTS)
- Entrepreneurship (5 ECTS)
- Marketing Planning (5 ECTS)
- Strategic Marketing (5 ECTS)

**Number of places:** 5 students per academic year  
1 place is dedicated to ACEKO

#### Academic Calendar:

<https://www.tudublin.ie/explore/university-calendar/>

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

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<sup>5</sup> TU Dublin website [Accessed 11 December 2019]

## Italy

### University of Bologna

University of Bologna is one of the world's oldest universities and consist of five different campuses, where Borås' exchange agreement is only valid for Campus Forlì. Students apply to courses within *Economics and Management*. Students should note that many courses relate to Economics (nationalekonomi) rather than Business Administration.

Exchange students from Borås may apply to courses at other campuses, however, minimum 50% of the courses must be at Campus Forlì. One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for all specialisations.

#### Examples of courses that previous students have studied are:

- Marketing (8 ECTS)
- Brand Management (7 ECTS)
- Microeconomics (8 ECTS)
- Macroeconomics (8 ECTS)
- Social Entrepreneurship (6 ECTS)
- Business Performance Analysis (6 ECTS)
- Strategy and Business Games (7 ECTS)

**Number of places:** 6 students per academic year.  
2 places dedicated to ACEKO

#### Academic Calendar:

<https://corsi.unibo.it/1cycle/Management/academiccalendar>

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#) (choose campus Forlì)

## The Netherlands

### Avans University of Applied Sciences

*"Avans University of Applied Sciences was formed in 2004 as the result of a merger between Hogeschool Brabant and Hogeschool 's-Hertogenbosch. These educational institutions were already working together closely at the time, operating under one Executive Board.*

*The basic principle of Avans University of Applied Sciences is rooted in and springs from its social environment. To maintain and expand its value within its environment, Avans must continue to meet the changing demands of the labour market and the world of work."*<sup>6</sup>

Avans has two campuses; Breda and s-Hertogenbosch. It is no significant difference between these, although the course offer may vary.

Exchange students from Borås should explore the course offer within *Economics and Business*. One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for all specialisations within your programme.

**Number of places:** 14 students per academic year.  
2 places are dedicated to ACEKO.

**Academic Calendar:**

Spring semester: 2025-02-03 – 2025-07-04

<https://www.avans.nl/international/studying/practical-information/academic-calendar/2024-2025>

**Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

[Study at Avans \(Youtube\)](#)

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<sup>6</sup> Avans website [Accessed December 2023]

## The Netherlands

### University of Twente

*“The University of Twente is a multicultural community of talented, ambitious people that offers students, scientists and educators from around the world the best possible conditions. Like our innovative and vibrant campus with world-class facilities for crossing boundaries and solving complex problems.*

*The University of Twente stands out among universities by offering unique and highly successful educational programmes. It does so by leading the way in responding to the demands of society and creating relevant combinations between disciplines. The ever-evolving world of technology showers us with opportunities but also gives rise to new questions and dilemmas. By combining research areas, the University of Twente provides an effective response to these challenges and succeeds in answering the questions posed by society: High Tech Human Touch.”<sup>7</sup>*

Exchange students from ACEKO are recommended to explore the course offer in *BMS – Business Administration*, however, other courses might be of relevance as well. Twente has a structure similar to the University of Borås where most course packages are divided into two study periods (A or B). One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for the specialisation *Management and Marketing*.

**Number of places:** 6 students per academic year.  
1 place is dedicated to ACEKO.

**Academic Calendar:**

- Spring semester: 3 Feb 2025 – 27 June 2025 (incl exams)

<https://www.utwente.nl/en/ces/planning-schedules/academic-calendar/academic-calendars/>

**Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

[Campus Tour \(Youtube\)](#)

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<sup>7</sup> Twente website [Accessed 17 October 2019]

## Mexico

### Tecnológico de Monterrey

Monterrey, known for its business profile, is an enormous university with several (26) different campuses, scattered all over the country. Exchange students from Borås are allowed to choose campus of their preference, where students in the last years have chosen Campus Guadalajara. Thus, the information (e.g. study period) may differ depending on what campus you are looking at.

18 credits at Monterrey is equal to 30 ECTS. One academic semester of full time studies correspond to 30 ECTS.

This partner is suitable for all specialisations.

**Number of places:** 8 students per academic year.  
2 places are dedicated to ACEKO.

**Academic Calendar:**

- Autumn: August – December
- Spring: February – June

**Useful Links:**

[University Webpage](#)

[Course Catalogue](#)

[Study in Mexico](#) (in collaboration with Monterrey)

[10 things to know about Tec de Monterrey](#)

## Republic of Korea

### INHA University

*“INHA University boasts a long tradition and heritage focusing on the natural sciences and engineering, and has produced generations of qualified engineers, entrepreneurs, and experts in various industrial sectors.*

*Incheon, INHA University’s hometown, especially since the opening of Incheon International Airport, is now gearing up to become a hub of international logistics and business for the Northeast Asian region.”<sup>8</sup>*

INHA University is located in Incheon, Korea’s third largest city by population (3 million). Seoul is located approximately one hour by metro, an affordable way for students to transport.

Exchange students from Borås are required to study minimum 6 courses, often corresponding to 18 INHA credits. Often, students must combine courses from different departments. In the application, exchange students apply for one department and will be given priority to these courses during registration. At the second step of the registration, exchange students may select courses from other departments as well, but on the principle first come, first served.

18 credits at INHA is equal to 30 ECTS. One academic semester of full time studies correspond to 30 ECTS.

#### **Examples of courses that previous students have studied are (with the specialisation Management):**

- Organizational Behaviour (3 credits)
- Business Communication (3 credits)
- Digital Marketing (3 credits)
- Leadership (3 credits)
- Operations Management (3 credits)
- CSR Strategy & Cases (3 credits)

**Number of places:** 12 students per academic year.  
2 places are dedicated to ACEKO.

#### **Academic Calendar:**

- Spring semester March 2024 – June 2024

#### **Useful Links:**

[University Webpage](#) (Korean)

[University Webpage](#) (English)

[University Webpage for Incoming Students](#)

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<sup>8</sup> INHA website [Accessed 18 October 2019]

## Switzerland

### University of Applied Sciences and Arts Northwestern

*"FHNW is one of Switzerland's leading universities of applied sciences and arts, actively involved in teaching, research, continuing education and service provision – both innovative and practice-oriented. Its broad range of degree programmes, hands-on concept, innovative, application-oriented research and global network make FHNW a diversified and appealing educational institution, a sought-after partner to industry and an attractive employer in northwestern Switzerland."<sup>9</sup>*

Exchange students may choose courses among Northwestern's three campuses: Olten, Basel, and Brugg-Windisch. One academic semester of full time studies correspond to 30 ECTS.

Incoming exchange students may be informed they can receive a grant through the Swiss European Mobility Programme (SEMP), but since the Swedish Board of Student Finance (CSN) classifies this as a governmental scholarship, students from Sweden can no longer claim the SEMP grant.

**Number of places:** 5 students per academic year.  
1 place is dedicated to ACEKO.

#### Academic Calendar 2023/2024:

- Semester 1: September 2023 – February 2024
- Semester 2: February 2024 – June 2024

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

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<sup>9</sup> Northwestern website [Accessed 28 December 2023]