

BUSINESS SCHOOL

**START YOUR CAREER
RIGHT HERE**



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MESSAGE FROM THE DEAN

Welcome to the Pforzheim University Business School!

If you are looking for an outstanding and practice-oriented degree with an excellent reputation and you are willing to work hard for it then we are the right university for you!

For almost 50 years we have built up an excellent reputation for educating students in business administration. Ambitious students will find a wide range of study options in the field of business and business law. In addition to gaining theoretical and professional knowledge, our study programs are practice-oriented. With the introduction of our Bachelor and Master degree programs we have successfully adopted the standardized European university system required by the Bologna Process.

We are able to offer our students an innovative, interdisciplinary and international environment which allows them to fully develop their potential. Our highly-qualified professors support and encourage their students in every possible way. In times of globalization, we are able to offer students the opportunity to gain international and intercultural experience. The international network and numerous bilateral partnerships with well-known universities abroad contribute to this experience.

The success of Pforzheim University is based on the international and practice-oriented academic formation as well as on the close relationship between professors and students. The excellent reputation that professors and students enjoy in the professional world along with outstanding results in rankings is further proof of our success.

Are you interested in learning more about us? Then take a look at the following pages.



Prof. Dr. Rudi Kurz
Dean Business School



PFORZHEIM UNIVERSITY

Our University encompasses three schools: the School of Design, the School of Engineering and the Business School. All of them have different origins. The School of Design is the oldest. It has its roots in the jewelry tradition of the town and can be traced back more than 125 years to the heyday of Pforzheim's jewelry industry. The School of Design (FHG) was independent until 1992.

The current Business School started out as the Fachhochschule fuer Wirtschaft (FHW) 47 years ago. Pforzheim University of Applied Sciences was created in 1992 with the merger of the FHG and the FHW and the foundation of the School of Engineering.

Our University greatly values interdisciplinary thinking. Furthermore we enjoy excellent relationships with economists, lawyers, engineers, designers and experts from various fields. Our interdisciplinary potential will create opportunities for further development in the future. The wide range of specializations as well as a solid grounding in fundamental theory provides the students with an excellent basis for their future role in specialist fields and in management. All three schools offer a large number of Bachelor and Master degree programs. In addition to an excellent standard of teaching, applied research work is carried out. Pforzheim University has an outstanding reputation among Germany's leading companies.

Pforzheim University is able to offer a broad and diverse curriculum due to the highly-qualified and experienced staff who have developed close coopera-



tion with many renowned companies in the economic region and beyond. This provides our students with a unique study experience which is virtually unheard of at other universities. Applied research projects such as those carried out by the Institute for Business Simulations, the Institute for Applied Research, the Steinbeis Transfer Centers and the Jewelry Technology Institute contribute towards a practical approach.

We apply a variety of didactic methods including traditional lectures. However, interactive approaches form a major part of the teaching at university. Our main focus is on developing close relationships between our students and their teachers and encouraging the students' commitment which has resulted in the creation of numerous student initiatives and organizations. All in all Pforzheim University is best able to prepare students for their future careers.



THE BUSINESS SCHOOL

Portrait

Pforzheim University Business School was founded in 2005 as a successor to the renowned Fachhochschule fuer Wirtschaft (FHW) that had been established almost 50 years before. The Business School encompasses all business and business law programs. The Industrial Engineers share courses in the Business School as well, although they belong to the School of Engineering. We offer a wide range of Bachelor and Master degree programs. With approximately 2,700 students and 85 full-time professors, the School belongs to one of the largest Business Schools in Germany. Our School is able to offer a broad curriculum due to its size and the highly-qualified and experienced staff. The School enjoys interdisciplinary relationships with the Schools of Engineering and Design as well as with numerous partner universities abroad.

The School awards its Bachelor graduates a Bachelor of Science degree which provides them with a professional qualification for their future career. The Bachelor degree programs offered by the Business School cover the various functions within a company. Our diverse "product range" has contributed to the pro-

fessional success enjoyed by over 14,000 of our university graduates since 1963.

The broad range of Master programs offers graduates the opportunity to gain further qualifications. Prerequisite for our MBA programs, which contribute to further training of managers, is working experience.

All degree programs at the Business School are approved by the State of Baden-Wuerttemberg and are accredited by recognized national agencies.

Responsible Management Education

Pforzheim University was amongst the first 100 higher education institutes worldwide to sign up to the "Principles of Responsible Management Education (PRME)". PRME is an initiative of the United Nations Global Compact to support business schools in the introduction of an innovative educational approach to meet the expectations and demands placed on future managers regarding corporate responsibility and sustainability.



The Facts (Statistics)

Staff and Students

- full-time professors: 85
- part-time lecturers: more than 60
- total number of students: 2,700
- number of new student enrollments for:
Bachelor degree programs: 640 per year
Master degree programs: 130 per year.
- Master degree program students: 250
- student/professor ratio: 33 to 1
- average group size: Bachelor 35; Master 25
- students abroad (outgoing): approximately 170 per year
- exchange students (incoming): approximately 170 per year from more than 30 countries
- applications: more than 6,700 per year
- graduates: 14,000 in almost 50 years

Programs and Equipment

- number of Bachelor degree programs: 11
- number of Master degree programs: 8
- international contacts and exchange programs with over 50 partner universities in more than 30 countries
- company contacts in Germany and abroad: over 500
- number of auditoriums: 32 modern auditoriums and seminar rooms

- library: open approximately 83 hours , 7 days a week, over 120,000 books and 2,700 academic periodicals and online media
- laboratories and computers: video, multimedia, logistics, foreign languages, marketing and human resources laboratories as well as numerous PC and MAC laboratories with 180 PC workstations and 30 MAC workstations – generally available around-the-clock

Other interesting facts

- campus: 52,375 m² with a cafeteria and a snack bar
- infrastructure: over 500 parking spaces and excellent public transport (bus)
- campus location: on the edge of the Black Forest, 2 km from the city center
- town location: in the south-west of Germany between the cities of Stuttgart (approximately 40 km) and Karlsruhe (35 km)
- living in Pforzheim: 4 halls of residence providing over 600 units of accommodation close to university, affordable private housing
- sport and leisure: numerous sports activities at university and AStA (student union), student parties and many student pubs, a wide range of leisure facilities and activities offered by Pforzheim city council



Our Vision and Mission

Our Vision

The Business School of Pforzheim University is recognized as one of the leading business schools in Germany. For highly-motivated students it is the first choice from all public universities in Germany. For employers it is a primary source for recruiting qualified employees.

