

BUSINESS SCHOOL

INTERNATIONAL STUDY PROGRAM

**Undergraduate Courses
Offered in English Language**

Academic Year 2007/2008



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PFORZHEIM UNIVERSITY

Pforzheim University dates back to 1877 when the School of Design was founded. The School of Business, established in 1963, merged with the School of Design and the newly created School of Engineering in 1992 to form Pforzheim University of Applied Sciences.

Today, Pforzheim University has more than 4,500 students and 145 professors, and it is the third largest University of Applied Sciences in the State of Baden-Württemberg - and one of the biggest in Germany.

It offers a large number of Bachelor's and Master's degree programs, all of which emphasize interdisciplinary thinking and cooperation among faculty, economists, lawyers, engineers, designers and experts from various sectors.

Our University is characterized by the high academic qualifications and practical experiences of our faculty, as well as by the intensive cooperation with the surrounding business community and beyond, giving our students a unique study experience.

This institution has an outstanding reputation among Germany's leading companies. Applied research projects contribute to a distinct practical reference, offered in a variety of projects within the Institute of Applied Research as well as in the Steinbeis Transfer Centers.

We employ a variety of teaching methods, including traditional lectures; however, we highly value interactive approaches. We focus on the close relationship between our students and their instructors. Pforzheim University prepares students for future careers in the most optimal way - with all available means.

The Business School at Pforzheim University comprises all business and business law programs. With its many programs and its 3,000 students and 85 full-time professors, the School stands as one of the largest business schools in Germany, resulting in an extremely diverse environment.

The School offers interdisciplinary cooperation with the Schools of Engineering and Design as well as with

numerous partner universities abroad. The twelve bachelor's programs reflect the various needs of real-world companies and have led to the market success achieved by our more than 12,000 "Diplom" Graduates since 1963.

Additionally, the broad range of master's programs offers every ambitious Bachelor's degree graduate the prospect of further study. All of our courses are based on the requirements of the State of Baden-Württemberg and are evaluated on a regular basis. All master's programs are accredited by acknowledged national agencies.



PFORZHEIM CITY AND ITS SURROUNDINGS

Pforzheim is a modern city located at the northern ridge of the Black Forest where the centuries-old traditions of the jewelry and gold guilds converge with the design and high-tech industries. It offers a variety of culture and tourism opportunities, including the city

theater, library, several museums, parks and trails. Additionally, the surroundings of Pforzheim offer excellent recreational opportunities.

The city is conveniently located near three lively economic centers: Stuttgart, Karlsruhe and Heidelberg. All are easily accessible through the country's extensive rail and bus service or via the nearby Autobahn highway system.

Stuttgart, the capital of the State of Baden-Württemberg, is the epicenter of the German automotive industry and the cultural center of the southwest region.

About 30 kilometers northwest of Pforzheim, you'll find Karlsruhe, called the Fan City because of its streets, which run out from its centrally located

castle. You can enjoy a beautiful bird's eye view from the Durlacher Turmberg (Tower Hill) and pay a visit to the unique Zentrum für Kunst und Medientechnologie (Center for Art and Media Technology).

With its glorious natural setting consisting of ancient castle, old university town and peaceful river set in the midst of hills, Heidelberg is regarded as one of the most beautiful cities in Germany. Heidelberg, with its 140,000 inhabitants, is known all over the world for

its romanticism and beauty. You can relax at the Neckar River or enjoy a boat trip, discovering Heidelberg's marvelous environs, climb to the castle, visit one of its historic student drinking clubs or shop along the traffic-free Hauptstraße.

We must not forget the incomparable Schwarzwald – Germany's renowned Black Forest! It is famous for beautiful hiking or cycling tours in summer and fall as well as for skiing in winter. Highlights include the beautiful and historic town of Freiburg, the casino in elegant Baden-Baden, spa vacations or watching the Fasnet (Carnival) in villages where ancient customs are still alive.

Not to be missed at about 75 km away, the beautiful French city of Strasbourg is a paradise for visitors with its world-famous cathedral, picturesque districts and museums, and many works of art on open display. Strasbourg is known as the "Capital of Europe" because it is home to the European Parliament, the heart of the European Union.



THE INTERNATIONAL STUDY PROGRAM

General Description

The new International Study Program (ISP) is an integrated platform provided by the Pforzheim University Business School to offer both:

- Courses for exchange students from partner universities (incoming students) and
- courses taught in English language to students of Pforzheim University.

