

INTERNATIONAL STUDY PROGRAM (ISP)

Undergraduate Business Courses Offered in English and German

Information for Exchange Students

Academic Year 2017/18



Spend your semester abroad in Germany's most innovative region!



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Welcome to the International Study Program (ISP)

Are you looking for a real international experience for your study abroad semester?

Take a look at the information on the International Study Program (ISP) available at Pforzheim University, Germany.

The ISP offers a vast range of business courses taught in English on bachelor level to exchange students from our partner universities as well as to our domestic students. As a result, you as an exchange student will quickly become a vital part of our university life. The ISP also cooperates with student initiatives to offer organized trips. Furthermore, visits to German and European firms and institutions are provided.

Are you already fluent in German? Welcome to our more than 200 classes within our 13 business and 2 industrial engineering bachelor study programs.

Our business school provides the ISP core, however, course offerings from the Department of Engineering & Management, which is part of the School of Engineering, increasingly extend the comprehensive ISP program.

With 200 to 250 incoming students from over 30 countries annually, we offer an exciting and inspiring semester abroad with new impressions, lively discussions and rich interaction at a highly reputable business school. We look forward to welcoming you soon!

Prof. Dr. Matthias Kropp
Director ISP Business School

Prof. Dr. Guy Fournier
Director ISP Department of Engineering & Management



Matthias Kropp
Business School



Guy Fournier
School of Engineering



Jochen Ebert
Business School



Henriette Schürger
School of Engineering



Tanja Solombrino
Business School



Uta Hampele
Business School

Interested in German as a foreign language?
Our Institute of Foreign Languages (page 18) offers you training
to improve your skills in German.

Why choose Pforzheim University's International Study Program for your study abroad semester?

TEN REASONS **1 Enjoy high quality education.**

Our commitment to quality and continuous improvement was confirmed when we received the initial accreditation of AACSB International in July 2011. In May 2017 we have again received this distinguished hallmark of excellence in management education. Less than 5% of business schools worldwide are AACSB accredited, in Germany only 9 universities out of about 200 with business programs.

2 Study at a top ranked university.

The excellent educational standards and methods, good study amenities and our focus on the job market have been very successful. This has been repeatedly demonstrated through various rankings and ratings. (e.g. 2nd in the »Wirtschaftswoche« Ranking 11/2016; top group in the »CHE University Ranking« 05/2017; »Hidden gem« in the European Commission's »U-Multirank Ranking on Applied Knowledge Partnerships« 03/2017)

3 Get business insight.

As a university with an applied mandate, we deliver business competence, not just theory. Our professors do not only hold doctorate or master degrees – they have worked for at least three years in the industry. Our teaching is based on research as well as on professional experience.

4 Attractive range of business classes taught in English.

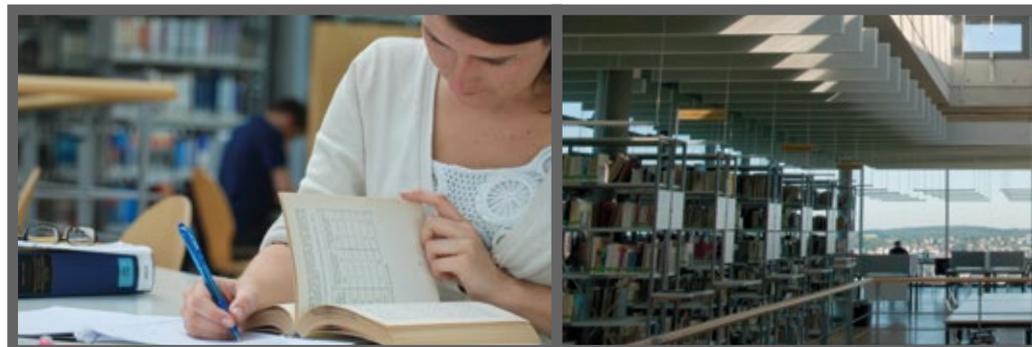
With 3200 students and 95 full-time professors, Business School Pforzheim is among the largest business schools in Germany. In addition, it closely cooperates with the Engineering School's Department of Engineering & Management. As a result, every semester you will have access to well over 50 classes in Business Administration and Economics entirely taught in English. These course offerings are completed by contextual studies such as »The History of Post-War Germany« and »The History of German Art«.

www.hs-pforzheim.de/isp/courses

5 Large range of business classes taught in German.

Are you already fluent in German? We can offer you over 200 classes within our 13 bachelor programs in Business, Business Law and 2 programs in Industrial Engineering.

www.hs-pforzheim.de/isp/courses



6 International diversity – enjoy a real international experience.

We welcome 200 to 250 incoming students every year from all continents. Thus, intercultural networking begins in the classroom.

7 Get a European insight and benefit from our Jean Monnet Chair.

The Pforzheim University's Jean Monnet Chair is an integral part of the ISP, providing lectures such as »Challenges and Perspectives of the European Integration«. Pforzheim University holds the only Jean Monnet Chair for European Economic Integration in our state of Baden-Württemberg. Jean Monnet Chairs are teaching posts with a specialization in European integration receiving additional funding by the European Union.

8 Learn German as a foreign language and sharpen your language profile – for free!

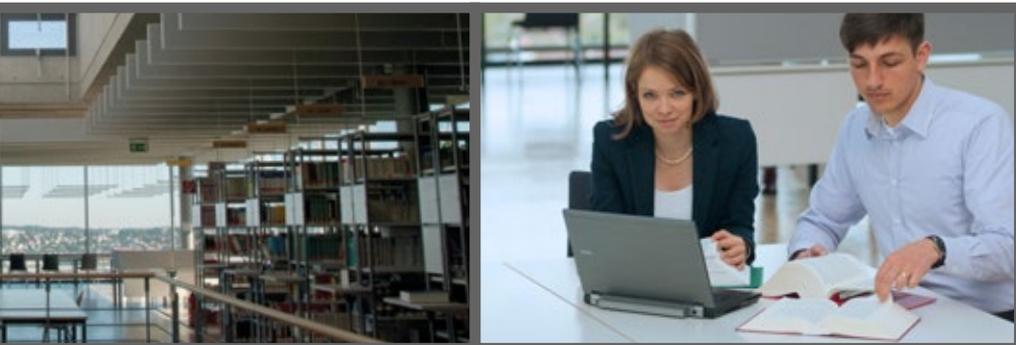
Our Institute of Foreign Languages offers a wide range of courses in German as a foreign language, tailored to your individual needs. These courses are fully integrated into the timetable of the International Study Program. Are you going to stay at Pforzheim University for one academic year? – Go for our »Booster« program and acquire advanced German language skills (see page 18 for details). All courses will be free of charge for you!

