

Pforzheim University Business School

- International Study Program (ISP) -

Information Package for Exchange Students enrolling in the International Study Program (ISP) for the Summer Semester 2008

+++Updated as from March 7, 2008+++

Dear exchange student,

This information package has a dual purpose: First, it provides you with information on the introductory session, courses and the indicative time-table in order to plan your stay at Pforzheim University already before arrival. Secondly, you are required to sign up for the courses you are going to take. You have to register with the ISP-office within the first four weeks of the lecture period using the forms being provided on pages 3-5. Please note, that an early registration is required because some courses are subject to enrolment limits.

Though the ISP is coordinating all your course selections – independent of the language of tuition – 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 to lectures taught in the past winter semester. In addition, you are required to take two courses: “German as a Foreign Language” at an appropriate level and “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.

If you need further information before arrival, e.g. course descriptions, have a look to our webpage: <http://www.hs-pforzheim.de/isp>. Should you have any further questions regarding courses, especially courses taught in German, the ISP-office will do its best to assist you.

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ISP-Welcome and Introduction Session Summer Semester 2008

- Agenda -

Monday March 10, 2008, 10:45
Building W2, Room W2.2.01

- 10:45 *The Dean's Welcome*
Prof. Dr. Rudi Kurz, Dean Business School
- 10:55 *Welcome Address*
Wolfgang Schöllhammer, Director International Programs Pforzheim University
- 11:00 *Welcome Address and Introduction to the International Study Program*
Prof. Dr. Matthias Kropp, Director International Study Program
Jochen Ebert, Coordinator International Study Program
- 12:00 *Welcome Address and Information on "German as a Foreign Language" /
"Cross-cultural Communication"*
Mrs. Gabi Bender, Director Centre for Foreign Languages
Mrs. Elizabeth Hermann, Lecturer Centre for Foreign Languages
- 12:15 *Rector's Welcome*
Prof. Dr. Martin Erhardt, Rector
- 12:20 *Meet with Student's Union ("UIASTA") Representatives*
Lunch Break and tour through the Pforzheim University Business School
- 13:15 *Guided tour through the city of Pforzheim - "Goldstadt-Walk"*

Tuesday, March 11, 2008

+++Update+++

**9:45 Placement Test for "German as a Foreign Language"
Building W1, Room W1.4.06,**

ISP-Student Course Registration Form

Your Personal Data

Last Name: _____

First Name: _____

Pforzheim Student-ID-No. (if available): _____

Your Data at Your Home University

a) Name of your home university / country: _____

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

c) Degree you'll be awarded at your home university upon completion of your studies
(e.g.: "Bachelor of Science in Marketing")

d) Current semester you are studying in your study program at your home university /
Total duration of your study Program (e.g. 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.
- A maximum number of 30 ECTS-Credits in total is suggested. The ISP-Office will not accept registrations for more than 35 Credits excluding Languages.
- 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 to other students is only available by explicit permission of the respective lecturer.

ISP-Student Course Registration Form

Courses taught in English + Course(s) "German as a Foreign Language"

Course Code	Course Title	Contact hours/ week	ECTS Credits	Your Choice
Business Administration – International Business				
IBU1101	Doing Business in Germany	2	3	
IBU1012	Regional Studies	2	3	
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	
SIC2011	Cross-Cultural Communication (compulsory)	2	2	X
Business Administration – Marketing				
MCO2011	Advertising 1: Introduction Marketing Communication	2	3	
MCO2031	Advertising 2: Special Topics in Integrated Communication*	2	4	
MAR3011	Data Analysis & Reporting II*	2	4	
MKT1101	Fundamentals of Marketing	2	2	
MKT2011	Advanced 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*	6	8	
MKT4011	Sectoral Marketing	2	2	
MKT4012	International Marketing	2	4	
Business Administration – Other				
GMT1101	Production and Operations Management	2	3	
GMT3013	Management Simulation	2	2	
GMT3025	Strategic Management	2	3	
HRM2011	Leadership and Cooperation / Motivation, Compensation and Benefit	2	3	
Economics				
ECO1011	Foundations of Economics / Microeconomics	4	5	
ECO1012	Macroeconomics	4	5	
ECO2011	International Economic Relations / International Economics	4	5	
ECO2012	Seminar in Economic Policy	2	4	
ECO1101	Development Economics	2	3	
ECO1102	International Financial Markets	2	3	
ESR4013	European Integration I	2	3	
ESR4014	European Integration II	2	3	
German as a Foreign Language – one course out of LAN1001 to LAN1006 is compulsory				
LAN1000	German 1 Pre-semester-Course – CEFR ¹ -Level A1 / Basic User	+Update+ 4	4	X (Level depending on placement test)
LAN1001	German 1 - CEFR-Level A1 / Basic User	4	4	
LAN1002	German 2 - CEFR-Level A2 / Basic User	+Update+ 6	5	
LAN1003	German 3 - CEFR-Level B1 / Independent User	4	4	
LAN1004	German 4 - CEFR-Level B2 / Independent User	4	5	
LAN1005	German 5 - CEFR-Level B2/C1 / Independent User	4	5	
LAN1006	German 6 - CEFR-Level C1/C2 / Proficient User	4	5	
SSC1101E	The History of Post-War-Germany	2	3	
Total Number of Credits registered for:				

