

Pforzheim University Business School
- International Study Program (ISP) –

→ Information Package Summer Semester 2009

→ For exchange students, enrolling / taking subjects within the
ISP

Dear Exchange Student,

This information package has the following objectives:

1. It provides you with information on the **ISP Welcome and Introduction Session on Monday March 16, 2009 10:30**, as well as
2. **Information regarding offered courses and the time-table.**
3. Furthermore **we would like to give you orientation for course registration as you are required to sign up for the courses you are going to take.**
You'll have to register at the ISP-office **within the first three weeks of the lecture period** using the form being provided on pages 23 and the following.

Though the ISP is coordinating all of your course selections – independent of the language of instruction – this information package focuses on our course offers in English language.

Generally, you are free to choose from the whole variety of courses (“a la carte”). However, restrictions apply to follow-up courses of lectures taught in the past winter semester.

In addition, you are required to take two courses:

1. **“German as a Foreign Language”** at an appropriate level and
2. **“Cross-cultural Communication”**.

In order to provide you the opportunity to specialise in specific subjects, the ISP arranged pre-packed course offers (“Specializations”) such that time-table clashes are avoided.

Best regards and wishing you a good starting off at Pforzheim University

Prof. Dr. Matthias Kropp
Director ISP

Dipl. Wirt.-Ing (FH) Jochen Ebert
ISP Coordinator

Contents

Agenda Welcome and Introduction Session Summer 2009 Semester	3
Overview ISP	4
General Remarks	4
Prepackaged Course Offers (“Specializations”)	5
Organizational Information on Specific Courses	6
Blocked seminars	7
Time table: Weekly Courses Taught in English and Courses “German as a Foreign Language”	10
Overview Starting Dates Courses German as a Foreign Language (“Deutsch als Fremdsprache”).....	13
<i>UPDATE!</i> Courses Taught in English - Provided by the Business School	14
<i>NEW!</i> Additional Courses Taught in English Provided by the School of Engineering - Course Descriptions	15
School of Engineering - Time Table Course Offerings in the English Language within the Study program "Business Administration & Engineering"	18
Information for ISP students, planning to stay at Pforzheim University during the Summer Semester 2009 and the Winter Semester 2009/10	19
Grading System	20
How to Access Grades via the Internet, Transcripts of Records	20
Academic Year Details including Examination and Vacation Dates	21
Campus Map Business School and School of Engineering	22
Course Offerings and ISP-Student Course Registration Form.....	23

Agenda Welcome and Introduction Session Summer 2009 Semester

→ For exchange students, enrolling /
taking subjects within the ISP

MONDAY, 16TH MARCH 2009,
Campus Tiefenbronner Str. 65, Building W2, Room W2.201

- 10:30 *Reception Desk -*
ISP students pick up the Summer 09 Information Package
- 10:45 *Rector's & Dean's Welcome Address*
Prof. Dr. Martin Erhardt, Rector Pforzheim University,
Prof. Dr. Rudi Kurz, Dean Business School
- 11:00 *Introduction to the International Study Program*
Prof. Dr. Matthias Kropp, Director International Study Program
Jochen Ebert, Dipl. Wirt-Ing. (FH), Coordinator International
Programs, Business School
- 12:00 *Welcome Address*
Wolfgang Schöllhammer, Director International Programs
Pforzheim University
- 12:05 *Information on "German as a Foreign Language" /*
"Cross-cultural Communication"
Mrs. Gabi Bender, Director Institute of Foreign Languages
Mrs. Elizabeth Hermann, Lecturer Institute of Foreign Languages
- 12:20 *Meet with Student's Union ("AStA") Representatives*
Lunch Break and tour through the Pforzheim University Business
School
- 14:00 *Guided tour through the city of Pforzheim - "Goldstadt-Walk"*

TUESDAY, 17th MARCH 2009,
Campus Tiefenbronner Str. 65, Building W1, Room W1 505

- 9.45 – 11.15 Placement Test ("Einstufungstest") for all courses "German as a
Foreign Language

Overview ISP

- Focus: Undergraduates
- Leading to a Certificate / Diploma (min. 30 / 60 ECTS Credits, irrespective of the language of instruction)
- Integration of Bachelor-courses and amendment of the existing course offers by pre-packaged, specialized sets of courses ("Specializations")
- Integration of exchange students
- Additional lectures / seminars focused on German culture
- ISP-Website: www.hs-pforzheim.de/isp

General Remarks

- You are free to choose courses from all Business School's Bachelor / Diplom Program offers, both in English and German, and in addition from the course offers of the Department of Business Administration and Engineering, Pforzheim University School of Engineering.
- Please check, however, for possible time-table clashes; you have to make sure that you have the necessary qualifications to take part in these courses (especially in higher semesters).
- Please note: we prepared offers of specializations (language of instruction: English) in order to avoid time-table clashes.
- You are not allowed to choose courses from our Master Programs
- Please note: Course registrations, representing a minimum number of 24 ECTS-Credits in total are expected. The ISP-Office will not accept registrations for more than 30 Credits (German as a Foreign Language, Cross-Cultural Communication and German Culture are added to this limit).

