



🦁 23-year old Hélène Ginsz-Kieffer from Strasbourg in France came to Reutlingen because of the content, the quality and the topics of the study course “Master of International Business Development”: “My politics and economics studies at the University in Strasbourg were a useful background, but also very theoretical, and I always wanted to work in a really international environment,” she says. „The course

«There are many reasons to study in Germany. Two of them are quality and costs. In Reutlingen the casual atmosphere is a big plus factor.»

at Reutlingen University prepares us very practically for a job in export management, international marketing management or international personnel management. It was perfect for my plans. I want to live and work in different places all around the world with my husband – at least for several years to come.“

The course at Reutlingen University has been rated “excellent” in many surveys, it is practice-oriented, international and not very big. Only one third of applicants are accepted. Even though most of the course is taught in German, half of the participants come from other countries. This year they are from France and Italy, Russia and Mexico, Columbia and China. A very diversified group. But since the professors are open-minded and always ready to talk about issues that are

relevant for the students, they quickly grow together as a coherent group. “In Reutlingen the casual atmosphere is a big plus factor,” Hélène is convinced. Having worked as a secretary already, as a youth counselor as well as a shop assistant, Hélène Ginsz-Kieffer gained experience away from home and school very early. Her trips to Chile, Nepal, Honduras and New Caledonia made her an international personality. “I feel that I am much more of a European than a French woman,” she says.

Although the sidewalks are rolled up by ten in the evening, although the city is small and calm, there is an air of internationality in Reutlingen – thanks to the numerous international study courses at Reutlingen University. Sports and games, parties and trips – lots of activities are offered for students in Reutlingen. Since some of the classes last from nine in the morning till eight o’clock in the evening, Hélène thinks that it is a good idea to have no classes on Fridays. A day for studying in the library or one for seeing her husband who works in Bavaria. Has she thought of moving to finish her studies there? “No, I really like Reutlingen and the course is unique – I wouldn’t change.” 🦁

Find out more about study programmes, research opportunities and life in Baden-Württemberg on www.study-guide-bw.de