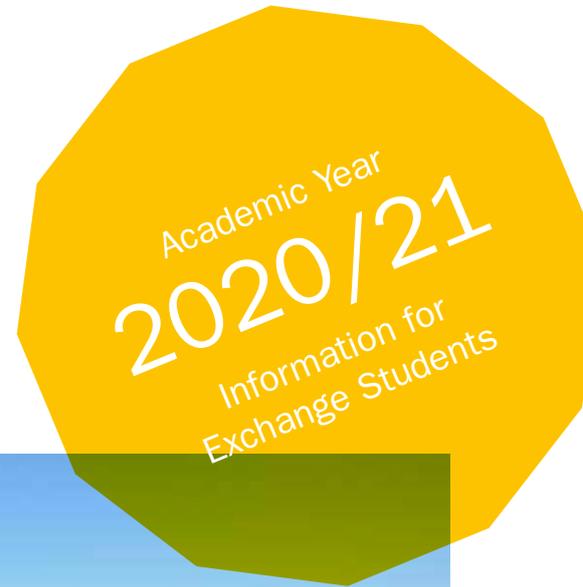


# Pforzheim University International Study Program (ISP)



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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 (HS PF – Hochschule Pforzheim), 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 companies 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 usually over 200 incoming students from over 30 countries per year, 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!

Your ISP Team

Interested in German as a foreign language? Our Institute of Foreign Languages (page 16) offers you training to improve your skills in German.

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

10 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 again received this distinguished hallmark of excellence in management education. Less than 5% of business schools worldwide are AACSB accredited, in Germany only 11 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. 2020: "Global Top 30 performer" in the category "Applied Knowledge Partnerships", European Ranking Multi-U (European Commission) / 2019: Amongst the country's best three for twelve consecutive years in the "Wirtschaftswoche", Germany's leading business magazine; "Global Top 25 Universities worldwide" in „International Orientation of Programs“, U-Multirank / 2018: Top group in the "CHE University Ranking" / 2017: "Hidden gem" in the European Commission's Ranking on "Applied Knowledge Partnerships".

## 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 courses taught in English.

With over 3500 students, 675 new students per year and 97 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 60 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".

[hs-pforzheim.de/isp/courses](https://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.

## 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? You have the option to focus on German and acquire advanced German language skills. Please see page 18 "Two semester exchange #1". 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 Europe's number one region for innovation.

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 31 for further 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 as well as
- to our domestic bachelor degree students

## Course offerings in English

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.

## Academic Calendar

Please find the academic calendar in detail and latest arrival of exchange students at [hs-pforzheim.de/isp/calendar](https://hs-pforzheim.de/isp/calendar)



## 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 14 for more details.

## Extracurricular activities / Field trips

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



Julia, Australia,  
1-semester exchange

"Hochschule Pforzheim is a fun and diverse place to study and meet new friends from all over the world. I have enjoyed adapting to a new, German culture including beer, brezels and curry wurst. Pforzheim is full of hidden gems, such as the Stadtpark, Enzaupark and the Wallberg, which are perfect to relax in on a sunny afternoon with friends. HS PF has been very welcoming and flexible with the needs of the international students. I loved all of the 'meet and greet' type events at the beginning of the semester which helped us meet new people from both Germany and other countries. The ISP and Gemini excursions had been fantastic as well."

# 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 12.

➤ Students are kindly asked to carefully check the specific prerequisites for individual courses as indicated on [hs-pforzheim.de/isp/courses](https://hs-pforzheim.de/isp/courses).



Jorge Daniel, Mexico,  
1-year exchange  
(study semester + internship semester)

"To study abroad at the Pforzheim Business School was one of the best decisions I have ever made in my life. It was the perfect fit between studying at a competitive university and also have all the support I needed from the school's international department for my next plan: to do an internship in one of Germany's top companies. At the end I got the opportunity to spend one semester at the Hochschule as a regular student and a second semester as an intern at Bosch."

## 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), proved 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

## Business Courses in English

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter semester 2020/2021	Offered Summer semester 2021
<b>Accounting / Investment / Finance</b>					
ACC2041	International Accounting (IFRS)	3	2	✓ Fast Track	✓
BAE2292	Financial Control	3	2	✓	✓
BAE2340	Business Process Management (Business Performance Management & Innovation Processes)	4	4	✓	✓
ECO1102	International Financial Markets	3	2	✓	✓
FIN3201	Investment Controlling	3	2	✓	✓
FIN3310	Financial Analysis and Financial Management Part 1: Financial Management & Part 2: Computer-Aided Analysis of Financial Markets (Value at risk)	6	4		✓
GMT1011	Foundations of Accounting	2	2	✓	
GMT2101	Management Accounting	5	4	✓	✓
GMT2110	Financial Management (Financial Accounting, Investments & Finance I + II)	7	6	✓ Fast Track	✓
GMT3031	Financial Modelling for Corporate Finance and Corporate Valuation	3	2		✓
GMT3423	Investment Banking and Corporate Finance	7	6		✓
IBU2101	Introduction to International Business Part 1: International Markets & Part 2: Finance	6	5	✓	✓