Prepackaged Course Offers (“Specializations”)

Exchange students are free to choose from the variety of courses offered by the Business School and from the English offers of the School of Engineering’s Department Business Administration and Engineering. 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.

Overview Specializations

- The one-semester Specialization in Marketing - offered each semester
- The two-semester Specialization in Marketing - Winter Semester & subsequent Summer Semester
- The one-semester Specialization in Management – offered each semester
- The one-semester Specialization in International Business - offered each semester
- The two-semester Specialization in International Business - Winter Semester & subsequent Summer Semester
- The one-semester Specialization in International Economics - offered each semester

Please find the details concerning the specializations in the ISP brochure as well as on the ISP website <http://www.hs-pforzheim.de/isp>.

Organizational Information on Specific Courses

General Information – Weekly Courses vs. Blocked Courses

Our course offerings are organized as

- Intensive courses, mostly on weekends. We call them “blocked courses”. (-> please see page 7) and as
- Weekly courses, where you take classes every week during the semester (-> please see weekly schedule as from page 10)

BAE2210 – Interdisciplinary Project

Please note, this project is only open to students studying Business Administration and Engineering

ESR4013 European Integration I / ESR4013 European Integration II

Please note:

- European Integration I is offered in the first half of the semester, followed by a mid-term exam, European Integration II is offered only in the second half of the semester.
- European Integration I is the prerequisite for European Integration II.
- You may take only European Integration I.

GMT3013 Strategic Management

Two alternative courses will be offered, both of them by Prof. Dr. Sutton:

- You'll take either the lecture on Monday (13:45) or
- The lecture on Tuesday (15:30).

MAR2011 Consumer Behavior

Two alternative courses will be offered to you, both of them by Prof. Dr. Walter:

- You'll take either the lecture on Monday (13:45), or
- The lecture on Tuesday (15:30).

MKT4012 International Marketing

Two alternative courses will be offered to you. You'll take

- Either: the lecture with Prof. Dr. Paetsch, Tuesdays 15:30
- Or: the lecture with Prof. Dr. Sepulveda, Thursdays 17:15

Blocked seminars

GMT3025 Management Simulation

[Blocked seminar, **seat limit exchange students: 15 participants;**

Prerequisite: Reading of the “Participants’ Manual”]

This course is strictly offered on a pass/fail basis. Subsequently you will not receive individual grades / marks.

Sessions are on the following Fridays (Rooms will be announced):

1. 17 th April 2009 (15:30 – “open end”)	2. 24 th April 2009 (15:30 – 18:45)
3. 8 th May 2009 (15:30 – 18:45)	4. 15 th May 2009 (15:30 – 18:45)
5. 29 th May 2009 (15:30 – 18:45)	6. 19 th June 2009 (15:30 – 18:45)

Please note:

- **Binding registration via E-Mail to bernd.kuppinger@hs-pforzheim.de (first come first served basis), registration deadline March 31, 2009.**
- **Participation only possible if you have read the “Participants’ Manual”, on which you will get informed about after your registration.**

ECO2012 Seminar in Economic Policy

[Blocked seminar]

Three alternative seminars will be offered to you:

- You'll take either guest lecturer Dr. Sara Scatasta or
- the seminar with Dr. Fan or
- the seminar with Prof. Dr. Beck

Introduction meeting to the seminars: to be announced

- The number of participating students is limited.
- The allocation of students to one of these seminars and the respective seminar topics will take place in the second lecture week.
- Exchange students are required to join together with students from Pforzheim University to write an extended essay and prepare a presentation.

Seminar 1 in Economic Policy:

European environmental policy in a socio-economic perspective.

Instructor: Sara Scatasta

Description of the assignment

The paper should provide a discussion of an environmental issue and policy context from a socio-economic perspective in one of the 9 sub-themes listed below:

1. Agricultural Biotechnology
2. Air quality
3. Biodiversity Conservation
4. Climate Change
5. Energy

6. Land Use
7. Noise
8. Water quality
9. Waste Management

Within each sub-theme, please keep the discussion focussed on a couple of issues. A general introduction to the sub-themes 2-9 can be found at <http://www.eea.europa.eu/themes/> ; for sub-theme 1 see <http://www.isaaa.org/Resources/publications/briefs/default.html>

**Seminar 2 in Economic Policy:
The emerging economic power PRC China: the achievements and the impacts**

Instructor: Dr. Fan

1. The economic Reform since 1978 in China: its Process and its Characteristics
2. The Development and the developmental Problems in China's agricultural sector since 1978: How could the agricultural Sector influence China's Society and Economy?
3. The Relationship between industrial Development and economic Growth in China since 1978
4. The Impact of Trade and FDI on the structural Change in China
5. The Population policy and its Impact on Human Capital in China
6. Income Distribution and the Poverty in China since the Reform
7. Environmental Pollution and the Green-GDP in China
8. Chinas Hunger for natural Resources and its Impact on the World Economy
9. China's Economy and the World financial Crisis: Which Role could China play in Rescuing the Crisis?