Our Mission is to

- provide a high level of academic education in applied business in order to prepare students for long-term and successful professional and managerial careers in a dynamic global environment.
- ensure that the potential which successful companies in our area and other regions have is used in the best way for both the students and the companies.
- make intellectual contributions based on research that can be applied to contemporary business issues and to classroom instruction or that can be used to enhance the knowledge base of the faculty's disciplines.
- provide further education opportunities that enhance the career.



The Faculty Board

Our Goals



Our goals are:

To further improve the national and international attractiveness of the Business School.

Students:

- To attract the most capable students, both nationally and internationally.
- To educate our students so that our graduates will attain a competitive advantage and professional success.
- In our first degree programs, the goal is preparation for career entry and for a Master's degree.
- In our Master degree programs the main goals are career enhancement and development of leadership skills.
- Improve the ties and lifetime relationships with our alumni.

Faculty Members and Staff:

- Attract faculty members who are not only outstanding scholars, successful professionals and leaders, but who are also committed to excellence in teaching.
- Sustain a culture of academic freedom to provide room for self-development and active involvement, thus building a solid basis for our success.
- Create an atmosphere of support and cooperation where faculty and staff are actively encouraged to further develop themselves both personally and professionally.

Corporate and Academic Partners:

- Maintain and extend excellent relationships with companies to provide a learning environment that includes opportunities for experimental learning, work experience and applied research.
- Continuous commitment to building and maintaining international alliances and partnerships on a global level.
- Enhance the use of the potential of interdisciplinary cooperation with other schools of our university.

Ten Guiding Principles

Ten Guiding Principles to Accomplish our Mission and Goals:

- As a public university our first and foremost priority is the student and the prospective student of the Business School (student focus).
- Make use of the strength of having a faculty body which is both academically and professionally qualified. Due to the size of our school, we can build on a broad spectrum of specialized competencies represented in our diverse faculty body (strength of faculty body).
- Encourage a high degree of faculty-student interaction based on individualized consultation and mentoring (faculty-student interaction).
- Provide high-quality, contemporary curricula which cover the diversity of functions and processes that sustain successful enterprises (contemporary curricula).
- Develop critical-thinking skills by considering business theory and its application, exploring complex problems, creative problem-solving, decision-making, taking responsibility for one's actions, and leadership. Thus students will acquire lifelong learning capabilities (critical thinking).
- Prepare students for the challenges of global business by developing an international culture within the school and by facilitating international exchange. We encourage teaching and learning in at least one foreign language as well as student mobility in exchange programs for studying and working in other cultural environments (international culture).
- Create a collaborative environment for students and faculty that emphasizes communication, mutual respect, innovation, individual initiative, service and pursuit of excellence (collaborative environment).
- Encourage student initiatives that support our mission.
- Appreciate the critical importance of the administrators and support staff in achieving the school's mission (appreciate support staff).
- Ongoing commitment for continuous improvement in teaching, research programs and processes (continuous improvement).



Why studying business in Pforzheim?

Broad Range of Programs

Prospective students can be certain to find a program which covers their individual interests and guarantees success in their future careers. The various Bachelor and Master degree programs, along with further additional qualifications (e.g. in Public Relations) provide students with a wide range of opportunities for further education and training.

Reputation and Awards

For several years, the Business School has regularly taken part in the rankings for business degree courses. The Centre for Higher Education Development (CHE) provides the most comprehensive and detailed ranking of German universities.

In the CHE 2008 ranking, Pforzheim was able to improve its already excellent position and enjoys one of the top positions amongst the 105 business faculties in the ranking.

Furthermore, Pforzheim University was awarded fourth place by the German business magazine *Wirtschaftswoche* for its practice-oriented HR courses. This study, which focused on the practical relevance of the HR courses, represents a climb of two places on last year's results.

Between November 2008 and March 2009, EDUNIVERSAL ran "the first official selection of business schools", in which the deans of 1000 business schools were asked to choose their own favorite business schools worldwide. Pforzheim Business School was once again given the accolade of "excellent business school", with the respectable result of 16th place in the ranking. EDUNIVERSAL is an initiative of SMBG, one of the leading French portals for student orientation and HR management.



Why studying business in Pforzheim?

Studies with a Practical Orientation

One of our major strengths is a balanced combination of academic education and practical orientation of the study programs. This is the result of the highly-qualified and experienced professors on the one hand and the close relationships between Pforzheim University and the business community on the other hand. We are in contact with over 500 companies in Germany and abroad with whom students work on projects and Bachelor and Master theses. These companies also offer internships to our students so that they are able to gain work experience. Furthermore, regular field trips to renowned companies also provide further practical experience and networking opportunities. Experienced professionals from respected companies, professors and assistant lecturers come to our school as speakers, visiting thus ensuring a continuous intensive transfer of knowledge between the University and the business world.

Another indicator for the high quality and practical relevance of our degree programs can be found in the university's regular participation in contests and competitions. Numerous prizes and accolades gained by students also show their creativity, professionalism and ability to bring excellent results under pressure.



Why studying business in Pforzheim?

The Faculty

85 professors, more than 90 part-time lecturers and academic research assistants all work together to create a supportive environment for over 2,700 students. The broad spectrum of competencies offered by our highly-qualified and professionally experienced staff gives us clear competitive advantages.



When professors are appointed, teaching skills and commitment to excellence play a very important role just as academic qualifications and professional experience. Indeed, this means that students can benefit not only from the academic, research and practical skills of their professors, but also from their dedication. The close relations to the professional business world allow students to gain a better understanding of how the corporate world functions. They are supported by their professors, who take on the important role of mentors throughout their studies and even after they have graduated.

Why studying business in Pforzheim?

International Networking

Pforzheim University offers a variety of opportunities for students to gain international and intercultural experience.

Students can improve their foreign language skills through courses offered by the Institute of Modern Languages and by attending the various English language lectures on offer. Furthermore, the International Study Program (ISP) gives students from their first semester onwards the opportunity to take certain classes from their bachelor program in English.

Pforzheim University also cooperates with over 50 partner universities worldwide to provide exchange programs. Our students are able to spend some of their study time abroad in order to gain valuable practice-oriented international experience. In this way, students can improve their foreign language skills and broaden their intercultural understanding – indispensable in today's global world.

Another great advantage is that Pforzheim University also offers double-degree programs in coopera-

tion with partner universities, e.g. the International Marketing Bachelor program together with TEC de Monterrey in Mexico. Our network of international partnerships with renowned universities worldwide means that over a quarter of our students can spend at least one semester at one of these universities abroad.

Furthermore, every semester, students from all over the world come to Pforzheim University to study in Germany and gain international experience. On average, we welcome 80 students each semester from 30 countries to our school. These exchange students study together with their fellow German students and enjoy extra-curricular activities.

The Business School is member of various organizations like the European Foundation for Management Development (EFMD), the Association to Advance Collegiate Schools of Business (AACSB), the Central and East European Management Development Association (CEEMAN) and the Network of International Business and Economic Schools (NIBES).