9 Get integrated into our local student community.

The vast majority of the courses you will have access to are part of our bachelor degree programs. Therefore, you will meet our domestic students right in the classroom. In addition, our student initiative »Gemini« offers a buddy program, which will further connect you with German students.

10 Study in one of the most innovative regions in the heart of Europe.

Pforzheim is located between the cities of Stuttgart and Karlsruhe in the state of Baden-Württemberg, Germany, one of Europe's most innovative and globalized regions. Many internationally renowned companies such as Daimler, Porsche, Bosch, SAP as well as powerful small and medium-sized enterprises have their headquarters in this Southern German region (see page 33 for details).



The ISP program – general description

The ISP is an integrated course platform at Pforzheim University's Business School and the Department of Engineering & Management, School of Engineering, offering courses to:

- Exchange students from our partner universities
- Our domestic bachelor degree students

Most of the courses that are taught in English are part of our bachelor degree programs and are offered to our domestic students as an alternative to identical courses taught in German. Therefore, both exchange students as well as domestic students gain a great deal of invaluable experience through the increased diversity of cultural backgrounds and the respective differences in attitudes and opinions.

Additionally, we have introduced group assignments comprising mixed teams of exchange students for a number of courses. This acts as a means of »breaking up« the natural clustering of students by nationalities. All students are expected to meet the high level of performance standards required for courses in our bachelor degree programs.

Course offerings in German

Exchange students being fluent in German will have access to well over 200 classes within our business and industrial engineering bachelor study programs.

Although this brochure mainly focuses on courses offered in English language, exchange students are welcome to choose business courses offered in German.

Please see page 16 for more details.

Extracurricular activities / Field trips

The ISP offers field trips to Berlin, Munich and to the European Central Bank in Frankfurt on an annual basis. Furthermore, visits to German/European firms and institutions are provided by some of our lecturers. The ISP also cooperates with student initiatives, arranging additional organized trips.



**Andrei Moroc, Romania, CFA, ISP student winter semester 2007/8
Shipping Origination at Berenberg Germany**

"The ISP program has been the best experience during my bachelor studies due to the broad intercultural exposure, the practical orientation of the classes and the outstanding and helpful professors. The first thing I did after completing the ISP was to plan to come back to Pforzheim. After two years of working to acquire the required experience, I came back to Pforzheim University for the MBA in International Management."



**Tata Chitaia, Georgia, ISP student winter semester 2015/16
& summer semester 2016**

Portfolio Manager at Georgian National Investment Agency

"People always ask me why I chose ISP: Studying at Pforzheim Business School was not just attending classes and writing exams. This school offered me much more. Our classes were so interesting that I didn't miss any of them. I attended various field trips, games, cultural activities, that were organized by university. Today I have friends from half of the world and my year at Pforzheim University had a huge effect on my career."

Prerequisites & language requirements

Prerequisites

- Exchange students should successfully have completed at least one full year of study in Accounting, Business Administration or Economics at their home university.
- All incoming students are expected to have passed courses in Analysis/Calculus and Introductory Statistics as well as in Micro- and Macroeconomics.
- To enroll in our specializations in International Business or Marketing, students must be familiar with Management Accounting/Cost Accounting on an introductory level.
- Students enrolling in our specialization in International Business should furthermore have an understanding of Fundamentals of Corporate Finance. For details on our specializations, please see page 14.
- Students are kindly asked to carefully check the specific prerequisites for individual courses as indicated on www.hs-pforzheim.de/isp/courses.

Language requirements

All exchange students should have an adequate level of English in order to interactively follow lectures and seminars at Pforzheim University and meet the English language expectations of future employers.

To attend courses taught in English:

Pforzheim University expects students to have mastered at least Level B2 according to the Common European Framework of Reference (CEFR) proved by

- TOEFL iBT (minimum score 87)
- or
- equivalent tests.

Are you interested in taking business courses in German? – Highly appreciated!

To participate in these classes, you have mastered at least Level B2 according to the Common European Framework of Reference (CEFR), proven by tests such as:

- the TestDaF-Institute's TestDaF-level 4 (with level 4 or higher in each subtest)
- the Goethe-Institute's certificate »Zertifikat Deutsch für den Beruf (ZDfB)« or higher certificates
- »Prüfung Wirtschaftsdeutsch International (PWD)«, »Zentrale Oberstufenprüfung (ZOP)«, »Kleines / Großes Deutsches Sprachdiplom (KDS/GDS)«.



ISP courses – course offerings in English for the academic year 2017/2018

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Accounting / Investment / Finance					
ACC2072	Advanced International Financial Reporting Standards (IFRS)	2	4	✓	✓
AUD3022	International Accounting (IFRS)	2	3	-	✓
BAE2292	Financial Control	2	3	✓	✓
BAE3083	Financial Value Chain Control	2	3	✓ Fast Track	✓
GMT1011	Foundations of Accounting	2	2	✓	-
GMT2110	Financial Management (Financial Accounting, Investments & Finance I + II)	6	7	✓	✓
GMT2201	Cost and Management Accounting	4	5	✓ Fast Track	-
ECO1102	International Financial Markets	2	3	✓	✓
FIN3201	Investment Controlling	2	3	✓	✓
IBU2101	Introduction to International Business	5	6	✓	✓
Economics					
BREM3001	Markets and Economics of Natural Resources	4	5	✓	✓
BU2131	Challenges and Perspectives of the European Integration	3	5	✓ Fast Track	✓
ECO1041	Foundations of Economics I – Introduction and Microeconomics	4	6	✓	✓
ECO1012	Foundations of Economics II - Macroeconomics	4	5	✓	✓
ECO1102	International Financial Markets	2	3	✓	✓
ECO2011	International Economics	4	5	✓ Fast Track	✓
IBU1104	Doing Business in Germany and Europe	3	6	✓ Fast Track	✓

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Information Technology					
BAE2035	IT Applications	2	2	✓	✓
BAE2132	Information Technology 2	2	2	✓	✓
BIS1101	IT Project Management	4	6	✓	✓
BIS1111	Digital Business-Applications	4	5	-	✓
BIS2024	Business Process Management & Transactional Processing Systems	4	4	✓	-
BIS2101	Electronic Markets, EDI & EAI	4	5	✓	-
BIS3012	Transactional Processing Systems in Logistics (advanced SAP)	2	3	✓	✓
Logistics / Materials-, Production-, Global Process Management / Supply & Value Chain					
BAE2112	Production Engineering and Manufacturing 2	2	2	✓	✓
BAE2122	Logistics 2	2	2	✓	✓
BAE2330	Operations Management with Laboratory	4	4	✓	✓
BAE3072	International Sourcing of Investment Goods	2	3	✓	✓
BAE3073	Forward and Global Sourcing of Technical Products	2	3	✓ Fast Track	✓
BAE3081	Value Chain Management	2	3	✓	✓
BAE4051	Supply Chain Management	2	3	✓	✓
PAL3111	E-Business and Supply Chains	2	3	✓	-

