

## **INTERNATIONAL STUDY PROGRAM**

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Undergraduate Business Courses

Offered in English

Information for International Students



**Academic Year 2010 / 2011**

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## Welcome to the International Study Program (ISP)

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

Then take a look at the information on the International Study Program (ISP) available at Pforzheim University, Germany. The core of this program is provided by our Business School, which is ever increasingly supported by the course offerings from our Department of Business Administration and Engineering, School of Engineering.

The ISP is providing a vast range of 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 soon become an integral part of our university life. This will provide new and exciting opportunities for all students to improve their intercultural communication skills.

With 160 to 180 ISP students every year from over 30 countries around the world, we offer you an exciting and inspiring exchange of views, lively discussions and rich interaction at a highly reputed business school. Looking forward to welcoming you soon!

**Prof. Dr. Matthias Kropp**  
Director ISP Business School

**Prof. Dr. Guy Fournier**  
Director ISP School of Engineering

Interested in German as a foreign language?  
Our institute of Foreign Languages (Page 20) offers you training to improve your skills in German.



*Matthias Kropp*  
*Business School*



*Guy Fournier*  
*School of Engineering*



*Jochen Ebert*  
*Business School*



*Henriette Wilhelm*  
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## ISP program description

### General description

The ISP is an integrated course platform of Pforzheim University Business School offering courses

- for exchange students from partner universities and
- for domestic Bachelor degree students at Pforzheim University Business School interested in taking courses taught in English.

Most of these courses taught in the English language are part of our Bachelor degree programs and offered to our domestic students as an alternative to identical courses, taught in German.

Subsequently, both exchange students as well as domestic students gain a great deal of invaluable experience through the increased diversity of cultural backgrounds, the respective differences in attitudes and opinions.

Additionally, we have introduced group assignments comprising teams of mixed international students for a number of courses. This acts as a means of “breaking up” the natural clustering of students by nationalities. Of course, all students are expected to meet the high level of performance standards required for courses in our Bachelor degree programs.

Although this brochure focuses on courses offered in the English language, exchange students are welcome to choose courses offered in the German language from the University's undergraduate course catalog as well.



### **Prerequisites**

- Exchange students should have successfully 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. Details on our specializations please see pages 15 – 19.
- Furthermore, students are kindly asked to carefully check the specific prerequisites for individual courses as indicated in the course descriptions included in this brochure (see pages 34 – 42).

### **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 to meet the English language expectations of future employers.

#### **To attend courses taught in English:**

Pforzheim University expects that you hold either

- a TOEFL score of more than 90 (internet-based TOEFL, resp. 235 computer-based TOEFL or 570 paper-based TOEFL)  
or
- equivalent results in a comparable tests as TOEIC, IELTS, CAEL, CPE and CAE.

#### **To attend business courses taught in German:**

You are interested in taking business courses in German? Highly appreciated!

For interactively participating in these classes, you have mastered at least

- Level B2 according to the Common European Framework of Reference (CEFR),
- proved by tests e.g. the TestDaF-Institute's "TestDaF B2"  
or
- the Goethe-Institute's »Zertifikat Deutsch für den Beruf«.



### **Compulsory courses**

All exchange students are required to register for courses in German as a Foreign Language and Cross-cultural Communication.

### **German as a foreign language**

The University expects exchange students to have a genuine interest in learning the German language. Exchange students are therefore required to take (at least) one course in German as a Foreign Language at an appropriate level. This level will be determined by a placement test at the beginning of the lecture period. The language requirement will only be waived for students who demonstrate a high level of proficiency in German on the placement test. For more information on German as a Foreign Language please see page 20.

### **Cross-Cultural communication**

This mandatory course ensures cooperative group-work between German students and exchange students in a workshop setting. The seminars are taught in four languages: German, English, Spanish or French.



### **How to choose courses**

Although this brochure focuses on courses offered in the English language, exchange students are welcome to choose courses offered in the German language from the University's undergraduate course catalog as well. Obviously, in addition to the necessary language skills the prerequisites for the respective courses must have been obtained.

Please find all courses offered in the English language on page 12 and at [www.hs-pforzheim.de/isp-courses](http://www.hs-pforzheim.de/isp-courses). 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.

You will have to register for the classes you intend to take within the first three weeks after the start of your semester at Pforzheim University. 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 registration with the individual lecturers immediately after arrival or as per pre-arrangement by e-mail communication with the ISP Office. Additional information on such seminars or projects will be provided during the ISP Welcome Session.

Based on the range of courses offered, the time-table may not allow students to attend courses they desire. Several courses may be offered in the same time slot. For all Business School courses offered in English, the ISP ensures that there are no time-table conflicts with the compulsory courses "German as a Foreign Language" and "Cross-Cultural Communication".



### **Pre-packaged course offerings – specializations**

As an additional service, the ISP provides optional pre-packaged course offerings called "specializations".

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

The packages are arranged around subjects (e.g. Marketing) in order to facilitate a credit transfer towards a major or minor at the exchange student's home university. Of course, students are free to replace any course from a specialization. For detailed information on our specializations, see page 15.

### **Course registration – minimum & maximum workload**

#### **Minimum workload:**

- Please note that we expect exchange students to register for courses totaling a minimum of 24 ECTS credits.
- Credits of the following courses can be included in the minimum workload:
  - German as a foreign language,
  - Cross-Cultural Communication,
  - History of Post-war Germany,
  - History of German Art
  - Challenges and Perspectives of the European Integration

#### **Maximum Workload:**

- We will accept courses totaling a maximum of 30 ECTS Credits for an exchange student.
- Credits of the following courses can be added to the maximum workload
  - German as a foreign language,
  - Cross-Cultural Communication,
  - History of Post-war Germany,
  - History of German Art
  - Challenges and Perspectives of the European Integration

#### **Approval of Home University**

The course registrations should meet the expectations of the exchange student's home university (Learning Agreement).



### **Certification**

Along with the transcript of records, listing all subjects taken and grades earned at Pforzheim University, 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 completed in the second semester [Please note that students organize the internships on their own].

### **The semester system**

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

#### **Winter semester**

- Start of classes: Beginning of October
- End of classes / exams: Mid-February
- Latest arrival of exchange students: end of last week in September.

#### **Summer semester**

- Start of classes: Mid-March
- End of classes / exams: Mid-July
- Latest arrival of exchange students: end of 2nd week in March.

#### **The academic calendar in detail**

Please see [www.hs-pforzheim.de/isp](http://www.hs-pforzheim.de/isp)



### **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 workload including contact hours, further reading, assignments, preparation for exams, etc., 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.

### **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

### **Extracurricular activities**

Extracurricular activities such as 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.