**Seminar 3 in Economic Policy:
Experimental Economics**

Instructor: Prof. Dr. Hanno Beck

1. Introduction to Experimental Economics
2. Public Goods Games
3. Bargaining
4. Auctions
5. Asset Markets
6. Individual Decision Making under Risk and Uncertainty
7. Macroeconomics
8. Field Experiments
9. Evaluation of Experiments: Data Analysis.
10. Human Behavior and Time
11. Ultimatum- and Dictator Games
12. Fairness and Labor Markets

MCO2011 Introduction Marketing Communication
[Blocked seminar]

Sessions are on the following Saturdays:

1. 21 th March 2009 (9:45 – 13:00, room W4 204)	2. 28 th March 2009(9:45 – 13:00, room W1 201)
3. 25 th April 2009(9:45 – 13:00, room W1 201)	4. 9 th May 2009(9:45 – 13:00, room W1 201)
5. 30 th May 2009(9:45 – 13:00, room W1 201)	

SIC2011 Cross-Cultural Communication
[Blocked seminar]

- This course requires participation and active involvement in 6 classes of 90 minutes each. The classes are blocked.
- Depending on the Level of German as a Foreign Language, you are required to attend that course on two days, during the time slots 1-3
 - Either on two Mondays
 - Or on two Tuesdays.
- The dates will be announced following your placement test for “German as a Foreign Language”.
- Exchange students are required to join together with students from Pforzheim University to write an essay and prepare a presentation.
- Further details will be announced at the Welcome Session.

Time table: Weekly Courses Taught in English and Courses “German as a Foreign Language”

Time	Mon	Tue	Wed	Thu	Fri
1 (08:00)	<p>Cross-cultural communication W4.2.01 (K06) Loveday</p> <p>Cross Cultural Communication (D) W4.2.04 (K05) Bender</p> <p>Cross Cultural Communication (F) W4.2.04 (K05) Bender</p>	<p>Cross-cultural communication W4.2.03 (K07) Hermann</p> <p>Deutsch 2 W1.2.03 (H115) Schnabel</p> <p>Deutsch 5 W1.5.05 (H412) Bender</p>	<p>Introduction to International Business W3.2.03 (K03) Sutton</p>	<p>International Trade Operations W3.2.02 (K04) Saldsieder</p> <p>International Business Law W1.5.04 (H413) Gildeggen</p> <p>Special Topics in Integrated Communication W1.2.06 (H110) Pflaum</p>	<p>Deutsch 4 W1.3.04 (H213) Schnabel</p>
2 (09:45)	<p>Cross-cultural communication W4.2.01 (K06) Loveday</p> <p>Deutsch 1 W1.5.01 (H418) Michelfeit</p> <p>Cross Cultural Communication (D) W4.2.04 (K05) Bender</p> <p>Cross Cultural Communication (F) W4.2.04 (K05) Bender</p> <p>Deutsch 3 W1.2.03 (H115) Kleinheinz</p>	<p>Cross-cultural communication W4.2.03 (K07) Hermann</p> <p>Deutsch 3 W1.3.01 (H218) Michelfeit</p> <p>Deutsch 5 W1.5.05 (H412) Bender</p> <p>Deutsch 2 W1.2.03 (H115) Schnabel</p>	<p>Introduction to International Business W1.2.05 (H112) Paul</p> <p>International Trade Operations W3.2.02 (K04) Saldsieder</p> <p>Macroeconomics W3.2.03 (K03) Maurer</p> <p>Selected operational issues in International Busin W4.2.04 (K05) Bremser</p>	<p>Internal Accounting W1.3.06 (H210) Rade</p> <p>Foundations of Economics W2.2.01 (I201) Beck</p> <p>International Economic Relations W2.3.01 (I301) Strotmann</p>	<p>Deutsch 2 W1.3.04 (H213) Schnabel</p> <p>Deutsch 6 W4.2.01 (K06) Bender</p>
3a (11:30)	<p>Cross-cultural communication W4.2.01 (K06) Loveday</p> <p>Deutsch 1 W1.5.01 (H418) Michelfeit</p> <p>Cross Cultural Communication (D) W4.2.04 (K05) Bender</p> <p>Cross Cultural Communication (F) W4.2.04 (K05) Bender</p> <p>Deutsch 3 W1.2.03 (H115) Kleinheinz</p>	<p>Cross-cultural communication W4.2.03 (K07) Hermann</p> <p>Deutsch 3 W1.3.01 (H218) Michelfeit</p> <p>Deutsch 4 W1.2.02 (H116) Schnabel</p>	<p>Selected operational issues in International Busin W4.2.04 (K05) Bremser</p>	<p>Foundations of Economics W2.2.01 (I201) Beck</p> <p>International Economic Relations W2.3.01 (I301) Strotmann</p>	<p>Organizational Behavior W1.2.06 (H110) Janovsky</p> <p>Deutsch 6 W4.2.04 (K05) Bender</p>
3b (12:00)	-	-	<p>Macroeconomics W3.2.03 (K03) Maurer</p>	-	-

