

BUSINESS SCHOOL

INTERNATIONAL STUDY PROGRAM

**Undergraduate Courses
Offered in English**

Academic Year 2008/2009



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THE INTERNATIONAL STUDY PROGRAM

Welcome

Are you looking for a real international experience for your study abroad semester in Germany? Then take a look at the information on the International Study Program (ISP) available at Pforzheim University's Business School.

The ISP is an innovative program, providing a vast range of courses taught in English at the Bachelor level to exchange students from our partner universities as well as to those students currently enrolled in a Bachelor's degree program at Pforzheim University's Business School. As a result, you as an exchange student will soon feel an integral part of our Business School life. This will provide new and exciting opportunities for all students to improve their intercultural communication skills.

With more than 30 countries already represented by 160 enrolled ISP exchange students in the academic year 2007/2008, we offer you an inspiring exchange of views, lively discussions and rich interaction at a highly reputable business school.

Looking forward to welcoming you soon!



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Interested in German as a Foreign Language? Our Institute of Foreign Languages (Page 8) offers you training to boost your skills in German.

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

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Applications to the ISP are handled by Pforzheim University's International Programs Office. All questions regarding application procedures, housing and other practical issues should be addressed directly to our colleagues (see page 35).

Program Description

General Description

The ISP is an integrated course platform, provided by the Pforzheim University's Business School, offering courses

- for exchange students from partner universities and
- for students enrolled in a Bachelor's degree program at Pforzheim University's Business School who are interested in taking courses taught in English.

Most of the courses taught in the English language are part of our Bachelor's degree programs, offered on an optional basis for degree seeking students.

This integration of courses taught in English at Pforzheim University Business School aims to provide an excellent integration of our exchange students into our student community: the majority of the courses available for exchange students include German students from our undergraduate courses. Subsequently, both exchange students and German students gain invaluable experiences through the increased diversity of cultural backgrounds, the respective differences in attitudes and points of view.

Additionally, the Business School introduces group assignments comprising teams of mixed international students for an increasing number of courses. This acts as a support to "break" the natural clustering of students by nationalities. Of course, all students are expected to meet the high level of performance required for courses in our Bachelor's 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. Obviously, in addition to the necessary skills in the German language, prerequisites for the respective courses must be covered.



Program Description

Following acceptance by Pforzheim University's International Programs Office, exchange students to the Business School are automatically enrolled in ISP unless they are participating in a double-degree program specifically arranged with their respective home university.

Along with the transcript, Pforzheim University offers two non-degree certificates:

- The "Certificate International Management" will be issued to students who successfully complete courses with a total workload of 30 ECTS credits (ECTS = European Credit Transfer System). Since 30 ECTS credits cover the normal semester workload, the ISP-Certificate can be earned in one semester.
- The "Diploma International Management" is designed for students earning 60 ECTS credits within two semesters. Students may achieve the required number of credits:
 - > by successfully passing courses with a total workload of 60 ECTS credits, or
 - > by combining successfully completed courses with a total workload of 30 ECTS credits from the first semester of study, with an one-semester internship completed in the second semester.

Please note that the Business School expects students to register for courses totaling a minimum of 24 ECTS credits. The School will not accept registrations for courses representing more than 30 ECTS credits in a semester (excluding ECTS credits for German as a Foreign Language, Cross-Cultural Communication and German Culture).

Exchange students who originally enroll in Pforzheim University for one semester are welcome to extend their stay for a second semester by notifying Pforzheim University's International Programs Office of their intention. A minimum of three weeks' notice is required before the end of the lecture period. The application should be approved by the home university.

Concerning an internship semester, please note that students must organize internships on their own.

Certification

Program Description

Compulsory Courses

All enrolled exchange students are required to register for German as a Foreign Language and Cross-Cultural Communication.

- The University expects exchange students to have a genuine interest in learning the German language. Exchange students are therefore required to take (at minimum) 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 see page 8.
- Cross-Cultural Communication is a mandatory course that ensures cooperative group-work between German students and exchange students in a workshop setting. Starting in the winter semester 2008/09, this seminar will be offered not only in English and German but also in Spanish and French, alternatively.

Pre-packaged Course Offerings - Specializations

Exchange students are free to choose from the variety of courses offered by the Business School - however, all students should ensure that they fulfill the prerequisites for the respective courses. Due to the range of courses offered, the timetable may not allow students to attend all desired courses. Several courses may be offered in the same time slot. Consequently, the ISP ensures that German as a Foreign Language and Cross-Cultural Communication do not pose scheduling conflicts.

