

# Pforzheim University

## MBA International Management



Business of today  
and tomorrow:  
We help you tackle  
the challenges  
of the 21st century



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# Business of today and tomorrow

## We help you tackle the challenges of the 21st century

Today's business world is changing at a rapid pace, and executive managers and employees are confronted with immense challenges: a continuously intensifying globalization of economies, societies, environment and cultures. Industries need to address the emergence of new technologies, the prevalence of information and communication technology, the opportunities and challenges of digital transformation and increasing public expectations with respect to firms' social and environmental responsibilities. The conditions under which executive managers have to act and make decisions are volatile and uncertain as never before.

Firms will only withstand future competition successfully if they are able to face these 21st century challenges head on by exploiting opportunities and minimizing risks. Firms and their executives must adjust flexibly and innovate to handle continuously changing conditions. It is our mission to enable our students, as future managers, to meet these challenges for the benefit of their companies.

To achieve this, the Pforzheim MBA follows a two-tier strategy that provides our students with a distinct competitive advantage for the business of tomorrow – an international, generalist and profound classical management foundation is integrated with the most relevant future topics: innovation management which is particularly important in times of digital transformation and sustainable globalization.

We focus on the quality of our students, their cultural empathy and their willingness to perform, not on profits. Therefore, we invite you to join the MBA International Management program at Pforzheim University to build your career. See you in Pforzheim!

## Your MBA Team



Testing digital technology during a company visit at HOMAG Group AG in southwest Germany

# Why choose the Pforzheim MBA International Management?

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 received again 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. Enhance your career opportunities.

The Pforzheim MBA opens broad new opportunities for career development. Whether you want to tackle new challenges, have experienced a slowdown in your learning curve or are unable to move ahead in your current company, the Pforzheim MBA enables you to reenergize your career with new knowledge and skills, a new professional network, and a new brand association. If you have a non-business background, the Pforzheim MBA prepares you to reorient your career towards business and management.

### 3. Focus on what you really need.

We deliver business competence, not just theory. Our professors do not only hold Doctoral, Ph.D. or Master degrees – they have worked for at least 5 years in senior management positions. Our teaching is based on research as well as professional experience. Moreover, the Pforzheim MBA module system allows you to individualize your study to empower your strengths.

### 4. Enjoy individual career advancement and coaching.

Our professors are your coaches, not your instructors. You will benefit from individual mentoring from professors throughout your studies. Our small course size encourages intense student-faculty interaction which is crucial to achieve the best outcome from your MBA studies.

### 5. Get business insight.

We cooperate with various companies in different sectors through company projects, company visits and guest speakers in classroom. These close connections to practice are a vital part of our management education at Business School Pforzheim.

### 6. Benefit from our location.

Being surrounded by some of the world's most powerful companies allows you to benefit from the potential of the Pforzheim-Stuttgart region. Right in the heart of Europe, Germany's most innovative region is home to companies like Bosch, Siemens, SAP, Porsche and Daimler as well as powerful small and medium-sized enterprises.

### 7. Discover the business of tomorrow.

We prepare you to manage the big challenges of the 21st century for the benefit of your company. Our courses in business disciplines like Digital Transformation, Marketing, Consulting, Accounting and Finance address the needs of tomorrow's business. Additionally, our specializations tackle tomorrow's challenges like Innovation Management and Sustainable Globalization. Moreover, we offer soft skills training throughout your studies.

### 8. Globalize your network.

Over 80% of Pforzheim MBA students are internationals, coming from all continents. Global, intercultural networking begins in the classroom. Intercultural competence is not only taught theoretically, it is gained practically by day-to-day interaction. This will be important in your professional future, in negotiation processes and team work. In addition renowned professors from partner universities contribute to our program.

### 9. Enjoy international culture.

The Pforzheim MBA offers the opportunity to study in two countries or even on two continents in one program, at our partner universities in the US, Latin America, Asia or Europe. For students with a first degree from a German institution and no academic or professional experience abroad, it is compulsory to study the third semester abroad. For all other students, it is optional.

### 10. Get state-of-the-art education at reasonable cost.

Our intention is not to maximize profits but to provide sustainable management education for future generations of executives. You get »more for less« – an internationally highly recognized degree and skills for dealing with the business challenges of the 21st century.



Non-Business Graduates start here

## 1. Semester

Foundations

### Foundations in Accounting & Finance (5)

Financial Accounting  
Corporate Finance & Financial Analysis

### Foundations in Marketing (5)

### Foundations in Business Functions (9)

Global Sourcing and Supply Chain Management (3)  
Human Resources Management (3)  
Information Management (3)

### Foundations in Economics (5)

Macroeconomics  
Microeconomics

### Research Methods I (2)

Foundations in Statistics (2)

### Management Skills I (1)

Presentation Skills (1)

Company Experience I\* (1)

Business Graduates start here

## 2. Semester

Advanced Business Topics & Specializations

### Innovation & Business Dynamics I (5)

Innovation Management I (5)

### Sustainable Globalization I (5)

International Economics  
Sustainable Development

### Strategic Management &

International Business Development (5)

### Business Controlling in an

International Context (5)

### Research Methods II (5)

Business Analytics (3)  
Scientific Writing & Literature Research (1)  
Qualitative Research (1)