Further details and course descriptions:  
[hs-pforzheim.de/isp/courses](https://hs-pforzheim.de/isp/courses)

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter semester 2020/2021	Offered Summer semester 2021
<b>Economics</b>					
BREM3001	Markets and the Economics of Natural Resources	5	4	✓	✓
ECO1012	Macroeconomics	5	4	✓	✓
ECO1041	Microeconomics	6	4	✓	✓
ECO1102	International Financial Markets	3	2	✓	✓
ECO2011	International Economics	5	4	✓	✓
ESR3204	Ethics and Economics	5	4	✓	
IBU1104	Doing Business in Germany and Europe	6	3	✓ Fast Track	✓
IBU2131	Challenges and Perspectives of the European Integration	5	3	✓ Fast Track	✓
<b>Information Technology</b>					
BAE2035	IT Applications	2	2	✓	✓
BAE2132	Information Technology II	2	2	✓	✓
BIS1101	IT Project Management	6	4	✓ Fast Track on demand	✓
BIS1111	Digital Business Applications	5	4		✓
BIS2041	Business Process Management & Transactional Processing Systems	4	4	✓	
BIS3012	Transactional Processing Systems in Logistics (advanced SAP)	3	2	✓	✓
BIS3061	Internet of Everything	3	2	✓	✓
BIS3064	Mobile Solutions	3	2	✓	
BIS3063	Anything Relationship Management	3	2	✓	✓
HOT0020	Introduction to Programming with Python	3	2	✓	



Further details and course descriptions:  
[hs-pforzheim.de/isp/courses](https://hs-pforzheim.de/isp/courses)

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter semester 2020/2021	Offered Summer semester 2021
<b>Logistics / Materials, Production, Global Process Management / Supply &amp; Value Chain</b>					
BAE2112	Production Engineering and Manufacturing II	2	2	✓	✓
BAE2122	Logistics II	2	2	✓	✓
BAE2330	Operations Management with Laboratory	5	4	✓	✓
BAE4056	Supply Chain Management	3	2	✓	✓
BAE4152	Future Oriented Production Concepts	3	2	✓	✓
BAE4191	Product Service Systems I	3	2	✓	✓
PAL3111	E-Business and Supply Chains	3	2	✓	✓
<b>Management / International Business / Strategy</b>					
BAE2193	Organisation	3	2	✓	✓
BAE2272	International Business I	2	2	✓	✓
BAE2291	Business Management	3	2	✓	✓
BAE2340	Business Process Management (Business Performance Management & Innovation Processes)	4	4	✓	✓
BAE3270	Management Methods 2	4	2	✓	✓
BAE4181	International Management	3	2	✓	✓
BAE4182	Specific Challenges in International Management	3	2	✓	✓
BAE4184	International Business II	3	2	✓	✓
BREM3111	Methods of Quality Management	3	2	✓	
GMT3013	Strategic Management	3	2	✓	✓
GMT3116	International Management	6	5	✓	
GMT3421	Retail Management	6	5		✓
HRM3101	Leadership	3	2	✓	✓
IBU2101	Introduction to International Business Part 1: International Markets & Part 2: Finance	6	5	✓	✓
IBU2133	Techniques in International Commerce	2	2	✓	✓
LAW2051	Introduction to International Business Law	5	2	✓	
MKT3209	Consulting in Innovation Management	3	2	✓	✓
SIC1104	Cross-cultural Competencies <sup>2)</sup>	2	1	✓	✓

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter semester 2020/2021	Offered Summer semester 2021
<b>Marketing / Consumer Behavior / Media / Sales</b>					
BAE2253	International Technical Sales I	2	2	✓	✓
BAE4036	International Technical Sales III	3	2	✓	✓
BAE4037	Marketing Simulation	3	2	✓	✓
MAR2041/42	Basics of Market and Communication Research (Market- and Consumer Psychology + Fundamentals of Market Research)	5	4	✓ Fast Track	
MCO2041	Fundamentals of Marketing Communications and Case Studies	5	4		✓
MCO2051	Fundamentals of Marketing	5	4	✓	✓
MKT1191	New Information and Communication Technologies in Marketing	6	4	✓ Fast Track on demand	✓
MKT2161	Fundamentals of Digital Marketing	3	2	✓	
MKT3031	International Marketing	3	2	✓	✓
MKT3042	Sports Marketing	3	2		✓
MKT3044	Developing Sustainable Products & Services	3	2		✓
MKT3111	Data Science for Digital Marketing and Business Model Applications	3	2	✓	✓
MKT3202	Introduction into Online Technologies for Marketing Professionals	3	2	✓	✓
MKT3301	Marketing Controlling	2	2	✓	✓
<b>Mathematics / Statistics</b>					
AQM1042	Fundamentals of Financial Mathematics	2	2	✓	
AQM1141	Descriptive Statistics	3	2		✓
AQM1142	Mathematical Optimization	2	2		✓
AQM2041	Quantitative Methods II – Operations Research	2	2	✓	
AQM2101	Quantitative Methods II – Inferential Statistics	3	2	✓ Fast Track	