Why studying business in Pforzheim?

Student support

Our Student Services team supports students who may need advice or experience problems during their time at university. Besides mentoring, supporting and providing information on a variety of subjects, Student Services also operates as a referral service, cooperating closely with professional counseling and support organizations. Student Services stands for an uncomplicated, transparent advice and support during your studies.



Accreditation

The Bachelor and Master programs offered by the business school are accredited by AQAS e.V. (Agentur für Qualitätssicherung durch Akkreditierung von Studiengängen).

Why studying business in Pforzheim?

Graduate satisfaction

Since 1998, Pforzheim University has run a satisfaction survey amongst graduates of the Business School. The students receive the first questionnaire at the end of their studies and complete a second questionnaire three years into their career. Issues raised are whether former students feel prepared for the world of work, how the university can continue to improve and how students rate their time at Pforzheim University.

The survey gives valuable information for continuous improvement. The positive results over the years stand for the high standard of quality of teaching and the degree programs at the Business School.

The graduates' loyalty to their university is demonstrated by a high rate of former students who say they would study with us again - 75 percent. The students surveyed are also asked about their satisfaction with the practical relevance and focus of their courses, as well as the subject knowledge of their lecturers, which they have consistently graded very good.

This tradition of surveying our own graduates is an important instrument for us to determine our developmental strategy and evaluate the effectiveness of the measures we have realized.



THE BACHELOR PROGRAMS

The Concept

Our Bachelor degree programs comprise ten business programs and one degree program in business law. Students are thus guaranteed a compact, career-oriented education at a university with an excellent reputation.

The business programs are based on the successful Pforzheim model: a sound academic education in business, economics, business law and quantitative methods is combined with a career-based specialization, preparing students for a specific business role. The spectrum is broad and comprises almost all business-relevant fields and functions. The Pforzheim model is independent from industry trends due to its functional orientation. Our graduates are able to gain entry to almost all business sectors thanks to the broad range of competencies they acquire during their studies.

In order to be successful both professionally and socially and to take on corporate and social responsibility, it is essential to possess key skills and knowledge of other business disciplines. Therefore, social, methodological, interpersonal and intercultural skills have

been integrated into the academic degree programs. The aim is to prepare our students better for their careers, enabling them to transfer their theoretical knowledge into business life successfully and professionally.

Basic structure of the Bachelor Programs in Business Administration

All Bachelor programs are designed to be completed within seven semesters, including one internship semester. Successful business administration graduates are awarded a Bachelor of Science degree (B.Sc.) whereas Business Law students are awarded a Bachelor of Laws (LL.B).

All Bachelor programs consist of general subjects and degree-specific courses. The general subjects give students a good and structured grounding in business. They include the following areas:

- Business Administration
- Company Taxation
- Information Systems
- Mathematics, Statistics, and Operations Research
- Economics
- Business Law
- Intercultural Competence
- Ethics and Social Responsibility

Approximately 50 percent of the course content is dedicated to the general subjects mentioned above; the rest consists of a more specialized subject matter. Students acquire both academic and practice-oriented skills in their major. An internship semester and a Bachelor thesis are mandatory for all students.

Language requirements

As all Bachelor Programs of Pforzheim University Business School include mandatory subjects, taught in the German language only, the School requires very good language skills in German.



BACHELOR

International Business

If you are interested in an international business career, if you enjoy foreign languages and are interested in other countries and cultures, then the International Business degree program is for you!

Today's business world is characterized by tough competition, increased internationalization and a global market place. This is true not only for multinational, but also for small- and medium-sized enterprises.

Companies therefore seek an increasing number of professionals who do not only have a profound knowledge in business and management, but are also proficient in foreign languages and are able to work in a multi-national and cross-cultural environment.

Alongside a thorough grounding in these subject areas, the B. Sc. degree in International Business is designed to prepare students to deal with and communicate appropriately in a number of business and everyday situations. Students learn to recognize both economic and intercultural challenges and learn how to avoid these or to deal with them appropriately. Classes are therefore taken in at least three languages (English, German, and either French or Spanish).

The program includes a compulsory time abroad, with a number of possibilities as to how to arrange this. Whether you decide on a time studying in Europe or on another continent, work experience in Germany or abroad, a dual degree, choosing a specific major or getting a general education; the curriculum structure coupled with connections to a network of around 50 partner universities allow students to design a program which fits their own specific needs. The program is then further enhanced by international projects and field trips, examples including Ireland, Turkey and Asia.

Career Profile and Job Opportunities

Graduates of IB have a wide range of career prospects. Typical starting positions are in export departments, international sales and marketing, financial controlling in multinational companies, product management and financial services. A number of graduates go on to become responsible for a foreign subsidiary or a foreign market or to become product managers.



BACHELOR

International Marketing

Europe and the rest of the world are growing closer together. Do you like to look beyond the obvious? Are you interested in international encounters?

Applicants who are internationally oriented, with high proficiency in foreign languages, and, above all, have an interest in marketing, are perfectly suited for the International Marketing program which offers them a very compact, double degree study course. Alongside their Bachelor of Science in International Marketing from Pforzheim

University, students gain a degree from one of the four following partner universities: the TEC de Monterrey in Mexico; the ESCEM School of Business and Management Tours-Poitiers in France, Universitas Gadjah Mada (UGM) in Yogyakarta, Indonesia or the ESAN University Lima in Peru. The partner universities are amongst the most renowned universities worldwide and are accredited both nationally and internationally.

Students spend their first three semesters at Pforzheim University, where classes are held in German and English. The next two semesters are taught in English at one of the four partner universities, with basic knowledge of Spanish as an additional requirement for ESAN in Peru. This is then followed by an internship semester in international marketing – either in Germany or abroad. Students spend their final semester at Pforzheim University working on their Bachelor thesis.

Career Profile and Job Opportunities

The business knowledge gained in the program enables students to take on international manager functions in fields including marketing, market research, and distribution.



BACHELOR

Marketing

If you are interested in the creation of new products and markets, starting from analyzing customer needs, through to production, sales and communication, then the Bachelor program in Marketing is the right choice for you.

As a result of market saturation, tough competition, and the strong focus on manufacturing and trade, it is essential that now, more than ever, corporate policy is based on marketing principles. For this reason, practically no other discipline has experienced such growth in recent years. The basic concept of marketing – a market- and customer-oriented approach to corporate leadership – has become a major success factor.

The Bachelor program in Marketing offers students a solid academic and practical grounding in the field of marketing. During their studies, students learn to develop strategies, instruments and marketing concepts to achieve company goals. They will also find out how to apply product, price, sales and communication policies correctly on the basis of a systematic gathering of information through market research. A strong emphasis is placed on learning how to apply theory in various projects which are carried out in cooperation with well-known businesses from different sectors.