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 scheduling 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 12.

Courses that are offered only 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.

Program Description

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 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 at the beginning of the lecture period.

Exchange students should have the necessary command of either the English or the German language in order to follow lectures in the respective language (depending on the language of instruction for the courses they wish to attend).

To attend courses taught in English, students are expected to have earned TOEFL results of more than 90 (Internet-based), more than 235 (Computer-based) or equivalent results in a comparable test. To attend business courses taught in German, students are expected to have mastered Level C1 according to the Common European Reference Framework (CEFR).

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

In addition, exchange students enrolling in one of our specialization offerings should be familiar with Introductory Microeconomics and Introductory Macroeconomics. To enroll in the specializations in International Business or Marketing, students must have familiarity with Management Accounting / Cost Accounting on an introductory level. In addition, students enrolling in the specializations in International Business should also have an understanding of Fundamentals of Corporate Finance.

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 14 - 33).

Language Requirements

Prerequisites

Program Description

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 for additional organized trips.



Added Value: German as a Foreign Language

Pforzheim University's Institute of Foreign Languages offers a wide range of courses in German as a Foreign Language tailored to the needs of individual students. One of our objectives is to encourage all international students to improve their language profile by acquiring adequate skills in German.

Based on a placement test, we will check a participants' skill level in the German language and arrange for suitable classes. Students starting without previous knowledge in the German language are advised to opt for a pre-semester intensive beginner's course starting three weeks before the start of the lecture period in Pforzheim. Applications for the pre-semester course are handled through our International Programs Office; please see page 35.

Students with little or no knowledge of the German language may note: participants in the pre-semester course and students joining our university with equivalent skills are offered intensive training in the German language during the semester leading to the Common European Framework of Reference for Languages (CEFR) Level B1 by the end of the semester. Students who continue their studies in Pforzheim for a second semester may achieve CEFR Level B2 by the end of the second semester.

All courses in German as a Foreign Language are fully integrated into the time table for the English-based International Study Program.

The different levels are indicated by the learning objectives to be achieved by the end of the respective course, indicated in the CEFR. Please see descriptions as well as the Goethe Institute equivalents on the next page.

Program Description

CEFR - Common European Framework of Reference for Languages

Basic User

A1 Breakthrough

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.

Corresponds to Goethe-Institute "Start 1"

A2 Waystage

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.

Corresponds to Goethe-Institute "Start 2"

Independent User

B1 Threshold

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 while traveling 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.

Corresponds to Goethe-Institute "Zertifikat Deutsch"

B2 Vantage

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.

Corresponds to Goethe-Institute "Deutsch Plus" / "Zertifikat für den Beruf"

Proficient User

C1 Effectiveness

Can understand a wide range of demanding, longer texts, and recognize 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 organizational patterns, connectors and cohesive devices.

Corresponds to Goethe-Institute "Prüfung Wirtschaftsdeutsch" (equivalent to DSH 4, Test DaF 4)

C2 Mastery

Can understand with ease virtually everything heard or read. Can summarize 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

All Courses Offered in English in the Academic Year 2008/2009

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2008/9	Offered Summer 2009
Business Administration, Finance and Accounting					
AQM3012	Computer-aided Analysis of Financial Markets (Value at risk)	2	4	X	X
AUD1011	Internal Accounting / Intermediate Management Accounting	2	3	X	X
AUD3011	International Accounting - Fundamentals	2	4	-	X
GMT3013	Strategic Management	2	3	X	X
GMT3014	Management Seminar	2	4	X	X
GMT3024	International Trade Operations	5	7	-	X
GMT3025	Management Simulation	2	2	X	X
HRM2021	Organizational Behavior	2	3	X	X
IBU1012	Regional Studies	2	3	X	X
IBU1101	Doing Business in Germany	2	2	X	X
IBU1102	International Financial Management	2	4	-	X
IBU2031	Introduction to International Business	6	6	X	X
IBU3011	Selected Operational Issues in International Business	4	8	-	X
LAW2024	International Business Law	4	5	X	X
MAR2011	Consumer Behavior	2	3	X	-
MAR2032	Data Analysis & Reporting I	2	-	X	-
MAR3011	Data Analysis & Reporting II	2	4	-	X
MCO2011	Advertising 1: Introduction to Marketing Communication	2	3	X	X
MKT2011	Advanced Market Research	2	2	X	X
MKT2021	Product and Price Management	4	-	X	X
MKT2022	Distribution and Sales Management	2	-	-	X
MKT3011	Marketing Controlling	2	4	-	X
MKT3021	Marketing Research Project	4	8	X	X