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Management / International Business / Strategy					
BAE2193	Business Organisation	2	3	✓	✓
BAE2272	International Business 1	2	2	✓	✓
BAE2291	Business Management	2	3	✓	✓
BAE2341	Business Performance Management	2	2	✓	✓
BAE3071	Management of Foreign Trade	2	3	✓	✓
BAE3074	International Business Operations	2	3	✓ Fast Track	✓
BREM3111	Methods of Quality Management	2	3	✓	-
GMT3013	Strategic Management	2	3	✓	✓
GMT3025	Management Simulation ^{1), 2), 3)}	2	2	-	✓
GMT3116	International Management	5	6	✓	✓
GMT3117	Retail Management	5	6	-	✓
IBU2101	Introduction to International Business	5	6	✓	✓
IBU2123	International Management and Negotiation Skills	2	3	✓	-
IBU3090	Independent Studies	4	5	✓	✓
HRM3101	Leadership	2	3	✓	✓
LAW2051	Introduction to International Business Law	2	5	✓	-
SIC1104	Cross-cultural Competencies ²⁾	1	2	✓ Fast Track	✓

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Marketing / Consumer Behaviour / Sales					
BAE2253	International Technical Sales 1	2	2	✓	✓
MAR2041/42	Basics of Market and Communication Research (Market- and Consumer Psychology + Fundamentals of Market Research)	4	5	✓ Fast Track	-
MCO2041	Fundamentals of Marketing Communications and Case Studies	4	5	✓	✓
MCO2051	Fundamentals of Marketing	4	5	✓	✓
MKT1190	New Information and Communication Technologies in Marketing	3	6	✓ Fast Track	✓
MKT3006	Digital B2B-Marketing	2	3	-	✓
MKT3031	International Marketing	2	3	✓ Fast Track	✓
MKT3033	Sales Management and Negotiation Techniques	2	3	-	✓
MKT3301	Marketing Controlling	2	2	✓	✓
MKT3202	Online-Marketing/Introduction into Online Technologies for Marketing Professionals	2	3	✓	✓
Mathematics / Statistics					
AQM1042	Fundamentals of Financial Mathematics	2	2	✓	-
AQM1141	Descriptive Statistics	2	3	-	✓
AQM1142	Mathematical Optimization	2	2	-	✓
AQM2041	Quantitative Methods II - Operations Research	2	2	✓	-
AQM2101	Quantitative Methods II - Inferential Statistics	2	3	✓ Fast Track	-

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Sustainability					
BAE2171/72	Sustainable Product Development 1 with Laboratory	2	2	✓	✓
BAE2173	Sustainable Product Development 2	2	2	✓	✓
BAE4124	Energy Management	2	3	✓ Fast Track	✓
BREM3001	Markets and Economics of Natural Resources	4	5	✓	✓
ESR3102	Business Ethics - Ethics, Business & Society	4	5	-	✓
ESR3107	Corporate Environmental and Sustainability Management	4	5	✓	✓
Contextual Studies					
BAE3154	Intercultural Engineering	2	2	✓	✓
IBU1104	Doing Business in Germany and Europe	3	6	✓ Fast Track	✓
IBU2131	Challenges and Perspectives of the European Integration	3	5	✓ Fast Track	✓
SIC1104	Cross-cultural Competencies ²⁾	1	2	✓ Fast Track	✓
SSC1101	The History of Post-War Germany ¹⁾	2	3	✓ Fast Track	✓
SSC1102	The History of German Art ¹⁾	2	3	✓ Fast Track	-

1) Subject to seat limit

2) Intensive classes in blocks

3) Offered on a pass/fail basis – no grades allocated for this course

Contact hours: 1 contact hour = 45 minutes

Fast Track: These courses will be finished by December 21, 2017 (including final exam)



For further details and course descriptions:
www.hs-pforzheim.de/isp/courses



**Ryan Cashin, USA, ISP student summer semester 2014 & winter semester 2014/15,
2nd year student Master Information Systems at Pforzheim Business School**

"The International Study Program allowed me to follow my dream of exploring international culture all while maintaining my studies. The program prepared me for an internship with Robert Bosch, one of Germany's strongest global enterprises. My overall experience with school, people, and country were so extraordinary, that I finished my degree and came back for a full-time master program at Pforzheim University's Business School and am now transitioning into a career with a top global consulting firm."



New incoming exchange students of the winter semester 2016/17 and the summer semester 2017

Specializations

Students taking a specific specialization can attend all of the courses of this specialization without any time-table conflicts.

The specializations are offered every semester and comprise the subject areas listed below.

Students are free to replace any course from a specialization.

Course No.	Course Title	Contact hours per week	ECTS Credits
Accounting & Finance			
AUD3022	International Accounting ²⁾	2	3
ECO1102	International Financial Markets	2	3
GMT2110	Financial Management (Financial Accounting, Investments and Finance I + II)	6	7
		10	13
Contextual Studies			
IBU1104	Doing Business in Germany and Europe	3	6
IBU2131	Challenges and Perspectives of the European Integration	3	5
SIC1104	Cross-cultural Competencies	1	2
SSC1101	The History of Post-War Germany	2	3
SSC1102	The History of German Art ¹⁾	2	3
		11	19
International Business			
ECO2011	International Economics	4	5
IBU2101	Introduction to International Business	5	6
IBU2131	Challenges and Perspectives of the European Integration	3	5
SIC1104	Cross-cultural Competencies	1	2
		13	18



Carolina Vilela Silva, Brazil, ISP student winter semester 2016/17 & summer semester 2016

"The ISP classes are enriched by the diverse academic and professional backgrounds of the professors, providing a very interactive and stimulating environment for students to learn and expand their knowledge, skills as well as broaden their horizons."

Course No.	Course Title	Contact hours per week	ECTS Credits
International Economics			
BREM3001	Markets and Economics of Natural Resources	4	5
ECO1102	International Financial Markets	2	3
ECO2011	International Economics	4	5
IBU2131	Challenges and Perspectives of the European Integration	3	5
		13	18
Marketing			
MAR2041/42 or	Basics of Market and Communication Research ¹⁾ (Market- and Consumer Psychology + Fundamentals of Market Research)	4	5
MCO2041	Fundamentals of Marketing Communications and Case Studies	4	5
MCO2051	Fundamentals of Marketing	4	5
MKT3031	International Marketing	2	3
		10	13

1) Offered during the winter semester

2) Offered during the summer semester

ISP courses – business courses in German

Are you already fluent in German?