Time	Mon	Tue	Wed	Thu	Fri
4 (13:45)	Strategic Management W3.2.01 (K02) Sutton Consumer Behavior W1.2.05 (H112) Walter	Introduction to International Business W3.2.02 (K04) Sutton International Trade Operations W3.2.03 (K03) Saldsieder	Computer-aided analysis of financial markets (Valu W2.1.14 (LM (La. Marketing)) Wüst	Doing Business in Germany W1.3.02 (H216) Thudium Distribution and Sales Management W4.2.03 (K07) Sepulveda Regional Studies W1.2.02 (H116) Voß	International Market Research W1.5.04 (H413) Frank International Accounting - Fundamentals W1.3.05 (H212) Buhleier International Accounting - Fundamentals W1.3.05 (H212) Scholz
5 (15:30)	European Integration I / II W2.2.01 (I201) Wentzel Marketing Research Project W1.3.06 (H210) Walter Sustainable Developm. Corp. Global Perspectives W1.4.06 (H310) Kurz	Strategic Management W1.5.04 (H413) Sutton Consumer Behavior W1.2.03 (H115) Walter	International Business Law W1.2.04 (H113) Gildeggen Data Analysis & Reporting II W2.3.14 (W2) Cleff Sustainable Development: Challenges and Responsibi W1.2.05 (H112) Volkert	Regional Studies W1.2.02 (H116) Voß Product and Price Management W1.3.04 (H213) Thudium	International Accounting - Fundamentals W1.3.05 (H212) Buhleier International Accounting - Fundamentals W1.3.05 (H212) Scholz
6 (17:15)	Sectoral Marketing W1.3.06 (H210) Walter European Integration I / II W2.2.01 (I201) Wentzel	Marketing Controlling W1.2.01 (H118) Walter International Marketing W1.5.05 (H412) Paetsch International Financial Management Room tba Kropp	International Financial Markets W3.2.02 (K04) Maurer	International Marketing W1.3.05 (H212) Sepulveda Product and Price Management W1.3.04 (H213) Thudium	-
7 (19:00)	-	History of German Art W1.2.01 (H118) Fischer	-	The History of Post-War- Germany W1.2.01 (H118) Zeitler	-

Annotations:

1. **No classes on Monday, March 16, 2009.**
2. **The following classes will start as from calendar week 13 (March 23, 2009):**
 - ECO1011 Foundations of Economics / Microecon. [Beck]
 - GMT3013 Strategic Management [Sutton]
 - GMT3024 International Trade Operations [Saldsieder]
 - IBU1101 Doing Business in Germany [Thudium]
 - IBU2031 Introduction to International Business [Paul]
 - LAW2024 International Business Law [Gildeggen]
 - MAR2011 Consumer Behavior [Walter]
 - MKT2011 International / Advanced Market Research [Frank]
 - MKT3011 Marketing Controlling [Walter]
 - SIC2011 Cross-cultural communication
3. **Room Changes - valid only this week (calendar week 12, as from March 16, 2009):**
 - MCO2031 Special Topics in Integrated Communication [Pflaum]
New room -> W1.3.06
 - IBU1012 Regional Studies [Voß] ->W4.1.06

4. Single Session Change

AUD1011 Internal Accounting [Rade]

Session of Thu 16.04.2009 changed to Fri 20.03.2009 W1.3.06

5. **Cross Cultural Communication:** The seminar is blocked - **you are required to attend that course only on TWO days**, during the time slots 1-3 either on two Mondays, or on two Tuesdays. Details please see page 9.
6. **European Integration:** European Integration I is offered in the first half of the semester, followed by a mid-term exam; European Integration II is offered only in the second half of the semester.
7. **Introduction to International Business** is consisting of 3 slots of 90 minutes each per week.
If you take this course you subsequently participate at the sessions both Prof. Sutton and Prof. Paul

Overview Starting Dates Courses German as a Foreign Language ("Deutsch als Fremdsprache")

+++ Placement Test / Einstufungstest Tuesday March 17 at 9h45 in W1.5.05+++

Course	Start	Time
Deutsch 1/ German 1 Level A1	Start: Monday, March 23	Monday 9h45 – 13h00 am
Deutsch 2/ German 2 Level A2	Start: Friday, March 20	Friday 9h45 – 11h15 am and Tuesday 8h00 – 11h15 am
Deutsch 3 / German 3 Level B1	Start: Monday, March 23	Monday 9h45 – 13h00 am
Deutsch3 / German 3 Level B1	Start :Tuesday, March 24	Tuesday 9h45 – 13h00 am
Deutsch4 / German 4 Level B2	Start: Friday, March 20	Friday 8h00 – 9h30 and Tuesday 11h30 – 13h00 am
Deutsch 5 / German 5 Level B2 Business	Start: Tuesday, March 24	Tuesday 8h00 – 11h15 am
Deutsch 6/ German 6 Level C1	Start: Friday, March 20	Friday 9h45 – 11h15 in W 4.2.01 Friday 11h30 – 13h00 in W 4.2.04

UPDATE! Courses Taught in English - Provided by the Business School

- 1) As from the Summer 2009 Semester, Pforzheim University Business School has re-launched course offerings in the area "Sustainable Development".