### Management Skills II (2)

Project Management (2)

### ELECTIVES

(choose 4 Credits)

### Management Skills (4)

- Decision Making (2)
- Change Management (2)
- Leadership (2)
- Cross Cultural Management (2)

Company Experience II\* (1)

## 3. Semester

Individual Concentration /  
Study Abroad Semester

### Innovation & Business Dynamics II (5)

Innovation Management II: Product  
Development & Design (5)

### Sustainable Globalization II (5)

Corporate Responsibility & Sustainability  
Management (5)

### I Digital Transformation (5)

#### ELECTIVES

(choose 15 Credits)

### Company Project (6)

#### Marketing

- Digital Marketing (3)
- Visual Design and Production (3)
- Entrepreneurial Marketing (3)
- Brand Management (3)
- Communication Management – Public Relations (3)

#### Consulting

- Consulting I: Introduction (3)
- Consulting II: Practical Case Work (3)
- Business Model Innovation & Management (3)

#### Accounting & Finance

- Applied Corporate Valuation (3)
- Mergers, Acquisitions & Corporate Restructurings (3)
- International Financial Reporting Standards (6)
- European Financial Markets (3)
- Capital Raising & Investing (3)

Company Experience III\* (1)

## 4. Semester

Management Simulation & Thesis

### Business Planning &

### Management Simulation (8)

(intensive pre-semester course)

Business Planning (3)

Management Simulation (5)

### I MBA Thesis (21)

All Semesters – optional:

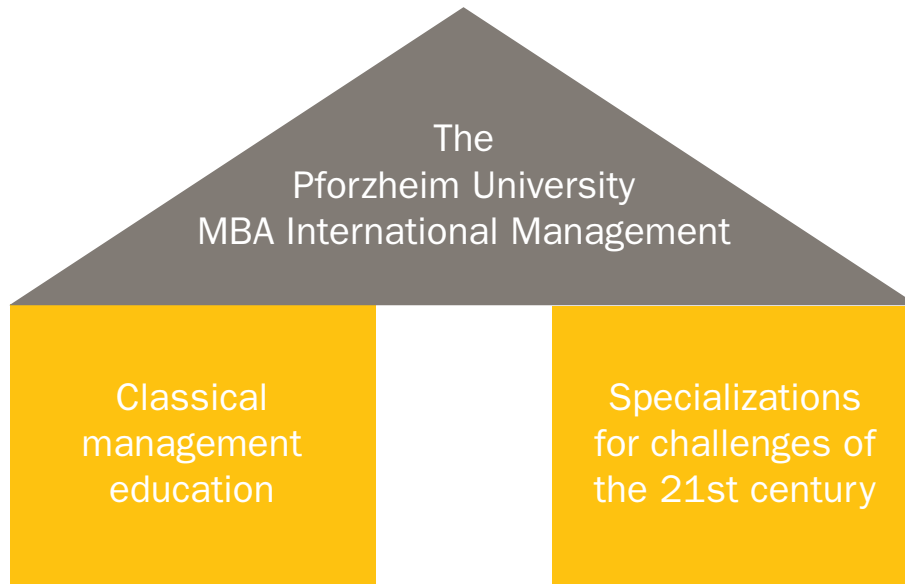
German as a Foreign Language /  
2nd Foreign Language

The numbers in brackets show the credits according  
to the European Credit Transfer System (ECTS).  
Student workload: 30 ECTS credits per semester  
on average.

For detailed information on course contents see:  
[www.hs-pforzheim.de/mba/syllabi](http://www.hs-pforzheim.de/mba/syllabi)

\* Company Visits, Field Trips, Companies in  
Classroom; see pp. 10–11

# What you will learn – our program goals



## Upon completion of the Pforzheim MBA International Management program, you ...

- have profound expertise in leadership principles and management skills needed to be successful in organizational contexts.  
Responsible leadership in organizational contexts
- are able to gauge companies' potential for innovation and change, to stimulate innovative processes and to manage the implementation of innovation.  
Innovation management
- are capable of developing innovative and effective solutions for complex tasks in an unfamiliar and volatile business environment.  
Creative problem solving skills in a complex business environment
- are able to identify, analyze and handle the challenges of global sustainability and develop awareness for social and corporate responsibilities.  
Management of the challenges of global sustainability and awareness for social and corporate responsibilities
- are able to adopt appropriate research methods and tools to concrete questions to develop compelling and innovative findings.  
Applied research skills

# Come to Pforzheim – benefit from experienced professors

Our professors not only hold doctoral or Ph.D. degrees – all of them worked for at least 5 years in senior management positions prior to their position as a professor in our MBA program. As a University of Applied Sciences, we strongly believe in a mix of research and professional experience. The diverse backgrounds of our faculty therefore provide you with state-of-the-art academic perspectives, based on real life experience. Within our MBA program courses are taught by experts from practice. Every semester, guest lecturers from well-known companies also come to our classroom to provide you with their practical knowledge and professional experience. This way, we provide teaching that is oriented towards the most current trends and challenges companies are facing. Additionally, renowned guest professors from our partner universities enrich your MBA experience right in classroom and contribute to a culturally diverse learning experience.



