

INTERNATIONAL STUDY PROGRAM (ISP)

Undergraduate Business Courses Offered in English and German

Information for Exchange Students

Academic Year 2016/17



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Contents

Welcome to the International Study Program (ISP)	3
Why choose Pforzheim University?	4
The ISP program – general description	6
Prerequisites & language requirements	7
Courses in English	8
Specializations	12
Courses in German	14
Get a European insight – benefit from our Jean Monnet Chair	16
Principles for Responsible Management Education	17
Added Value: Learn German and improve your language profile	18
German as a foreign language – all courses at a glance	19
German language »Booster«	20
How to choose courses	22
Certificate / Diploma in International Management	24
The semester system	24
Credit and grading system	25
Pforzheim University	26
The Business School	26
The School of Engineering / Department of Business Administration & Engineering	27
International accreditation	27
Where we are – in the heart of Europe	28
Your contact:	
For applications – the International Programs Office of Pforzheim University	32
For course offerings – the ISP Office	34
Imprint	35

Welcome to the International Study Program (ISP)

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

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

The ISP offers a vast range of business courses taught in English at the 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. ISP also cooperates with student initiatives to offer organized trips. Furthermore, visits to German and European firms and institutions are provided.

Are you already fluent in German? Welcome to our more than 200 classes within our 13 business and 3 industrial engineering bachelor study programs.

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

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

Prof. Dr. Matthias Kropp
Director ISP Business School

Prof. Dr. Guy Fournier
Director ISP School of Engineering



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Business School



Guy Fournier
School of Engineering



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School of Engineering



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Business School

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

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

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



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

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.

3 Get business insight.

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

4 Attractive range of business classes taught in English.

With 3500 students 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 Business Administration and Engineering. As a result, every semester you will have access to well over 50 classes in Business Administration and Economics entirely taught in English. These course offerings are completed by contextual studies such as »The History of Post-War Germany« and »The History of German Art«.

www.hs-pforzheim.de/isp/courses

5 Large range of business classes taught in German.

Are you already fluent in German? We can offer you over 200 classes within our 13 bachelor programs in Business, Business Law and 3 programs in Business Administration and Engineering.

www.hs-pforzheim.de/isp/courses



6 International diversity – enjoy a real international experience.

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

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

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

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

Our Institute of Foreign Languages offers a wide range of courses in German as a foreign language, tailored to your individual needs. These courses are fully integrated into the timetable of the International Study Program. Are you going to stay at Pforzheim University for one academic year? – Go for our »Booster« program and acquire advanced German language skills (see pages 18 – 20 for details). All courses will be free of charge for you!

9 Get integrated into our local student community.

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

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

Pforzheim is located between the cities of Stuttgart and Karlsruhe in the state of Baden-Württemberg, Germany, one of Europe's most innovative and globalized regions. Many internationally renowned companies such as Daimler, Porsche, Bosch, SAP as well as powerful small and medium-sized enterprises have their headquarters in this Southern German region (see page 29 for details).



The ISP program – general description

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

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

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

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

Course offerings in German

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



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 www.hs-pforzheim.de/isp/courses.

Language requirements

All exchange students should have an adequate level of the English language 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 – course offerings in English for the academic year 2016/2017

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2016/2017	Offered Summer 2017
Business Administration, Marketing, Finance & Accounting, Quantitative Methods					
ACC2072	Advanced International Financial Reporting Standards (IFRS)	2	4	✓	✓
AUD3022	International Accounting	2	3	✓ Fast Track	✓
AQM1042	Fundamentals of Financial Mathematics	2	2	✓	-
AQM1141	Descriptive Statistics	2	3	-	✓
AQM1142	Mathematical Optimization	2	2	-	✓
BIS1101	IT-Project Management	4	6	✓	-
BREM3117	Project Management Organization	2	3	✓	-
FIN3201	Investment Controlling	2	3	-	✓
GMT1011	Foundations of Accounting ³⁾	2	2	✓	-
GMT2110	Financial Management (Financial Accounting, Investments and Finance I + II)	6	7	✓	✓
GMT3013	Strategic Management	2	3	✓	✓
GMT3116	International Management	5	6	✓	✓
GMT3117	Retail Management	5	6	✓	✓
GMT3025	Management Simulation ^{1), 2), 3)}	2	2	✓ Fast Track	✓
HRM3101	Leadership	2	3	✓	-
IBU2101	Introduction to International Business	5	6	✓	✓
LAW2051	Introduction to International Business Law	2	5	✓	-
MAR2041/42	Basics of Market and Communication Research (Market- and Consumer Psychology + Fundamentals of Market Research)	4	5	✓ Fast Track	-