Are you interested in taking business courses in German?

Highly appreciated!

We offer over 200 classes within our 13 bachelor study programs in Business and Business Law and our 2 study programs in Industrial Engineering:

Our bachelor programs in Business Administration and Business Law	
Controlling, Finance and Accounting	B.Sc.
Purchasing and Logistics	B.Sc.
International Business	B.Sc.
International Marketing	B.Sc.
Marketing	B.Sc.
Market Research and Consumer Psychology	B.Sc.
Media Management and Psychology of Advertising	B.Sc.
Human Resources Management	B.Sc.
Resource Efficiency Management	B.Sc.
Taxation and Auditing	B.Sc.
Marketing Communication and Advertising	B.Sc.
Business Information Systems	B.Sc.
Business Law	LL.B.
Our bachelor programs in the department Engineering & Management	
Industrial Engineering	B.Sc.
Industrial Engineering International	B.Sc.



Omar Montero Wong, Mexico, ISP student winter semester 2016/17 & summer semester 2017

"The ISP allows international students to interact and study with different cultures, thanks to the wide range of lectures offered in English. It also promotes the coexistence between the internationals and the domestic students. Without any doubt, it is a very complete program!"



Zrinka Dresar, Slovenia, ISP student winter semester 2015/16

"As an international student at Pforzheim University, I was surprised how friendly and helpful ISP staff and all professors are. ISP staff takes a lot of care for student's needs and abilities while choosing appropriate courses. Professors are always open to questions and discussions encouraging students to do their best. Supportive energy in the school made my study abroad semester very enjoyable!"

Organizational information for students taking business courses in German:

- To participate in these classes, students should have mastered at least Level B2 according to the Common European Framework of Reference.
- You will most probably have covered semester 1 and 2 classes at your home university. Semester 5 is our internship semester, semester 7 classes are not accessible for exchange students due to an intensive block format.
- Therefore, relevant courses are allocated in the semesters 3, 4 and 6 of the mentioned bachelor programs.

Detailed information on the individual business courses in German are available on www.hs-pforzheim.de/isp/courses/german



Added value: Learn German and improve your language profile

Tailored to students' needs

One of our objectives is to encourage all international students to improve their language profile by acquiring good basic skills in German.

Pforzheim University's Institute of Foreign Languages offers a wide range of courses in German as a foreign language, tailored to your individual needs.

Have you been learning German for some time?

- Based on a placement test during your ISP welcome and orientation phase, we will arrange for suitable classes.

Are you going to start learning German without previous knowledge?

- Choose our intensive beginner's course starting three weeks before the start of the lecture period in Pforzheim.
- After your admission, please register at the Pforzheim University's International Programs Office »Akademisches Auslandsamt«. Please see page 36.
- We will offer an additional beginner's course within the lecture periods as well.

Full integration into the time-table of English-based ISP course offerings:

All courses in German as a foreign language are fully integrated into the ISP time-table and hence, can be attended without any schedule conflicts within the English-based ISP course offerings of the Business School.

Skill levels and learning objectives

The different skill levels are based on the learning objectives that will be achieved by the end of the respective course according to the »Common European Framework of Reference for Languages« (CEFR).



Field trips with the German B2 and C1 class to the Ludwigsburg Residential Palace and the Schwetzingen Palace and Gardens

German as a foreign language: All courses at a glance

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2017/2018	Offered Summer 2018
Pre-semester course¹⁾					
LAN1181	German 1 pre-semester course - CEFR ²⁾ -Level A1 / Basic User - offered before every semester	intensive course (18 days, 105 contact hours in total)	5	✓	✓
Courses during the semester					
LAN1081	German 1 – CEFR-Level A1 / Basic User	6	5	✓	✓
LAN1002	German 2 – CEFR-Level A2 / Basic User	6	5	✓	✓
LAN1082	German 2 + Business – CEFR-Level A2+ / Basic User (telc Deutsch A2 + Beruf)	6	5	✓	✓
LAN1083	German 3 – CEFR-Level B1 / Independent User	6	5	✓	✓
LAN1093	German 3 + Business – CEFR-Level B1+ / Independent User (telc Deutsch B1 + Beruf)	4	5	✓	✓
LAN1005	German 5 – CEFR-Level B2 / Independent User	4	5	✓	✓
LAN1006	German 6 – CEFR-Level C1 / Proficient User (on demand)	2	5	✓	✓

1) Subject to seat limit

2) CEFR = Common European Framework of Reference for Languages;
please see: www.coe.int/en/web/common-european-framework-reference-languages



ISP Exchange scenarios

ONE SEMESTER EXCHANGE

September through mid-February of the following year
alternatively mid-February through mid-July

3 weeks pre-semester intensive class German for beginners (CEFR level A1)
Beginning of September or mid-February

Study semester

- Business courses of your choice
- German CEFR A2
- Field trips: European Parliament, European Central Bank, Industry and to the German capital Berlin*

TWO SEMESTER EXCHANGE #I

Including a strong focus on German as a foreign language

September through mid-July of the following year
alternatively mid-February to mid-February of the following year

3 weeks pre-semester intensive class German for beginners (CEFR level A1)
Beginning of September or mid-February

Study semester #1

- Business courses of your choice
- German CEFR A2
- Field trips: European Parliament / European Central Bank / Industry / Berlin*

Study semester #2

- Business courses of your choice
- German CEFR B1 ²⁾
- Field trips: European Parliament / European Central Bank / Industry / Berlin*

TWO SEMESTER EXCHANGE #II

Including an internship semester

September through mid-July of the following year
alternatively mid-February to mid-February of the following year

3 weeks pre-semester intensive class German for beginners (CEFR level A1)

Beginning of September or mid-February

Study semester

- Business courses of your choice
- German CEFR A2
- Field trips: European Parliament / European Central Bank / Industry / Berlin*

Internship semester in Germany

min. 100 full time working days ¹⁾

1) Please note, that students will apply for their internship semester in Germany by themselves

2) For your orientation: CEFR B1 in the German language is the level which is necessary to acquire the German citizenship

* Field trip to Berlin – offered every summer semester in mid-July: 4 days, historical & political focus, highly sponsored (75 to 95 EUR participation fee only!)