Incoming students to the Business School are automatically enrolled in the ISP and may opt for a one-semester Certificate and/or a two-semester Diploma.

In order to achieve the certificate, participants successfully complete courses with a total workload of 30 ECTS (European Credit Transfer System) credits in one semester. For achieving the Diploma, students must pass courses with a total workload of 60 ECTS credits in two semesters.

Although this information package is restricted to courses offered in English language, for achieving the required ECTS credits students may opt for any courses from Pforzheim University's course catalogue, not regarding the language of instruction. Of course, eventual formal prerequisites of the respective courses would have to be covered.

As an additional service, the ISP provides optional packaged course offers in English language in the form of "concentrations" with respect to specific subjects as follows:

- a **One-term Concentration in Marketing** (each semester),
- a **One-term Concentration in International Business** (each semester),
- a **One-term Concentration in International Economics** (each semester),
- a **Two-term Concentration in International Business** (full academic year only),
- a **Two-term Concentration in Marketing** (full academic year only).

Due to the range of courses offered, the timetable will not allow students to attend all courses they wish to. Up to four courses will be held at the same time. We guarantee that students enrolled in a concentration will have the opportunity to attend the compulsory courses in the respective concentrations without any timetable clashes. Please note that some lectures, especially seminars and projects are restricted to participants in the relevant concentration. Courses offered only in the summer semester normally require prerequisites equivalent to the contents of courses offered in the first semester (winter semester) of the respective concentration.

Applications to the program are handled by the University's International Programs Office.

Pre-packed course offers - "Concentrations"

General Description

Extracurricular Activities

The ISP is cooperating with partners, e.g. student's initiatives in order to provide extra-curricular activities to our exchange students. This will include visits to German/European firms and institutions plus organized trips.

General Prerequisites

Incoming students should have successfully completed at least one year of studies in Business Administration or Economics at their home university. All incoming students are expected to have passed courses in

- Analysis / Calculus,
- Introductory Statistics,
- Introductory Courses to Business Administration / Business Economics as normally offered in the first year of studies in a Business Administration or Economics Degree Program.

For attending our courses taught in English, a very good command of the English language is an essential prerequisite (for non-native speakers e.g. TOEFL (Internet-based score more than 80, Computer-based more than 229; or equivalent results in comparable tests).

In addition, all students should have a genuine interest in learning German: German as a Foreign Language – at appropriate levels – will be compulsory.



Additional Prerequisites for the Concentrations offered

In addition, exchange students enrolling in one of our Concentrations should be familiar with

- Introductory Microeconomics
- Introductory Macroeconomics.

For enrolling in the Concentrations in “International Business” or “Marketing” also familiarity with “Management Accounting / Cost Accounting” on an introductory level is expected. In addition, students enrolling in the Concentrations in “International Business” should also have an understanding of “Fundamentals of Corporate Finance”.



Additional prerequisites may apply especially to courses offered at later stages of our Bachelor-Curricula to ensure a degree of homogeneity of participants.

Please note, that Pforzheim University will not accept registrations for courses amounting to more than 36 ECTS credits / semester, excluding German as a Foreign Language.

The courses listed on the subsequent pages may be subject to minor changes.

Caveats / Restrictions

All Courses offered in English in the Winter Semester 2007/2008

| Course Title | Contact hours | ECTS Credits |
|---|---------------|--------------|
| Business Administration – International Business | | |
| Regional Studies | 2 | 3 |
| Introduction to International Business | 6 | 6 |
| International Business Law | 4 | 5 |
| Cross-cultural Communication | 2 | 2 |
| Business Administration – Marketing | | |
| Fundamentals of Marketing | 2 | 2 |
| Product and Price Management | 4 | 6 |
| International Marketing | 2 | 4 |
| Advertising 1: Introduction Marketing Communication | 2 | 3 |
| Advanced Market Research | 2 | 2 |
| Data Analysis and Reporting 1 | 2 | 3 |
| Business Administration – Other | | |
| Doing Business in Germany | 2 | 3 |
| Leadership and Cooperation / Motivation, Compensation and Benefit | 2 | 3 |
| Management Simulation | 2 | 2 |
| Strategic Management | 2 | 3 |
| Economics | | |
| Foundations of Economics / Microeconomics | 4 | 5 |
| International Economic Relations / International Economics | 4 | 5 |
| Seminar in Economic Policy | 2 | 4 |
| Development Economics | 2 | 3 |
| International Financial Markets | 2 | 3 |
| European Integration I | 2 | 3 |
| European Integration II | 2 | 3 |
| German Culture and Studium Generale | | |
| The History of Post-War-Germany | 2 | 3 |
| Studium Generale (in German), guest lectures on various topics | 1 | - |
| German as a Foreign Language | | |
| German as a Foreign Language – Introductory Course (Pre-Course) | 4 | 3 |
| German as a Foreign Language – different Levels | 4 | 4 |