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2016/2017	Offered Summer 2017
MCO2041	Fundamentals of Marketing Communications and Case Studies	4	5	✓	✓
MCO2051	Fundamentals of Marketing	4	5	✓	✓
MKT1190	New Information and Communication Technologies in Marketing	3	6	✓	-
MKT2301	Strategies in Brand Management ¹⁾	4	6	✓	-
MKT2041	Special Aspects in Marketing	4	5	✓	-
MKT3031	International Marketing	2	3	✓ Fast Track	✓
MKT3033	Sales Management and Negotiation Techniques	2	3	-	✓
MKT3041	Service Marketing	2	3	-	✓
MKT3301	Marketing Controlling	2	2	✓	-
PAL3111	e-Business and Supply Chains	2	3	✓	✓
BREM3111	Methods of Quality Management	2	3	✓	-
Economics					
BREM3001	Markets and Economics of Natural Resources	4	5	✓	✓
ECO1011	Foundations of Economics I - Introduction and Microeconomics	4	6	✓	✓
ECO1012	Foundations of Economics II - Macroeconomics	4	5	✓	✓
ECO1102	International Financial Markets	2	3	✓	✓
ECO2011	International Economics	4	5	✓ Fast Track	✓
ESR3102	Business Ethics (Ethics, Business & Society)	4	5	-	✓
ESR3105	Sustainable Development	4	5	✓	-

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2016/2017	Offered Summer 2017
Contextual Studies					
IBU1104	Doing Business in Germany and Europe	3	6	✓ Fast Track	✓
IBU2131	Challenges and Perspectives of the European Integration	3	5	✓ Fast Track	✓
SIC1104	Cross-cultural Competencies ²⁾	1	2	✓ Fast Track	✓
SSC1101	The History of Post-War Germany ¹⁾	2	3	✓ Fast Track	✓
SSC1102	The History of German Art ¹⁾	2	3	✓ Fast Track	✓
Courses provided by the Department of Business Administration & Engineering					
BAE2031	IT Applications	2	2	✓	✓
BAE2093	Financial Control 2	2	2	✓	✓
BAE2102	International Technical Sales 2	2	2	✓	✓
BAE2112	Production Engineering & Manufacturing	2	2	✓	✓
BAE2122	Logistics 2	2	2	✓	✓
BAE2132	Information Technology 2	2	2	✓	✓
BAE2150	International Industrial Engineering 1 + 2	4	4	✓	-
BAE2171/72	Sustainable Product Development 1 with Laboratory	2	2	-	✓
BAE2173	Sustainable Product Development 2	2	2	✓	✓
BAE2181	Global Process Management 1	2	2	✓	✓
BAE2330	Operations Management 1 + Laboratory	4	5	-	✓
BAE2291	Business Management	2	2	✓	✓

Course No.	Course Title	Contact hours per week	ECTS Credits	Offered Winter 2016/2017	Offered Summer 2017
BAE3032	International Negotiation Skills & Business Behaviour [pre-semester format for one year exchange] ^{1), 2), 4)}	4	5	✓	✓
BAE3071	Management of Foreign Trade	2	3	✓	✓
BAE3072	International Sourcing of Investment Goods	2	3	✓	✓
BAE3074	International Business Operations	2	3	✓	✓
BAE3081	Value Chain Management	2	3	✓	✓
BAE3082	Value Chain Management – Case Studies	2	3	✓	✓
BAE3083	Financial Value Chain Control	2	3	✓	✓
BAE3153	Intercultural Engineering 1	2	2	✓	✓
BAE4051	Supply Chain Management 1	2	3	✓	✓
BAE4082	Forward and Global Sourcing of Technical Products	2	3	✓	✓
BAE4124	Energy Management	2	3	✓	✓

1) Subject to seat limit

2) Intensive classes in blocks

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

4) Course is designed exclusively for students, staying for one year as an exchange student and having already studied one ISP semester | Format: full day (first two weeks in March / last two weeks in September) | Registration: For enrolled ISP students on campus | Students taking this course cannot participate in the pre-semester courses in German as a Foreign language.