Prof. Dr. Kristen Bell de Tienne  
USA  
Marriott School of Business /  
Brigham Young University, USA

“I had a fantastic experience working with the Pforzheim MBA students. You have an amazing MBA program – certainly one I will recommend to students who are interested in studying in Europe!”



Nancy Yvette Muytoy Vega  
Mexico  
MBA Class of 2015  
Project Manager ADAS at Valeo, Germany

“The MBA in Pforzheim gave me the opportunity to meet and learn to work in teams with people from many different countries, which has been an added value to my professional career and current job. The multicultural environment combined with well-prepared professors, the visits to different companies and the possibility to develop projects with them, made the MBA a great life and professional experience.”



David Cikurel  
Turkey  
MBA Class of 2014  
Project Manager at DHL Consulting,  
Germany

“The consulting project with Siemens, where we as a team managed the project as well as the main Siemens stakeholder, well-structured international management curriculum taught in small classes of diverse students, who brought an array of perspectives into the topics, and one-to-one interaction with the professors who have successful business as well as academic careers in their fields, all prepared me well to progressing my career in management consulting.”

# Your opportunity to study abroad

You have the opportunity to study abroad during your third semester in order to gain additional international experience. Choose from a variety of internationally accredited partner universities. As a »free mover«, you can also organize your stay at other business schools. For students with a first university degree from a German institution and no study or work experience abroad, a semester abroad is compulsory. For all other students it is optional. In case of an exchange with one of our partner universities, no additional tuition fees will be charged.

## Partner Universities:

### Europe

- France Business School, Clermont, France
- Grenoble École de Management, Grenoble, France
- Instituto Superior de Ciências do Trabalho e da Empresa (ISCTE) Lisbon, Portugal (double-degree option)
- University of Ljubljana, Slovenia
- Bilkent University, Ankara, Turkey

### Americas

- Fundação Getulio Vargas, Rio de Janeiro, Brazil
- Instituto Tecnológico y de Estudios Superiores de Monterrey (EGADE), Mexico
- University of Wyoming, Laramie, USA (double-degree option)

### Asia – Pacific

- University of Macao, China
- Indian Institute of Foreign Trade (IIFT), New Delhi, India
- Indian Institute of Management (IIM), Ahmedabad, India
- Universitas Gadjah Mada University (UGM), Yogyakarta, Indonesia
- Fu Jen Catholic University, Taipei City, Taiwan
- National Taiwan University of Science and Technology, Taipei City, Taiwan

Your contact for the study abroad semester is Jochen Ebert, Head International Department, Business School.



Kevin van den Boom  
Germany  
MBA Class of 2017  
Project Manager BI/ Big Data, Daimler AG, Germany

“Fortunately, I took the opportunity to spend my abroad semester at the Grenoble École de Management, which is one of the top European business schools with an excellent reputation. One of the many highlights there was the visit of Muhammad Yunus (Peace Nobel Prize laureate in 2006), who held a speech for the students of the business school. Overall, I had a great time in Grenoble, met a lot of interesting people and enjoyed the beautiful environment in the middle of the French Alps. I can fully recommend everybody going there.”



Lukas Hornung  
Germany  
MBA Class of 2017  
EDAG, Project Leader CAE/ Calculation, Germany

“I spend my third semester abroad at the EGADE Business School, part of the prestigious Tecnológico de Monterrey in Mexico. It was a great experience, the school has much to offer and Mexico is a great country! Some student organizations offer affordable trips throughout the country, which makes it easy to find new friends and to get to know new places.”

## Added value for international MBA students – learn German and improve your language profil

### Tailored to our students' needs

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

One of our objectives is to encourage our international MBA students to improve their language profile by acquiring good basic skills in German. Through a placement test, we will determine your skill level in the German language and arrange for suitable classes.

If you start without previous knowledge of German, we recommend that you opt for an intensive beginner's course starting three weeks before the start of the lecture period; however, we offer an additional beginner's course within the lecturing period as well.

All levels of German courses are fully integrated into the MBA schedule. Thus, you will have access to these classes without any schedule conflicts with the regular MBA course offerings.

The different levels are based on the learning objectives that will be achieved by the end of the respective course, corresponding to the "Common European Framework of Reference for Languages" (CEFR). Please see the descriptions as well as the Goethe Institute equivalents at <https://www.goethe.de/en> > "Our German Exams".

## German language »Booster« – our intensive German program

Are you a prospective student with little or no knowledge of German? Are you looking for a way to learn German faster?

We highly encourage you to study German. If you seek a job in Germany after your MBA, strong German skills will sharpen your profile. Our »Booster« gives you the opportunity to acquire skills equivalent to CEFR-level »B2«. This corresponds to the Goethe Institute's »Zertifikat für den Beruf«, sufficient for meeting the language requirements necessary for completing an internship with a German company.

### Your schedule for the »Booster« always starting in September

1. Step  
CEFR level A1  
18 intensive days in September before the start of your MBA classes. All-day format <sup>1)</sup>
2. Step  
CEFR level A2  
15 weeks during the winter semester  
Format: 6 contact hours per week
3. Step  
Refresher course  
10 intensive days in March before your MBA classes will continue with the second semester. All-day format
4. Step  
CEFR level B1/B1+  
15 weeks during the summer semester  
Format: 6 contact hours per week
5. Step  
CEFR-level B2  
15 weeks during the winter semester  
Format: 4 contact hours per week

<sup>1)</sup> The placement into steps 2, 3, 4 and 5 is based on excellent performance in the preceding exams.