All Courses offered in English in the Summer Semester 2008

| Course Title | Contact Hours | ECTS Credits |
|---|---------------|--------------|
| Business Administration – International Business | | |
| Regional Studies | 2 | 3 |
| Introduction to International Business | 6 | 6 |
| International Business Law | 4 | 5 |
| Selected Operational Issues in International Business | 4 | 8 |
| International Financial Management | 2 | 4 |
| Cross-cultural Communication | 2 | 2 |
| Business Administration – Marketing | | |
| Fundamentals of Marketing | 2 | 2 |
| Product and Price Management | 4 | 6 |
| Marketing Controlling | 2 | 4 |
| Distribution and Sales Management | 2 | 3 |
| Sectoral Marketing | 2 | 2 |
| International Marketing | 2 | 4 |
| Advertising 1: Introduction Marketing Communication | 2 | 3 |
| Advertising 2: Special Topics in Integrated Communication | 2 | 4 |
| Advanced Market Research | 2 | 2 |
| Data Analysis and Reporting 2 | 2 | 4 |
| | | |
| ...continues on the next page | | |



All Courses offered in English in the Summer Semester 2008

| Course Title | Contact Hours | ECTS Credits |
|---|---------------|--------------|
| Business Administration – Other | | |
| Doing Business in Germany | 2 | 3 |
| Leadership and Cooperation / Motivation, Compensation and Benefit | 2 | 3 |
| Management Simulation | 2 | 2 |
| Strategic Management | 2 | 3 |
| Economics | | |
| Foundations of Economics / Microeconomics | 4 | 5 |
| Macroeconomics | 4 | 5 |
| International Economic Relations / International Economics | 4 | 5 |
| Seminar in Economic Policy | 2 | 4 |
| Development Economics | 2 | 3 |
| International Financial Markets | 2 | 3 |
| European Integration I | 2 | 3 |
| European Integration II | 2 | 3 |
| German Culture and Studium Generale | | |
| The History of Post-War-Germany | 2 | 3 |
| The History of German Painting | 2 | 3 |
| Studium Generale (in German), - guest lectures on various topics | 1 | - |
| German as a Foreign Language | | |
| German as a Foreign Language - Introductory Course (Pre-Course) | 4 | 3 |
| German as a Foreign Language – different Levels | 4 | 4 |

The One-term Concentration in Marketing - offered each semester

| Course Title | Contact hours | ECTS Credits |
|--|---------------|--------------|
| Fundamentals of Marketing | 2 | 2 |
| Advanced Market Research | 2 | 2 |
| Advertising 1: Introduction Marketing Communication | 2 | 3 |
| Product and Price Management | 4 | 6 |
| Data Analysis and Reporting 1 (winter semester) or Distribution and Sales Management (summer semester) | 2 | 3 |
| Doing Business in Germany | 2 | 3 |
| | 14 | 19 |
| Cross-cultural Communication | 2 | 2 |
| German as a Foreign Language | 4 | 4 |
| Electives* | 4 | 5 |
| | 24 | 30 |

The Two-term Concentration in Marketing - Winter Semester & Summer Semester

This concentration includes the "One-term Concentrations in Marketing" (Winter Semester) plus courses of the subsequent Summer Semester as follows:

| Course Title | Contact hours | ECTS Credits |
|---|---------------|--------------|
| Marketing Controlling | 2 | 4 |
| Distribution and Sales Management | 2 | 3 |
| Advertising 2: Special Topics in Integrated Communication | 2 | 4 |
| Data Analysis and Reporting 2 | 2 | 4 |
| Sectoral Marketing | 2 | 2 |
| International Marketing | 2 | 4 |
| | 12 | 21 |
| German as a Foreign Language | 4 | 4 |
| Electives* | 4 | 5 |
| | 20 | 30 |

* All other subjects offered by Pforzheim University can be chosen as electives (depending on specific prerequisites). For example, the introductory (beginners') course in "German as a Foreign Language" held as a block course qualifies as an elective (with an advanced German course being compulsory).