**ISP courses**  
**All course offerings in English for the**  
**academic year 2010/2011**

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2010	Offered Summer 2011
<b>Business Administration, Finance and Accounting</b>					
AQM3012	Computer-aided Analysis of Financial Markets (Value at risk) <sup>1)</sup>	2	4	X	X
AUD1011	Intermediate Management Accounting	2	3	X	-
AUD 3011	International Accounting - Fundamentals	2	4	X	X
GMT1101	Production and Operations Management	2	3	X	X
GMT3013	Strategic Management	2	3	X	X
GMT3024	International Trade Operations	5	7	X	X
GMT3014	Management Seminar in International Trade Operations <sup>1), 2)</sup> [subsequent to GMT3024]	2	4	X	X
GMT3025	Management Simulation	2	2	X	X
IBU1012	Regional Studies	2	3	X	X
IBU1121	Doing Business in Germany	2	4	X	X
IBU2031	Introduction to International Business	6	6	X	X
IBU3011	Selected Operational Issues in International Business	4	8	X	X
IBU3012	International Financial Management	2	4	X	X
LAW2026	Introduction to International Business Law	2	2	X	-
MAR2011	Consumer Behavior	2	3	X	X
MAR2032	Data Analysis & Reporting I	2	3	X	-
MAR3011	Data Analysis & Reporting II	2	4	-	X
MCO2011	Introduction to Marketing Communication	2	3	X	X
MKT2011	Advanced Market Research	2	2	X	-
MCO2031	Special Topics in Integrated Communication	2	4	X	X
MKT2021	Product and Price Management	4	6	X	X
MKT2022	Distribution and Sales Management	2	3	-	X

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2010	Offered Summer 2011
MKT3011	Marketing Controlling	2	4	-	X
MKT3021	Marketing Research Project <sup>1)</sup>	4	8	-	X
MKT4011	Sectoral Marketing [Subsequent only to Marketing Specialization 1st semester]	2	2	-	X
MKT4012	International Marketing	2	4	X	X
<b>Economics</b>					
ECO1011	Foundations of Economics / Microeconomics	4	5	X	X
ECO1012	Macroeconomics	4	5	X	X
ECO1102	International Financial Markets	2	3	X	X
ECO2011	International Economics	4	5	X	X
ECO2012	Seminar in Economic Policy <sup>1),2)</sup>	2	4	X	X
ESR4014	European Integration II <sup>2)</sup>	2	3	X	-
ESR4021	Sustainable Development 1 [Challenges and Responsibilities]	2	3	X	X
ESR4022	Sustainable Development 2 [Corporate and Global Perspectives]	2	3	X	X
SSC1103	Challenges and Perspectives of the European Integration	4	5	X	X

1) Subject to seat limit

2) Block classes

Contact hours: 1 contact hour  $\hat{=}$  45 minutes per week

Course No.	Course Title	Contact Hours	ECTS Credits	Offered Winter 2010	Offered Summer 2011
<b>Courses provided by the Department Business Administration &amp; Engineering [School of Engineering]</b>					
BAE2012	Business Administration 5 (Strategic Management and Business Policy)	2	2	X	X
BAE2013	Production Management with exercises	4	5	X	X
BAE2031	IT Applications	2	2	X	X
BAE2093	Financial Control 2	2	2	X	X
BAE2102	Int. Technical Sales 2 / Marketing 2	2	2	X	-
BAE2112	Production Engineering & Manufacturing 2	2	2	-	X
BAE2122	Logistics 2	2	2	X	X
BAE2132	Information Technology 2	2	2	-	X
BAE3031	International Business	2	2	X	X
BAE3032	International Negotiation Skills & Business Behaviour <sup>1), 2)</sup>	4	5	-	X
<b>German Culture and Intercultural Communication</b>					
SIC2011	Cross-Cultural Communication <sup>2)</sup>	2	2	X	X
SSC1101	The History of Post-War Germany <sup>1)</sup>	2	3	X	X
SSC1102	The History of German Art	2	3	X	X

1) Subject to seat limit

2) Block classes

Contact hours: 1 contact hour  $\hat{=}$  45 minutes per week

## Specializations

As a proposal and special service the ISP provides pre-packaged course offerings, called "Specializations". Students taking a specific specialization can attend all the courses of this specialization, without any time-table collisions.

The specializations are arranged around subjects (e.g. Marketing) in order to facilitate a credit transfer towards a major or minor at the exchange student's home university. Of course, students are free to replace any course from a specialization.

Furthermore, students choosing one of the specializations shall take the compulsory courses "SIC 2011 Cross-cultural Communication" and "German as a Foreign Language" at an appropriate level.

Courses that are only offered in the summer semester (March – July) usually require prerequisites equivalent to the content of courses offered in the prior winter semester (October – February) for the respective specialization.

### Specializations for students staying one semester

The ISP specializations designed for one semester are offered every winter and summer semester and comprise the following subject areas:

- Accounting & Finance
- Contextual Studies
- International Business
- International Economics
- Management
- Marketing

### Specializations for students staying two semesters

For exchange students, studying within the ISP for one academic year, we offer additional specializations in the subject areas

- International Business and
- Marketing.

This proposal is designed for students who start their studies within the ISP in the winter semester (October – February), and continue in the subsequent summer semester (February – July).

Students taking a two-semester specialization can of course attend all of the courses for the respective specialization without any time-table collisions.

Students staying for two ISP semesters have of course the option to combine one-semester specializations of their own choice e.g. taking International Economics in the winter semester and International Business in the summer semester.

## Specializations for students, staying one semester

Course No.	Course Title	Contact Hours	ECTS Credits
<b>Accounting &amp; Finance</b>			
AQM3012	Computer-aided Analysis of Financial Markets	2	4
AUD1011	Intermediate Management Accounting (offered Winter Semester only)	2	3
AUD3011	International Accounting – Fundamentals	2	4
ECO1102	International Financial Markets	2	3
IBU3012	International Financial Management	2	4
		<b>10</b>	<b>18</b>
<b>Contextual Studies</b>			
IBU1121	Doing Business in Germany	2	4
SSC1101	The History of Post-War Germany	2	3
SSC1102	The History of German Art	2	3
SSC1103	Challenges and Perspectives of the European Integration	4	5
ESR4021	Sustainable Development 1 [Challenges and Responsibilities]	2	3
ESR4022	Sustainable Development 2 [Corporate and Global Perspectives]	2	3
		<b>14</b>	<b>21</b>
<b>International Business</b>			
ECO2011	International Economics	4	5
IBU1012	Regional Studies	2	3
IBU1121	Doing Business in Germany	2	4
IBU2031	Introduction to International Business	6	6
SSC1103	Challenges and Perspectives of the European Integration	4	5
		<b>18</b>	<b>23</b>