# Benefit from our close cooperation with companies

Being surrounded by some of the world's most powerful companies will allow you to benefit from our close cooperations with them. Company projects, visits and guest speakers are a vital part of our management education in Pforzheim. Company experiences are integrated throughout your semesters 1, 2, and 3 to ensure an intense contact to the industry and give you profound insights into challenges of current business. In your fourth semester, you may write your MBA thesis with a company.

## Company projects

In your third semester you may choose to participate in a company project. Small groups of 3 to 4 students work on a project with a company. In recent years, our students have collaborated with the following companies:

2018/19 Bosch, 1&1 IONOS, Mahle

2017/18 Bechtle, Bosch, Winterhalter

2016/17 Bosch Corporate Purchasing, Bosch Rexroth, Heidelberger Druckmaschinen, Erwin Hymer Group, Frankotyp Postalia

2015/16 Deloitte, Bosch, Siemens Healthcare, Mahle

2014/15 Daimler, Heidelberger Druckmaschinen, Mann+Hummel, Siemens Healthcare

2013/14 Daimler AG/smart, Henkel, Siemens Healthcare, SAP

2012/13 Daimler AG/smart, Bosch, Hansgrohe

2011/12 Bayer Crop Science, WAFIOS

2010/11 Bayer Crop Science, UHU

## Companies in classroom

The Pforzheim-Stuttgart region is not only well-known for large, multinational companies, but also for small and medium-sized hidden champions. As an important element of company contacts, we regularly invite managers of companies into our classroom. This gives our students the opportunity to discuss current business issues and career perspectives with high-level executives.



Kick-off at Bosch with Silke Quass, Innovation Consultant (right) and Ludger Hermanns, Manager Scouting and Co-Innovation (middle)



Nadine Ebmeyer, Manager CIO, Digital Strategy Advisory (front left) and Ashish Madan, Partner / CIO & CFO Consulting Digital Strategy at KPMG (front middle) discussed strategies for success in consulting with the Pforzheim MBA students

## MBA alumni meet current MBA students

Once per semester this regular event brings together MBA alumni and current MBA students. MBA alumni report on the experiences they gathered after graduating from Pforzheim University. This networking event helps our students to make contacts for internships, master theses or future jobs.

## Company visits

Learning experience does not only take place in the classroom. Our MBA provides students with the opportunity to gain insights into manufacturing and business processes of multinational corporations and of hidden champions that are located in southern Germany and beyond. Plant tours, presentations and direct contact with managers and HR personnel help our students to get an idea of German industry. Examples from the recent semesters are company visits to Accenture, Amazon, Audi, Bosch, Blickle, Daimler, EY (Ernst & Young), HP Enterprise, Kärcher, Mahle, Mann+Hummel, Microsoft, Puma, SAP, Schaeffler Technologies, Schlenk, Siemens Healthcare, La Biosthétique, HOMAG, KPMG, Volkswagen, Trumpf, Witzenmann, ZF Friedrichshafen or 1&1 IONOS.



Kwarme Ahiabor  
Ghana  
MBA class of 2013  
Learning Architect within Knowledge and Education at SAP, Germany

“My experience at the Hochschule Pforzheim helped to shape who I am professionally today. Our professors engaged us and fostered among us the sharing of information and critical thinking. Because of the small class size, we received individual attention from the professors and their staff. Working in teams on various class assignments allowed us to understand and appreciate each other’s different opinions and values. We learned how to utilize our strengths to be effective and successful in our assignments. This experience has helped me to develop professional skills in cooperation, delegation, and leadership. I also made friends for life.”



Kristofer Sperry  
USA  
MBA Class of 2018  
Founder Superior Wine SERVICE Int., LLC, USA

„As I have been launching my company I have been able to use so much of my experience with the MBA program. Everything from contacts to concepts has been amazingly useful! I never would have come so far without this MBA program.”



Sally Ghaly,  
Canada  
MBA class of 2014  
Senior Manager – Creative Planning and Production at PUMA, Germany

“The company visits and guest lectures, organized by the MBA program, led to an opportunity to intern and write my master thesis with PUMA. Working for and studying the multinational company has been an invaluable experience.”

# Interview with Adriana Rotaru

## Romania

### MBA Class of 2015



**What company do you currently work for and what is your job position?**

1&1 IONOS, Senior Product Manager

**How did the MBA help you, professionally and personally?**

The MBA was a life and mind-set changing experience for me. I was already a confident person before, but the MBA helped me to connect the dots, doubt the given and challenge the status quo. Awareness on sustainability, on the necessity of business innovation and on benefits of change can only happen once in a lifetime and for me it happened during the MBA.

From a professional perspective, having a background in corporate finance in the banking sector, the Pforzheim MBA gave me the leverage to turn the switch to product management in the internet industry. The business acumen acquired during the MBA time allowed me to assess business situations with ease, analyze trends and create business cases, while keeping an eye on industry developments. I do this on a daily basis at work and the MBA helped me expand my financial perspective on business to a more global overview. We do not live in a bubble. Everything is interconnected. The MBA made me understand that.