The One-term Concentration in International Business - offered each semester

| Course Title | Contact hours | ECTS Credits |
|--|---------------|--------------|
| International Economics | 4 | 5 |
| Introduction to International Business | 6 | 6 |
| Regional Studies | 2 | 3 |
| Doing Business in Germany | 2 | 3 |
| Cross-cultural Communication | 2 | 2 |
| | 16 | 19 |
| German as a Foreign Language | 4 | 4 |
| Electives* | 4 | 7 |
| | 24 | 30 |

The Two-term Concentration in International Business - Winter Semester & Summer Semester

This concentration includes the "One-term Concentration in International Business" (Winter Semester) plus courses of the subsequent Summer Semester as follows:

| Course Title | Contact hours | ECTS Credits |
|---|---------------|--------------|
| Selected Operational Issues in International Business | 4 | 8 |
| International Financial Management | 2 | 4 |
| International Business Law | 4 | 5 |
| Strategic Management | 2 | 3 |
| | 12 | 20 |
| German as a Foreign Language | 4 | 4 |
| Electives* | 4 | 6 |
| | 20 | 30 |

* All other subjects offered by Pforzheim University can be chosen as electives (depending on specific prerequisites). For example, the introductory (beginners') course in "German as a Foreign Language" held as a block course qualifies as an elective (with an advanced German course being compulsory).

The One-term Concentration in International Economics - offered each semester

| Course Title | Contact hours | ECTS Credits |
|--|---------------|--------------|
| International Economic Relations / International Economics | 4 | 5 |
| European Integration I | 2 | 3 |
| European Integration II | 2 | 3 |
| Development Economics | 2 | 3 |
| International Financial Markets | 2 | 3 |
| Seminar in Economic Policy | 2 | 4 |
| | 14 | 21 |
| Cross-cultural Communication | 2 | 2 |
| German as a Foreign Language | 4 | 4 |
| Electives* | 2 | 3 |
| | 22 | 30 |

Please note, that European Integration I and II may be offered on a successive basis with a mid-term exam for European Integration I.

* All other subjects offered by Pforzheim University can be chosen as electives (depending on specific prerequisites). For example, the introductory (beginners') course in "German as a Foreign Language" held as a block course qualifies as an elective (with an advanced German course being compulsory).



ACADEMIC YEAR 2007 / 2008

| | |
|--|---|
| Beginning of Winter Semester 2007/08: | October 1, 2007 |
| Welcome Meeting: | October 1, 2007 |
| Application deadline for exchange students: | June 15, 2007 |
| Date by which exchange students are expected to arrive: | End of September 2007 |
| Deadline for the registration of the courses: | October 31, 2007 |
| Deadline for the submission of countersigned Learning Agreement: | October 31, 2007 |
| End of lecturing period autumn semester 2007/08: | January 25, 2008 |
| Examinations Winter Semester 2007/08: | January 26 until February 6, 2008 |
| No lectures during: | <ul style="list-style-type: none"> • German Unification Day: October 2, 2007 • All Saints' Day: November 1, 2007 • Christmas Break: December 21, 2007 until January 4, 2008 |
| Beginning of Summer Semester 2008: | March 10, 2008 |
| Welcome Meeting: | March 10, 2008 |
| Application deadline for exchange students: | January 7, 2008 |
| Date by which exchange students are expected to arrive: | March 7, 2008 |
| Deadline for the registration of the courses: | April 11, 2008 |
| Deadline for the submission of countersigned Learning Agreement: | April 11, 2008 |
| End of lecturing period spring semester 2008: | June 27, 2008 |
| Examinations Summer Semester 2008: | June 28 until July 9, 2008 |
| No lectures during: | <ul style="list-style-type: none"> • Easter Break: March 20 to March 25, 2008, inclusively • Pentecost Break: May 12 to May 16, 2008, inclusively • Ascension Day: May 1, 2008 • Corpus Christi: May 22, 2008 |

APPLICATIONS

Applications to the program are handled by the University's International Programs Office.

Hochschule Pforzheim - Pforzheim University
International Office - Akademisches Auslandsamt
Tiefenbronnerstrasse 65
D-75175 Pforzheim
Germany

Application forms can be downloaded from the ISP web site at <http://www.hs-pforzheim.de/isp-downloads>.

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