All Courses offered in English in the Academic Year 2008/2009

All Courses offered in English in the Academic Year 2008/2009 (continuation)

Course No.	Course Title	Contact hours	ECTS Credits	Offered Winter 2008/9	Offered Summer 2009
Business Administration, Finance and Accounting					
MKT4011	Sectoral Marketing	2	2	-	X
MKT4012	International Marketing	2	4	X	X
SIC2011	Cross-Cultural Communication	2	2	X	X
Economics					
ECO1011	Foundations of Economics / Microeconomics	4	5	X	X
ECO1012	Macroeconomics	4	5	X	X
ECO1101	Development Economics	2	3	X	X
ECO1102	International Financial Markets	2	3	X	X
ECO2011	International Economic Relations / International Economics	4	5	X	X
ECO2012	Seminar in Economic Policy	2	4	X	X
ESR4013	European Integration I	2	3	X	X
ESR4014	European Integration II	2	3	X	X
German Culture and Studium Generale					
SSC1101	The History of Post-War Germany	2	3	X	X
SSC1102	The History of German Art	2	3	X	X
-	Studium Generale (in German), guest lectures on various topics	1	-	X	X
German as a Foreign Language					
LAN1000	Deutsch 1 Pre-semester-Course CEFR* Level A1 / Basic User	4	4	X	X
LAN1001	Deutsch 1 CEFR Level A1 / Basic User	4	4	X	X
LAN1002	Deutsch 2 CEFR Level A2 / Basic User	6	5	X	X
LAN1003	Deutsch 3 CEFR Level B1 / Independent User	4	4	X	X
LAN1004	Deutsch 4 CEFR Level B2 / Independent User	4	5	X	X
LAN1005	Deutsch 5 CEFR Level C1 / Proficient User	4	5	X	X

* CEFR = Common European Framework of Reference for Languages

Specializations

1) The one-semester Specialization in Marketing - offered each semester

Course Title		Contact hours	ECTS Credits
MKT2011	Advanced Market Research	2	2
MCO2011	Advertising 1: Introduction to Marketing Communication	2	3
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)		
		10	14

2) The two-semester Specialization in Marketing - Winter Semester & Subsequent Summer Semester

This specialization includes the one-semester Specialization in Marketing (Winter Semester) plus courses from the subsequent Summer Semester as follows:

Course Title		Contact hours	ECTS Credits
MKT3011	Marketing Controlling	2	4
MKT2022	Distribution and Sales Management	2	3
MCO2031	Advertising 2: Special Topics in Integrated Communication	2	4
MAR3011	Data Analysis and Reporting 2	2	4
MKT4011	Sectoral Marketing	2	2
MKT4012	International Marketing	2	4
		12	21

3) The one-semester Specialization in Management – offered each semester

Course Title		Contact hours	ECTS Credits
AQM3012	Computer-aided Analysis of Financial Markets (Value at risk)	2	4
AUD1011	Internal Accounting / Intermediate Management Accounting	2	3
GMT3013	Strategic Management	2	3
GMT3014	Management Seminar	2	4
HRM2021	Organizational Behavior	2	3
		10	17

Specializations

4) The one-semester Specialization in International Business - offered each semester

Course Title	Contact hours	ECTS Credits
ECO2011 International Economic Relations / International Economics	4	5
IBU2031 Introduction to International Business	6	6
IBU1012 Regional Studies	2	3
LAW2024 International Business Law	4	5
	16	19

5) The two-semester Specialization in International Business - Winter Semester & Subsequent Summer Semester

This specialization includes the one-semester Specialization in International Business (Winter Semester) plus courses of the subsequent Summer Semester as follows:

Course Title	Contact hours	ECTS Credits
IBU3011 Selected Operational Issues in International Business	4	8
IBU1102 International Financial Management	2	4
GMT3013 Strategic Management	2	3
	8	15

6) The one-semester Specialization in International Economics - offered each semester

Course Title	Contact hours	ECTS Credits
ECO2011 International Economic Relations / International Economics	4	5
ESR4013 European Integration I	2	3
ESR4013 European Integration II	2	3
ECO1101 Development Economics	2	3
ECO1102 International Financial Markets	2	3
ECO2012 Seminar in Economic Policy	2	4
	14	21

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". The course description database is currently under construction and will be updated during 2008.