**What is the most memorable experience from your MBA times?**

The company project: I was a member of a team of four defining a new incentive scheme for the executives of a global corporation with its headquarters located near to Heidelberg with the purpose of increasing sales. The sleepless nights to research and fundament the scheme structure payed off in full on presentation day. Human Resources and the top management of the company were amazed by our solution and included it partially in their strategic planning, as they would later acknowledge. Words like “overwhelming” and “outstanding” used in the letter of recommendation addressed to “The Team” were our reward and recognition. This was achieved because we worked as a team.

**Are you still in touch with your classmates or other students from Pforzheim?**

I made some great friends during the MBA. I also found a best friend, Liva. I worked with her in most of my projects and we encountered successes and failures together. Therefore, we ended up creating a very special bond. In addition, during the MBA I found really good friends in the teammates of the management simulation project. We call ourselves “Paramount Team”. We care about each other almost as if we were family, and that says it all.

**What advice would you like to give to our current MBA students?**

Do not save your time and effort for later. Work, work, work. Study, study, study. Do not count sleepless nights. Because if you decide to do a full time MBA after several years of work experience, you just want to make the most out of it. Moreover, do not spare professors. They care. Take advantage of the time they allocate to you. In addition, something very important: allow them to change you, while still doubting and challenging them. I know I did and that rewired my brain. It made it sharper.





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2



3



5



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6



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- 1 Graduation
- 2 Company visit to Accenture's Industrial IoT Innovation Center, Garching
- 3 Munich City Tour
- 4 Group work on campus
- 5 Company visit to Microsoft, Munich
- 6 Library Pforzheim University
- 7 Alumni meet current students
- 8 In Strasbourg, France, the students participated in a parliamentary session of the European Parliament
- 9 MBA Graduation at Pforzheim Business School
- 10 Teambuilding workshop
- 11 Company visit to Ernst & Young, Stuttgart
- 12 Company project Kick-off with 1&1 IONOS, Karlsruhe
- 13 Company visit to Siemens Healthcare GmbH, Nürnberg-Erlangen
- 14 US guest professor Tracy Maylett (BYU,Utah) with MBA students of his Leadership class



8



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10



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14



15

Moments

HS PF

## HS PF – Hochschule Pforzheim / Pforzheim University – facts and figures

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 (see p.17), 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 in total more than 800 professors, associate lecturers and staff, who intensively guide our 6000 students, right from the start of their studies. We also enjoy close cooperation with the surrounding business community and beyond, giving our students a unique study experience. Pforzheim University has an outstanding reputation among Germany's leading companies. Applied research projects such as those carried out by our Institute for Applied Research, the Steinbeis Transfer Centers and our Jewelry Technology Institute contribute to a practical approach.



Andrei Moroc  
Romania  
MBA Class of 2011  
Shipping Origination CFA at Berenberg  
Bank, Germany

“Before joining the MBA program I was a research analyst at a global business and investment research firm, working in the Romanian and Indian office. After completing two internships in Munich and Frankfurt and writing my master's thesis with Allianz Global Investors, I started working in Germany.”

## PRME Principles for Responsible Management Education

The Business School Pforzheim belongs to the worldwide first 100 educational institutions that have subscribed to the United Nation's global initiative »Principles for Responsible Management Education« (PRME). 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. Pforzheim Business School is actively engaged in implementing the PRME. Topics related to corporate responsibility and sustainability have a long tradition at our school and have been pushed by our intensive teaching and research activities in this field. By participating in the PRME initiative, we aim to further strengthen its engagement and to integrate existing activities in a systematic approach of implementing corporate responsibility and global sustainable development issues in all degree programs. Moreover, in close cooperation with leading corporations in these fields, we investigate future ideas and topics.



Kim Dobbie Neuer  
USA  
MBA Class of 2009  
Vice President, Finance at The New 42nd  
Street, New York, USA

“Coming to Pforzheim was a great decision—the coursework and teaching are outstanding, and working in international teams is an invaluable experience. While there, I had fabulous work opportunities at SAP and Fraunhofer. This, coupled with my previous management experience, positioned me for a great new job. And best of all, I am enriched by many new friends-for-life from many countries and backgrounds.”

If you are looking for an outstanding, practice-oriented degree with an excellent reputation and if you are 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 more than 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 our highly qualified and professionally experienced staff. Moreover, we enjoy interdisciplinary relationships with Pforzheim University's School of Engineering and School of Design as well as with numerous partner universities abroad.

The broad spectrum of competencies offered by our faculty ensures clear competitive advantages. When professors are appointed, teaching skills and commitment to excellence are as important as academic qualifications and professional experience. Subsequently, 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 Business School Pforzheim with its study programs in Business, Business Law and Business Administration & Engineering received the initial accreditation of AACSB International in July 2011 and was reaccredited in May 2017. Less than 5% of business schools worldwide have earned this hallmark of excellence in management education. In Germany only 11 universities out of about 200 with business programs are AACSB accredited. 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](http://www.aacsb.edu)



Nadine Ebmeyer  
Germany  
MBA Class of 2017  
Manager CIO, Digital Strategy Advisory,  
KPMG, Germany

"The MBA helped me to switch my career from Tourism Management to Business Management."

