DIGITAL ENTERPRISE MANAGEMENT
BSBA/DIGITAL ENTERPRISE MANAGEMENT

Discover the groundbreaking impact of Digital Business! Shape business models, customer experience and operational processes for the most radical change in business since the invention of the steam engine!

Examples like Amazon, Airbnb and Uber demonstrate that managing digital transformation reveals a central strategic success factor. Digital transformation has become the ultimate challenge for future-oriented companies. Not only because it impacts industry structures and strategic positioning, but also all levels of an organization (every process, activity, task) and its extended supply chain.

Therefore, companies need professionals who are able to design efficient web-based business processes, networks and cycles using information systems and a secure information flow between a company and its related partners (e.g. by smart data, the internet of things, cyber physical systems, mobile devices, and cloud computing).

The Business School at Pforzheim University of Applied Sciences offers you an international Business Administration/Digital Enterprise Management (B.Sc.) bachelor’s degree to master this challenge. The program aims to qualify its graduates to design and implement optimized processes and IT solutions in an international digital business world.

- INNOVATIVE B.SC. PROGRAM, AACSB ACCREDITED
- OUTSTANDING CAREER OPPORTUNITIES
- INTERNATIONAL AND BILINGUAL
- GERMAN LANGUAGE COURSES INCLUDED
- EXCELLENT STUDENT’S SUPPORT
Applicant Profile
We endeavor to attract excellent female and male students from all over the world and Germany who aspire to pursue a career in international business. More than fifty percent of our program study places are reserved for Non-EU applicants. During the first three semesters, all courses are conducted in English. At the same time, »German as a foreign language« courses as well as tandems of German- and English-speaking students will provide international students with adequate language proficiency for the internship and further semesters.

Job Profile and Career Opportunities
The »Digital Enterprise Management« program prepares you for an exciting and highly communicative profession, e.g. as a digital product/service manager, digital transformation consultant, CIO or even CEO. You will be involved in intensive dialogues with colleagues from the line of business and external partners, aspiring to provide them with perfectly matching processes and IT solutions. Our graduates can expect outstanding career prospects as well as an above-average income.

Our bachelor program is carried out in close cooperation with prestigious partners like Bosch and Würth, guaranteeing a practice-oriented as well as academic qualification, by means of project work, internships and a thesis dealing with real-world problems. These relationships ease cultural and professional integration, and – at the same time – may offer you a smooth career entry in Germany, your home country, or all over the world.

Excellent graduates also have the opportunity of continuing their academic career in our »Information System (M. Sc.)« master program, which is highly esteemed in international rankings (e.g. Eduniversal Best Masters Ranking).

Your major areas of expertise will be:
- Business Process Design
- Enterprise Resource Management
- Supplier Relationship Management, e-Procurement
- Customer Relationship Management, e-Commerce
- Electronic Data Interchange, Enterprise Application Integration
- Web Technologies, UX-Design, Web Applications
- Change Management in an International Context
- Doing Business in Germany (language, culture, regulations, institutions)

Testimonials
The digital transformation is of the highest importance for Robert Bosch GmbH. Next to the connection of the Bosch products new business models emerge which integrate classical IT solutions with modern e-commerce- and Web-solutions.

The foundation of our business success are our talents in IT. We are working closely together with Pforzheim University to foster young talents and to discover excellent IT employees. In particular we are awarding extraordinary student achievements in the area of Business Information Systems.

Both the common projects and the excellent graduates help us to successfully prepare the IT at Bosch for the future. From my point of view as an executive member of the IT of a global enterprise I recommend the Business Information Systems programs, especially the international Digital Enterprise Management program, to every superior high-school graduate.

Dr. René Deist, CIO Robert Bosch GmbH

The international program Digital Enterprise Management at Pforzheim University fits perfectly to the Würth Group by its focus on the digital value chain: this program reveals as an outstanding platform for our new global IT strategy. We are delighted about this cooperation!

Jürgen Häckel, CIO Würth Group
Program Structure Overview
The »Digital Enterprise Management« curriculum is based on the »Pforzheim model«, an established and reliable approach with highly approved quality standards (e.g. AACSB, AQUAS).

Our program comprises 210 ECTS credit points in seven semesters. 110 of them are allocated to your major field of study (including thesis and finals), 85 to cross-disciplinary courses, and 15 to language courses. An internship semester (28 credits), an elective module (12 credits), two projects (9 credits), and the thesis (12 credits) allow you to tailor our program for your individual career path. Within the elective module, you can choose between courses in the field of »digital business« and »digital technology«.
REQUIREMENTS AND ADMISSION
The requirements for admission include a General/Specialized Higher Education Entrance Qualification or foreign equivalent and an English language level of B2/C1 (B2 with at least one aspect C1) based on the Common European Framework of Reference for Languages (= min. TOEFL IBT-score 95 (or equivalent)). There are no access requirements for the German language level. The bachelor program BSBA/Digital Enterprise Management only accepts students for the 1st semester during the winter semester. Therefore an application for the summer semester is not possible.

The Admission process
Please use the application form for the study program BSBA/Digital Enterprise Management.
Please find the necessary documents for your application in the download section: www.hs-pforzheim.de/dem

You send your application to our university by using the following Address:
Hochschule Pforzheim
Studentische Abteilung
Tiefenbronner Str. 65
75175 Pforzheim
Germany

Application deadline is April, 15th for non-EU applicants and July, 15th for EU/German applicants. The courses start in September. All applications fulfilling the formal criteria will be ranked by the average grade of the Higher Education Entrance Qualification. Based on a ranking, we invite selected candidates for an interview, either face-to-face or by means of modern communication media. Relevant criteria are your motivation, social skills, self-presentation, English language skills, and analytical thinking. The course of studies starts subject to the receipt of institution authorisation by the Ministry.

Contact
Program Director: Prof. Dr. Stephan Thesmann
Program Office: Alexandra Wicke
E-Mail: dem@hs-pforzheim.de

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