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 additional courses

in our introductory welcome package. The introductory package will be e-mailed to your address as provided 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.

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. The credits are based on the rules and regulations of the European Credit Transfer System (ECTS) and correspond to an overall workload of 30 hours per credit (including contact hours, further reading, assignments, preparation for exams, etc.). 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.



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 emphasized. 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.

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

1) ISP Course Descriptions - Business Classes taught in English

Course Descriptions

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.

ECO1101 – Development Economics

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: Introduction into the foundations of economic and multi-dimensional development / Overview of major issues and problems concerning the developing world / Poverty and inequality / The significance of Human Capital (education and health) / Development and political incentives / Trade policy and development (import substitution and export promotion), the role and limitations of NGOs and civil society / Multinational companies' foreign direct investment and further impact of financial flows on emerging markets / Foreign Debts and Development / Challenges of official development aid by (inter-)national donors / Sustainable Development.

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: 1. How Financial Markets Work: How Markets Work in General / Supply and Demand on Capital Markets / Macroeconomic Effects of Capital Markets. 2. Function and History of Financial Markets: Function of Financial Markets / History of Financial Markets. 3. Major Market Segments and Their Assets: Capital Markets / Foreign Exchange Markets /

Course Descriptions

Derivatives. 4. Macroeconomic Policy and International Financial Markets: How Central Banks Work / Central Banks and Financial Markets. 5. 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.

The course is organized as a block course, held over one to two weekends (Friday / Saturday).

Course Descriptions

ESR4013 – European Integration I

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

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

Content: Historical foundations of European integration / Single European market integration / European institutions (Parliament, Commission, European Council, Council of Ministers) / European constitution.

The course will be blocked with 4 contact hours per week during the first half of the semester.

ESR4014 – European Integration II

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

Prerequisites: ECO1011 – Foundations of Economics; ECO1012 – Macroeconomics; ECO2011 – International Economic Relations – ESR4013 – European Integration I.

Content: Principles of European monetary integration / European currency system / Maastricht Treaty / Convergence criteria and Stability Pact / Theoretical and empirical performance of the European Central Bank.

The course will be blocked with 4 contact hours per week during the second half of the semester.

GMT3013 – Strategic Management

Level: Advanced; 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; GMT1022-Managerial Processes, Functions and Decisions II.

Course Descriptions

Content: Management - Process (objective, planning, decision, implementation, monitoring) / Value-added chain / Analyze and improve business processes / Leadership principles, techniques and models / Introduction to Strategic Management.

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.

The course may be organized as a block course, held over two weekends (Friday / Saturday).

GMT3024 – International Trade Operations

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



Course Descriptions

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 / Conduct business planning process involving all essential business functions / Make complex business decisions in a team under time pressure and with uncertain data / Implementation of group work and presentations / learning business by doing business.



Course Descriptions

HRM2021 – Organizational Behavior

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

Prerequisites: GMT1021-Managerial Processes, Functions and Decisions I; GMT1022-Managerial Processes, Functions and Decisions II.

Content: Individual psychological, socio-psychological and organizational psychological bases and interdependencies between the dimensions of individual / group / organization. Individual: development, values, rationalities, emotions, motivation, perception, learning. Group: Group theories, role theories, communication, conflict behavior, group and team learning. Organization: Organizational theory(s), power and politics in organizations, organizational culture. Organizational development and organizational learning. Resistance in projects and change processes. Socio-emotional dimensions of leadership behaviors in line and project

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 1101 – 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

Course Descriptions

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 1102 – 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. The final part of the course is devoted to issues of credit risk in cross-border transactions. Starting out with the means of payment, the credit risk of customers is analyzed and instruments for mitigating credit risk are introduced.

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.

Course Descriptions

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 international 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.

LAW 2024 – International Business Law

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

Prerequisites: None

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

Course Descriptions

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: Modeling the process of perception, cognition and memorizing (reception and information processing – perception and information storage – learning), activation, emotion, involvement, motivation. Attitude and group communication, forming of social judgments, image-theory, market segmentation approaches/lifestyle approaches, models of purchasing patterns, intercultural aspects of purchasing patterns.



Course Descriptions

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 multivariable 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 market-

Course Descriptions

ing communication (target groups, briefing, brand, etc.) / The advertising industry system (institutions, media, turnovers)

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 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.

Course Descriptions

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 the 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

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

Course Descriptions

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

Course Descriptions

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 per week (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 joining the international and German students in shared 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 lecture units on 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 elaboration. 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 Dislocation, 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

Course Descriptions

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.