After graduating from the Bachelor program, students wishing to gain further qualifications have the opportunity to go on to one of the Master degree programs.

Career Profile and Job Opportunities

Our marketing graduates go into a variety of business careers. This can range from becoming a junior manager in the marketing sector with the perspective of career progression to a product manager, marketing manager or sales manager. Furthermore, our graduates also enter into the trade and service industries, in particular within advertising agencies and consultancy firms.



BACHELOR

Market & Communication Research

Which TV-show do high school seniors hate to miss? What type of advert will have the best success rate on which channel for a company that advertises cellphones? Strategic marketing requires the ability to gain psychological understanding of your consumers. New products, services or advertising campaigns can only be successful if they meet the consumers' needs. Market and communication researchers analyze motives, desires, attitudes, opinions and emotions. They analyze people, markets and media. They understand the story behind the figures and are both knowledge managers and good marketing advisors.

Qualified market researchers should be able to successfully develop and conduct consumer studies, interpret the data and present it in a way that is easy to understand. The Bachelor program in Market & Communication Research, teaches its students these skills, making it a unique course in German higher education. This exclusive position offers a definite competitive advantage and selling point in the cooperation with companies, including internships, projects and graduate starting positions.

The aim of the program is to prepare students for a position in empirical market research at a high level through a strongly practical degree course. This means that the Bachelor program in Market & Communication Research is one of the most highly-rated courses for practice-relevant training of future market researchers. Well-known market research institutes and companies regularly confirm the excellent training of interns and graduates. Former graduates consistently have rated the strong practical emphasis of the course as excellent.

Career Profile and Job Opportunities

Most of our graduates start their professional life in one of the 250 market research institutes or in the market research department of a larger firm or organization.

The professional prospects for future market and communication researchers are very promising. In the words of the Prognos Institute in Basel, a group of leading analysts, market research is one „of the 25 jobs with good prospects in an industry that can offer skilled employees a secure job and career prospects in the coming future.“



BACHELOR

Advertising

Do you have an inquiring mind? Do you like thinking both creatively and conceptually? Are you interested in advertising and marketing? Then the Bachelor program in Advertising is the right choice for you.

This unique program is the first choice for a well-grounded yet practice-oriented course in advertising and marketing communication. Through practical work built on a strong academic foundation, students acquire the skills necessary to become excellent communication experts with high employability. According to a survey carried out by the GWA (Association of Advertising Agencies) HR managers and heads of advertising agencies consider Pforzheim University to be one of the best educational institutions for future communication professionals.

The students learn how to develop integral marketing and communication concepts and how to create and maintain strong brands through the integrated use of the various marketing and communication instruments. This specialized course is enhanced by the inclusion of related subjects such as market research, competition law, and production. The inclusion of disciplines such as video production, text formatting and layout, photography and desktop publishing give the students a realistic glance into the creation of successful concept and design of advertising media.

Students enrolled in the Bachelor degree course also have the opportunity to take part in the public relations certificate that lasts one year beside their studies. For graduates of the Bachelor program who wish to go on studying, Pforzheim University also offers a Master degree program in Creative Communication & Brand Management

Career Profile and Job Opportunities

Most of our graduates start their professional career as consultants or strategy planners in an advertising agency or as brand or product managers in the industrial and service sectors. After the successful completion of their studies, graduates may also find attractive positions in the media or decide to start their own agency. The excellent reputation of our school and good connections with the advertising industry make it easier for our students to start their career and progress in management positions.



BACHELOR

Controlling, Finance & Accounting

Do you think, plan and work with an eye to the future? Can you keep good track of what is going on around you? Then controlling is the right Bachelor program for you!

Controlling involves coordinating corporate planning, forecasting business development and analyzing profitability. Corporate financing makes sure that enough funds are available at all times in order to conduct the day-to-day business but also to finance international expansions. Accounting is responsible for the company accounts and informs external parties of a company's situation throughout the preceding fiscal year. At the same time, it is important to keep track of new international regulations and ensure that these are being adhered to. A financial controller is therefore a „business assistant to the management“, with the task of supporting the management in terms of achieving their operational and strategic goals.

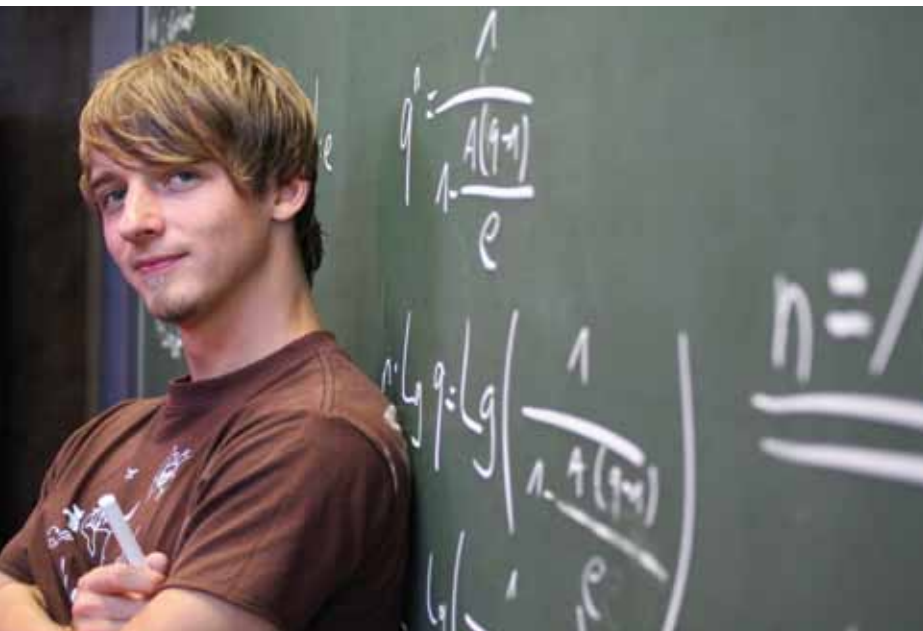
The goal of the program Controlling, Finance and Accounting is to turn students into excellent “business management assistants”. These assistants should be in a position to introduce and improve various financial and accounting tools. They should be able to use figures and report about the progress and situation of a company, thus helping support decision making in the firm.

This requires a comprehensive foundation in business, which is enhanced by knowledge of specific accounting and financial methods. This could include the knowledge of how certain cost accounting systems are put together or comprehensive understanding of national and international accounting conventions. The knowledge of a variety of subjects from financing to risk management requires the ability to practice connected thinking. These skills are then enhanced by social competences such as hand for negotiation and the ability to work in a team.