Contact hours: 1 contact hour = 45 minutes

Fast Track: These courses will be finished by December 22, 2016 (including final exam)



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

Specializations

As a proposal, the ISP provides pre-packaged course offerings called »specializations«. Students taking a specific specialization can attend all of the courses of this specialization without any time-table conflicts. The specializations are arranged around the Business School subjects (e.g. Marketing) in order to facilitate a credit transfer towards a major or minor at the exchange student's home university.

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

Organizational information for students taking specializations:

Students are free to replace any course from a specialization.

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

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

ISP courses – business courses in German

Are you already fluent in German?

Are you interested in taking business courses in German?

Highly appreciated!

We offer over 200 classes within our 13 bachelor study programs in Business and Business Law and our 3 study programs in Business Administration & Engineering:

Our bachelor programs in Business Administration and Business Law	
Controlling, Finance and Accounting	B.Sc.
Purchasing and Logistics	B.Sc.
International Business	B.Sc.
International Marketing	B.Sc.
Marketing	B.Sc.
Market Research and Consumer Psychology	B.Sc.
Media Management and Psychology of Advertising	B.Sc.
Human Resources Management	B.Sc.
Resource Efficiency Management	B.Sc.
Taxation and Auditing	B.Sc.
Marketing Communication and Advertising	B.Sc.
Business Information Systems	B.Sc.
Business Law	LL.B.
Our bachelor programs in Business Administration & Engineering	
General Management	B.Sc.
Global Process Management	B.Sc.
International Management	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. (See page 21 for details).
- 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 due to an intensive block format not accessible for exchange students.
- Therefore, relevant courses are allocated in the semesters 3, 4 and 6 of the mentioned bachelor programs.

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



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

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

Welcome to Europe!

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

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

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

Looking forward to seeing you in the classroom!



Prof. Dr. Dirk Wentzel

Pforzheim University
Jean Monnet Chair for
European Economic Integration

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

PRME – Principles for Responsible Management Education

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

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

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



»Europe meets friends« – Pforzheim University European Day

Added value: Learn German and improve your language profile

Tailored to students' needs

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

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

Have you been learning German for some time?

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

Are you going to start learning German without previous knowledge?

- Choose our intensive beginner's course starting three weeks before the start of the lecture period in Pforzheim.
- After your admission, please register at the Pforzheim University's International Programs Office »Akademisches Auslandsamt«. Please see page 32.
- We will offer an additional beginner's course within the lecture periods as well.

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

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

Skill levels and learning objectives

The different skill levels are based on the learning objectives that will be achieved by the end of the respective course according to the »Common European Framework of Reference for Languages« (CEFR). Please see the descriptions on page 21.



German as a foreign language: All courses at a glance

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2016/2017	Offered Summer 2017
Presemester Courses ¹⁾					
LAN1181	German 1 pre-semester course - CEFR ²⁾ -Level A1 / Basic User - offered before every semester	intensive course (18 days, 105 contact hours in total)	5	✓	✓
LAN1197	German pre-semester refresher course - offered before the summer semester only ^{1), 3)}	intensive course (2 weeks, 60 contact hours in total)	-	✓	✓
Courses during the semester					
LAN1081	German 1 – CEFR-Level A1 / Basic User	6	5	✓	✓
LAN1002	German 2 – CEFR-Level A2 / Basic User	6	5	✓	✓
LAN1082	German 2 + Business – CEFR-Level A2+ / Basic User (telc Deutsch A2 + Beruf)	6	5	✓	✓
LAN1083	German 3 – CEFR-Level B1 / Independent User	6	5	✓	✓
LAN1093	German 3 + Business – CEFR-Level B1+ / Independent User (telc Deutsch B1 + Beruf)	4	5	✓	✓
LAN1005	German 5 – CEFR-Level B2	4	5	✓	✓
LAN1006	German 6 – CEFR-Level C1 [on demand]	2	5	✓	✓

1) Subject to seat limit

2) CEFR = Common European Framework of Reference for Languages; please see page 21

3) Pre-semester refresher course:

- Requirements – at least 2 years of German language learning experience
- Course will end with a placement test
- However, no credits and no grades allocated to this course

German language »Booster« – one-year intensive program

Are you a prospective student with little or no knowledge of German?