2) Course Descriptions - Courses in German as a Foreign Language

A) Pre-Semester Course:

The course is offered as a full-day intensive class, 3 weeks before the start of the semester. Participants: Students without any knowledge in German as a Foreign Language.

LAN1000 - Deutsch 1A - Pre-Semester Course CEFR-Level A1 / Basic User

ECTS-Credits: 4; Contact Hours: 4 per week (60 total); Language: German;

Prerequisites: None

Content: After having taken this class, participants: 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. CEFR Level A1 corresponds to Goethe Institute / WBT exam level "Start 1".

B) Courses offered on a weekly basis

LAN1001 to LAN1006 are offered on a weekly basis, starting in the second week of the semester

Course Descriptions

LAN1001 - Deutsch 1B CEFR Level A1 / Basic User

ECTS-Credits: 4; Contact Hours: 4 per week (60 total);
Language: German;

Prerequisites: None

Content: After having taken this class, participants: 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. CEFR Level A1 corresponds to Goethe-Institute / WBT exam level "Start 1".

LAN1002 - Deutsch 2 CEFR Level A2 / Basic User

ECTS-Credits: 5; Contact Hours: 6 per week (60 total);
Language: German

Prerequisites: Level A1

Content: After having taken this class, participants: 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. CEFR Level A2 corresponds to Goethe Institute / WBT exam level "Start 2".

LAN1003 - Deutsch 3 CEFR Level B1 / Independent User

ECTS-Credits: 4; Contact Hours: 4 per week (60 total);
Language: German

Prerequisites: Level A2

Content: After having taken this class, participants: 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 while traveling in an area where the language is spoken; can

Course Descriptions

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. CEFR Level B1 corresponds to Goethe Institute / WBT exam level "Zertifikat Deutsch".

LAN1004 - Deutsch 4 CEFR Level B2 / Independent User

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

Language: German

Prerequisites: Level B1



Content: After having taken this class, participants: 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. The course has to be augmented by German 5 (LAN1005) in order to achieve Level B2. The course corresponds to Goethe Institute / WBT exam level "Deutsch Plus".

Course Descriptions

LAN1005 - Deutsch 5 CEFR Level B2 / Independent User

ECTS-Credits: 5; Contact Hours 4 per week (60 total);
Language: German;

Prerequisites: Level B1;

Content: After having taken this class, participants: 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.

The course has to be augmented by German 4 (LAN1004) in order to achieve Level B2. The course corresponds to Goethe Institute / WBT exam level "Zertifikat für den Beruf".

LAN1006 Deutsch 6 CEFR Level C1 / Proficient User

ECTS-Credits:5; Contact Hours: 4 per week (60 total);
Language: German;

Prerequisites: Level B2;

Content:

After having taken this class, participants: can understand a wide range of demanding, longer texts, and recognize 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 organizational patterns, connectors and cohesive devices. CEFR-Level C1 corresponds to Goethe Institute / WBT exam level "Prüfung Wirtschaftsdeutsch".



Important Dates - The Academic Year

	Winter Semester 2008/2009	Summer Semester 2009
Application deadline for exchange students	June 15, 2008	December 1, 2008
Date by which exchange students are expected to arrive	September 26, 2008	March 13, 2009
Welcome Meeting	September 29, 2008	March 16, 2009
Beginning of lectures	September 29, 2008	March 16, 2009
Deadline for registration of courses	October 24, 2008	April 3, 2009
Deadline for submission of countersigned Learning Agreement	October 24, 2008	April 3, 2009
End of lecture period	January 23, 2009	July 3, 2009
Examination period	January 24 through February 4, 2009	July 4, 2009 through July 15, 2009
No lectures during:	German Reunification Day: October 3, 2008 X-mas Break: December 22, 2008 through January 6, 2009	Easter Break: April 9 through April 14, 2009 Ascension Day: May 21, 2009 Pentecost Break: May 12 through May 16, 2008 Corpus Christi: June 11, 2009

Applications

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

Application Deadlines:

For the winter semester, starting in October: June 15

For the summer semester, starting mid-March: January 7

Nomination

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

Admission

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

Application Form

Please use the Form for Exchange Students see

<http://www.hs-pforzheim.de/isp-downloads>

Application Address:

Hochschule Pforzheim
International Programs Office /
Akademisches Auslandsamt
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
<http://intl.hs-pforzheim.de>

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