¹CEFR = Common European Framework of Reference for Languages

ISP-Student Course Registration Form

Courses taught in German

Please insert your choice of courses.

Course Code (if available)	Course Title	Professor/ Lecturer	Contact hours/ week	Lecture Time (e.g. Wed. 15:30 – 17.00)	ECTS Credits
Sub-Total					

Our pre-packaged Course Offers (“Specializations”)

The “One-Term-Specialization in International Business”

Course Code	Course Title	Contact hours/week	ECTS Credits
ECO2011	International Economic Relations / International Economics	4	5
IBU1012	Regional Studies	2	3
IBU2031	Introduction to International Business	6	6
IBU1101	Doing Business in Germany	2	3
Sub-Total		14	7

The “Two-Term-Specialization in International Business” / 2nd Term (primarily for students continuing their studies in International Business at Pforzheim University)

Course Code	Course Title	Contact hours/week	ECTS Credits
GMT3025	Strategic Management	2	3
IBU3011	Selected Operational Issues in International Business*	4	8
IBU1102	International Financial Management	2	4
LAW2024	International Business Law	4	5
Sub-Total		12	20

The “One-Term-Specialization in International Economics”

Course Code	Course Title	Contact hours/week	ECTS Credits
ECO2011	International Economic Relations / International Economics	4	5
ECO2012	Seminar in Economic Policy	2	4
ECO1101	Development Economics	2	3
ECO1102	International Financial Markets	2	3
ESR4013	European Integration I	2	3
ESR4014	European Integration II	2	3
Sub-Total		14	21

Our pre-packaged Course Offers (“Specializations”)

The “One-Term-Specialization in Marketing”

Course Code	Course Title	Contact hours/ week	ECTS Credits
IBU1101	Doing Business in Germany	2	3
MCO2011	Advertising 1: Introduction Marketing Communication	2	3
MKT1101	Fundamentals of Marketing	2	2
MKT2011	Advanced Market Research	2	2
MKT2021	Product and Price Management	4	6
MKT2022	Distribution and Sales Management	2	3
Sub-Total		14	19

The “Two-Term-Specialization in International Business” / 2nd Term (primarily for students continuing their studies in Marketing at Pforzheim University)

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

Organizational Information on Specific Courses

European Integration I (ESR4013, 3 ECTS-Credits) and European Integration II (ESR4014, 3 ECTS-Credits)

Please note, that it is intended to offer "European Integration I" in the first half of the semester with an mid-term exam and to continue with "European Integration II" in the second half of the semester with an exam at the end of the semester. Both lectures will take place at the same weekly time-slot: Monday, time-slot 5+6.

You may register for both courses or just for "European Integration I".

Seminar in Economic Policy (ECO2012, 4 ECTS-Credits)

+++Update+++: *Information Session on "Seminar in Economic Policy" on: March 12, 2008, Building W2 Room W2.3.15*

This seminar will be held in block sessions on Fridays or twice Friday/Saturday during the 2nd part of the semester. Three alternative Seminars will be offered to exchange students:

- Prof. Dr. Jürgen Volkert , Professor of Economics and Economic Policy / Prof. Dr. Dr. h.c. mult. Friedrich Schneider, Professor of Economics, Johannes Kepler University Linz, Austria:
"Challenges in Contemporary Globalization"
- Prof. Dr. Dirk Wentzel, Jean Monnet Chair in European Economic Relations:
"New Challenges for the EU after the Berlin Summit 2007"
- Rahel Schomaker, Research Assistant and Assistant Lecturer, University of Münster
"Economics, Politics, and Globalization"

The number of participating students is restricted. Preference is given to those students registering for the Specialization in International Economics. The allocation of students to one of these seminars and the respective seminar topics will take place in the first lecture week. Exchange students are required to join together with students from Pforzheim University to write an extended essay and prepare a presentation.