Are you looking for a faster way to learn German?

Are you going to stay at Pforzheim University for one academic year?

Choose our »Booster« and meet the usual language requirements for acquiring the German citizenship (CEFR level B1).

This corresponds to the Goethe Institute's Certificate »Deutsch«.

YOUR SCHEDULE FOR THE »BOOSTER« always starting in September

1. STEP

CEFR level A1

18 intensive days in September before start of ISP classes

All-day format (LAN1181) ¹⁾

2. STEP

CEFR level A2+

15 weeks during the winter semester

Format: 6 contact hours per week (LAN1082)

3. STEP

Refresher course

10 intensive days in March before your ISP classes will continue with the second semester. All-day format (LAN1197) ¹⁾

4. STEP

CEFR level B1+

15 weeks during the summer semester

Format: 6 contact hours per week (LAN1093)

The placement into steps 2, 3 and 4 is based on excellent performance in the preceding exams.

1) Subject to seat limit

CEFR – Common European Framework of Reference for Languages

Basic User	
A1 Breakthrough	A2 Waystage
<p>Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p> <p>(Corresponds to Goethe-Institute »Start 1«)</p>	<p>Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p> <p>(Corresponds to Goethe-Institute »Start 2«)</p>
Independent User	
B1 Threshold	B2 Vantage
<p>Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.</p> <p>(Corresponds to Goethe-Institute »Zertifikat Deutsch«)</p>	<p>Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p> <p>(Corresponds to Goethe-Institute »Goethe-Zertifikat B2«)</p>
Proficient User	
C1 Effectiveness	C2 Mastery
<p>Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.</p> <p>(Corresponds to Goethe-Institute »Prüfung Wirtschaftsdeutsch« – equivalent to DSH 4, Test DaF 4)</p>	<p>Can understand with ease virtually everything heard or read. Can summarise information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. Can express him/herself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.</p>

How to choose courses – Learning Agreement

Learning Agreement – approved by home university and Pforzheim University

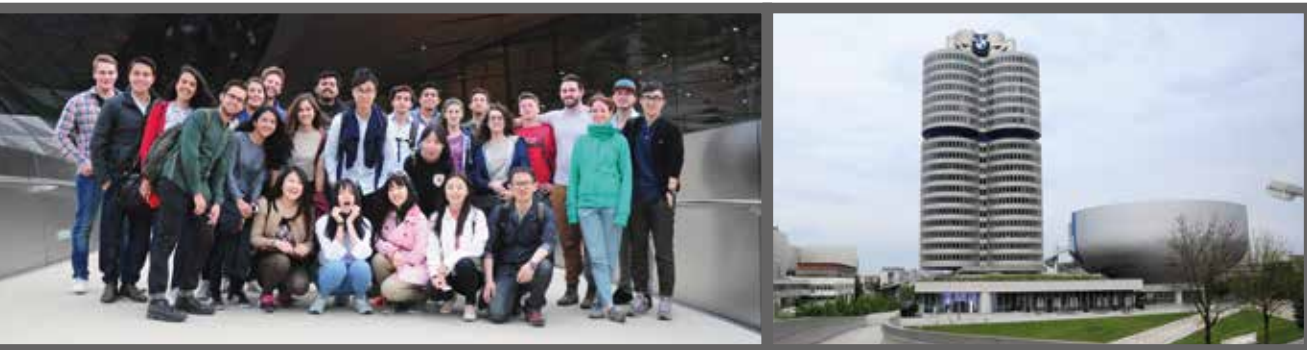
- You will have to register for the classes you intend to take within the first two weeks after the start of your semester at Pforzheim University.
- The »Learning Agreement« is part of your course registration and is a contract in which your study plan will be approved by both your home university and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

Business Courses offered in German

Although this brochure focuses on courses offered in the English language, exchange students are welcome to choose courses offered in the German language, provided they meet the necessary language skills (see page 15) and the prerequisites for the respective courses.

Business Courses offered in English

- Please find all courses offered in the English language on pages 8 through 13 and on www.hs-pforzheim.de/isp/courses.
- The time-table for classes and further detailed information will be given to you during the ISP welcome and orientation session at the beginning of the lecture period at Pforzheim University.



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

How to choose courses – minimum and maximum workload

Minimum workload

Please note that the ISP expects exchange students to register for courses totalling 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%, translating to a **maximum of 36 ECTS** credits per semester.
- Credits of pre-semester courses in German as a foreign language courses can be added to the maximum workload.

