

## AASE

Dr. Luis Barrantes, coordinator of the SEPM course of study, is the initiator and vice-president of the Academic Association of Sales Engineering (AASE). The association for Sales Engineers was founded in 2014. The objective of the association of the 16 institutions of higher education is that of establishing a close cooperation in the fields of teaching, research, and public relations in order to develop the profession of the sales engineer further and to have a finger on the pulse of current affairs at all times.

## PRACTICAL EXPERIENCE EXCHANGE

In order to guarantee students a practical orientation and a glance at industry besides theory, the course of study offers the SEPM fireside chat twice per semester. Speakers from industry and former SEPMers who have successfully mastered the start of their professional lives are invited to these events to chat about their profession as sales engineers or project managers.



Verein Deutscher Ingenieure

The committee's work within the Association of German Engineers (VDI) guarantees a constant exchange between science and industry.

## CONTACT US

The course guidance and counseling service of the Chair of Industrial Sales Engineering is at your disposal to answer any questions on the course of study and organization (contact: Dr. Luis Barrantes, mail: [sepm@rub.de](mailto:sepm@rub.de)).

You can find further information on the SEPM course of study at [www.rub.de/sepm](http://www.rub.de/sepm).



FIG. 6: Lecture in HZ0 10

## HOW TO REACH US

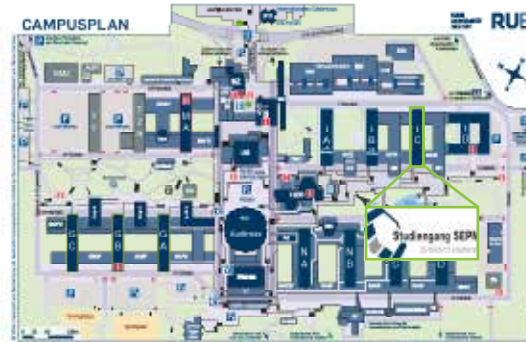


FIG. 7: RUB map

### TRAVELING BY PUBLIC TRANSPORTATION:

From Bochum Hbf take the U35 (Campus-Linie) towards Ruhr-Universität Bochum/Hustadt, stop at Ruhr-Universität, go up the stairs or take the elevator, turn right and walk towards the campus. Walk to the first building, the white Student's Service Center (SSC) building on the left, and there go down the spiral staircase or take the elevator.

### DRIVING BY CAR:

Take the A43 towards Wuppertal, interchange Bochum-Witten, exit Bochum-Querenburg/Universität on Universitätsstraße towards Universität/Zentrum, exit Uni Mitte. Take the left lane and park in one of the car parks below the university. Walking to the IC building takes about 15 minutes.

### WALKING TO THE IC BUILDING:

Leaving the Student's Service Center (SSC) building, go left, around the building (I-Nordstr.) and walk past both construction sites. The next building is the IC building (Room IC 02-81).

RUHR-UNIVERSITÄT BOCHUM  
Faculty of Mechanical Engineering

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RUHR-UNIVERSITÄT BOCHUM

RUB

## SALES ENGINEERING AND PRODUCT MANAGEMENT

FACULTY OF MECHANICAL  
ENGINEERING



FIG. 1: IC-Building (Source: H. Landes)

## SALES ENGINEERING

### A PROFESSION WITH A FUTURE

Sales Engineering is a profession with many facets. The range of products in need of further explanation requires a vast technical knowledge reflecting the complexity of these high-technology products, from turbines to oil tankers.

Sales Engineers are the connecting links between enterprises and the market, work nationally and internationally as salespersons of services, products, or technical systems, and are simultaneously consultants and service managers.

The close contact with the client as well as the intensive and competent customer care is the basis for economic success of an enterprise, leading to an evident constant increase in importance of the sales. The new generation of technical-oriented engineers capable of communication is ever so important, continuously offering good job prospects and career opportunities.

### SEPM AT THE RUB

The Sales Engineering and Product Management (SEPM) course of study at the Faculty of Mechanical Engineering at the Ruhr University Bochum educates tomorrow's Sales Engineers and Product Managers and fulfills the increasing demands for engineers in technical sales.

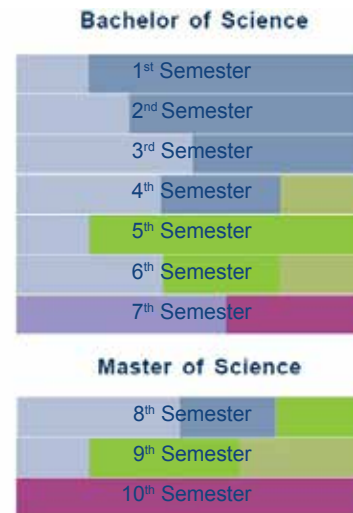
As university studies, SEPM is unique to Germany in its objective and structure. The bachelor's degree program consists of seven semesters. From the fifth semester on,

the students have the possibility of choosing a specialization in the field of mechanical engineering.

A Bachelor of Science enables the graduates either to start their careers or to pursue a master's degree in SEPM after reapplication. The three-semester master's degree program continues along the chosen path of specialization and confers on the graduate a Master of Science to attain higher positions or to study for a doctorate.

### INTERDISCIPLINARY CONTENT

The goal of the interdisciplinary structured SEPM course of study is to provide students with a scientific and applied education. The curriculum consists of two-thirds technical mechanical engineering content and one-third non-technical content: knowledge in economics, psychology, and law.



### COURSE OF STUDY

The focus of the first semesters of the bachelor course of study is on imparting the fundamental principles of engineering, supplemented with industrial sales and product management content.

The lesson plan of the fourth and fifth semesters is completed by electives. The seventh semester is dedicated to vocational training in the form of internships as well as to the bachelor's thesis.

The master course of study consists of specialization courses in engineering, international sales and product management modules, and further electives. The master's thesis is written in the last semester of the master's studies.

### INTERNATIONAL

The professional environment, in which Sales Engineers act, encompasses not only the national but also the international market through the activities enterprises are engaged in worldwide. In order to sharpen one's profile, the SEPM course of study offers a semester abroad at one of the 16 international partner universities.

Students will then be given the possibility to broaden their own horizon besides learning new languages and getting to know foreign cultures. Additionally, students with experience abroad have clear benefits when applying for a position. Financial support is also possible through scholarships.

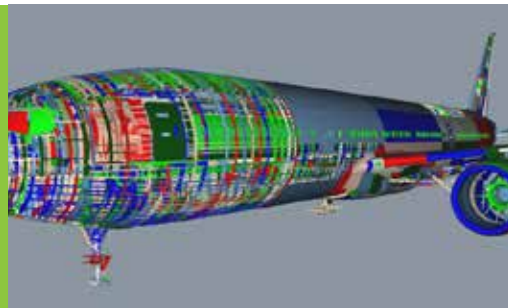


FIG. 2: Boeing 777 (Source: IC.IDO)



FIG. 4: Audimax



FIG. 5: Tensile test