Within the ISP we can offer to you two new courses:

- ESR4021 Sustainable Development: Challenges and Responsibilities and
 - ESR4022 Sustainable Development: Corporate and Global Perspectives
- 2) The Sustainable Development courses replace Development Economics (ECO1101) which has been offered until the Winter 2008/2009 Semester.
 - 3) MAR2011 Consumer Behavior will be offered additionally in the Summer 2009 Semester.
 - 4) MKT2021 Product and Price Management is included in the Summer 2009 semester with 6 ECTS credits.
 - 5) MKT2022 Distribution and Sales Management is included in the Summer 2009 semester with 3 ECTS credits.
 - 6) GMT3014 Management Seminar will only be offered as from Winter 2009/2010 Semester.

ESR4021 Sustainable Development: Challenges and Responsibilities

– Course Description:

Level: Advanced; ECTS-Credits: 3; Contact Hours: 2 per week

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: Corporate and Global Perspectives – Course Description:

Level: Advanced; ECTS-Credits: 3; Contact Hours: 2 per week

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: Leitbilder, 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

NEW! Additional Courses Taught in English Provided by the School of Engineering - Course Descriptions

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

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week

Prerequisites: Business Administration 1, 2/3, 4 (BAE1011, BAE1012, BAE2011 or equivalents)

Content:

The lecture is in English and follows the US-lecture book of Wheelen/Hunger: Strategic Management and Business Policy. All steps of a Strategic Management Cycle from visions, missions, strategies to functional policies and operational programs/budgets as well as the feedback/learning process are explained and discussed. Major instruments used are explained, like SWOT, Environmental Scanning, Industry Analysis, Portfolio-Analysis, S-Curve, Balanced Scorecard, MBO, Leadership Models, Performance Measurements etc. The views of major business gurus, like Michael E. Porter and Peter F. Drucker, are reviewed. Several case studies illustrate the empirical evidence of the theories taught. The lecture ends with a comprehensive overview on latest Value Based Management approaches, and with that gives most up-to-date insights into the subject.

BAE2013 – Production planning

Level: Beginner Level; ECTS-Credits: 5; Contact Hours: 4 per week

Prerequisites: -

Content:

- Strategy process
- Management Competencies in the 21st century
- Supply Network Design
- Process and Layout Design
- Organisation Design
- Capacity Management
- Material Management
- Inventory Management
- Production Plan and Control System
- Lean Management
- Improvement Management
- Project Management
- Strategic and operative management

- Development of a production strategy
- Different operative models like:
 - Location planning
 - forecasting
 - capacity fixing
 - line balancing

BAE2102 – Marketing 2

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week

Prerequisites: Marketing 1 (BAE2101 or equivalent)

Content: Introduction into Marketing and marketing mix II

BAE2112 – Production Engineering & Manufacturing 2

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week

Prerequisites: Production Engineering & Manufacturing 1 (BAE2111 or equivalent)

Content:

Basics of manufacturing planning for automated assembly productions:

- Trends in the assembly technology
- Design for manufacturing
- Simulation on thermo-dynamic procedures
- Classification of assembly systems
- Construction of work piece holder
- Characteristics of assembly lines
- Premises of the production planning
- Manual and automatic transfer systems
- Pick and Place Systems and supplying technology assignments
- Compressed air components
- Sensors of the assembly technology
- Calculation of the profitability of the investment

BAE2122 – Logistics 2 (Manufacturing and Distribution Logistics)

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week

Prerequisites: Logistics 1 (BAE2121 or equivalent)

Content:

- Logistic management – approaches
 - Flow of goods and its management of instability
- Logistics: costs and capacity
- Organization methods of logistics
- Manufacturing logistics
 - Means of transportation
 - Warehouse logistics
 - Allocation of components
 - RFID (Radio Frequency Identification)
 - Production planning and scheduling
- Distribution logistics
 - Meaning and definition
 - Consignment sale (Picking)
 - Distribution channels
 - Transportation
- SAP Laboratory
(Processes of distribution logistic are done by students in laboratory tutorials)

BAE2132 – Information Technology 2 (Information Systems Engineering)

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week
Prerequisites: Information Technology 1 (BAE2131 or equivalent)
Content: The course covers a broad range of information systems engineering topics. Among others, the course will address: Principles, architectures, design and implementation methods of information systems.

BAE2210 – Interdisciplinary Project

Level: Academic Level; ECTS-Credits: 4; Contact Hours: 4 per week
Prerequisites: - / seats available only for exchange students studying Business Administration and Engineering at their home university
Content: Depends on the Project

BAE3031 – International Business (Introduction)

Level: Intermediate Level; ECTS-Credits: 2; Contact Hours: 2 per week
Prerequisites: -
Content:

- 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 the Regional Economic Integration.
- The basic principles of international business with particular emphasis on global sourcing international marketing and sales of technical goods.