A special feature of the program is the requirement to spend a period of time abroad. Students either study a semester at a foreign university or complete a voluntary internship ranging from 10 weeks to a full semester. After successfully completing the Bachelor program, the Master in Controlling, Finance & Accounting offer the perfect opportunity for further studies.

Career Profile and Job Opportunities

Many graduates are engaged as specialists or in management positions in the fields of managerial accounting and finance as well as in the internal auditing of companies. Others hold positions as auditors in accounting firms, as consultants and project directors in consultancies or as special advisors for tax accountants. A few years into their careers, graduates may prepare for the exams necessary to become a certified tax advisor and/or public accountant.



BACHELOR

Taxation & Auditing

Do you like to give advice? Are you excited by the challenge of a constantly evolving subject area? Then tax consulting and auditing is the right career for you!

The task of a tax consultant is far more than helping people with their tax returns. The tax consultant's role in offering business support and consulting is continually growing more and more important.

Tax consulting and auditing are professions which demand the highest standards. The basic duties of the auditor are "to carry out audits, particularly of the end-of-year closing in business organizations, confirming the verity of the result with an auditor's report and certificate"

The Bachelor degree program in Taxation and Auditing provides the optimal preparation for students who wish to pursue a secure career. A solid business foundation is required in order to understand and assess better corporate issues from taxation, consulting and auditing viewpoints. The strong business foundation in the Bachelor program at Pforzheim University gives students the edge over those who have specialized exclusively early on.

Students, however, are not only provided with the necessary theory, but also with the opportunity to implement this from the very beginning in practical activities. They can put their knowledge into practice through case studies and questions in seminars, projects and workshops. This gives them a valuable insight into the daily business and tasks of auditors and tax consultants.

Students who wish to develop further and make themselves more attractive to employers have the opportunity to study on the Master program "Auditing & Taxation" following the successful completion of the Bachelor program and having worked for one year in an audit company.

Career Profile and Job Opportunities

Graduates can expect a wide-range of career opportunities, from tax consulting or auditing to positions in tax, accounting and auditing departments of firms through to positions in banking, insurance and corporate finance. Following a few years of work experience, they then have the opportunity to consult on a self-employed basis.



BACHELOR

Purchasing & Logistics

A good breakfast is a perfect beginning for a successful day. A cup of Columbian coffee, healthy New Zealand kiwi fruit and the Sueddeutsche Zeitung to read. Everything arriving “just in time” on the breakfast table to ensure you don’t go to work hungry. But how does it work?

Purchasing and logistics are the magic words which provide this daily miracle. Behind these terms are a number of professionals that organize the connections between the suppliers and recipients. They are in charge of the logistics chain, using road transportation companies, ships and planes, post and rail services and numerous forwarding companies to get the products to the consumers. In the words of the experts, they organize the supply chain.

The current term of “supply chain manager” could also be used to describe the purchasing and logistics program at Pforzheim University. Their goal is to optimize the value chain from the initial supplier to the end consumer, and there is a constant search for bright people with broad knowledge of logistics and procurement to help. If you can imagine working in a field where planning, organization and people skills are desired qualities, then Pforzheim University can provide you with the knowledge you need to go into purchasing and logistics.

The aim of this Bachelor degree program is to train people, with a strong foundation in current business practices and who can develop and maintain synergies and value-added partnerships in the value chain, plan, organize and direct all stages of the chain from suppliers to distribution.

Career Profile and Job Opportunities

There are job opportunities for graduates along the entire length of the value chain: in procurement, in merchandise planning, in production control, in warehousing and transportation, or in administration. Whether in trade, industry or logistics, career prospects and progression are excellent.



BACHELOR

Human Resources Management

Are you a people person? Are you a good communicator, capable of businesslike and goal-oriented thinking? In today's economy, human resources is an important and growing managerial task.

Human Resources Management contributes to a company's success with its customer-oriented employees, a clear structure of working processes, and the professional development of specialists and executive staff. In business practice today, human resource management is an important and future-oriented management task.

In this program, students gain outstanding qualifications for a job in human resources. The practice-oriented program familiarizes them with customer-oriented employees, goal-oriented structure of working processes and professional further training and staff promotion. A comprehensive academic knowledge of HR practices provides a strong foundation for the acquisition and development of personal and social competencies such as presentation skills, chairing of group meetings, project management, etc.

It is particularly important to us to provide our students with the skills they will need to act and advise successfully in their later careers. Therefore, seminars are regularly offered on topics such as group dynamics and behavior, project management, job applications, giving presentations, chairing meetings and leading discussions.

After completing their Bachelor studies, students wishing to develop themselves further may go on to the Master degree in "Human Resources Management & Consulting".

Career Profile and Job Opportunities

The human resources department is responsible for the entire personnel management within a company, including the selection, hiring, retirement and dismissal of employees. These tasks require knowledge of labor law as well as advising management and the cooperation with the unions. The HR specialist is responsible for staff training and development,

including apprentice and trainee programs. He or she may also be involved in strategic decision making. Career prospects could include progressing to HR manager or to a high position within HR or organizational development departments. Further possibilities could include consulting as well as working abroad in international HR management.



BACHELOR

Business Information Systems

If you are interested in both business and IT subjects, if you enjoy logical thinking and extrapolation, then Information Systems is the right program for you!

Our tailored program – drawing from business administration and IT - provides you with the communication and IT management skills you need to contribute to a company's success.

The Information Systems program gives students a strong, comprehensive knowledge of entrepreneurial thinking and business correlations, allowing them to optimize interdepartmental processes. This includes the understanding of the legal, macroeconomic and basic social conditions which influence operational procedures. Students get to design and create goal-oriented IT solutions, implementing them with state-of-the-art hardware and software.

Our curriculum contains everything you need to pursue a successful career: Process optimization by considering benefits and fields of application from a number of information and communication systems and implementation in projects.

Career Profile and Job Opportunities

Graduates' career prospects not only include high starting salaries but also incomparably diverse career opportunities. Some examples of this hugely wide spectrum include:

- Optimization of business processes
- Design and implementation of user systems
- Management and maintenance of software systems in a company
- Management of IT projects
- Corporate consulting in IT
- Management of IT infrastructures
- Marketing and sales of IT products
- Managerial functions in the IT sector

Pforzheim's Information Systems graduates truly have a huge variety of potential careers and career progression, including the following industries: Information and communications systems sector

- IT systems manufacturers
- Software companies
- IT service providers
- User systems
- Corporate and IT consulting
- Specialist IT departments



BACHELOR

Business Law

If you are interested in both legal and business issues, are articulate and you have a quick perception, then Business Law is the right program for you!

