

# Overview

## Target Group

- You are a national or international applicant?
- You are passionate about sales, technology, digitalization, and the global economy?
- You are fascinated by people and want to better understand their behavior?
- You are ready to shape the business of tomorrow with your innovative approach to sales, marketing, and technology and inspire others?

## Degree

Bachelor of Engineering

## Study Duration

7 semesters

## Tuition / Semester Fees

Study fees of 1500€ per semester apply to non-EU students.

## Beginning of Studies

Winter and Summer semester (October/March)

## Application Deadline

Winter semester:

15th of March

Summer semester:

15th of September

## Unique Features

- Interdisciplinary blend of technology, sales, digital tools, and AI. Practical application of AI, training and coaching of negotiation techniques within in our own Sales and Purchasing Laboratory.
- Close collaboration with local and international technology leading companies
- Supportive environment, medium class sizes, and approachable lecturers and staff
- Opportunities for international study and interdisciplinary projects
- Practical internship semester for real-world experience

## Application/Admission



## Step into the future with Aalen University of Applied Sciences!

With a lively student community and one of Germany's most attractive campuses, we offer more than 70 degree programs designed to enable students to become the specialists of tomorrow. Our hands-on approach bridges theory and practice, allowing you to apply what you learn in cutting-edge labs, workshops, or our Innovation Center as well as through many student-led initiatives. Through close cooperation with regional companies – including numerous world market leaders – students have the opportunity to network with local companies during their studies. Join us at Aalen University of Applied Sciences and unlock your potential for success!



[hs-aalen.de/ease](https://hs-aalen.de/ease)

# Contact

## Questions regarding visa, travel, bursaries

Contact our International Relations Office:  
[aaa@hs-aalen.de](mailto:aaa@hs-aalen.de)

Dean of Studies



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Academic Program Manager



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**Sales Engineering**  
**Bachelor of Engineering (B.Eng.)**

# Sales Engineering

Sales Engineering involves selling technically sophisticated products—with a deep understanding of technology and a focus on customized customer solutions.

Delve into the world of international business to business sales. Learn how digital trends are changing purchasing behavior and how innovative products are successfully presented worldwide.

Through industry projects, international excursions like Silicon Valley, and practical work in the Sales and Purchasing Laboratory, you will acquire technical, economic, and sales expertise that will enable you to not only understand international business, but also actively shape it.

Through elective courses you can specialize in further areas such as supply chain, materials science, etc. If your enthusiasm for technology and people come together, sales engineering is the perfect study program for you.



# Study Program

Our program focuses on the dynamic changes in customer behavior within the supply chain and teaches you to identify customer needs and develop technically and economically viable solutions. With a solid foundation in engineering and business sciences, complemented by innovative modules on current topics, you build the skills for a successful international career in sales.

The curriculum combines core courses in sales, marketing, and technology with advanced modules such as negotiation coaching, digital sales and customer relationship management or AI in B2B sales. A strong emphasis on digitalization and artificial intelligence ensures that you are well prepared to shape teams, organizations, and processes for the future. Hands-on projects, labs, excursions, and guest lectures connect you to both local and international companies, giving you practical experience and a global perspective. This comprehensive approach makes our graduates highly sought after in the international job market.

# Course of Study

## Competencies

- Application of digital tools and AI in the sales and marketing process
- Analysis and design of technical products and services for global markets
- Presentation and marketing of innovative technologies, products and services
- Project-based work in international teams
- Intercultural negotiation and communication skills
- Strengthening teamwork and leadership skills

## After Graduation

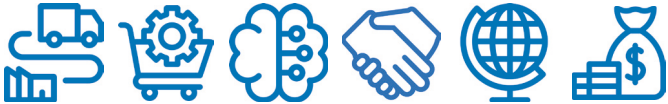
Thanks to close ties with international companies and practical learning formats, numerous career paths are open to you – both nationally and globally. Graduates are qualified to work in companies, as sales engineers, key account managers, marketing managers, customer success managers, supply chain engineers, project managers, product managers etc.

# Overview

Semester	7	Bachelor Thesis		Studium Generale	Elective Module	Digital Sales and CRM	Case Study: Sales Project	Further qualification opportunities ... see Master's programs at Aalen University
	6	Elective Module	Elective Module	Value Chain Management I	AI in B2B Sales	International Business and Marketing	Sales Lab: Negotiation Coaching	
	5	Practical Semester						
	4	Scientific Work/ Project	Machine Elements II	Product Development and Product Management	Elective Module	Innovative Value Design and Service Systems	Operational and Strategic Sales	
	3	Statistics	Machine Elements I	3D-CAX	Manufacturing and Production Systems	B2B Marketing	Management, Governance and Planning	
	2	Computer Science & Application	Physics	Engineering Mechanics II	German II or Technical English II	Finance and Controlling	Business Administration	
	1	Mathematics I	Materials Science	Engineering Mechanics I	German I or Technical English I	Cost Accounting	Personal Selling and Sales Management	

regular Module

elective Module 3 out of 4 have to be technical oriented



Typical industries include IT and software, B2B E-commerce, mechanical engineering, logistics and packaging, automotive, medtech, e-mobility and renewable energies and chemistry and materials.