Course No.	Course Title	Contact Hours	ECTS Credits
<b>International Economics</b>			
ECO1102	International Financial Markets	2	3
ECO2011	International Economics	4	5
ECO2012	Seminar in Economic Policy	2	4
ESR4021	Sustainable Development 1 [Challenges and Responsibilities]	2	3
ESR4022	Sustainable Development 2 [Corporate and Global Perspectives]	2	3
SSC1103	Challenges and Perspectives of the European Integration	4	5
		<b>14</b>	<b>23</b>
<b>Management</b>			
AUD1011	Intermediate Management Accounting (offered Winter Semester only)	2	3
GMT3013	Strategic Management	2	3
MKT2021	Product and Price Management	4	6
GMT3024	International Trade Operations	5	7
		<b>11</b>	<b>19</b>
<b>Marketing</b>			
MAR2011	Consumer Behavior (incl. Psychology of Advertising)	2	3
MCO2011	Introduction to Marketing Communication	2	3
MKT2011	Advanced Market Research (offered Winter Semester only)	2	2
MKT2021	Product and Price Management	4	6
MAR2032	Data Analysis and Reporting 1 (winter semester) or...	2	3
MKT2022	...Distribution and Sales Management (summer semester)	2	3
		<b>10 / 12</b>	<b>15 / 17</b>

## Specializations for students, staying for one academic year

Course No.	Course Title	Contact Hours	ECTS Credits
<b>International Business</b>			
<b>Courses 1st Semester</b> [October 2010 to February 2011]			
ECO2011	International Economic Relations / International Economics	4	5
IBU1012	Regional Studies	2	3
IBU2031	Introduction to International Business	6	6
LAW2026	Introduction to International Business Law	2	2
SSC1103	Challenges and Perspectives of the European Integration	4	5
		<b>18</b>	<b>21</b>
<b>Courses 2nd Semester</b> [Mid-March 2011 – July 2011]			
GMT3013	Strategic Management	2	3
IBU3011	Selected Operational Issues in International Business	4	8
IBU3012	International Financial Management	2	4
IBU1121	Doing Business in Germany		
		<b>10</b>	<b>19</b>



Course No.	Course Title	Contact Hours	ECTS Credits
	<b>Marketing</b>		
<b>Courses 1st Semester</b> [October 2010 to February 2011]			
MAR2011	Consumer Behavior (incl. Psychology of Advertising)	2	3
MAR2032	Data Analysis and Reporting 1	2	3
MCO2011	Introduction to Marketing Communication	2	3
MKT2011	Advanced Market Research	2	2
MKT2021	Product and Price Management	4	6
		<b>12</b>	<b>17</b>
<b>Courses 2nd Semester</b> [Mid-March 2011 – July 2011]			
MAR3011	Data Analysis and Reporting 2	2	4
MKT2022	Distribution and Sales Management	2	3
MKT3011	Marketing Controlling	2	4
MKT4011	Sectoral Marketing	2	2
MKT4012	International Marketing	2	4
MCO2031	Special Topics in Integrated Communication	2	4
		<b>12</b>	<b>20</b>



## 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.

### You have been learning German for some time?

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

### You'll start learning German without previous knowledge?

- Go for 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 31.
- However, we will offer an additional beginners 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 subsequently be attended without any schedule collisions within the English-based ISP course offerings.

### 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 at page 23.



## German language “Booster” – our unique one-year intensive program German

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

Are you looking for a faster way to learn German?

You'll stay at Pforzheim University for one academic year?

Go for our one-year intensive program and meet the usual language requirements for completing an internship with a German company! At the end of this intensive program, you'll have acquired skills equivalent to the CEFR-level “B2”. This corresponds to the Goethe Institute's “Zertifikat für den Beruf”.

### YOUR SCHEDULE FOR THE »BOOSTER«, starting always in September

#### 1. STEP

**15 intensive days in September – before the start of ISP classes**

**Course:** LAN1181 German 1 – CEFR-Level A1 / Basic User

#### 2. STEP

**10 contact hours per week during the Winter Semester**

**Courses:** LAN 1002 German 2 – CEFR-Level A2 / Basic User

LAN 1083 German 3 – CEFR-Level B1 / Independent User

#### 3. STEP

**15 intensive days in February and March – before your ISP classes will continue with the second semester**

**Course:** LAN 1184 German 4 – CEFR-Level B2 / Independent User

#### 4. STEP

**4 contact hours per week during the Summer Semester**

**Course:** LAN 1005 German 5 - CEFR-Level B2 / Business

## German as a foreign language – all course offerings at a glance

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2010	Offered Summer 2011
<b>Pre-semester Courses</b>					
LAN1181	German 1 Presemester-Course – CEFR*-Level A1 / Basic User	intensive course (3 weeks, 90 contact hours in total)	5	X	X
LAN1182	German 2 - CEFR-Level A2 / Basic User	intensive course (2 weeks, 60 contact hours in total)	4	X	-
LAN1184	German 4 Presemester-Course – CEFR-Level B2 Grammar / Independent User **	intensive course (2 weeks, 60 contact hours in total)	4	-	X
<b>Courses during the semester</b>					
LAN1081	German 1 – CEFR-Level A1 / Basic User	6	5	X	X
LAN1002	German 2 – CEFR-Level A2 / Basic User	6	5	X	X
LAN1082	German 2 + Business – CEFR-Level A2+ / Basic User [telc Deutsch A2 + Beruf]	6	5	X	X
LAN1083	German 3 – CEFR-Level B1/Independent User	6	5	X	X
LAN1093	German 3 + Business – CEFR-Level B1+ / Independent User ** [telc Deutsch B1 + Beruf]	4	5	X	X
LAN1005	German 5 – CEFR-Level B2 Business	4	5	X	X

\* CEFR = Common European Framework of Reference for Languages; please see following page.

\*\* preferences is given to participants of the one-year intensive program German & for double degree students.

## CEFR – Common European Framework of Reference for Languages

Basic User	
<b>A1 Breakthrough</b>	<b>A2 Waystage</b>
<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><b>[Corresponds to Goethe-Institute “Start 1”]</b></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><b>[Corresponds to Goethe-Institute “Start 2”]</b></p>
Independent User	
<b>B1 Threshold</b>	<b>B2 Vantage</b>
<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 &amp; ambitions and briefly give reasons and explanations for opinions and plans.</p> <p><b>[Corresponds to Goethe-Institute “Zertifikat Deutsch”]</b></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><b>[Corresponds to Goethe-Institute “Deutsch Plus” / “Zertifikat für den Beruf”]</b></p>
Proficient User	
<b>C1 Effectiveness</b>	<b>C2 Mastery</b>
<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><b>[Corresponds to Goethe-Institute “Prüfung Wirtschaftsdeutsch” (equivalent to DSH 4, Test DaF 4)]</b></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>



## 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 more than 400 professors, associate lecturers and staff, who intensively guide our 4500 students, right from the start of their studies.

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## The Business School

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 almost 50 years, and we have graduated approximately 12000 students. With 2700 students and 85 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 the 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. Consequently,

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## The School of Engineering – Department Business Administration & Engineering

The School of Engineering of Pforzheim University offers technical as well as management-oriented study programs at Bachelor and Master degree levels. Currently, there are about 1,100 students enrolled in the study fields of Business Administration & Engineering, Mechanical Engineering, Electrical Engineering / Information Technology. 42 full time professors and 30 visiting lecturers are responsible for teaching and research, supported by 75 staff members, mostly engineers. Students are provided with fully equipped, state of the art laboratories for their practice-oriented studies. Good mentoring of students is essential to the school.