Visit of the German Bundestag during the 2016 ISP field trip to Berlin

Get a European insight – benefit from our Jean Monnet Chair for European Economic Integration

Jean Monnet Chairs are teaching posts with a specialization in European Integration receiving additional funding by the European Union.

Pforzheim University's Prof. Dr. Dirk Wentzel holds the only Jean Monnet Chair for European Economic Integration in our state of Baden-Württemberg. Our Jean Monnet Chair is an integral part of the ISP (lectures »Challenges and Perspectives of the European Integration«, »Doing Business in Germany and Europe«).

Welcome to Europe!

„Therefore I say to you: Let Europe arise!“
Winston Churchill, 1946

Europe is a fascinating process to explore, the largest single market in the world is a unique peace project which turned former foes into friends. The cultural diversity is an enrichment for everybody who is open to new ideas.

At the same time however, Europe is changing and challenged almost every day being in an open and dynamic process, which brings about new political and scientific issues.

Looking forward to seeing you in the classroom!



Prof. Dr. Dirk Wentzel
Pforzheim University
Jean Monnet Chair for
European Economic Integration

<http://europa.hs-pforzheim.de>

PRME – Principles for Responsible Management Education

The Business School Pforzheim belongs to the first 100 educational institutions that have subscribed to the United Nation's global initiative »Principles for Responsible Management Education« (PRME) worldwide. The initiative was founded in July 2007 under the patronage of the Secretary General of the UN, Ban Ki-Moon. The mission of the PRME initiative is to inspire and champion responsible management education, research and thought leadership globally.

Our Business School is actively engaged in implementing the PRME. Topics related to corporate responsibility and sustainability have a long tradition at Pforzheim University and have been pushed by our intensive teaching and research activities in this field.

By participating in the PRME, it is the aim of Business School Pforzheim to further strengthen its engagement in implementing corporate responsibility and global sustainable development issues in all degree programs by integrating existing activities into a systematic approach. Moreover, in close cooperation with leading corporations in these fields we investigate future ideas and topics.



»Europe meets friends« – Pforzheim University European Day 2017

How to choose courses – Learning Agreement

Learning Agreement – approved by home university and Pforzheim University

- You will have to register for the classes you intend to take within the first two weeks after the start of your semester at Pforzheim University.
- The »Learning Agreement« is part of your course registration and is a contract in which your study plan will be approved by both your home university and Pforzheim University.

Business Courses offered in German

Although this brochure focuses on courses offered in the English language, exchange students are welcome to choose courses offered in the German language, provided they meet the necessary language skills (see page 17) and the prerequisites for the respective courses.

Business Courses offered in English

- Please find all courses offered in the English language on pages 8 through 15 and on www.hs-pforzheim.de/isp/courses.
- The time-table for classes and further detailed information will be given to you during the ISP welcome and orientation session at the beginning of the lecture period at Pforzheim University.



Camila Ostos, Peru, ISP student summer semester 2017

“Studying for exchange at Pforzheim Business School was one of the best experiences I’ve ever had in my life. The people I met here, professors, staff, citizens – and last but not least friends – are the kindest people you could meet. Classes are superb with excellent teaching level in international business as well as in industrial engineering. Likewise, my English skills have massively improved as all of my classes had been given in excellent English. Also, I have to say that I came to Germany speaking almost no German, but now – with the help of the university’s German language classes – I can read and understand quite a lot and communicate with the people in the city.”



Field trips to the BMW plant in Munich and to the Mercedes plant in Sindelfingen

How to choose courses – minimum and maximum workload

Minimum workload

Please note that the ISP expects exchange students to register for courses totaling a **minimum of 24 ECTS credits**.

Maximum workload

- The ISP recommends a registration of courses, which corresponds to a standard European semester workload of 30 ECTS credits.
- We will accept an additional workload of 20%, resulting in a **maximum of 36 ECTS credits** per semester.
- Credits of pre-semester courses in German as a foreign language can be added to the maximum workload.

Further organizational information

- Please note that for certain courses, especially seminars, workshops and projects, the number of participants will be limited.
- Participation in such courses usually requires separate online or e-mail registration immediately after the welcome and orientation session.
- Additional information about these seminars or projects will be provided during the ISP welcome and orientation session.
- Due to the high number of courses offered, the time-table may not always allow students to attend the courses they originally planned to take. Several courses may be allocated to the same time slot.



Certificate / Diploma in International Management

Along with the transcript of records, listing all subjects taken and grades earned at Pforzheim University, the ISP offers two non-degree certificates:

The »Certificate in International Management« - for students studying for one semester

This certificate will be issued to students who successfully complete courses with the standard European workload of 30 ECTS credits during one semester.

Subsequently the certificate can be earned in one semester.

The »Diploma in International Management« - for students studying for two semesters

This diploma is designed for students earning 60 ECTS credits within two semesters.

Students can achieve the required number of credits

- by successfully passing courses with a total workload of 60 ECTS credits, or
- by combining completed courses with a total workload of 30 ECTS credits from the first semester of study, with a one-semester internship (minimum 100 working days) completed in the second semester [Please note that students organize the internships themselves].

The semester system

The academic year at Pforzheim University consists of a summer and a winter semester. Each semester lasts 15 lecture weeks.

Winter semester

- Program start: last week of September
- Program end: mid-February

Summer semester

- Program start: second week of March
- Program end: mid-July

The academic calendar in detail and latest arrival of exchange students

Please see www.hs-pforzheim.de/isp/calendar



Christopher Monk, United Kingdom, ISP student winter semester 2016/17 & summer semester 2017

"My time in Pforzheim has presented me with numerous experiences and opportunities from university organised trips around Germany to offering a diverse range of courses; which were not only interesting but allowed me to converse and learn from experienced professors. I met many interesting people from around the world who I would consider to be lifelong friends and have shared many great memories with. I would definitely recommend studying abroad to anyone, especially at Pforzheim Business School!"

Credit and grading system

The credit system

Pforzheim University uses a credit system in which each course has a specific number of »ECTS« credits. These ECTS credits (ECTS = European Credit Transfer and Accumulation System) are based on the student workload (including contact hours, further reading, assignments, preparation for exams, etc.), which students need in order to achieve the expected learning outcomes. The total student workload is calculated with approximately 900 hours for one semester, consequently one credit corresponds to 30 hours of work.

30 ECTS credits comprise the standard workload of a full-time semester. Due to these regulations, students from universities within the European Union are expected to take 30 credits in total during a semester. Please note that ECTS credits do not correspond to US-style credits.

Contact hours

For all courses, the contact hours and credits are indicated as follows:

One contact hour of lectures and seminars at Pforzheim University spans 45 minutes.

One session usually comprises 2 contact hours, respectively 90 minutes, followed by a break.