# Testimonials – what our alumni say



Madhwendu Shekhar  
India  
MBA Class of 2003  
Vice President, Larsen & Toubro Infotech  
Ltd., Germany

“The international character of this program in the European environment was the main reason for me to opt for the Pforzheim MBA. The combination of practical approach based on industry requirements, as well as continued focus on further innovation, makes this program very attractive. Close interaction with industry during studies through visiting professors and company projects are of great help in employment possibilities.”



Jose Eduardo Rodriguez Cuervo  
Mexico  
MBA Class of 2017  
Category Management – Price  
Management at Häfele, Germany

“The number one reason for me to choose the MBA at Pforzheim University was that the program is accredited by the AACSB. In comparison with other programs the MBA Pforzheim offers a really high quality education at a reasonable price.”



Dr. Patrick Planing  
Germany  
MBA Class of 2007  
Professor of Business Psychology,  
Hochschule für Technik Stuttgart, Germany

“Pforzheim University offers an exceptional MBA with teaching excellence and professional expertise. Especially, the international and highly diverse student body has enriched my study experience in Pforzheim and has helped me in developing personally and intellectually. Most importantly, the Pforzheim MBA was a true asset for me getting into the management field and to excel my personal career.”



Kerstin Keteci  
Germany  
MBA Class of 2011  
Project Manager Corporate Marketing at  
Bosch, Germany

“Joining the MBA program in Pforzheim was a great decision, not only because of the program’s quality, but also because of its internationality. Studying in a group with people from very different countries and backgrounds was a wonderful experience. This prepared us for future work in an intercultural environment.”



Sherif Sayed  
Egypt  
MBA Class of 2012  
Project Lead at metafinanz  
Informationssysteme GmbH (Allianz  
Group), Germany

“It was a very important decision in my career to join the MBA program at Pforzheim University. The reputation of the business school encouraged me a lot, as well as the outstanding professional experience of the professors. The international atmosphere and the diversity of students’ backgrounds were very motivating.”



Bo Zhou  
Germany  
MBA Class of 2011  
Senior Category Manager Business  
Partnering at Bayer, Germany

“The MBA program at Pforzheim Business School was a great and enriching experience for me. The professors were always very dedicated and supportive. I have gained much practical insights through our classes, industry-specific expertise of our professors and guest speakers. I also developed many skills that I apply to my daily work, like problem solving methods, for instance.”



Alexandra Frlie  
Russia  
MBA Class of 2011  
Assistant Manager at KPMG, Germany

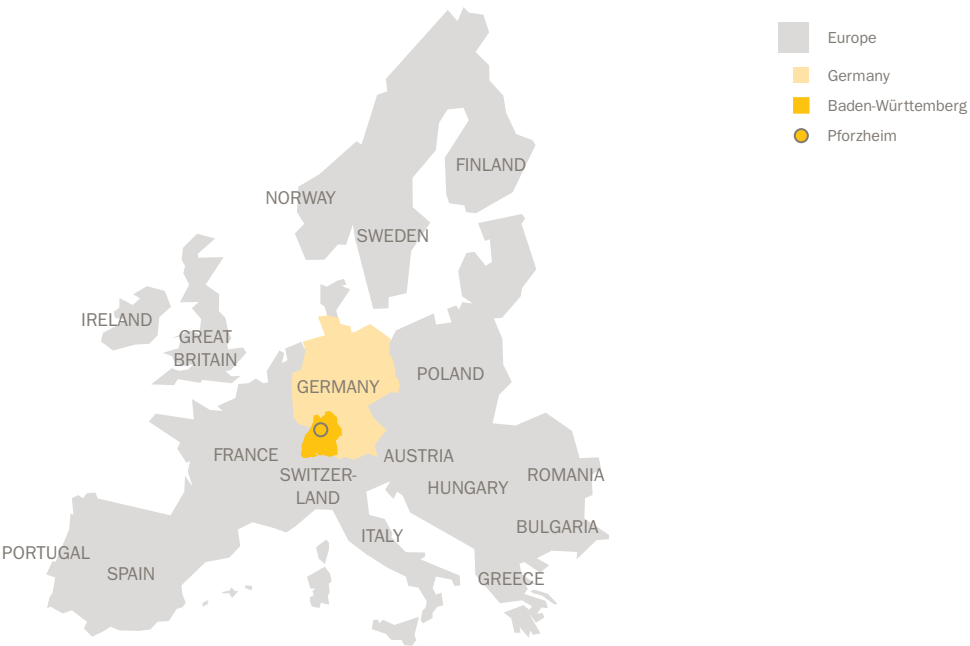
“The MBA Program at Pforzheim University is an excellent opportunity for international students to start their career in Germany and other European countries! I would like to thank all our professors and MBA team for an excellent and well-managed program, very friendly atmosphere and support during studying and job hunting period.”