The interdisciplinary spirit plays a great role in the continuous development of the bachelor and Master degree programs. Various cooperations with internationally acclaimed companies like Daimler AG, Bosch, Porsche, SAP, Heidelberger Druckmaschinen AG etc., have led



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.

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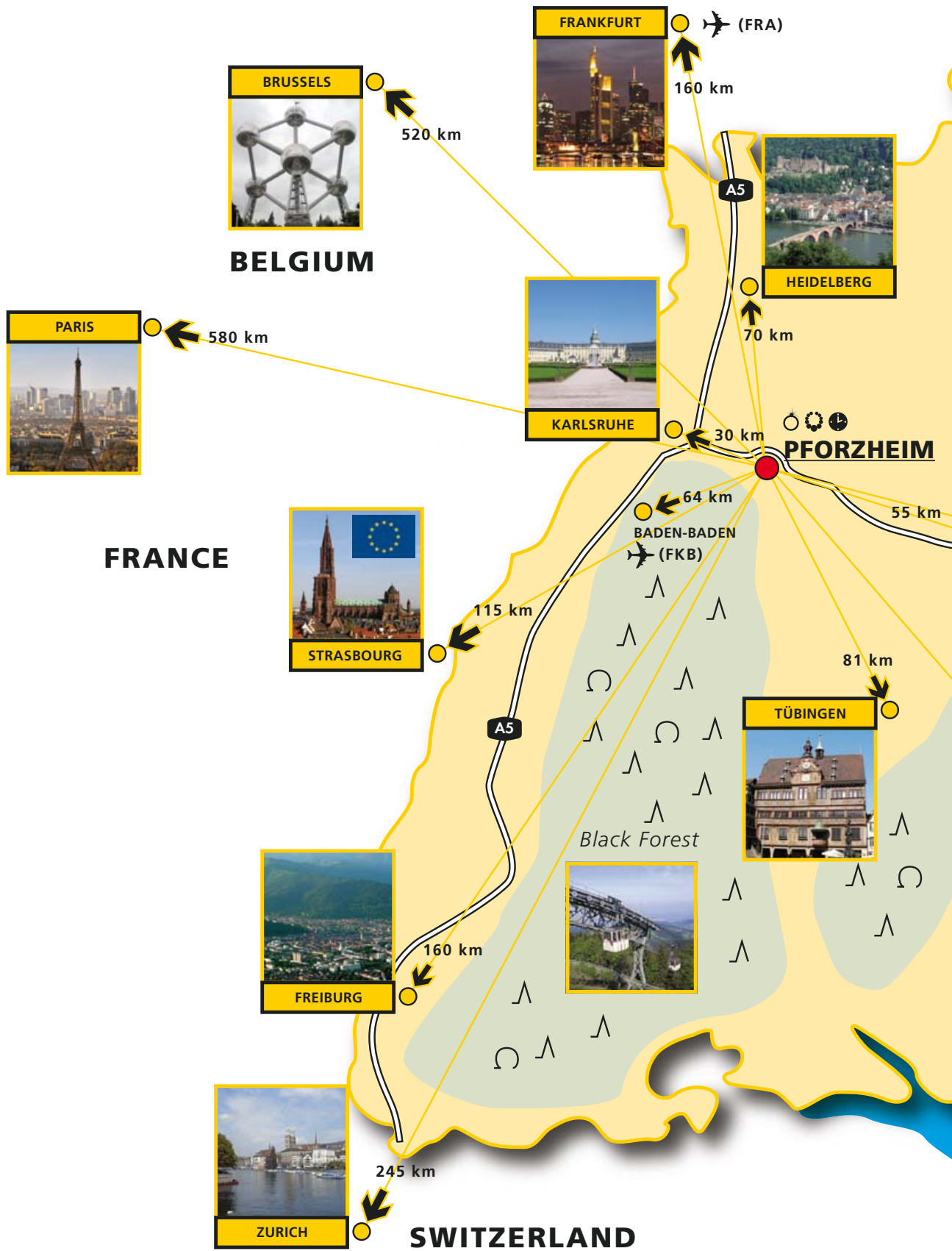
students benefit not only from the academic, research and practical skills of their professors, but also from their dedication.

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. All of our study programs are approved by the State of Baden-Württemberg and accredited by state-recognized accreditation agencies. The excellent educational standard 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., Wirtschaftswoche, Centre for Higher Education Development (CHE) / Die Zeit).

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to an increase in applicants to the school and as a result the school is expanding internally as well as internationally. In 2009 the School's department "Business Administration and Engineering (BAE)" launched new study programs to keep up with the global environment and processes. In this context, BAE is continuously increasing course offerings taught in English for both, the international exchange and full-time Bachelor students.

The excellent educational standards, good study conditions as well as the focus on the job market are repeatedly reflected in various rankings (e.g. Wirtschaftswoche, CHE). In the industry, the BMW Group, for example, has selected the industrial engineering program of Pforzheim University as partner for its talented young professional career program.





## Welcome to Pforzheim – Gold City – Gateway to the Black Forest

Welcome to Pforzheim in the state of Baden-Württemberg, 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 state of Baden-Württemberg is one of Europe’s most innovative and globalized regions. Many internationally renowned corporations such as Daimler, Porsche, Bosch, SAP, Zeiss and Würth are located in this area. The region also benefits from a powerful backbone of small and mid-sized enterprises, among them many hidden champions. Pforzheim offers a variety of culture 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 to 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. In summer, options include:

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

In 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 Pforzheim University International Programs Office**

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 (classes from end of September to beginning of February): May 1.  
For the summer semester (classes from mid-March to mid-July): December 1.

### **Application Form**

Please use the "Form for Exchange Students" at the website of Pforzheim University International Programs Office, at <http://www.hs-pforzheim.de/en-US/International/Incoming/Forms>.

### **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. Free-movers will not be accepted.

### **Admission / Application Address**

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

### **Housing**

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

### **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. Deadline: three weeks before the end of the lecture period.



## Application Address

**Application Address:**

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

## Application Communications

**Phone:** +49-(0)7231-28-6145

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

**e-mail:** [aaa@hs-pforzheim.de](mailto:aaa@hs-pforzheim.de)

**http:** [www.hs-pforzheim.de/en-US/International](http://www.hs-pforzheim.de/en-US/International)



## The ISP office – Your contact for ISP course offerings

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

### **Contact Exchange Students / ISP BusinessSchool**

**Phone:** +49-(0)7231-28-6099

**Fax:** +49-(0)7231-28-6666

**e-mail:** [isp@hs-pforzheim.de](mailto:isp@hs-pforzheim.de)

### **Contact Exchange Students / ISP School of Engineering**

**Phone:** +49-(0)7231-28-6515

**Fax:** +49-(0)7231-28-7515

**e-mail:** [intbae@hs-pforzheim.de](mailto:intbae@hs-pforzheim.de)

### **Postal Address:**

Pforzheim University / Hochschule Pforzheim

International Study Program

Tiefenbronner Str. 65

75175 Pforzheim, Germany

<http://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 should be addressed directly  
to these colleagues.