The grading system

The grading system at Pforzheim University is as follows:

1,0 - 1,4	excellent / hervorragend
1,5 - 1,8	very good / sehr gut
1,9 - 2,5	good / gut
2,6 - 3,5	satisfactory / befriedigend
3,6 - 4,0	sufficient / ausreichend
> 4,0	fail / nicht bestanden

The grades are assigned as follows:

1,0		1,3		1,7
2,0		2,3		2,7
3,0		3,3		3,7
4,0		4,7		5,0



Pforzheim University

The University dates back to 1877 and consists of three schools: the School of Design, the School of Engineering and the Business School. The three schools offer a large number of bachelor and master degree programs, all of which emphasize interdisciplinary thinking and cooperation among faculty, economists, lawyers, engineers, designers and experts from various sectors. Our institution is characterized by the high academic qualifications and practical experiences of our lecturers and staff, who intensively guide our students, right from the start of their studies.

The Business School

Are you looking for an outstanding, practice-oriented degree with an excellent reputation? Are you willing to work hard to achieve this while having fun and improving your self-confidence in the process? Then we are the right school for you! Our business programs have been running successfully for over 50 years. With 3200 students and 95 full-time professors, the school is among the largest business schools in Germany. We are able to offer a broad and attractive range of bachelor and master degree programs due to our size and highly qualified and professionally experienced staff. The broad spectrum of competencies offered by our faculty ensures clear competitive advantages. Furthermore, reputable guest professors from partner universities contribute to our programs.

When professors are appointed, teaching skills and commitment to excellence are as important as academic qualifications and professional experience. Consequently, students benefit not only from the academic, research and practical skills of their professors, but also from their dedication. Positive synergy effects through the linking of theory and practice are documented in many projects and research activities, carried out in cooperation with the business and research community. The emphasis on practical experience is achieved through internships, project work and bachelor and master thesis projects in close cooperation with companies in Germany or abroad.

The excellent educational standards and methods, good study amenities and our focus on the job market have been very successful, repeatedly demonstrated through various rankings and ratings. (e.g. 2nd in the "Wirtschaftswoche" Ranking 11/2016; top group in the "CHE University Ranking" 05/2017; "Hidden gem" in the European Commission's "U-Multirank Ranking on Applied Knowledge Partnerships" 03/2017).

The School of Engineering – Department of Engineering & Management

The School of Engineering at Pforzheim University offers technically as well as management-oriented study programs at bachelor and master degree levels. Currently, there are about 2200 students enrolled in the study fields of Engineering and Management (Industrial Engineering), Mechanical Engineering and Information Technology. 66 professors are responsible for teaching and research. Students are provided with fully equipped, state of the art laboratories for their practice-oriented studies. The interdisciplinary spirit plays an important role in the continuous development of the bachelor and master degree programs. Various cooperations with internationally acclaimed companies such as Daimler AG, Bosch, Porsche, SAP, Heidelberger Druckmaschinen AG etc., have led to an increase in applicants to the school.

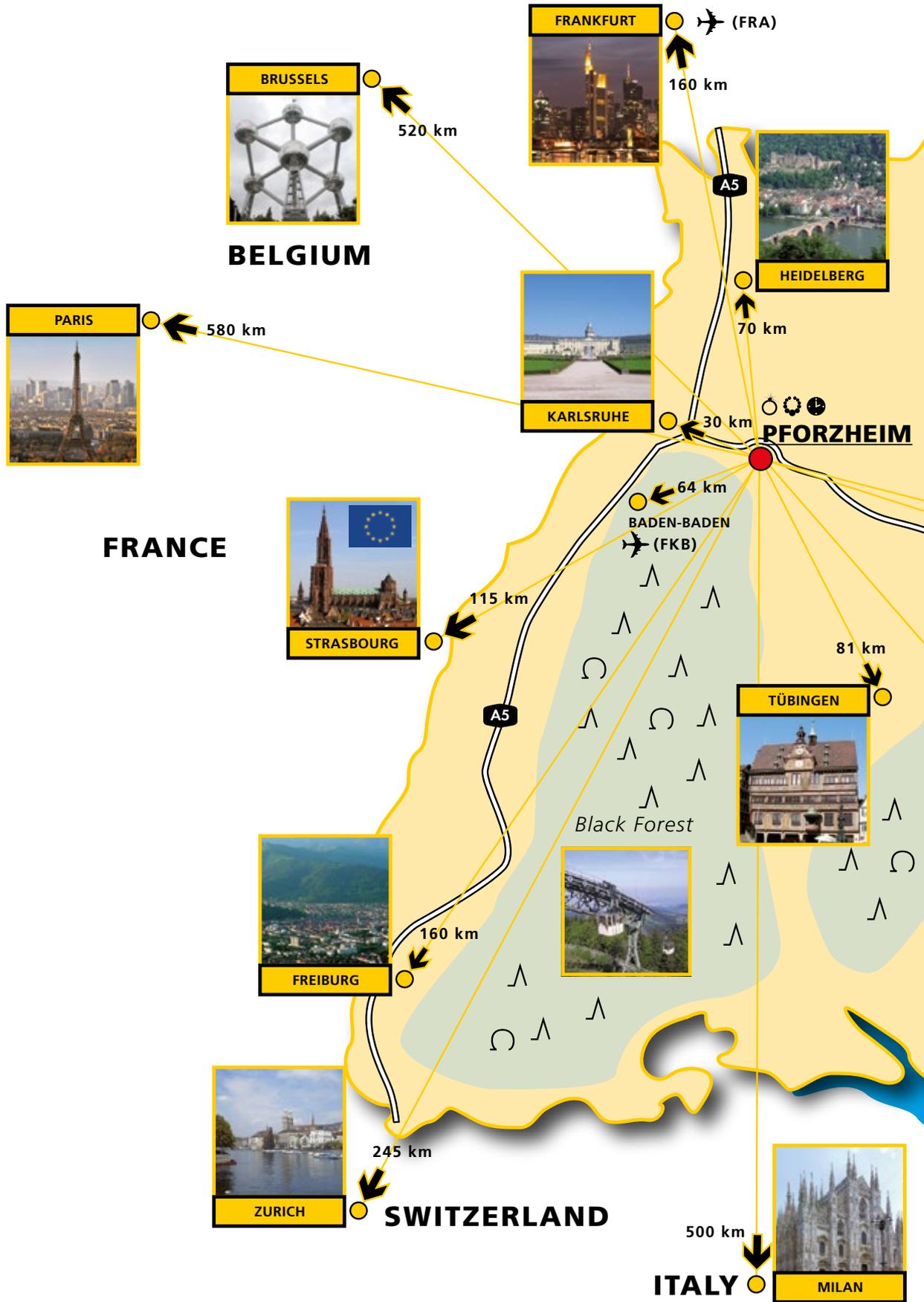
The School's Department of Engineering & Management has been continuously increasing the course offerings taught in English for both the international exchange students and for the domestic bachelor students. The Industrial Engineering English track currently provides well over 50 ECTS credits.