Further organizational information

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



Certificate / Diploma in International Management

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

The »Certificate in International Management«

This certificate will be issued to students who successfully complete courses with a total workload of 30 ECTS credits. 30 ECTS credits cover the normal semester workload. Subsequently the certificate can be earned in one semester.

The »Diploma in International Management«

This diploma is designed for students earning 60 ECTS credits within two semesters. Students can achieve the required number of credits

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

The semester system

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

Winter semester

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

Summer semester

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

The academic calendar in detail and latest arrival of exchange students

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

Credit and grading system

The credit system

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

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

Contact hours

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

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

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

The grading system

The grading system at Pforzheim University is as follows:

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

The grades are assigned as follows:

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



Pforzheim University

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

The Business School

Are you looking for an outstanding, practice-oriented degree with an excellent reputation? Are you willing to work hard to achieve this while having fun and improving your self-confidence in the process? Then we are the right school for you! Our business programs have been running successfully for 50 years. With 3500 students and 97 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.

The School of Engineering – Department of Business Administration & Engineering

The School of Engineering at Pforzheim University offers technical 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 Business Administration & Engineering, Mechanical Engineering and Information Technology. 64 full time professors are responsible for teaching and research. Students are provided with fully equipped, state of the art laboratories for their practice-oriented studies. The interdisciplinary spirit plays an important role in the continuous development of the bachelor and master degree programs. Various cooperations with internationally acclaimed companies such as Daimler AG, Bosch, Porsche, SAP, Heidelberger Druckmaschinen AG etc., have led to an increase in applicants to the school.

The School's »Business Administration & Engineering (BAE)« department is continuously increasing the course offerings taught in English for both the international exchange students and for the domestic bachelor students. The BAE English track provides well over 60 ECTS credits. The excellent educational standards, good study conditions as well as the focus on the job market are repeatedly reflected in various rankings. BAE cooperates with various companies such as Porsche and Daimler, giving students the opportunity to gain experience through company projects.