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter semester 2020/2021	Offered Summer semester 2021
<b>Sustainability</b>					
BAE2170	Sustainable Product Development with Laboratory	4	4	✓	✓
BAE4174	Energy and Resource Efficiency	3	2	✓ Fast Track	✓
BREM3001	Markets and Economics of Natural Resources	5	4	✓	✓
ESR3105	Sustainable Development	5	4		✓
ESR3203	Managing Sustainability in Organizations	5	4		✓
ESR3204	Ethics and Economics	5	4	✓	
MKT3044	Developing Sustainable Products & Services	3	2		✓
<b>Contextual Studies</b>					
IBU1104	Doing Business in Germany and Europe	6	3	✓ Fast Track	✓
IBU2131	Challenges and Perspectives of the European Integration	5	3	✓ Fast Track	✓
SIC1104	Cross-cultural Competencies <sup>2)</sup>	2	1	✓	✓
SSC1101	The History of Post-War Germany <sup>1)</sup>	3	2	✓ Fast Track	
SSC1102	The History of German Art <sup>1)</sup>	3	2	✓ Fast Track	✓



Further details and course descriptions:  
[hs-pforzheim.de/isp/courses](https://hs-pforzheim.de/isp/courses)

- 1) Subject to seat limit
- 2) Intensive classes in blocks

Contact hours:  
1 contact hour = 45 minutes

Fast Track: These courses  
will be finished by  
December 23, 2020  
(including final exam)



Ann-Lauryn, Canada,  
1-semester exchange

“A semester abroad can be a life changing experience with wonderful memories and friendships that last a lifetime! My stay in Pforzheim was great, even though I had some difficulties with the German language. But I always had good support. Because of the diversity, the affordable and good life quality as well as the mobility, Germany is a great place to study!”

## 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	ECTS Credits	Contact Hours per week
<b>Accounting &amp; Finance</b>			
AUD3022	International Financial Reporting Standards (IFRS)	3	2
ECO1102	International Financial Markets	3	2
GMT2110	Financial Management (Financial Accounting, Investments & Finance I + II)	7	6
		<b>13</b>	<b>10</b>
<b>Contextual Studies</b>			
IBU1104	Doing Business in Germany and Europe	6	3
IBU2131	Challenges and Perspectives of the European Integration	5	3
SIC1104	Cross-cultural Competencies	2	1
SSC1101	The History of Post-War Germany <sup>1)</sup>	3	2
SSC1102	The History of German Art	3	2
		<b>19</b>	<b>11</b>
<b>International Business</b>			
ECO2011	International Economics	5	4
IBU2101	Introduction to International Business	6	5
IBU2131	Challenges and Perspectives of the European Integration	5	3
SIC1104	Cross-cultural Competencies	2	1
		<b>18</b>	<b>13</b>

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

- 1) Offered during the summer semester  
2) Offered during the winter semester



Stephanie, Denmark,  
1-semester exchange

“My courses at the HS PF Business School have been taught by very engaged and committed professors, who have offered a great learning experience. I did not only get to know German culture, but so many more cultures represented in our international group.”



Stanford, USA,  
1-semester exchange

“My exchange at Pforzheim University was one of the most incredible experiences I’ve had. You have the opportunity to not only meet people from all over the world, but to spend time and make friends with these people, to learn about their countries, histories and ways of life. I still feel sad it’s over, but am very happy to have experienced it.”