Contact details please see the previous page.



## Appendix – course descriptions

The following summarized course descriptions should give you an idea of the courses and their contents. More detailed descriptions of individual courses can be found on our course database, which is at <http://www.hs-pforzheim.de/isp-courses>. It may also be useful to browse under “details”.

Please note that additional courses may become available upon short notice. Often these additional courses are provided by guest professors from partner universities. You will get information on these in our introductory welcome package. The introductory package will be e-mailed to your address as given to our International Programs Office. Therefore, it is recommended that you check your e-mail account on a regular basis and pay close attention to the information provided in this package.

### 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 per week. Usually, one session comprises 2 contact hours, respectively 90 minutes, followed by a break.

### Credits

As stated above, the credits are based on the rules and regulations of the European Credit Transfer and Accumulation System (ECTS) and correspond to an overall workload of 30 hours per credit. 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.



## Appendix – course descriptions

### **AQM3012 – CMM: Computer-aided Analysis of Financial Markets (Value at risk)**

*Level:* Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* AQM1021-Descriptive Statistics; AQM1022-Methods of Quantitative Planning 1

*Content:* The course deals with the use of both simple and complicated computer-aided quantitative methods with the help of statistical software packages for the analysis of financial markets time series (STATA or Eviews). The applications for financial practices are particularly focused on. The course unit is primarily about the computerized forecast of financial market data, or about the assessment of risk positions.

### **AUD1011 – Internal Accounting / Intermediate Management Accounting**

*Level:* Intermediate; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1012-Cost Accounting

*Content:* Operational procedures of cost management / Key figures and ratio systems / Cost planning and expense reporting system / The use of cost accounting for tax purposes (for example, transfer pricing) / Tasks and levels of controlling / Business and environmental analysis / Tools for strategy development at the business area and enterprise level / Basics of operational planning / Cost and performance planning and control / Business assessment / Basics of the reporting system.

### **AUD3011 – International Accounting – Fundamentals**

*Level:* Advanced Level II; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1011 Foundations of Accounting, GMT3011 Financial Accounting, Investments and Finance I

*Content:* The course provides an introduction into accounting under International Financial Reporting Standards (IFRS), formerly known as International Accounting Standards (IAS). Topics dealt with are: Presentation of financial statements / Principles of disclosure / Inventories / Revenue recognition / Property, plant and equipment / Leases / Income taxes / Financial instruments / Provisions, contingent liabilities and contingent assets / Intangible assets / Business combinations / Shareholders' equity.

Standards dealing with consolidation issues will not be covered.

### **BAE2012 – Business Administration 5 (Strategic Management and Business Policy)**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* The lecture gives an overview on Strategic Management and Business Policies of companies. After a description of the basic concepts on the subject and a discussion of various instruments available the lecture circles around the details of the more classical concepts in a Strategic Management Cycle. It ends with a comprehensive view on the more modern Value Based Management approaches and tools. Students will become ready for analysing the business opportunities of a company and developing a strategic vision. Going from that, they can derive a business strategy, functional policies and implementation guidelines. Also, they understand feedback processes.

### **BAE2013 – Production Management with exercises**

*Level:* Advanced Level 1; ECTS-Credits: 5; Contact Hours: 4 per week (60 total);

*Content:* In this course the principles of a strategic, tactic and operative production management will be procured. Exercises for the particular management levels will complete the lecture. The students will learn the theoretical fundamentals and use them in practical exercises and in a business game. The scope covers issues from fundamental key figures to production area optimization.

### **BAE2031 – IT Applications**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* This course covers major aspects of IT applications and their use in businesses. This includes a motivation for such applications from a business point of view, the prominent IS pyramid model to classify different kinds of such systems, and also a study of the major principles of the most widely used types of IT applications.

### **BAE2093 – Financial Control 2**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* The dominant topic of this course is how to take strategic as well as operative management decisions by means of cost information. Major Topics are: Introduction to Decision Cost Accounting / Direct Costing as an instrument for taking short term decisions (differentiated profit analysis / break-even analysis) / Instruments of strategic cost management (target costing / process costing / life cycle costing and project calculation).

### **BAE2102 – Int. Technical Sales 2 / Marketing 2**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* This course provides a thorough introduction to Marketing of Investment Goods, Communication (Marketing Instrument: Promotion) and Distribution (Marketing Instrument: Place). This course is linked to Marketing 1 (in German language) that will introduce you to Strategic Marketing and the Marketing Instruments Product and Price

### **BAE2112 – Production Engineering & Manufacturing 2**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* Basics of manufacturing planning for automated assembly productions: Trends in assembly technology / Design for manufacturing / Simulation on thermodynamic processes / Classification of assembly systems / Construction of work piece carriers / Characteristics of assembly lines / Premises of the production planning / Manual and automatic transfer systems / Pick and place systems and part feeding devices / Compressed air components / Sensors of the assembly technology / Calculation of the profitability of the investment.

### **BAE2122 – Logistics 2**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Content:* In this course the principles of logistics and special knowledge about production logistics will be procured. It is the aim that the students learn the general goals, functions and tasks of logistics and their meaning for a company's value increase. For that, it is essential that the students gain a logistical mindset and occupy themselves with management rules and design structures in terms of logistics planning and implementation. The students will learn the theoretical basics, deepen it in discussions and learn to apply it by means of practical expert knowledge. In this way the lectures procure the importance of logistics and logistical mindset but also specific topics (e. g. collection, distribution and provision of goods to their place of consumption). Based on the occurring questions in the course, it is aimed to encourage a discussion and thereby a critical debate with the topic. The knowledge procured in lectures will be deepened and enhanced by a facility visit and a one day SAP basics course.

### **BAE2132 – Information Technology 2**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total)

*Content:* The course is divided into two main parts. The first part consists of an introduction into XML as a basic technology for software design and internet applications. Main topics of the second part are additional aspects of system modeling and software engineering based on the issues of the course Information Technology 1.

### **BAE3031 – International Business**

*Level:* Advanced Level 1; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

This course provides an extensive introduction to International Business Strategy, Operations and Environmental Conditions. The students are familiar with the basics of international business, understand theory and praxis of international corporation, know how small and multinational corporations act in the global economy. They understand the impacts of doing business abroad and will be able to apply concepts of International Business to specific cases.