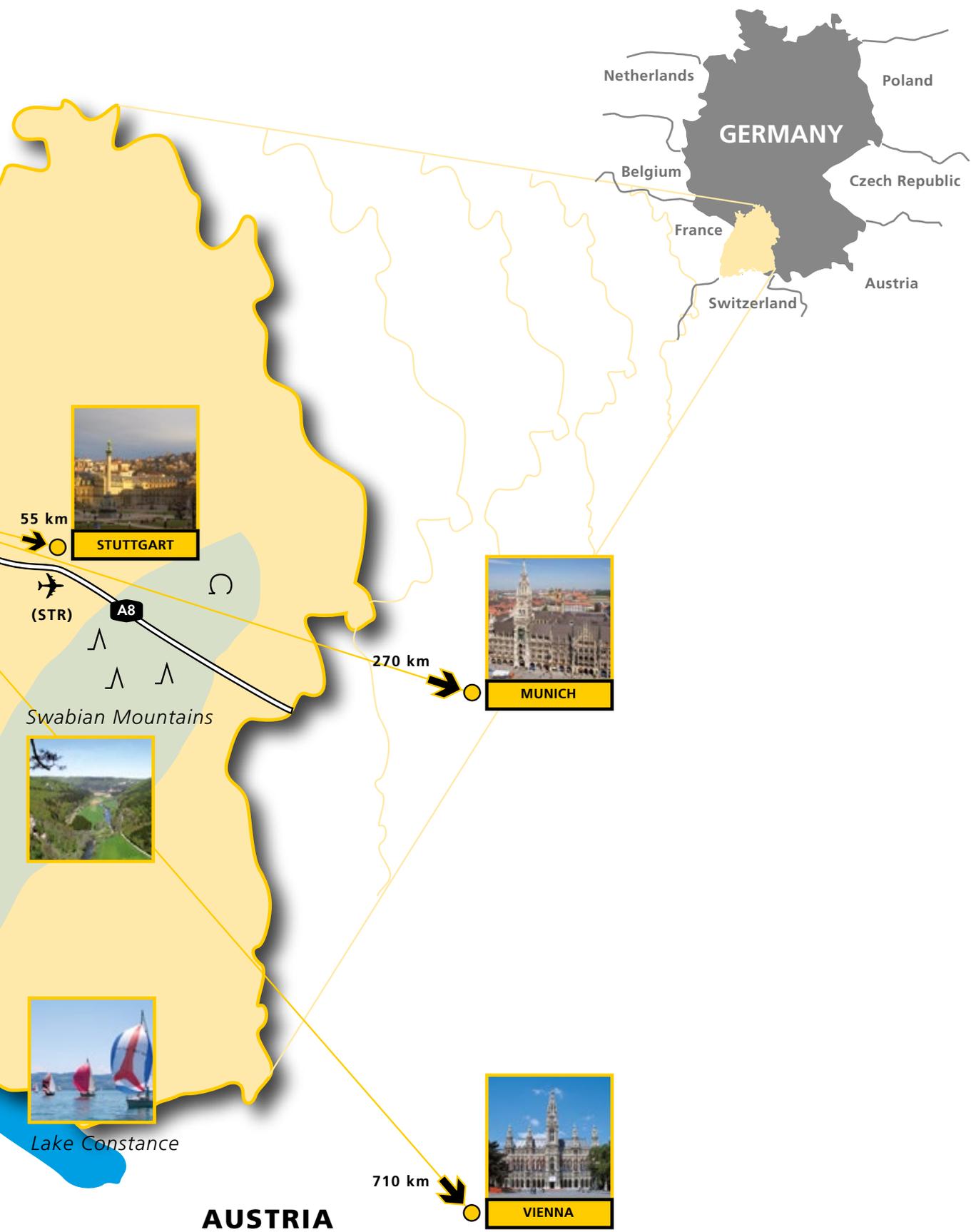
International accreditation

Pforzheim University with its study programs in Business, Business Law and Business Administration & Engineering received the initial accreditation of AACSB International in July 2011. In May 2017 we have again received this distinguished hallmark of excellence in management education. Less than 5% of business schools worldwide are AACSB accredited, in Germany only 9 universities out of about 200 with business programs. AACSB International (The Association to Advance Collegiate Schools of Business), founded in 1916, is a global association of more than 1500 member organizations in over 90 countries. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. This mission is aligned with AACSB International accreditation standards for business schools. AACSB accreditation is the mark of quality distinction most widely sought after by business schools. For more information, please visit: www.aacsb.edu

Where we are – in the heart of Europe

Baden-Württemberg the South-West of Germany





Companies & internships

Every year, more than 1000 students of Pforzheim University spend one semester in a company. All of these mandatory internships are supervised by the university and are an essential part of the curriculum. More than half of all students write their mandatory final thesis in cooperation with a company. Over 50 companies are actively recruiting on campus every semester.

More and more international exchange students add an internship (min. 100 working days) to their study abroad period in Germany. The ISP Management will provide interested candidates with further information about how to find an internship during the welcome and orientation phase. Please note: Students have to find an internship independently.



Alejandro Farina Garcia, Mexico, ISP student summer semester 2016 & winter semester 2016/17

"The ISP program exceeded all my expectations for my exchange year in Germany. It has highly prepared professors and staff, a wide academic offer, field trips and other activities to experience the German culture, a strong international context and it gave me the tools to do an internship at Mercedes-Benz. It was a life changing experience!"



Robert Tate, USA, ISP student summer semester 2014 & winter semester 2014/15, Founder, Portfolio Manager of DevFunktion.com, USA

"I liken my experience at Pforzheim Business School to none other. Not only is the faculty excellent and the classes informative and interesting, but also I made valuable connections that have opened great opportunities for me in my career."



Andrea Madrigal Jauregui, Mexico, ISP student, winter semester 2016/17 & summer semester 2017

"My study abroad period at Pforzheim Business School has become one of the best experiences of my life. The university's International Study Program offers a great education environment through a wide range of lectures. As a student here, I was provided with the opportunity to get fully involved and, thereby, develop academically, professionally, and personally. By taking part in extracurricular activities and getting always the support needed I felt like at home."