## 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 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.

### Organizational information for students taking business courses in German

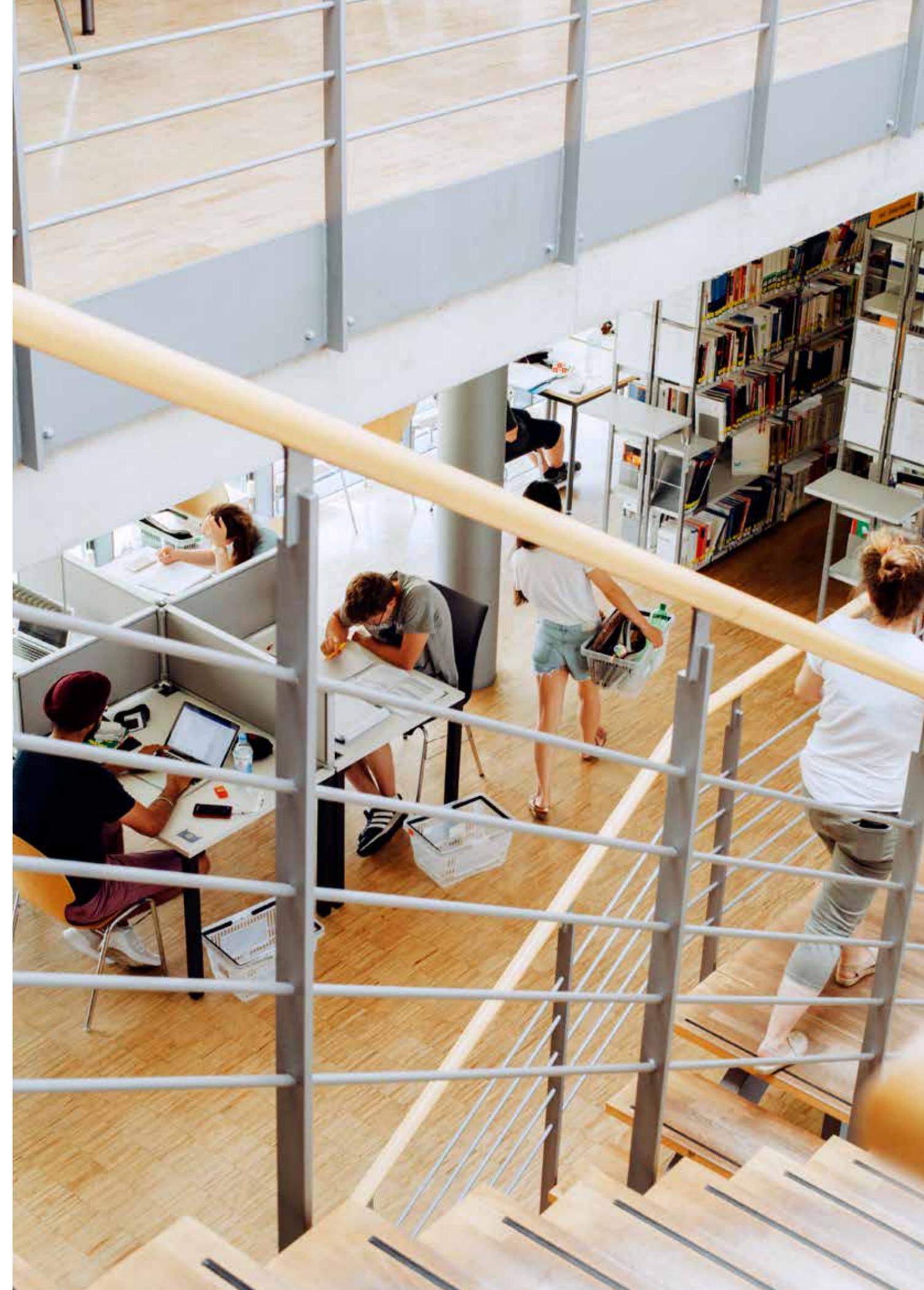
➤ To participate in these classes, students should have mastered at least Level B2 according to the Common European Framework of Reference.

➤ 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

[hs-pforzheim.de/isp/courses/german](https://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. Future employers might expect that international students, having studied in Germany did learn some 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.



Iva, Bulgaria,  
1-year exchange  
(2 study semesters)

„My exchange year in Germany at Pforzheim University was unique and one of the best and constructive experiences in my life. The International Study Program offers a wonderful education environment with great possibilities to study, travel and enjoy unforgettable moments with people from all over the world. The ISP office was always available for all my requests and questions and I am glad to know all of the people working there. I really appreciate the German classes offered by the university to the international students, because they helped me a lot to reach a good command in the German language. I can strongly recommend Pforzheim University for your choice to spend your semester abroad.“

### 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 course for beginners 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 32.

➤ We will offer an additional course for beginners within the lecture periods as well.

### Full integration into the time-table:

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).