Management Simulation (GMT3025, 2 ECTS-Credits)

The course will be held in two block sessions:

- Block 1: Friday, April 4, 13.45 – approximately 19.00 and Saturday, April 5, 9.00 – approximately 17:00 and
- Block 2: April 18, 13.45 – approximately 19.00 and Saturday, April 19, 9.00 – approximately 17:00

Students are expected to participate actively in both blocks in order to achieve the credits awarded to that course. Please note, that this course is strictly offered on a passed / failed basis only (with no individual grades / marks available).

Cross-Cultural Communication (SIC2011, 2 ECTS-Credits)

This course requires participation and active involvement in 6 classes of 90 minutes each. The classes are blocked into the time slots 1-3 on Mondays and Tuesdays. Depending on the Level of German as a Foreign Language, you are required to attend that course on two days, 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.

Special Topics in Integrated Communication (MCO2031, 4 ECTS-Credits)

This seminar will be held in 5 sessions on Saturdays:

- Session 1: March 29: 9:45 – approx. 13:00
- Session 2: April 12: 9:45 – approx. 13:00
- Session 3: April 26: 9:45 – approx. 13:00
- Session 4: May 30: 9:45 – approx. 13:00
- Session 5: June 7: 9:45 – approx. 13:00

Building W 4, room W4.2.01

Students are expected to participate actively in all sessions in order to achieve the credits awarded to that course.

+++Update+++ *Advanced Market Research (MKT2011)*

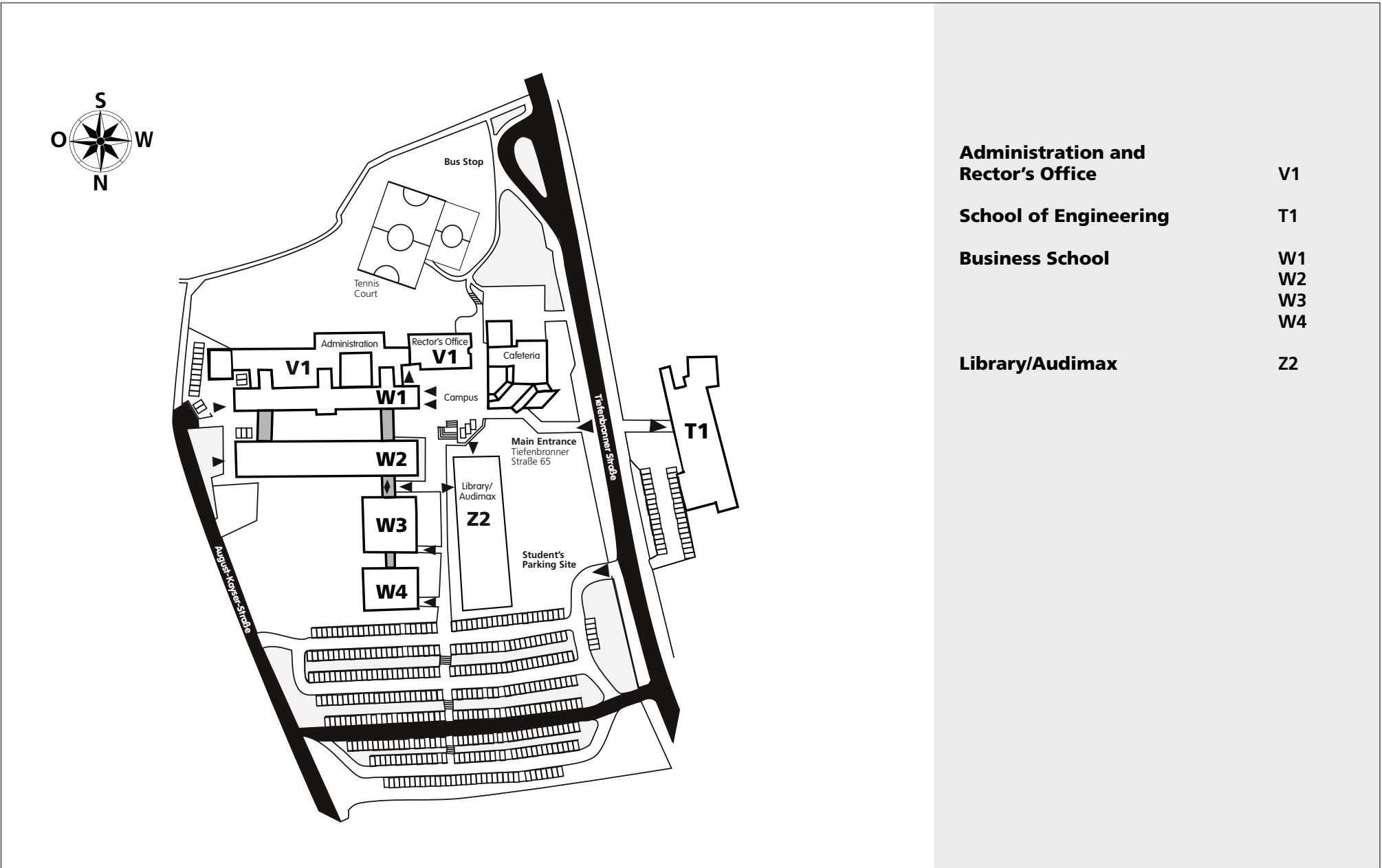
First session: Friday April 11, 2008, 13:45