Regardless of size, industry or structure nearly every activity in an enterprise is determined by legal questions. In order to find acceptable solutions for legal questions, it is necessary to have sufficient knowledge of business, management, and economics. Therefore, there is a continuously high demand for lawyers trained in business matters in the industrial and commercial sectors.

This Bachelor degree in Business Law is distinctive for its combination of Business Management subjects and Law. The program consists of seven semesters and includes one internship semester. Students will be able to acquire professional experience and make contacts that may be useful for their future careers. We highly encourage our students to spend some study time abroad.

A modern degree course also requires students to acquire key qualifications such as languages, presentation techniques and rhetorical skills. Around 10% of the curriculum is devoted to these ancillary subjects. Instead of a traditional lecture style, students are more often required to prepare topics independently. This theoretical knowledge is then applied to case studies and tasks in seminars. Furthermore, projects, business simulations and case studies are offered.

Career Profile and Job Opportunities

Business lawyers are needed in all kinds of business activities as, for instance, in small and medium-sized enterprises without a legal department; in the commercial and industrial sectors, banks and insurance companies, chambers, federations, or tax consultancies, and in auditing companies as well as in consultancies.

Former graduates are now well-established in renowned law firms as well as in the field of insolvency administration, opening up a number of promotion opportunities. Business lawyers are also needed in the public prosecutor's office, in international institutions and organizations.



BACHELOR

Business Administration & Engineering [School of Engineering]

Growing competition and globalization mean that industry requires the highest standards of efficiency. This can only be achieved if companies adopt an integrated approach. However, there is often a shortage of experts who are able to direct the complex development of the core processes such as user research, product development, manufacturing, administration and after-sales service. Therefore, the Business Administration and Engineering faculty has expanded the programs on offer to include global and international oriented degree courses.

The programs at a glance:

- Business Administration and Engineering / General Management
- Business Administration and Engineering / International Management
- Business Administration and Engineering / Global Process Management

These three degree programs were all developed from the former program in Business Administration and Engineering .

In the first semester, students from all three programs attend lectures on the basics of engineering, business administration, law and social sciences. Equally important is the learning of additional subjects such as soft skills and languages.

Students taking the program with the specialization in General Management are prepared to be able to take on management functions in interdepartmental disciplines such as development, production, administration logistics and financial controlling: fields which require the ability to see the wider picture in a firm.

From the sixth semester, General Management students will then have the opportunity to specialize in managerial accounting (controlling), IT, logistics, ICT, product development or production. This program will mainly be taught in German.

It is the aim of these new Bachelor programs to produce future managers who can successfully communicate the technical and corporate needs of international and global firms and who can create interdisciplinary solutions and implement them over cultural, linguistic and national borders. Whereas the specialization International Management concentrates on opening international markets, the focus of the specialization Global Process Management is international business networks.

In both the global and international majors, the language of instruction is 40 percent English. Both programs include either study or an internship abroad.

Career Profile and Job Opportunities

Graduates from these three programs are in demand as they cover the overlap between business and technology. They are able to optimize processes which go beyond business borders.



THE MASTER PROGRAMS

Overview

The Master degree programs at Pforzheim University are post-graduate courses which are open to students who have already completed a first academic degree. Successful applicants have the opportunity to improve their career prospects through further qualifications.

We offer Master programs which follow on directly from Bachelor degree courses as well as MBA programs which require professional experience. The programs cover a clear profile of business functions. Furthermore, prospective students are attracted to the mix of an academic and practice-oriented approach, the international focus as well as the cooperation with well-known companies.

The courses were designed to meet the needs of specific professional fields. Moreover, students are encouraged to enhance both their applied knowledge and social competencies. A particular focus of the course is the understanding and development of an international perspective, aspects of which are integrated into the course content. Well-known companies, including Accenture, Bosch, Daimler, Ernst & Young, Kienbaum, KPMG and Merck, support the programs by providing executives from their companies as part-time lecturers, providing project work or even running specific training modules. Companies show a clear interest in recruiting our Master's graduates with their excellent academic education and practical experience.

Language requirements

Except for the MBA in International Management, which is entirely taught in English, all Master Programs include mandatory subjects taught in the German language only. Subsequently these programs requires very good language skills in German.



MASTER DEGREE PROGRAMS IN DETAIL

Master of Arts Creative Communication & Brand Management

Are you creative? Are you interested in exploring the phenomenon of brands? Then a Master in Creative Communication & Brand Management (MCM) is the right program for you!

This program is equally suitable for graduates of both business and design based degrees.

Due to its unique yet cohesive combination of design, market leadership, marketing and communication, students in this program are taught all the necessary skills for both creative and integrated brand and communicative management. Students are therefore prepared to take on management positions in design and advertising agencies as well as in marketing communication and brand management.

Beside a strong academic yet practice-oriented basis, this course also covers communication tools, area-specific management topics and design-oriented subjects. This program particularly prepares graduates to take on management and leadership responsibilities, giving them excellent career prospects.

At a glance:

Program start: Winter semester for students with a first degree in design or a business-based degree majoring in marketing or communication.

Language of instruction: German

Duration of studies: 3 semesters



Master of Arts Service Marketing

The future is service-oriented! Currently, more than two thirds of employees work either in the service industry itself or in a service-orientated sector of the manufacturing industry. Would you also like to be a part of this growing trend and help to create service offerings? The Master of Arts in Service Marketing (MSM) will build on the mainly functional curriculum of your first degree in marketing, adding a layer of further in-depth academic knowledge. Taking the particular marketing and management challenges of the service industry as a basis, students



learn to develop service-oriented marketing concepts independently. To this end, students work with specific empirical market research and accounting approaches as well as considering the technological requirements of implementing service strategies. A further emphasis of the course is the ability to manage staff.

As the senior managers of tomorrow, graduates of this program should be able to take on managerial responsibility for both the development and the marketing of services.

Applications are welcome from graduates with a first degree in business administration or a related field.

At a glance:

Start: Winter semester

Language of instruction: Predominately German with some courses in English

Duration of studies: 3 semesters

Master of Arts Auditing & Taxation

Have you already completed a first degree? Have you already gained some experience as a public accountant/auditor? Are you considering to take your state exams?

This program is aimed at students who have completed a first degree in business administration, business economics, economics or (business) law discipline. The course requires students to have already gained at least one year of professional experience in an auditing company as this program prepares students to take the German CPA (As per §8a WPO of German law).

Alongside general business subjects, this course takes an in-depth look at accounting practices (individual and corporate financial statements according to both national and international conventions) as well as business valuation and auditing. The course also contains comprehensive lectures on tax law (tax balance sheets, income tax, VAT, inheritance tax, fiscal code, international taxation law) and restructuring. The aim of these lectures is to enable students to take the state exams in auditing and taxation directly after their Master program.