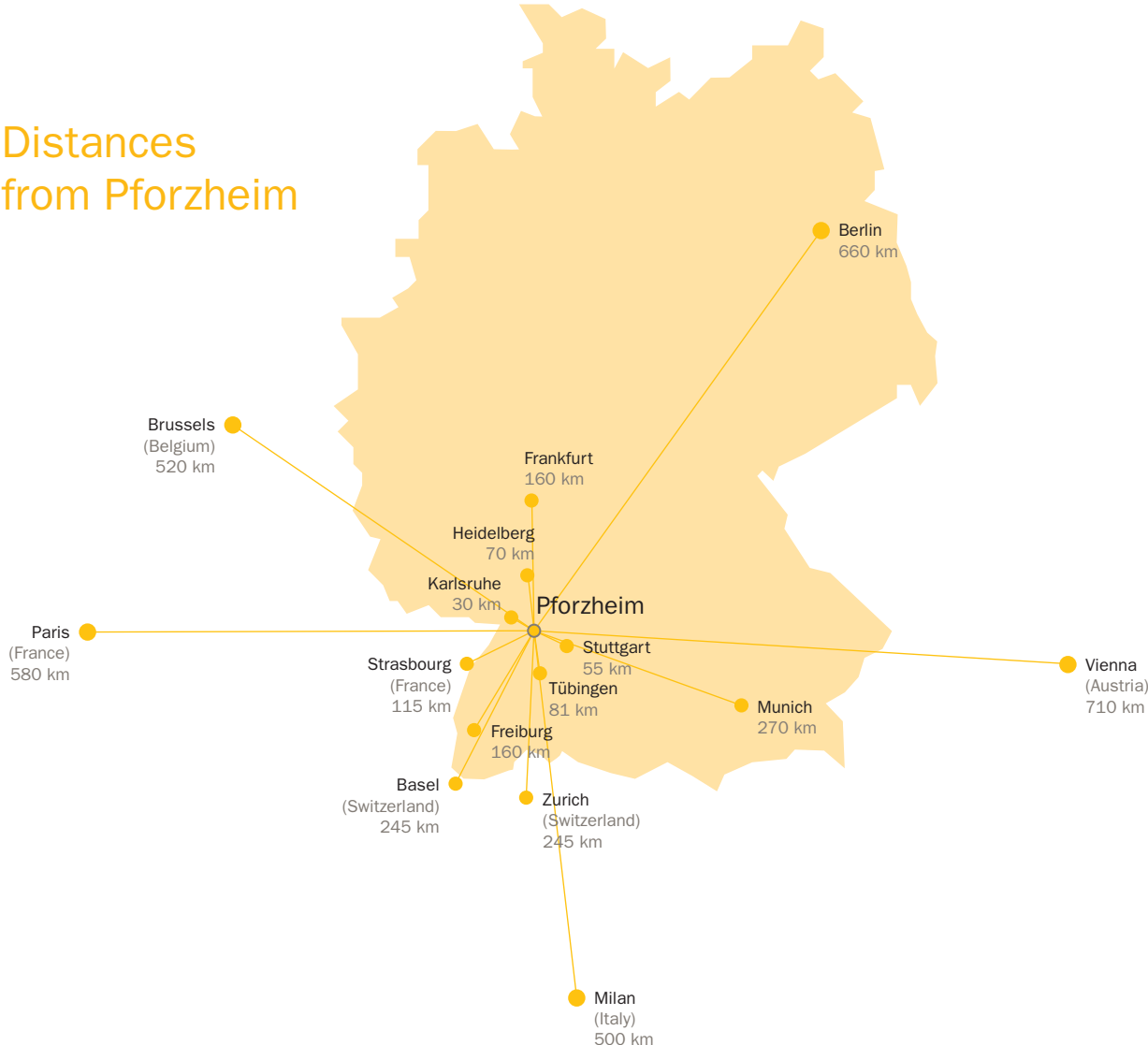
Stefan Schübel  
Germany  
MBA Class of 2012  
Lead consultant Banking & Financial  
Services, NTT DATA Deutschland, Germany

“The well-ranked Pforzheim Business School with its highly sophisticated professors and remarkable international atmosphere were an excellent learning environment for gaining deeper insights in international business. For me, a former DHBW Student, this MBA was the perfect match. Also my semester abroad at another top Business School was a great opportunity to gather practical experience. Altogether my study time at the MBA was an excellent preparation for my today’s job.”

Where we are – in the heart of Europe



Distances from Pforzheim



## Companies & internships

## Where our graduates from our recent MBA classes work (selected companies)

Learning experience in the MBA International Management not only takes place in the classroom but also during company excursions. Our MBA provides students with the opportunity to gain insights into manufacturing and business processes of multinational corporations and of hidden champions that are located in Southern Germany. Plant tours, presentations and direct contact with managers and HR personnel help our students to learn more about German industry. This is learning in practice. Throughout your studies, we bring you in contact with over 30 companies. Some of our MBA students do an internship or write their mandatory final thesis in cooperation with a company which might bring them in contact with their future employer.