### **BAE 3032 – International Negotiation Skills & Business Behaviour**

*Level:* Advanced Level I; ECTS-Credits: 5; Contact Hours: 4 per week (block seminar) (60 total);

*Content:* This course provides an extensive introduction to international negotiations and business behavior. Through interactive group work, role plays and simulations, students develop the skills needed for successful intercultural interaction. Major Topics of the course are: Cultural Awareness (Doing Business in Germany / Cultural dimensions and cultural standards) / Intercultural Competency (Dealing with intercultural conflict / Working together with other cultures) / Negotiations Across Cultures (First contact and greeting rules / Successful negotiations strategies across cultures) / Cultural Area Studies (Doing business in China, India / Negotiations in Russia, USA, Japan, Little Gulf States).

### **ECO1011 – Foundations of Economics / Microeconomics**

*Level:* Introductory; ECTS-Credits: 5; Contact Hours: 4 per week (60 total);

*Prerequisites:* None

*Content:* Basic economic concepts and methodological foundations / Economic systems (ideal types, real types), ordoliberalism (German type of economic liberalism) and “social market economy” / Demand and supply on markets, and elasticity / Functioning of the price system: perfect and imperfect competition, monopolistic price finding, and oligopolies / State interventions in the development of market prices, price ceilings, taxes and externalities / Concepts and reality of anti-trust policy.

### **ECO1012 – Macroeconomics**

*Level:* Introductory / Intermediate; ECTS-Credits: 5; Contact Hours: 4 per week (60 total);

*Prerequisites:* ECO1010 Foundations of Economics

*Content:* Classical approach to economics (full employment, and flexible prices) / Keynesian macroeconomic approach: (Unemployment and price rigidities) / Monetary theory and monetary policy, interest, inflation / Reasons for fluctuations in economic growth and policy options to improve economic performance / Economic growth, reasons and limitations / Institutional change in business structures, reasons and implications.

### **ECO1102 – International Financial Markets**

*Level:* Intermediate / Advanced; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* ECO1011 – Foundations of Economics; ECO1012 – Macroeconomics; ECO2011 – International Economic Relations;

*Content:* How financial markets work: How markets work in general / Supply and demand on capital markets / Macroeconomic effects of capital markets / Function and history of financial markets: Function of financial markets / History of financial markets / Major market segments and their assets: Capital markets / Foreign exchange markets / Derivatives / Macroeconomic policy and international financial markets: How central banks work / Central banks and financial markets / Financial crises and international financial market institutions: The East Asian financial market crisis 1997-98 / Regulation of financial markets – pros and cons / Financial market institutions.

### **ECO2011 – International Economic Relations / International Economics**

*Level:* Intermediate; ECTS-Credits: 5; Contact Hours: 4 per week (60 total);

*Prerequisites:* ECO1010 Foundations of Economics; ECO1012 – Macroeconomics;

*Content:* Balance of payments analysis / Exchange rate economics / International trade in goods and services / International flows of capital / Consequences of globalization for industrialized and developing countries / Global governance

### **ECO2012 – Seminar in Economic Policy**

*Level:* Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* ECO1011 – Foundations of Economics; ECO1012 – Macroeconomics; ECO2011 – International Economic Relations

*Content:* Economic policy issues varying from semester to semester / Workshop with term paper presentation and discussion.

#### **ESR4021 – Sustainable Development 1 [Challenges and Responsibilities]**

*Level:* Advanced Level I; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Content:* Sustainable development as a multidimensional process: economic growth, human rights and development ecological sustainability. Current challenges of globalization and sustainable development, millennium development goals, economic approaches (external effects; optimal resource allocation), sustainable development and economic growth, eco-innovation, lifestyle(s) – sufficiency, strategies to achieve sustainable development, democracy, good governance, human rights and the fight against corruption, ways out of poverty and inequality, global trade: its impacts on economic growth, development and poverty, foreign direct and portfolio investment: drivers of sustainable development; NGOs: alternatives of state and market failure in development policy, current challenges of development aid. Corporate responsibility for sustainable development: CSR strategies and standards

#### **ESR4022 – Sustainable Development 2 [Corporate and Global Perspectives]**

*Level:* Advanced Level II; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Content:* A selection of potential topics (depending on current debates): External effects and internalization / Optimal resource allocation / Economic instruments and side effects / Sustainable development and economic growth (sustainable growth) / Eco-innovation (factor 4 etc.) / Lifestyle(s) – sufficiency: concepts, empirical evidence, strategies / Free trade, globalization and ecological sustainability / Corporate influence on politics and development in globalization / The challenges of human rights and corruption / Responsibility of politics: good governance / Global CSR: corporate challenges, strategies and standards.

#### **GMT1101 – Production and Operations Management**

*Level:* Entry Level; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Content:* The subject of this course focuses on production and operation activities, such as forecasting, choosing a location for manufacturing or services, allocating resources, designing products, and scheduling activities. These are core activities of most business organizations, especially in the manufacturing sector.

The course consists of five parts: Business locations / Purchasing and inventory / Production / Work design and compensation / Management decisions.

#### **GMT3013 – Strategic Management**

*Level:* Advanced Level I; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1012-Cost Accounting; GMT3011-Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting); GMT1021-Managerial Processes, Functions and Decisions I;

*Content:* The course considers the basic strategic problems which a company has to address and the principles and instruments currently used to explain and solve these problems. The content of the course includes the following topics: Introduction to strategic management, the strategic options, the company audit, value-chain analysis, benchmarking, industry analysis, competitor analysis, evaluation of the strategic position, futures analysis, company culture and mission statement.

#### **GMT3014 – Management Seminar**

*Level:* Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1011-Foundations of Accounting / Accounting 1; GMT1012-Cost Accounting; GMT1021-Managerial Processes, Functions and Decisions I; GMT1022-Managerial Processes, Functions and Decisions II; GMT3011-Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II.

*Content:* The course covers selected scientific and practical oriented topics in the field of business administration varying from semester to semester / Workshop with term paper presentation and discussion.

### **GMT3024 – International Trade Operations**

*Level:* Intermediate/Advanced; ECTS-Credits: 7; Contact Hours: 5 per week (75 total);

*Prerequisites:* GMT1011-Foundations of Accounting / Accounting 1; GMT1012-Cost Accounting; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting); GMT1021-Managerial Processes, Functions and Decisions I; GMT1022-Managerial Processes, Functions and Decisions II; GMT3011-Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II.

*Content:* This course covers the process of internationalization for companies, international marketing, foreign trade financing and the legal framework of foreign activities.

### **GMT3025 – Management Simulation**

*Level:* Intermediate / Advanced; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1011-Foundations of Accounting / Accounting 1; GMT1012-Cost Accounting; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting); GMT1021-Managerial Processes, Functions and Decisions I; GMT1022-Managerial Processes, Functions and Decisions II; GMT3011-Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II.

*Content:* Management of a virtual company as part of a management team over a period of several fiscal years / Analysis of and solution for business problems / Conducting business planning process involving all essential business functions / Making complex business decisions in a team under time pressure and with uncertain data / Implementation of group work and presentations / learning business by doing business.

### **IBU1012 – Regional Studies**

*Level:* Introductory; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* None.