The general business modules look at topics such as corporate governance; planning and supervision; financing and investing. Alongside lectures in business administration, students will also be taught about various aspects of economic law such as capital market law, trade law and German company law as well as European law and insolvency law.



At a glance:

Program start: Summer semester

Entrance exam: Two three hour exams

Language of instruction: Predominantly German, with some electives taught in English

Duration of studies: 4 semesters (no lectures from January to the end of March)

This degree program is officially accredited by the German Wirtschaftsprüfungskammer (Institute of Public Accounting) according to §8a WPO

Master of Arts Auditing, Business & Law

Do you feel at home in the world of finance and would like to take the state-recognised tax consultant and public accountancy exams? Maybe you already have your tax consultant qualification and would like to add a German CPA exam? Then the Master of Arts in Auditing, Business & Law is for you!

Contrary to the Master of Arts in Auditing & Taxation, there is no requirement of working experience. However, comprehensive knowledge of business administration, economic law, accounting and taxation is expected.

The general business modules look at topics such as corporate governance, planning and supervision, financing and investing. Beside lectures in business administration, students will also be taught about various aspects of economic law. Following the successful completion of this Master, according to §13b WPO of German law, the business administration and business operations classes can be counted towards your state exams once you have completed the mandatory 3 years of professional experience.

Further emphases of the course include an in-depth look at accounting (corporate closing as per international standards), at auditing and business valuation as well as a number of classes on taxation law. These classes all provide a sound basis for a career in tax consulting or auditing, with the intention to go on to take the state exams after 2-3 years professional experience.

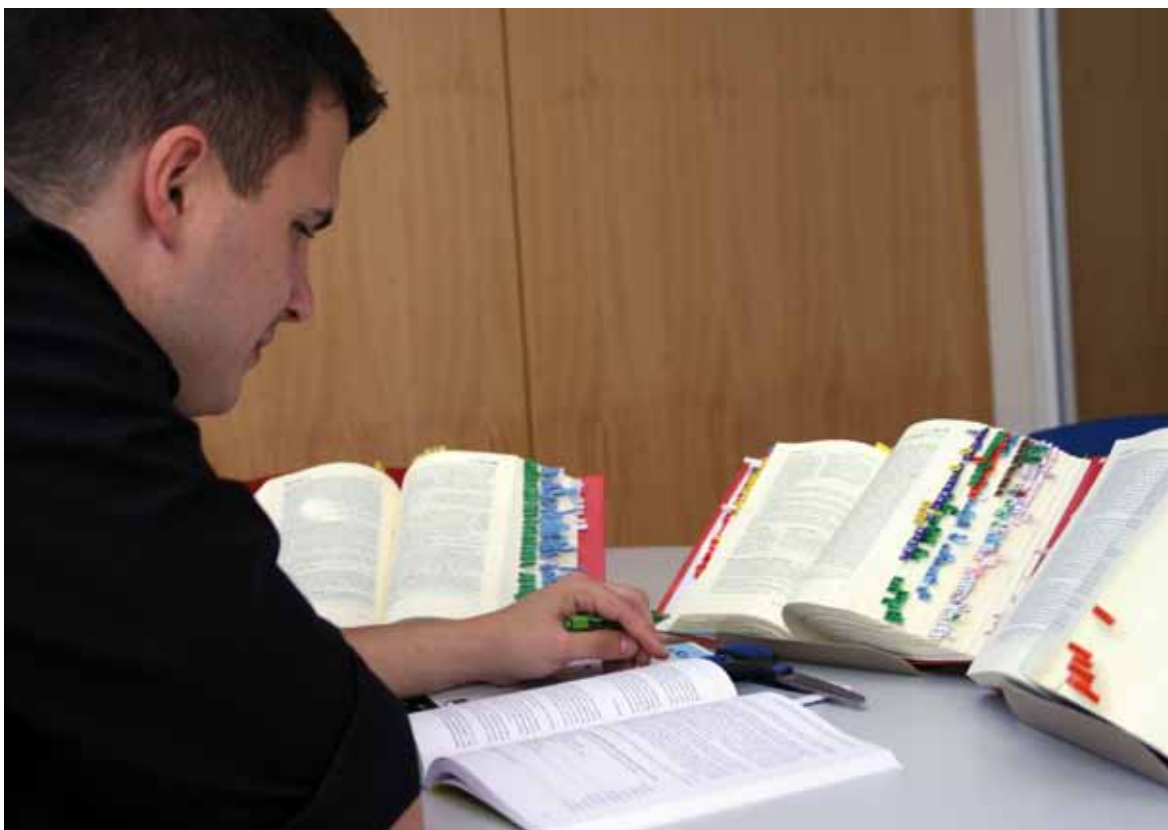
At a glance:

Program start: Winter semester (first intake: mid-September 2010)

Entrance exam: Two three hour exams

Language of instruction: Predominantly German with some electives taught in English. Duration of studies: 3 semesters (no lectures from January to the end of March)

The Business School applied for accreditation of this new degree program at the German Wirtschaftsprüfungskammer (Institute of Public Accounting) according to §13b WPO



Master of Science Information Systems

Do you already have a first degree from an IT discipline and enjoy working on exciting projects? Could you imagine yourself as a project leader, taking responsibility for major tasks?

This Master program is aimed at applicants who have already gained IT qualifications and project experience in their first degree. Students will then be given the opportunity to acquire in-depth knowledge of information systems, applied IT and computer engineering.

In the centre of the program is the acquisition of inter-disciplinary key qualifications for IT-based solutions for those areas at the junctions of business administration, engineering and IT.

The curriculum includes topics such as business process management, information systems technology, information management and innovation management. Specialization are offered in integrated information systems, multimedia communication, distributed systems and communication technology.

The classes in general management enable graduates to take on managerial responsibilities within their career.

At a glance:

Program start: Winter semester

Languages of instruction: German and English

Duration of studies: 3 semesters



Master of Arts Controlling, Finance & Accounting

Do you enjoy strategic thinking and working analytically and conceptually with figures? The Master of Arts in Controlling, Finance & Accounting offers you an internationally-oriented qualification in financial controlling, accounting, financial management and auditing, providing you with a broad range of specialist financial knowledge. This course requires a first degree in accounting, business administration, finance, economics or a related field of studies.



The course concentrates on subjects such as international accounting practices, corporate financial controlling, due diligence, business valuation and value-driven management. The curriculum also contains general management topics.

Career prospects for graduates include working in the management and policy units of international firms, in business consulting, banks, and internationally-oriented auditing companies.

At a glance:

Program start: Winter semester

Languages of instruction: German and English

Duration of studies: 3 semesters

Master of Science Business Administration & Engineering [School of Engineering]

This three-semester Master program offers an internationally-oriented interdisciplinary education, in which students acquire the business, technical and methodological knowledge they need to take on managerial roles. The compulsory modules on the program place specific importance on interdisciplinary management topics such as international business, human resources management, financial controlling, process engineering, information technology and visualization techniques. Students can also elect to major in subjects such as logistics, production, financial controlling and technical sales management.