## German as a foreign language – all courses at a glance

Course No.	Course Title	ECTS Credits	Contact Hours per week	Offered Winter 2020/2021	Offered Summer 2021
<b>Pre-semester course <sup>1)</sup></b>					
LAN1101	German CEFR-Level A1 (Basic User)	5	Intensive course (18 days, 105 contact hours in total)	✓	✓
			Refresher pre-semester course CEFR-Level A2/B1	2 weeks intensive course, every March	✓
<b>Courses during the semester</b>					
LAN1001	German CEFR-Level A1 (Basic User)	5	6	✓	✓
LAN1002	German CEFR-Level A2 (Basic User)	5	6	✓	✓
LAN1083	German CEFR-Level B1 (Independent User)	5	6	✓	✓
LAN1093	German CEFR-Level B1+ (Independent User)	5	4	✓	✓
LAN1005	German CEFR-Level B2 (Independent User)	5	4	✓	✓
LAN1006	German CEFR-Level C1 (Proficient User)	5	4	✓	✓

1) Subject to seat limit

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



## 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 #1

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 <sup>1)</sup>
- Field trips: European Parliament, European Central Bank, Industry, Berlin

## Two semester exchange #2

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 <sup>2)</sup>



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

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

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



1



6



2



3



7



8



4



9



5

- 1 New incomings winter semester 2018/19
- 2 View towards Mensa
- 3,4 Europe & Friends Day
- 5 View of the city of Pforzheim
- 6 Field trip to Frankfurt, European Central Bank
- 7 Europe & Friends Day
- 8 Field trip to Munich
- 9 New incomings summer semester 2019
- 10,11 Europe & Friends Day



10



11

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



Tata, Georgia,  
1-year exchange  
(2 study semesters)

“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.”



Mediha, Bosnia and Herzegovina / Slovenia,  
1-semester exchange

“To spend a semester at the HS PF Business School was one of the best decisions I have ever made! I got the opportunity to meet people from all over the world, build beautiful friendships and enjoyed every moment while creating memories that will last forever. It was easy to meet new people since a lot of events were organized for students. Learning about different cultures is fascinating, as well as learning about the local culture – Pforzheim gives you both. The lovely staff from the ISP office takes good care of the students, which makes the transitioning process easy. Not to forget the quality of the study program, the diverse range of courses and experienced professors – all this made my semester in Pforzheim an experience I will always remember!”

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

## PRME – Principles for Responsible Management Education



Ryan, USA,  
1-year exchange  
(study semester & internship semester)

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.



Yongzong, China,  
1-semester exchange

“I feel very honored to have experienced Pforzheim University’s learning environment. The open atmosphere, the multi-cooperative model of studying and the warm help of the professors have really made me grow in the past months. I am in love with the university and the city. My semester in Pforzheim will always be a great memory and have a great impact on my future studies!”



Andrei, Romania,  
1-semester exchange

“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.”

### Learning Agreement – approved by home university and Pforzheim University

➤ You will have to register for the classes you intend to take within the first week 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. It might have to be updated in the first week after the start of your semester at our school.

### Business Courses offered in German

Although this brochure focuses on business courses offered in English, exchange students are welcome to choose courses offered in German, provided they meet the necessary language skills (see page 14) and the pre-requisites for the respective courses.

Please find information on the course offerings on [hs-pforzheim.de/isp/courses/german](https://hs-pforzheim.de/isp/courses/german)



### Business Courses offered in English

➤ Please find all courses offered in the English language on pages 7 through 13 and on [hs-pforzheim.de/isp/courses](https://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.

### 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.

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 [hs-pforzheim.de/isp/calendar](https://hs-pforzheim.de/isp/calendar)

### 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

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.



Camila, Peru,  
1-semester exchange

“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.”

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 well over 50 years. With 3500 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. 2020: “Global Top 30 performer” in the category “Applied Knowledge Partnerships”, European Ranking Multi-U (European Commission) / 2019: Amongst the country’s best three for twelve consecutive years in the “Wirtschaftswoche”, Germany’s leading business magazine; “Global Top 25 Universities worldwide” in „International Orientation of Programs“, U-Multirank / 2018: Top group in the “CHE University Ranking” / 2017: “Hidden gem” in the European Commission’s Ranking on “Applied Knowledge Partnerships”.)

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 & 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, 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. This English track currently provides about 50 ECTS credits per semester.



Kyle, USA,  
1-semester exchange

“Pforzheim and the ISP exposed me to diverse and rich culture from all over the world. The friends and memories I made during my study abroad experience will truly never be forgotten. My classes introduced me to experienced professors, and a diverse range of courses to choose from. Choosing to come to Pforzheim was a life changing decision that I will never forget, and hope to visit again.”

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 again received this distinguished hallmark of excellence in management education. Less than 5% of business schools worldwide are AACSB accredited, in Germany only 11 universities out of about 200 with business programs.