School of Engineering - Time Table Course Offerings in the English Language within the Study program "Business Administration & Engineering"

Modules and Courses	Module-	Contact hours/ week	Credits	level / term	Professor	Room Number	Day	Time
	Number				Name			
Offered in this Semester:								
Business Administration 5	BAE2012	2	2	3	Mr. Weiblen	THG (T1.3.01)	Thursday	11:30 - 13:00
						W3.2.02 (K04)	Monday	11:30-13:00
Production Planning	BAE2013	4	5	3	Mr. Weyer	THG (T1.3.01)	Tuesday	13:45 - 15:15
						T1.3.06/07 (T306)	Tuesday	17:15 - 18:45
IDP - Interdisciplinary Project (Project language depends on the relative Professor)	BAE2210	4	4	4	your Exchange Student Advisor provides information	T1.3.29	Wednesday	11:30-13:00
International Negotiation Skills and Business Behaviour (en-block lecture)	BAE3032	4	5	5	Mr. Bregazzi	*		
* two weeks before semester starts in summer term: End of February, beginning of March (in winter term: End of September)								
Marketing 2	BAE2102	2	2	4	Mr. Wupperfeld	THC (T1.2.05)	Thursday	11:30 - 13:00
Production 2	BAE2112	2	2	4	Mr. Saile	T1.3.03/04 (T303)	Wednesday	9:45-11:15 or 11:30-13:00
Logistics 2	BAE2122	2	2	4	Mr. Weyer	T1.3.03/04 (T303)	Wednesday	13:45-15:15 or 17:15-18:45 and 15:30-17:00
Information Technology 2	BAE2132	2	2	4	Mr. Thimm	W1.2.03 (H115)	Monday	13:45 - 15:15
						THG (T1.3.01)	Monday	15:30 - 17:00
International Business	BAE3031	2	2	4		T1.3.09/10 (T309)	Friday	8:00-9:30 and 9:45-11:15
Your Exchange Student Advisor - Prof. Dr. Fournier - has his office hours every Wednesday in building T1, room T1.3.29 at 11:30-13:00								
Your Student Advice Assistants: Mrs Henriette Wilhelm and Mrs Sabine Lügering (both in T1.3.02)								
Our Engineering Information Meeting: Tuesday, 17th at 8:30 in T1.2.24								

Information for ISP students, planning to stay at Pforzheim University during the Summer Semester 2009 and the Winter Semester 2009/10

General Remarks

In case you intend to stay for a second semester at Pforzheim University, please be aware of the necessary procedure

1. Official Nomination by your home university at the International Office (Akademisches Auslandsamt) of Pforzheim University for the Winter 2009/2010 Semester.
2. Deadline for Nomination: June 1, 2009
3. After having received the official Acceptance Letter, issued by the International Office of Pforzheim University you would have to arrange for your re-registration ("Rückmeldung") at Pforzheim University

Course Information Winter Semester 2009/10

You'll find all courses offered in the winter semester 2009/10 being published online during the the current summer semester (see www.hs-pforzheim.de -> exchange students -> courses).
Semester Start: September 28, 2009

Grading System

German Grades and European Grading Scale

Grades at Pforzheim University are assigned as follows:

1,0	excellent / hervorragend (A)
1,3	excellent / hervorragend (A)
1,7	very good / sehr gut (B)
2,0	very good / sehr gut (B)
2,3	good / gut (C)
2,7	good / gut (C)
3,0	good / gut (C)
3,3	satisfactory / befriedigend (D)
3,7	satisfactory / befriedigend (D)
4,0	pass / ausreichend (E)
4,7	fail / nicht bestanden (F)
5,0	fail / nicht bestanden (F)

Please note:

- Grading policy: we solely grade in 0,3 / 0,7 / ,0 intervals
- Grades as e.g. 1,1, or 1,2 or 1,4 or 1,5 or 1,6 or 1,8 or 1,8 or 1,9 are not assigned
- Grade 4,3 is not assigned