Selection of famous companies in our region



● 25 Miles around Pforzheim | ● 50 Miles around Pforzheim

Welcome to Pforzheim, the Black Forest and Baden-Württemberg

Pforzheim »Goldstadt« and Gateway to the Black Forest!

The city forms the northern gateway to the Black Forest. Famous as the center for the German jewelry, watch and silver goods industries, Pforzheim is also known as the »Goldstadt« (Gold Town). In Pforzheim, the centuries-old traditions of the jewelry and gold guilds converge with the design and high-tech industries. In 2017 Pforzheim is celebrating »250 Years of Jewelry, Watches and Design«. The town is marking this jubilee with unique exhibitions, spectacular live acts, the art of design, jewelry art, conventions, conferences, and lots of music and theatre. In 1767, Margrave Karl Friedrich put Pforzheim on the map by establishing a watch and silverware factory in the town. This started the success story that would ultimately transform Pforzheim into the Goldstadt, and leave its mark even to this day.

The Pforzheim region also benefits from a powerful backbone of small and mid-sized enterprises, among them many hidden champions. Pforzheim offers a variety of cultural and tourism opportunities, including the city's theater, library, several museums, parks and trails. Additionally, the surroundings offer excellent recreational opportunities. International students like the city for being an ideal starting point for discovering Germany and the rest of Europe and all kinds of cultural and sportive events in easy reach.

Don't miss out on the nightlife and student life here in Pforzheim: numerous clubs, bars and restaurants welcome you to relax and get to know your fellow students.



The Black Forest – Germany’s biggest nature park

About 200 kilometers long and 60 kilometers wide, the Black Forest is one of the biggest and best-known holiday regions in Germany. Several typical things that you might associate with Germany originate in the Black Forest region: Black Forest cake, cuckoo clocks, Bollenhut hats, Black Forest ham, and the Black Forest barmaids. With its beautiful and varied landscape – hills, lakes, rivers and gorges – the Black Forest offers a multitude of sporting activities.

Baden-Württemberg – Europe’s number one region for innovation

Baden-Württemberg, the southwestern German federal state where our school is located in, is one of the leading economic regions not only in Germany but also in Europe: Home to internationally renowned corporations and thousands of successful small and medium-sized enterprises, known for their innovative drive and inventive spirit, with a high level of productivity and low unemployment. Our state is characterized by strong industry and a high export ratio which is home to industrial giants such as Daimler, Bosch and IBM Deutschland. But the structure of our state’s economy is characterized primarily by its strong backbone of medium-sized enterprises, many of which are world market leaders in their respective product fields.

As the birthplace of the automobile, around one quarter of today’s industrial revenue is generated in Baden-Württemberg by the automotive engineering industry and its large supplier network, closely followed by mechanical and plant engineering and the metal and electrical industry. The chemical, pharmaceutical and optical industries also play a key role. Germany’s Southwest is Europe’s number one region for innovation. In no other region in Europe so much money and effort is invested in the invention of new products and processes as here in the Southwest of Germany: 5.1 per cent of Baden-Württemberg’s gross domestic product is ploughed back into research and development.

This figure makes Baden-Württemberg the leading innovator in a comparison with the 97 EU regions. Focal areas for growth within the economy of Baden-Württemberg include primarily four future areas: Sustainable mobility, environmental technology and resource efficiency, health and healthcare as well as embedded systems and IT services.



Your contact for applications: The International Programs Office of Pforzheim University

Applications to the ISP are handled by the Pforzheim University International Programs Office («Akademisches Auslandsamt»). All questions regarding the application procedures, admissions and housing in Pforzheim are the responsibility of this department.

Application deadlines

For the winter semester (last week of September to mid-February): June 1.

For the summer semester (second week of March to mid-July): November 1.

Application form

Please use the »Form for Exchange Students« on the website of the International Programs Office of Pforzheim University, on www.hs-pforzheim.de/international/contactandforms.

Nomination

All exchange students from our partner universities have to be selected and nominated by their home university for the study abroad at Pforzheim University.

Admission / application address

Nominated students from partner universities are admitted to Pforzheim University by the International Programs Office of Pforzheim University.

Housing

After admission, the International Programs Office of Pforzheim University will mail housing information to all international exchange students.

Further information on www.hs-pforzheim.de/international/housing

Extension of your study abroad period

Exchange students who originally intended to study at Pforzheim University for one semester are welcome to extend their stay for a second semester. The extension should be approved by the home university by nominating the student at the Pforzheim University International Programs Office.





**Anna Kürtösi, Hungary, ISP student winter semester 2015/16
Brand Marketing Assistant at PPG Industries Budapest**

"The ISP allowed me to broaden my perspective and it contributed to my professional and personal development. I could enrich my knowledge and skills in an international environment during my studies as well as learning a lot about different nationalities and cultures. Last but not least, I got to know fellow students from all over the world!"



**Oksana Okhrimenko, Russia, ISP Student winter semester 2015/16
& summer semester 2016**

"My experience of studying at Pforzheim Business School was amazing! First of all, it was related to the special atmosphere in the international community, which was maintained by the school. There were lots of events that helped to integrate foreigners and Germans such as Buddy meetings, Newie Party, Running Dinner and so on. Frankly I would say this was one of the best years in my life! I am really thankful for the opportunity that Pforzheim Business School gave to me."

Application address

Application address:

Hochschule Pforzheim / Pforzheim University
Akademisches Auslandsamt / International Programs Office
Tiefenbronner Str. 65
75175 Pforzheim, Germany

Application communications

Phone: +49-(0)7231-28-6147

Fax: +49-(0)7231-28-6140

E-mail: aaa@hs-pforzheim.de

Website: www.hs-pforzheim.de/International



Your contact for ISP course offerings: The ISP office

For questions regarding the ISP course offerings,
please do not hesitate to contact the ISP Office:

Contact exchange students / ISP Business School

Phone: +49-(0)7231-28-6098 / +49-(0)7231-28-6447

E-mail: isp@hs-pforzheim.de

Contact exchange students / ISP Department of Engineering & Management

Phone: +49-(0)7231-28-6120

E-mail: isp-engineering@hs-pforzheim.de

Postal address

Hochschule Pforzheim / Pforzheim University
International Study Program
Tiefenbronner Str. 65
75175 Pforzheim, Germany

Website: www.hs-pforzheim.de/isp

PLEASE NOTE

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Pforzheim University International Programs Office
(»Akademisches Auslandsamt«).

All questions regarding application procedures, admissions,
housing and other practical issues please address to the
colleagues of this office.

For contact details please see the previous page.



Visit of the ECB (European Central Bank) during the 2017 ISP field trip to Frankfurt

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ISP International Study Program

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