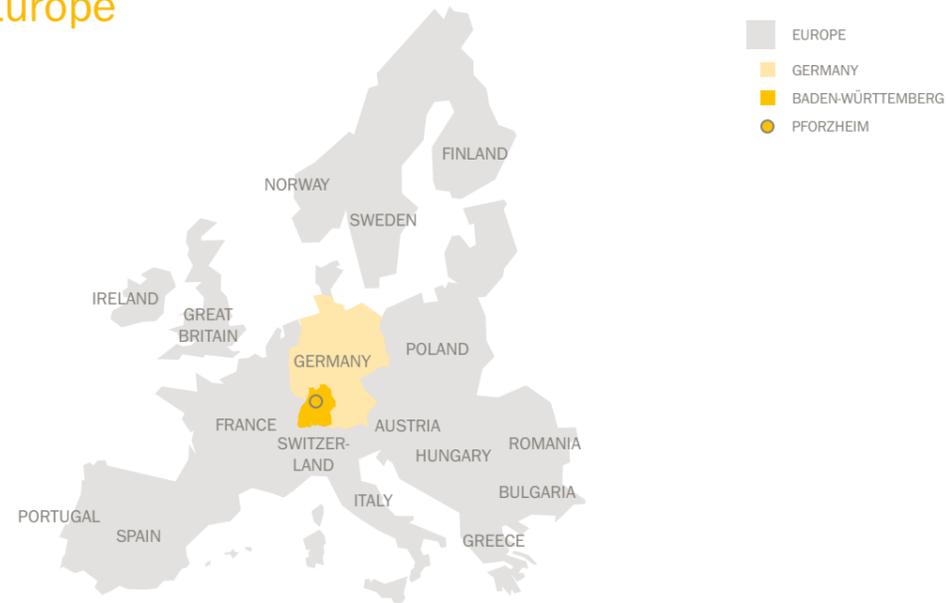
AACSB International (The Association to Advance Collegiate Schools of Business), founded in 1916, is a global association of more than 1500 member organizations in over 90 countries. AACSB’s mission is to foster engagement, accelerate innovation, and amplify impact in business education. This mission 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: [aacsb.edu](http://aacsb.edu)



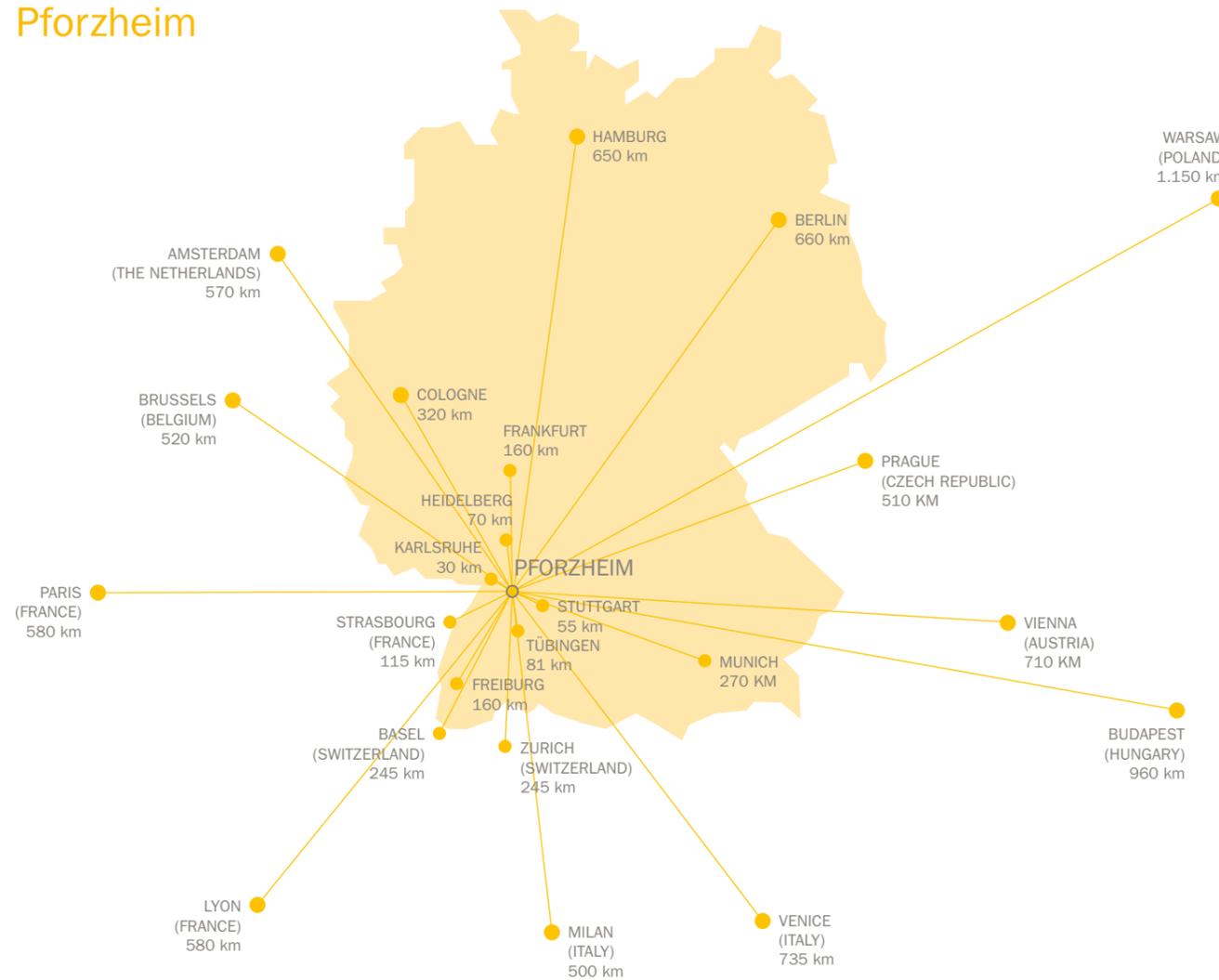
Konrad, Poland,  
1-year exchange  
(2 study semesters)