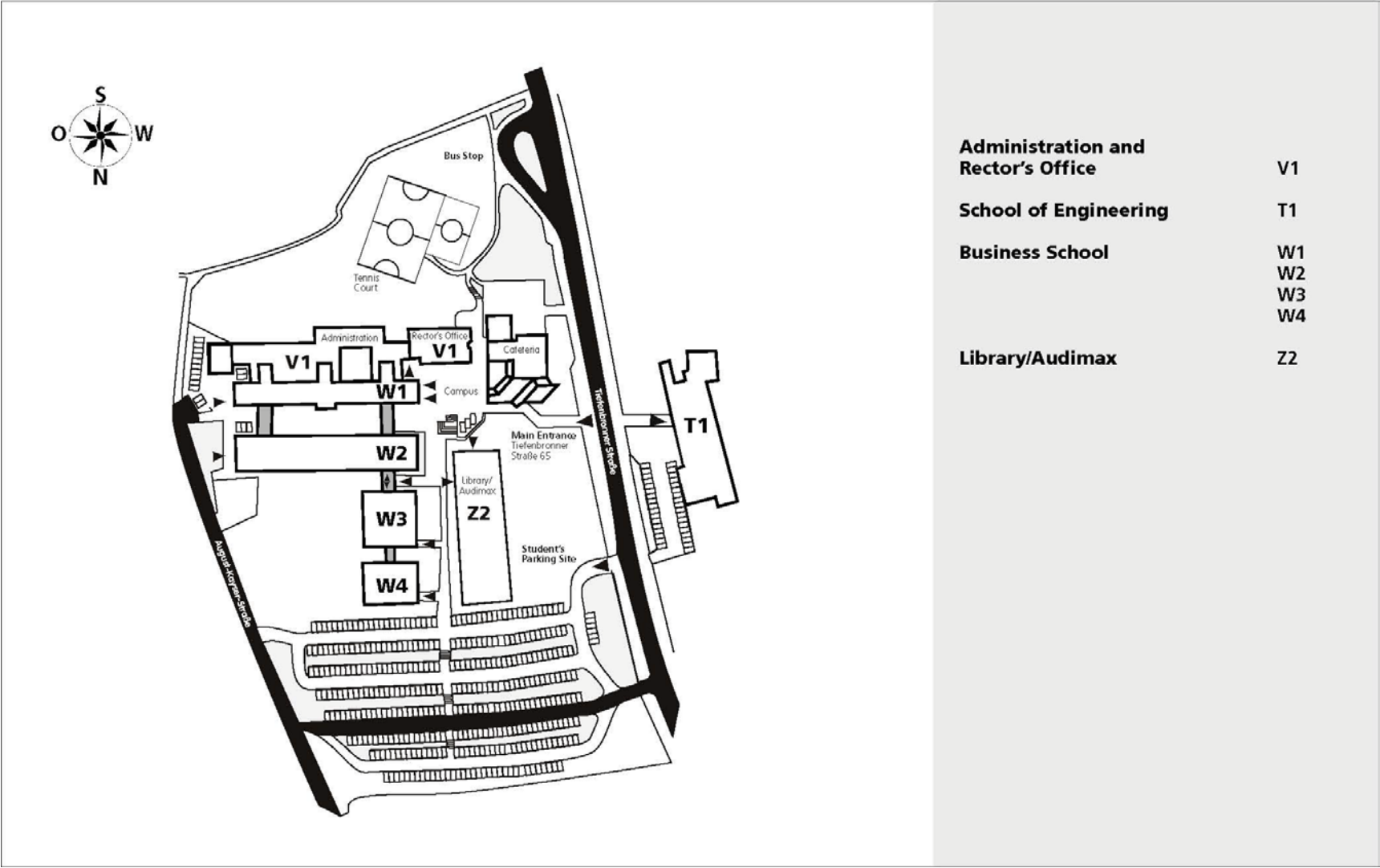
How to Access Grades via the Internet, Transcripts of Records

- At <https://hic.hs-pforzheim.de/gispos/> you may access your grades and print provisional transcripts.
- Official Transcripts will be issued and send off to your Home Universities as soon as your records are completed.
- Deadline for lecturers to submit grades in the Summer 2009 Semester: End of August; hereafter we need approximately two weeks to finalize and post your Official Transcripts of Records as well as your ISP certificates and ISP diplomas.
- Resits:
What we do not hope, however it may happen that some students do not pass an examination.
 - Subsequent resits are offered only within the examination period of the Winter 2009/2010 Semester (February 2010).
 - Additional resit appointments cannot be offered.
 - Please note that resit candidates
 - would have to be nominated for the Winter 2009/2010 Semester by the home university at the International Office of Pforzheim University and
 - would have to enrol and - strongly recommended follow the subject again at - Pforzheim University.
 - If candidates cannot take the resits in Pforzheim or the subjects are not offered in the Winter 2009/2010 Semester, we recommend that failed courses are covered at the home university.

Academic Year Details including Examination and Vacation Dates

Summer 2009 Semester	
Deadline for the registration of the COURSES	Paper-based, to be submitted at the ISP Office by April 3, 2009
Deadline for the submission of countersigned Learning Agreement	April 3, 2009
Final EXAMINATION Registration Period	Will be announced
End of lecturing period	July 3, 2009
Examinations period	July 4 until July 15, 2009 inclusively
No lectures during	<ul style="list-style-type: none"> • Easter Break: April 9 to April 14, 2009, inclusively • Ascension Day: May 21, 2009 • Pentecost Break: June 1 to June 5, 2009, inclusively • Corpus Christi: June,11 2009
Winter 2009 Semester	Beginning of semester: September 28, 2009

Campus Map Business School and School of Engineering



Course Offerings and ISP-Student Course Registration Form

Your Pforzheim University Student-ID-No.: _____

1) Your Personal Data

Last Name(s): _____

First Name(s): _____

2) Data Concerning Your Studies at Your Home University

a) Name of your home university & country: _____

b) Name of study program you are studying at your home university:

(e.g.: *Bachelor in Marketing*) _____

c) Degree you'll be awarded at your home university upon completion of your studies

(e.g.: *Bachelor of Science in Marketing*)

d) In which semester you are studying now / what is the total duration of your study program at your home university? (for example: *semester 4 out of 8*)

Please note:

- In selecting your courses taught in English, please clarify with the indicative time-table that your choice will not produce time-table clashes. If you are selecting courses from one of our Specializations, these pre-packaged courses are arranged such that time-table clashes are avoided.
- Course registrations, **representing a minimum number of 24 ECTS-Credits in total are expected**. The **ISP-Office will not accept registrations for more than 30 Credits**. The following courses however can be added to the limit of 30 ECTS Credits: German as a Foreign Language, Cross-Cultural Communication and German Culture classes.
- **There are two compulsory courses which you are required to enrol in: German as a Foreign Language and Cross-cultural Communication.**

Courses signed with an asterisk (*) are only available to students continuing their studies in Pforzheim within the corresponding specialization. Individual access for other students is only available by permission of the respective lecturer.

ISP- Student Course Registration Form (cont.)

Your Pforzheim University Student-ID-No.: _____

Course No.	Course Title	Contact Hours per week [45 min.]	ECTS Credits	PLEASE INDICATE YOUR CHOICE „X“
AQM3012	Computer-aided analysis of financial markets (Value at risk)	2	4	
AUD1011	Internal Accounting (Intermediate Management Accounting)	2	3	
AUD3011	International Accounting – Fundamentals	2	4	
BAE2012	Business Administration 5 (Strategic Management and Business Policy)	2	2	
BAE2013	Production Planning	4	5	
BAE2102	Marketing 2	2	2	
BAE2112	Production Engineering & Manufacturing 2	2	2	
BAE2122	Logistics 2 (Manufacturing and Distribution Logistics)	2	2	
BAE2132	Information Technology 2 (Information Systems Engineering)	2	2	
BAE2210	Interdisciplinary Project - please note: only accessible for exchange students studying industrial engineering at their home university	4	4	
BAE3031	International Business (Introduction)	2	2	
ECO1011	Foundations of Economics	4	5	
ECO1012	Macroeconomics	4	5	
ECO1102	International Financial Markets	2	3	
ECO2011	International Economic Relations	4	5	
ECO2012	Seminar in Economic Policy	2	4	
ESR4013	European Integration I	2	3	
ESR4014	European Integration II	2	3	
ESR4021	Sustainable Development: Challenges and Responsibilities	2	3	
ESR4022	Sustainable Development: Corporate and Global Perspectives	2	3	
GMT3013	Strategic Management	2	3	
GMT3024	International Trade Operations	5	7	
GMT3025	Management Simulation	2	2	
HRM2021	Organizational Behavior	2	3	
IBU1012	Regional Studies	2	3	
ECTS-Credits Subtotal I				X

ISP- Student Course Registration Form (cont.)				
Your Pforzheim University Student-ID-No.: _____				
Course No.	Course Title	Contact Hours per week [45 min.]	ECTS Credits	PLEASE INDICATE YOUR CHOICE „X“
IBU1101	Doing Business in Germany	2	2	
IBU2031	Introduction to International Business	6	6	
IBU1102	International Financial Management	2	4	
IBU3011	Selected Operational Issues in International Business*	4	8	
LAW2024	International Business Law	4	5	
MAR2011	Consumer Behavior (incl. Psychology of Advertising)	2	3	
MAR3011	Data Analysis and Presentation II*	2	4	
MCO2011	Introduction Marketing Communication	2	3	
MCO2031	Special Topics in Integrated Communication*	2	4	
MKT2011	Advanced / International Market Research	2	2	
MKT2021	Product and Price Management	4	6	
MKT2022	Distribution and Sales Management	2	3	
MKT3011	Marketing Controlling	2	4	
MKT3021	Marketing Research Project*	4	8	
MKT4011	Sectoral Marketing	2	2	
MKT4012	International Marketing	2	4	
SIC2011	Cross-cultural communication (mandatory)	2	2	X
SSC1101	The History of Post-War-Germany	2	3	
SSC1102	The History of German Art	2	3	
German as a Foreign Language (one course is mandatory; level depending on placement test)				
Course No.	Course Title	Contact Hours	ECTS Credits	PLEASE INDICATE YOUR CHOICE „X“
LAN1000	German 1 Presemester-Course - CEFR-Level A1 / Basic User	4	4	
LAN1001	German 1 - CEFR-Level A1 / Basic User	4	4	
LAN1002	German 2 - CEFR-Level A2 / Basic User	6	5	
LAN1003	German 3 - CEFR-Level B1 / Independant User	4	4	
LAN1004	German 4 - CEFR-Level B2 / Independant User	4	5	
LAN1005	German 5 - CEFR-Level B2 Business / Independant User	4	5	
LAN1006	German 6 - CEFR-Level C1 Proficient User	4	5	
ECTS-Credits Subtotal II				X