*Content:* The purpose of this course is to develop your appreciation, knowledge, and understanding of the national culture of countries and how culture affects business practices. The course will enhance your ability to get along with people of other cultures in the pursuit of mutually beneficial goals. Course pedagogy includes videos, case studies, in-class exercises, team project research and presentation as well as lectures.

### **IBU 1121 – Doing Business in Germany**

*Level:* Introductory; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Prerequisites:* None.

*Content:* 1. Introduction to Germany and the Germans: Germany in general / The Germans / 2. The German economy: Overall aspects / Foreign trade and investment / The role of SME in Germany / 3. Market and marketing in Germany: Major Characteristics of the German Market / Import Channels and Distribution Systems / Examples of Entering the German Market / Marketing in Germany: Market research / The product and packing / Advertising / Pricing / Preparing offers / Tendencies on the German market / German fairs and exhibitions / 4. The German labour and social laws: German labour regulations / The Works Constitution Act of 1972 / The Co-Determination Act of 1976 / 5. The German social market economy.

### **IBU 2031 – Introduction to International Business**

*Level:* Intermediate; ECTS-Credits:6; Contact Hours: 6 per week (90 total);

*Prerequisites:* GMT1012-Cost Accounting; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting); GMT1021-Managerial Processes, Functions and Decisions I; GMT1022-Managerial Processes, Functions and Decisions II.

*Content:* 1. National differences in political economy and differences in culture / International trade theories and the political economy of international trade, concepts of foreign direct investment and regional economic integration. 2. The basic principles of international business with particular emphasis on the role of international markets in shaping management decisions of large and medium-sized firms / Regular and extensive reading of quality inter-

national periodicals, and case studies 3. International finance and accounting / International capital markets, sources of financing, exposure to foreign exchange risk, transfer pricing and basic principles of international taxation / Introduction into international consolidation and currency translation and differences between national and international accounting standards / Differences between accounting standards according to German Commercial Code (HGB) and International Financial Reporting Standards (IFRS / IAS)

#### **IBU 3011 – Selected Operational Issues in International Business**

*Level:* Intermediate/Advanced; ECTS-Credits: 8; Contact Hours: 4 per week (60 total);

*Prerequisites:* GMT1012-Cost Accounting; GMT3011-Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting); GMT1021-Managerial Processes, Functions and Decisions I; IBU2030-Introduction to International Business

*Content:* Topics in the area of international management; international marketing; international human resources; international logistics; international finance, etc.

#### **IBU 3012 – International Financial Management**

*Level:* Intermediate / Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* GMT1011-Foundations of Accounting / Accounting 1; GMT3011 -Financial Accounting, Investments and Finance I; GMT3012-Financial Accounting, Investments and Finance II; GMT1011-Foundations of Accounting / Accounting 1 (Foundations of Accounting)

*Content:* From the point of view of a financial manager, cross-border transactions differ from domestic transactions in two important aspects: First, cross-border transactions typically involve foreign currencies (FX), introducing the risk of changes of foreign currency exchange rates (not only) when contracting in foreign currency, and, secondly, the degree of credit risk in such transactions is often significantly higher compared to domestic transactions.

The main focus of the course is FX risk. Using a comprehensive approach, the course integrates aspects from both, finance and financial accounting. Starting out with FX rates and FX markets, the course introduces exposure concepts of FX risk and approaches to quantifying FX risk. It then deals with the consequences of FX rate changes of unhedged exposures on the financial statements. It continues with the introduction of FX hedging instruments, especially FX forwards and options and the accounting consequences of using such instruments including hedge accounting.

#### **LAW 2024 – International Business Law**

*Level:* Intermediate; ECTS-Credits: 2; Contact Hours: 2 per week (60 total);

*Content:* The applicable law for international commercial contracts / The international sale of goods / Sales agent and distributorship agreements / International know-how protection and licensing agreements / Litigation and arbitration in an international setting.

#### **MAR 2011 – Consumer Behavior (including Psychology of Advertising)**

*Level:* Introductory; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* None

*Content:* Based on a thorough introduction into the topic, an in-depth overview of the following areas is provided: Modelling the process of perception, cognition and memorizing (reception and information processing – perception and information storage – learning), activation, emotion, involvement, motivation. Attitude and group, forming of social judgments, image-theory, market segmentation approaches/lifestyle approaches, models of purchasing patterns, intercultural aspects of purchasing patterns.

#### **MAR2032 – Data Analysis & Reporting I**

*Level:* Intermediate; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* AQM1022 - Methods of Quantitative Planning 1, AQM1021-Descriptive Statistics

*Content:* The course is designed to enable students to independently perform comprehensive data analysis (data mining) using statistical software packages. Key statistical concepts are revisited

and build the base for the coursework. Using examples from market research, various measures of location, distribution and correlation as well as parametric and non-parametric test procedures are discussed. Professional data mining requires fundamental knowledge in different multivariate analysis methods. Students become familiar with the various concepts. Using examples from market research, among others, procedures such as cluster analysis (for customer segmentation), variance and regression analysis and logistical regression (to measure influencing factors and to ascertain probabilities of buying) are presented.

#### **MAR 3011 – Data Analysis & Reporting II**

*Level:* Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* MAR2032-Data Analysis & Reporting I; Descriptive Statistics; AQM1022-Methods of Quantitative Planning I

*Content:* This course builds on Data Analysis 1. Additional important multivariate methods such as factor analysis and conjoint analysis are introduced. Based on given market data, students solve real life market research problems. [Please note: Students who did not enroll in Data Analysis 1 require special permission from the lecturer to participate in this course.]

#### **MCO 2011 – Introduction to Marketing Communication**

*Level:* Introductory; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

*Prerequisites:* None

*Content:* Classification of integrated marketing communication in the marketing mix / Definition of the term communication / Duties and instruments of integrated marketing communication (advertising, sales promotion, direct marketing, etc.) / Central conceptions of integrated marketing communication (target groups, briefing, brand, etc.) / The advertising industry system (institutions, media, turnovers).

#### **MCO 2031 – Special Topics in Integrated Communication**

*Level:* Advanced Level I; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

*Prerequisites:* Principles Of Marketing, Introduction Marketing Communication

*Content:* Specificity of integrated marketing communication: Media planning / Target group segmentation / Budgeting, etc.

Strategic communication management: Management: terms and concepts / Analysis, planning, implementation and controlling of integrated marketing communication / Problems and barriers in the management of integrated marketing communication.

Organization of communication agencies: Organizational structure: consultancy / account service, creation, media, marketing intelligence etc. / Operational structure: process of service.

#### **MKT 2011 – Advanced Market Research**

*Level:* Intermediate; ECTS-Credits: 2; Contact Hours: 2 per week (30 total);

*Prerequisites:* MKT1010-Principles of Marketing

*Content:* The course aims at providing more in-depth knowledge in the area of market research. Students will therefore independently work on small market research projects and define subsequent market research briefings.