„Studying at Pforzheim Business School was an amazing experience full of great memories and awesome people from all around the world. The ISP provides a wide range of courses conducted by well-prepared professors who have great knowledge, both theoretical and practical. Participating in the ISP helped me to develop myself, broaden my perspectives and gain knowledge, which will be fruitful for my career. It is also worth mentioning the amazing contribution of the ISP staff, who take good care of the international students – without them the ISP would not be that successful!”

## Where we are – in the heart of Europe



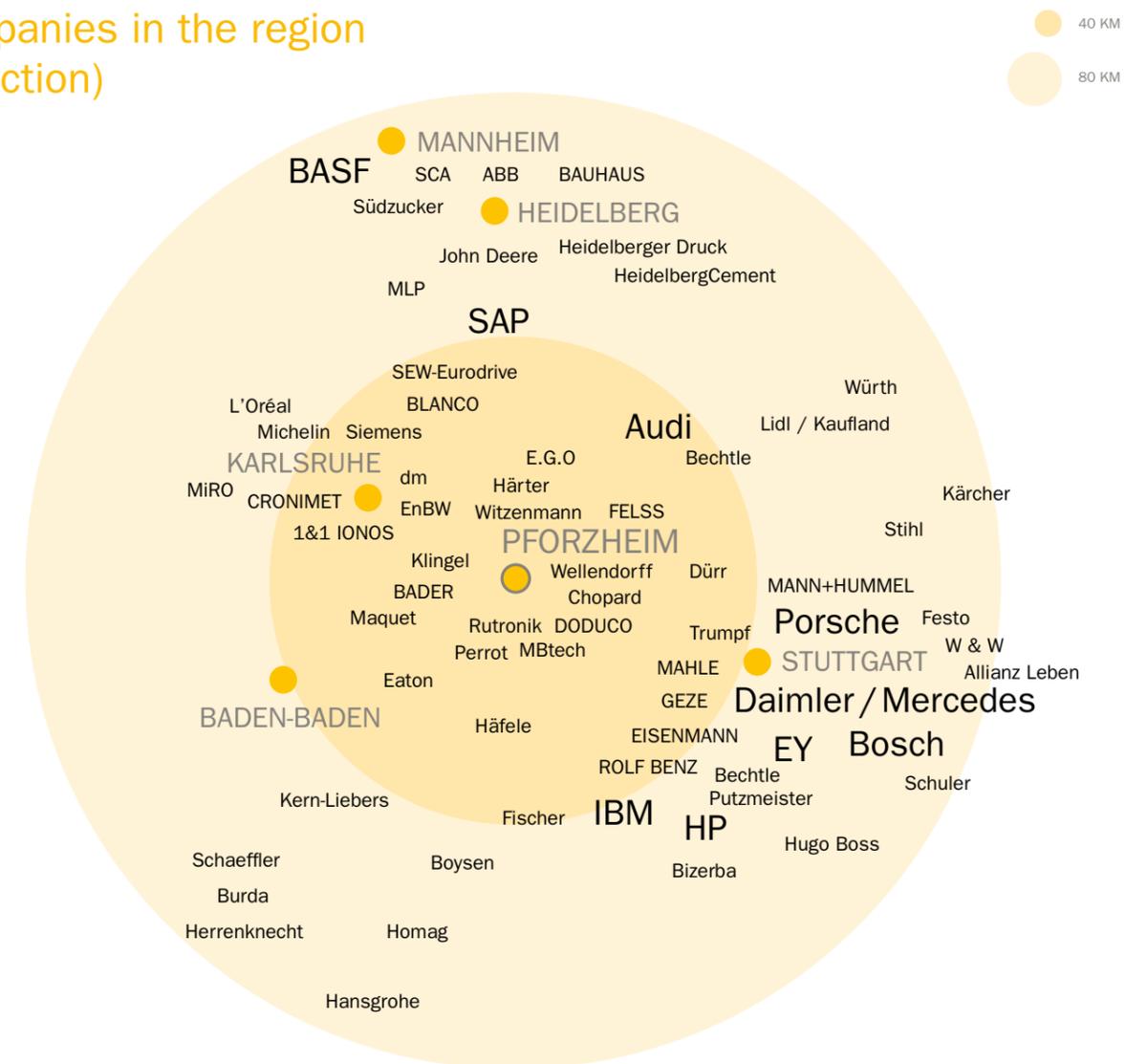
## Distances from Pforzheim



## Companies & internships

- Well over 1000 students of Pforzheim University spend one semester in a company every year. 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. **Please note: Students typically have to find an internship independently.**

## Companies in the region (selection)



## 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 was celebrating “250 Years of Jewelry, Watches and Design”. The town was marking this jubilee with unique exhibitions, spectacular live acts, design and jewelry art conventions, conferences, and lots of music and theatre performances.

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 and Black Forest ham. With its beautiful and varied landscape – hills, lakes, rivers and gorges – the Black Forest offers a multitude of sporting activities.

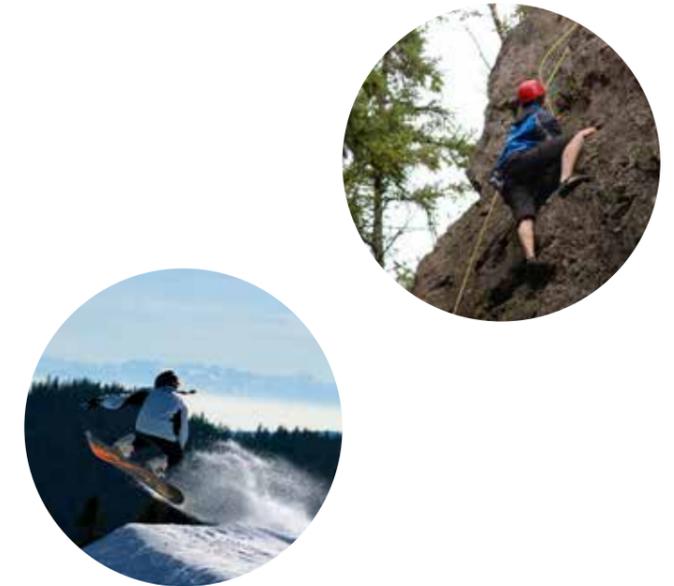


### Baden-Württemberg – Europe’s number one region for innovation

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 a strong industry and a high export ratio and 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 in Baden-Württemberg is generated 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. No other region of Europe invests as much money 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 comparison with the other 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 [hs-pforzheim.de/international/contactandforms](http://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