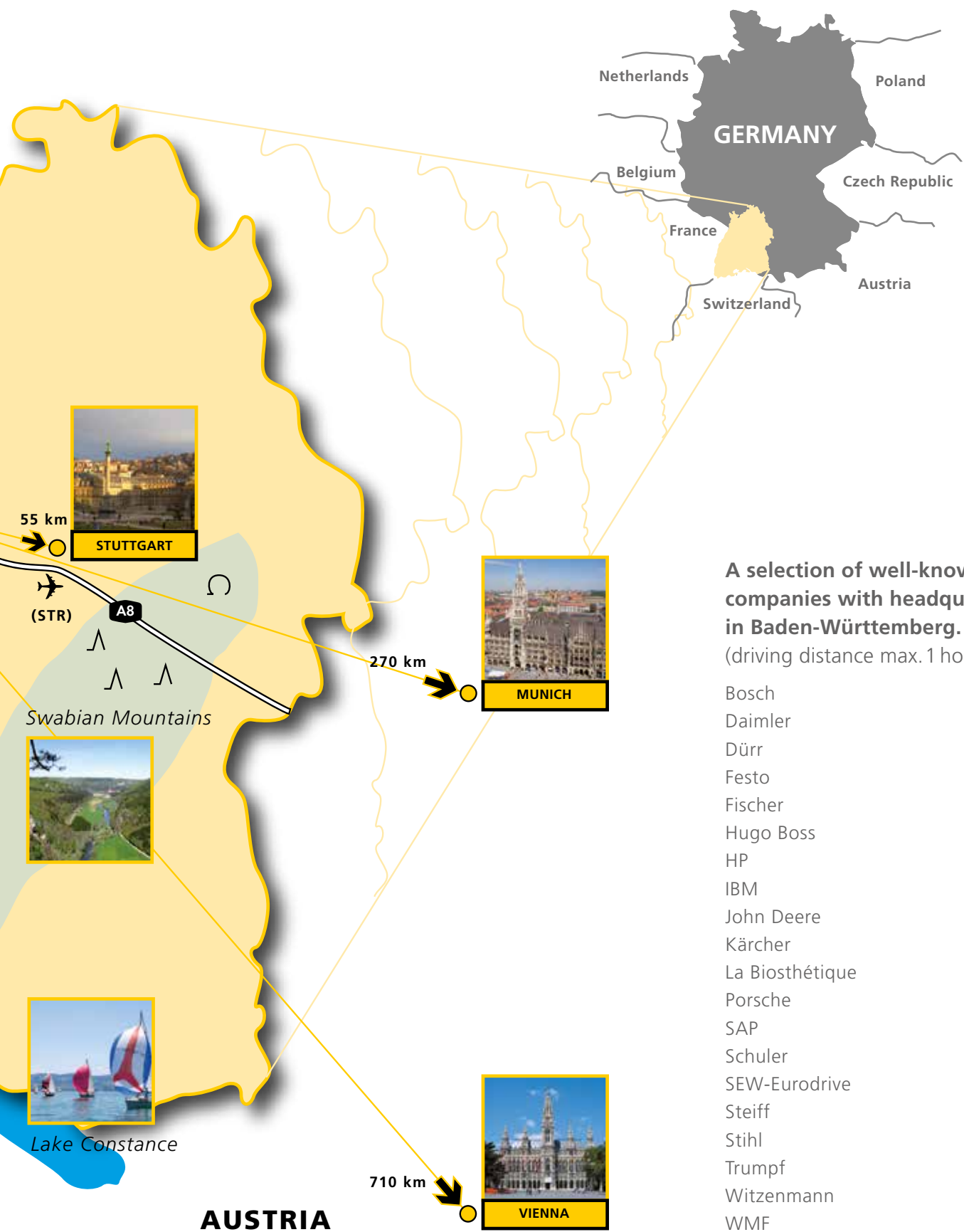
International accreditation

Pforzheim University with its study programs in Business, Business Law and Business Administration & Engineering received the initial accreditation of AACSB International in July 2011. Less than 5% of business schools worldwide have earned this hallmark of excellence in management education. In Germany only 9 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

WHERE WE ARE – IN THE HEART OF EUROPE





A selection of well-known companies with headquarters in Baden-Württemberg.
(driving distance max. 1 hour)

- Bosch
- Daimler
- Dürr
- Festo
- Fischer
- Hugo Boss
- HP
- IBM
- John Deere
- Kärcher
- La Biosthétique
- Porsche
- SAP
- Schuler
- SEW-Eurodrive
- Steiff
- Stihl
- Trumpf
- Witzenmann
- WMF
- Würth

Welcome to Pforzheim – Gateway to the Black Forest

Welcome to Pforzheim in the state of Baden-Württemberg in southwest Germany! 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 City). In Pforzheim, the centuries-old traditions of the jewelry and gold guilds converge with the design and high-tech industries.

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. The »Gold City« is an ideal starting point for discovering Germany and the rest of Europe.

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

About 200 kilometers long and 60 kilometers wide, the Black Forest is one of the biggest and best-known holiday regions in Germany. Several typical things that you might associate with Germany originate in the Black Forest region: Black Forest cake, cuckoo clocks, Bollenhut hats, Black Forest ham, and the Black Forest barmaids.

With its beautiful and varied landscape – hills, lakes, rivers and gorges – the Black Forest offers a multitude of sporting activities. During the summer, options include:

- hiking
- climbing
- biking
- paragliding or hang-gliding

In the winter, with heavy snowfall you can participate in winter sports, such as:

- alpine and cross-country skiing
- snowboarding
- winter hiking / snowshoeing



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« at the website of the International Programs Office of Pforzheim University, on www.hs-pforzheim.de/international/contactandforms.

Nomination

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

Admission / application address

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

Housing

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

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

Extension of your study abroad period

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



Application address

Application address:

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

Application communications

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

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

E-mail: aaa@hs-pforzheim.de

Website: www.hs-pforzheim.de/International



Your contact for ISP course offerings: The ISP office

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

Contact exchange students / ISP Business School

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

E-mail: isp@hs-pforzheim.de

Contact exchange students / ISP School of Engineering

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

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

Postal address

Hochschule Pforzheim / Pforzheim University

International Study Program

Tiefenbronner Str. 65

75175 Pforzheim, Germany

Website: www.hs-pforzheim.de/isp

PLEASE NOTE

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 these
colleagues.

For contact details please see the previous page.



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

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ISP field trip to Berlin - city centre river cruise on the Spree river



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ISP International Study Program

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