Accenture  
Allianz Consulting  
A.T. Kearney Avantalion Consulting  
Bayer  
BASF  
Berenberg Bank  
Böhringer-Ingelheim  
Bombardier  
Bosch  
Continental  
Daimler AG  
DHL Consulting  
E.on  
Essity  
Festo  
FDM Group  
Goodyear  
Häfele  
Hama  
Hartmann  
Henkel

Hochschule für Technik, Stuttgart

HSBC

KPMG

Leadwise

Mahle

MC G Consulting

Nokia Solutions and Networks

Oracle

Porsche

Puma

PwC

Rutronic

Sandoz

Siemens

SAP

Toyota

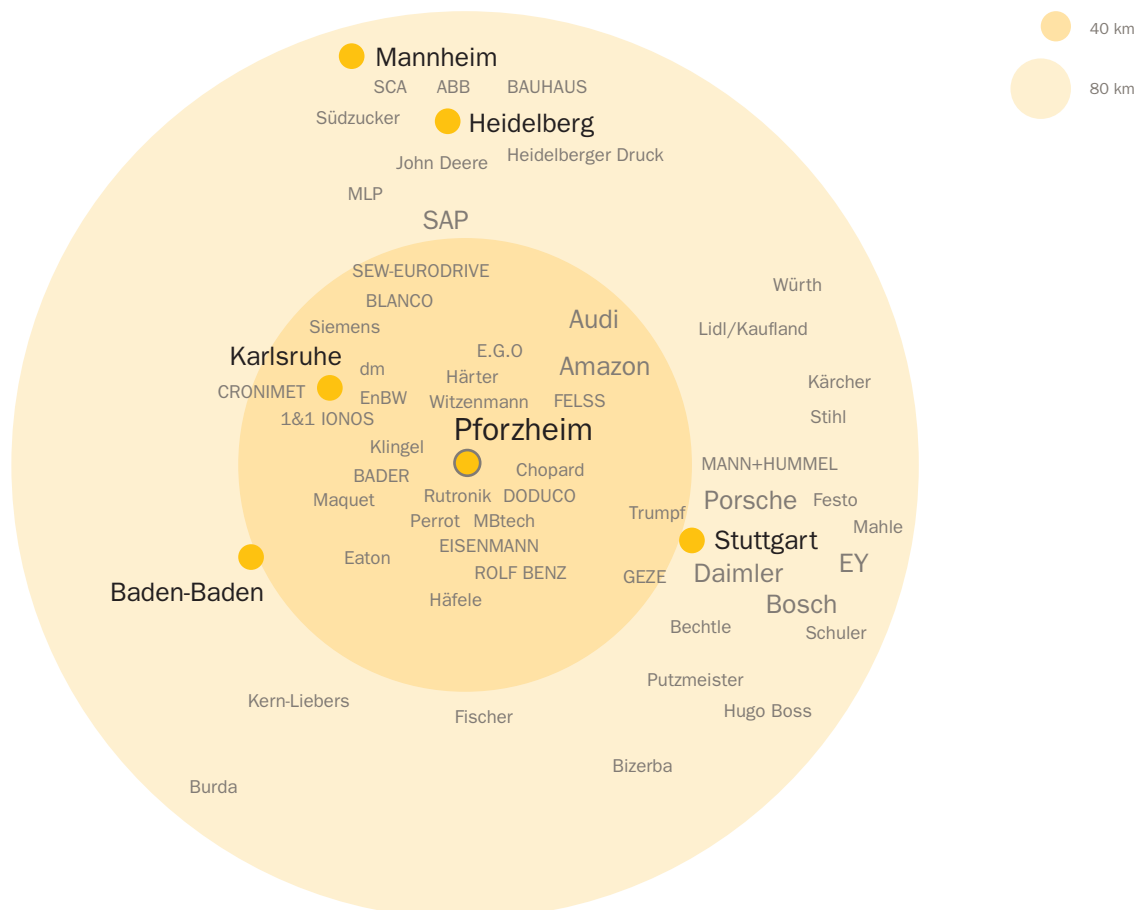
Trivago

Valeo

Vorwerk

WMF

1&1 IONOS



# 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 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 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 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 health-care as well as embedded systems and IT services.



## Your contact for MBA and applications

Applications for the MBA program are reviewed on a rolling basis throughout the year. Early applications are encouraged. Admission after deadline upon space-availability.

### Application deadlines

**June 15** – for October entry

**July 31** – for applicants from the EU or those who do not need a visa for studying in Germany

**December 15** – for March entry (business graduates only)

**January 31** – for applicants from the EU or those who do not need a visa for studying in Germany

### Application requirements

- Undergraduate degree (above average performance)
- 2+ years professional work experience after first university degree
- GMAT score: 550+ or GRE equivalent
- TOEFL score: 100+ (IBT) or IELTS 7.0
- Motivation letter plus essay on extracurricular activities

### Tuition fees

For our current tuition fees, please see our website [www.hs-pforzheim.de/mba](http://www.hs-pforzheim.de/mba)

### Online application only

[www.hs-pforzheim.de/mba/apply](http://www.hs-pforzheim.de/mba/apply)

## Application address

### MBA address

Hochschule Pforzheim / Pforzheim University  
MBA International Management

Tiefenbronner Str. 65  
75175 Pforzheim, Germany

## Communications

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MBA Team

front row left to right: Sandra Kippenbrock and Sabrina Mitrasch (Office Management), Janina Walther (Admissions), Tanja Solombrino (Program Coordinator)  
back row left to right: Prof. Dr. Markus-Oliver Schwaab (Company Contacts and Projects), Jochen Ebert (Head International Department, Business School), Prof. Dr. Harald Strotmann (Program Director)

## Imprint

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