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 [hs-pforzheim.de/international/housing](http://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’s International Programs Office.

## 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](mailto:aaa@hs-pforzheim.de)  
Website: [hs-pforzheim.de/International](http://hs-pforzheim.de/International)



Maria, Portugal,  
1-semester exchange

“When I first googled Pforzheim and realized that it was such a “small” city, it made me regret of my decision of studying there. I was completely wrong! My five months in Pforzheim have passed way too fast! I really enjoyed my semester at the Business School, which offers a wide range of courses. The stereotype that German professors are super strict was completely abandoned on the first day I arrived there. Helpful, charismatic and with a lot of experience is how I would define my professors. I had the chance to travel a lot – in Germany and the neighboring countries. I would recommend anybody, who has the chance, to go abroad during their studies. It is an experience you will always remember and never regret, no matter where you go. So don’t be afraid – Pforzheim is waiting for you!”

## 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)7231-28-6093 /  
+49-(0)7231-28-6098 /  
+49-(0)7231-28-6099  
E-mail: [isp@hs-pforzheim.de](mailto:isp@hs-pforzheim.de)

Contact exchange students /  
ISP Department of Engineering & Management  
Phone: +49-(0)7231-28-6515  
E-mail: [isp-engineering@hs-pforzheim.de](mailto:isp-engineering@hs-pforzheim.de)

### Postal address

Hochschule Pforzheim / Pforzheim University  
International Study Program  
Tiefenbronner Str. 65  
75175 Pforzheim, Germany  
Website: [hs-pforzheim.de/isp](http://hs-pforzheim.de/isp)

## Please note:

Applications to the ISP are handled exclusively by the 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.

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