Timetable Summer Semester 2008 – ISP / Courses taught in English

Time	Monday	Tuesday	Wednesday	Thursday	Friday
1 (08:00 – 9:30)	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 2 W1.2.03 [Engler-Fritz] 	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 6 W2.3.20 [Bender] 	Introduction to International Business W3.2.01 [Sutton]	International Business Law W2.2.01 [Willburger]	German 5 W2.3.20 [Bender]
2 (09:45- 11:15)	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 1 /German 3 to be confirmed W1.2.03 [Michelfeit] German 2 W1.3.06 [Engler-Fritz] 	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 1 /German 3 to be confirmed W1.5.03 [Michelfeit] German 6 W2.3.20 [Bender] 	<ul style="list-style-type: none"> Strategic Management W1.2.04 [Sutton] Introduction to International Business W3.2.01 [Paul] 	<ul style="list-style-type: none"> Foundations of Economics W2.3.15 [Beck] Selected operational issues in International Business W1.2.04 [Bremser] International Marketing W1.2.06 [Sepulveda] 	<ul style="list-style-type: none"> German 2 W1.5.03 [Engler-Fritz] German 5 W2.3.20 [Bender]
3a (11:30 – 13:00)	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 1 /German 3 to be confirmed W1.2.03 [Michelfeit] 	<ul style="list-style-type: none"> Cross Cultural Communication <i>room to be announced</i> German 1 /German 3 to be confirmed W1.5.03 [Michelfeit] 	<ul style="list-style-type: none"> Development Economics W1.4.06 [Volkert] International Business Law W2.3.01 [Willburger] Sales and Distribution W3.2.01 [Walter] 	<ul style="list-style-type: none"> Foundations of Economics W2.3.15 [Beck] Leadership and Coop./Motiv., Compens. + Benefits W1.4.01 [Janovsky] Selected operational issues in International Business W1.2.04 [Bremser] 	German 4 W4.2.03 [Hiltwein]
3b (12 – 13:30)	-	-	-	-	-
4 (13:45 – 15:15)	<ul style="list-style-type: none"> Strategic Management W2.2.01 [Sutton] Research Project W1.3.06 [Walter] 	<ul style="list-style-type: none"> Production and Operations Management W1.3.05 [Manthey] Introduction to International Business W3.2.04 [Sutton] 	German 4 W4.2.03 [Hiltwein]	Regional Studies W1.2.01 [Manthey]	Advanced Market Research W1.5.04 [Frank]
5 (15:30 – 17:00)	<ul style="list-style-type: none"> European Integration I W1.2.01 [Wentzel] Research Project W1.3.06 [Walter] 	<ul style="list-style-type: none"> Doing Business in Germany W1.2.04 [Manthey] Marketing Controlling W1.2.01 [Walter] 	<ul style="list-style-type: none"> International Financial Markets W1.5.02 [Maurer] Data Analysis II W2.1.14 [Cleff] Fundamentals of Marketing W1.2.03 [Manthey] 	<ul style="list-style-type: none"> Macroeconomics W2.3.15 [Maurer] International Economic Relations W2.2.01 [Volkert] Product and Price W1.2.03 [Thudium] 	-

Time	Monday	Tuesday	Wednesday	Thursday	Friday
6 (17:15 – 18:45)	<ul style="list-style-type: none"> European Integration II W1.2.01 [Wentzel] Research Project W1.3.06 [Walter] 	<ul style="list-style-type: none"> Sectoral Marketing W1.2.02 [Sepulveda] International Marketing W3.2.04 [Paetsch] 	<ul style="list-style-type: none"> Regional Studies W1.3.06 [Voß] International Financial Management W1.3.03 [Kropp] Introduction Marketing Communication W1.3.05 [Tropp] 	<ul style="list-style-type: none"> Macroeconomics W2.3.15 [Maurer] International Economic Relations W2.2.01 [Volkert] Product and Price W1.2.03 [Thudium] 	-
7 (19:00 – 20:30)	-	-	-	<ul style="list-style-type: none"> The History of Post-War Germany W1.2.03 [Zeitler] 	-

Sitemap Business School and School of Engineering



Administration and Rector's Office	V1
School of Engineering	T1
Business School	W1 W2 W3 W4
Library/Audimax	Z2