#### **MKT 2021 – Product and Price Management**

*Level:* Advanced Level I; ECTS-Credits:6; Contact Hours: 4 per week (60 total);

*Prerequisites:* MKT1101 -Fundamentals of Marketing

*Content:* The course provides insight into the following marketing aspects: product and program policy / development and introduction of new products / pricing and price building techniques.

#### **MKT 2022 – Distribution and Sales Management**

*Level:* Intermediate; ECTS-Credits:3; Contact Hours: 2 per week (30 total);

*Prerequisites:* MCO2011 – Advertising 1: Introduction to Marketing Communication;

MKT1101 -Fundamentals of Marketing; MKT2011 – Advanced Market Research; MKT2011 – Product and Price Management

**Content:** Direct and indirect distribution / Channel management / Selective and exclusive distribution / Questions of strategy of intensive distribution / Motivational aspects in distribution / Sales organization / Sales consultation.

### **MKT 3011 – Marketing Controlling**

**Level:** Intermediate / Advanced; ECTS-Credits: 4; Contact Hours: 2 per week (30 total);

**Prerequisites:** GMT1012-Cost Accounting; MCO2011 – Advertising 1: Introduction to Marketing Communication; MKT1101 -Fundamentals of Marketing; MKT2011 – Advanced Market Research; MKT2011 – Product and Price Management

**Content:** This course provides students with the following marketing aspects: strategic and operational aspects of marketing controlling / Case studies in marketing controlling / Platform for information relevant for marketing controlling.

### **MKT 3021 – Marketing Research Project**

**Level:** Advanced; ECTS-Credits: 8; Contact Hours: 4 per week (60 total);

**Prerequisites:** MCO2011 – Advertising 1: Introduction to Marketing Communication; MKT1101 -Fundamentals of Marketing; MKT2011 – Advanced Market Research; MKT2011 – Product and Price Management

**Content:** Development of real-life marketing concepts / Complex marketing decisions / Demanding questions of marketing from practice. This course is the capstone of our Marketing Program. Students need to obtain specific permission from the respective lecturer at the beginning of the semester. Permission will only be granted if the student can demonstrate broad marketing knowledge comparable to that of a marketing major at Pforzheim University.

### **MKT 4011 – Sectoral Marketing (Service Marketing)**

**Level:** Intermediate / Advanced; ECTS-Credits: 2; Contact hours: 2 per week (30 total)

**Prerequisites:** MCO2011 – Advertising 1: Introduction to Marketing Communication; MKT1101 -Fundamentals of Marketing; MKT2011 – Advanced Market Research; MKT2011 – Product and Price Management

**Content:** This marketing course provides students with an introduction to sectoral marketing. Emphasis is given to the commercial application of for-profit and non-profit approaches / View from aspects of sectoral marketing and of their classification / Commercial and non-commercial recognition of marketing / Extension of selected recognitions.

### **MKT 4012 – International Marketing**

**Level:** Intermediate / Advanced; ECTS-Credits: 4; Contact Hours (45 minutes each): 2 per week (30 total);

**Prerequisites:** MCO2011 – Advertising 1: Introduction to Marketing Communication; MKT1101 -Fundamentals of Marketing; MKT2011 – Advanced Market Research; MKT2011 – Product and Price Management

**Content:** International situation analysis / Specific aspects of international market research / Marketing strategies in the international context / Differentiation and standardization as principles of global instrumental application.

### **SIC 2011 – Cross-Cultural Communication**

**Level:** Introductory; ECTS-Credits: 2; Contact Hours: 2 – 3 sessions with 12 contact hours (30 total);

**Language:** German, English, French or Spanish;

**Prerequisites:** None

**Content:** Foreign students are included in cross-cultural training at the university. This has the desired effect of bringing the international and German students together to participate in project work. The didactic goal when conducting this in English is improvement of communication skills (as opposed to language skills – these are prerequisites). The training is organized in groups of approx. 20 participants in an alternating block on half days. The basic

form consists of four or six lecture units on two or three dates per semester. One training group is split up into smaller groups. Between the dates, these small groups receive cross-cultural work assignments plus an individual presentation / task. The contents of cross-cultural training consist of culturally relevant standard situations such as greetings, dates, thanking, opening a conversation, conversation strategies, etc. Additionally, the course covers communication situations from the business world, e.g. negotiations, meetings, etc.

### **SSC1101 – The History of Post-War Germany**

**Level:** Introductory; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

**Prerequisites:** None

**Content:** The origins of modern Germany / Germany 1945, allied occupation, refugees and displacement, Grundgesetz / Germany in the Cold War / The formation of the two German States 1947-49 / The West German Wirtschaftswunder and the Federal Republic's west integration / The Adenauer chancellorship -NATO membership, rearmament and European integration / Crises: The 68 Movement and the end of the Wirtschaftswunder / The new foreign policy: Neue Ostpolitik / Chancellor Brandt 1969-74 / Crisis at home / Chancellorship in a time of crises: Helmut Schmidt; terrorism at its helm: 1977; the formation of the Greens / The last years of the GDR and German unification / Germany in the 21st century.

This course will take place at different locations in Pforzheim, including visits to the synagogue, mosque, etc.

### **SSC1102 – The History of German Art**

**Level:** Introductory; ECTS-Credits: 3; Contact Hours: 2 per week (30 total);

**Prerequisites:** None

**Content:** The development of German Art from medieval times to the present and its European context: German art? – does this exist? About typical, national styles and European influences / Early traces, antique, Teutonic and Celtic influences / The middle ages - influences from France and some specific ways of mysticism / About 1500 – Renaissance, rebirth of the antique / Woodcut, art of etching. Visit to the atelier of an artist / Baroque and classicism – the last European styles in history of art / Typical German, the so called "Biedermeier" / Visit to an atelier of an artist / Art Nouveau the so called "Jugendstil", handcrafted furniture, architecture and jewellery. / German avant-garde, Expressionism, the art of "Brücke" and "Blauer Reiter". / After 1945, influences of USA. / Visit to "Konsumat" a new form of shop and art gallery. / German art today.

### **SSC1103 Challenges and Perspectives of the European Integration**

**Level:** Intermediate; ECTS-Credits: 5; Contact Hours: 4 per week (30 total);

Students learn the most important economic perspectives to understand the economic integration as well as the relevant economic and political steps from the foundation of the European Community to the introduction of the Euro and latest economic-political developments.

**Contents:** Facts and figures of the biggest common market worldwide and the appropriate methodology to analyze developments in the EU / Theoretical foundation of international economic integration (trade and integration theory, standards) / Historical background of the successful reconstruction of Europe after WW II (Marshall plan, European Coal and Steel Community) / Institutions of the EU and how they work (EU Parliament, Council, Council of Europe, Commission, CoJ, Treaty of Lisbon) / Monetary integration of Europe, the Central Bank and the common currency Euro with its specific current challenges / Analysis of the EU budget policy, Common Agricultural Policy (CAP) and antitrust policy

## Imprint

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