Students are prepared for a career in an international environment through classes in international management, cross-cultural management and other modules taught entirely in English.

Students take part in group work, prepare seminars and conduct practice-oriented project work. This means that they not only reach an excellent level of education but also develop transferable skills such as developing solutions in a team and working independently towards their thesis.

Career prospects for graduates of this program are excellent due to their wide range of interdisciplinary skills. Graduates go on to work in a range of technical, business and cross-departmental positions and are able to take on managerial responsibilities.

At a glance:

Program start: Winter semester

Languages of instruction: German and English

Duration of studies: 3 semesters



MBA International Management

The MBA International Management is open to graduates of all disciplines who have already gained at least two years of professional experience and wish to progress further in their careers. In the course of a comprehensive and internationally-oriented management training, students are prepared to take on managerial responsibilities. This program combines a strong foundation in classic management concepts with specific skills required to tackle successfully and responsibly today's challenges in innovation, sustainability and globalization.

This program, characterized by team work, is taken by students from all over the world. For students who have gained their first degree in Germany, the program includes a compulsory semester abroad at one of our partner universities in Asia, Europe or the USA.

The course of studies is then completed by a final thesis, which is often written in cooperation with a firm or international organization.

This program was ranked amongst the „TOP 10 International Master Degree Courses made in Germany“; a study conducted by the German Academic Exchange Service (DAAD) and the Association for Academic Foundations (Stifterverband für die Deutsche Wissenschaft).

At a glance:

Program start: Winter semester for students without a first degree in a business-related discipline, Summer semester for business graduates

Language of instruction: English

Duration of course: 3 semesters for business graduates; four semesters for graduates of other disciplines

Tuition fees currently amount to €900 per semester



MBA Human Resources Management & Consulting

This specialist MBA program consists of a combination of human resources management and consulting skills and was developed with the tasks of an HR business partner in mind. As a result, the program concentrates on the strategic dimension of human resources management and includes topics such as entrepreneurial HRM; international personnel management and strategic aspects of personnel and corporate development.

A second focus is on topics central to consulting such as organizational development/change management, international consulting and consulting tools. A central aim of the program is to teach future consultants and HR managers in strategic responsibility to develop a strong ability in process consultation.

At a glance:

Program start: Winter semester

Language of instruction: Predominantly German

Course duration: 3 semesters

In the first two semesters, contact hours are on Thursday, Friday and Saturday, allowing students to pursue part-time work. Students have the opportunity to apply knowledge in projects integrated into the course. In the third semester, a project is carried out in-company as the basis of a thesis. Tuition fees are €6,400



EXTRA-CURRICULAR COURSES

The certification program “PR-Referent/in”, which focuses on public relations and specialist journalism, is a two-semester supplementary course with 25 places available. The course takes into account the growing need for qualified specialists who are able to devise PR concepts as well as deal with crisis PR. This certification program is aimed at both students and employees who are interested in media, PR and communication and that are motivated, good communicators with an inquiring mind. Students

of all disciplines can apply for this course, with participation preferably in the latter half of their degree. There are also a number of places available for external applicants. Classes generally take place on Thursday evening and Friday morning, allowing participants to integrate the course into their current study or work schedule with ease. The program starts at the beginning of the winter semester, with the deadline for all applications on the 15th July.

PR Certification Program

Whereas internationalization and diversity offer new opportunities for graduates, they can also create challenges. In business life, it is not only necessary to be an expert in your own field, but also to know how to recognize and deal with different values in order to reach a common decision and communicate this effectively across borders.

With the supplementary qualification, students learn to look beyond their own cultures and understand the different morals in various cultures and societ-

ies. These studies strengthen the intercultural skills they have already gained and help them to develop further skills.

Particularly motivated students, who regularly consider ethical questions throughout their degree have the opportunity to gain an Ethikum award. This is a state-wide accolade, jointly awarded by the Karlsruhe-based Referat für Technik- und Wissenschaftsethik and the ethics faculty at Pforzheim University.

Ethics and the “Ethikum”

ISP offers you a unique opportunity to enhance your résumé. This optional program is the umbrella program for all English language Bachelor-level lectures in the business school and is wholly integrated into the study and exam schedules. From your very first semester, you have the opportunity to take certain classes in English instead of German. By studying together with your fellow students from other countries and partner universities - who also attend ISP classes - there is the perfect chance to prepare your-

self for a semester abroad or an English language interview for your career.

Excellent knowledge of English – particularly for younger employees – is indispensable in today’s firms and organizations. ISP is therefore the perfect opportunity to attain these high linguistic requirements. In order to record your participation in the course, you will receive a certificate once you have received 30 credits (the credit value of one semester).

The International Study Program (ISP)



BEYOND THE CLASSROOM

Studium Generale

The basic aim of Studium Generale is to enable students to look beyond their own degree discipline and provide them with a more holistic education through a series of lectures, public discussions and workshops on interdisciplinary subjects. The standing of Studium Generale is ensured through an interesting spectrum of topics delivered by renowned experts

and celebrities; an example being the internationally-known smell researcher Professor Dr. Dr. Dr. Hanns Hatt who opened the Summer 2009 lecture series with a talk on "the lily-of-the-valley phenomenon: How smell determines our lives"

Student Initiatives

Students at Pforzheim University are actively involved in university life, as can be seen by the numerous cultural, social, creative and career-oriented student initiatives on offer.

Student initiatives are kept alive through team spirit and continual cooperation, enriching student life through new stimuli, career prospects and enjoyment.

AstA stands for Allgemeiner Studierenden Ausschuss and is a panel of student representatives, on which eight annually elected students serve. AstA has two

main areas of responsibility: representing the student body at the university senate and representing the interests of the students.

The student-run advertising agency Werbeliebe provides the opportunity of working on interesting projects for well-known firms and gain valuable work experience.

Information on the other numerous student societies can be found on AstA's website.

Summer School

At Pforzheim University Summer School, American students take part in classes on European integration, excursions and trips to German companies; all alongside an intensive German language course.

During the six-week course, subjects covered include European and German politics, German economy and culture.

Summer School students visiting the German Parliament (Deutscher Bundestag) in Berlin



PFORZHEIM AND ITS SURROUNDINGS

Pforzheim is situated between the cities of Stuttgart and Karlsruhe, in the state of Baden-Wuerttemberg in southwest Germany. It is also known as the northern gateway to the Black Forest. Southwestern Germany is one of the most important economic regions in Europe. Global companies such as Daimler, Bosch, IBM, Hewlett-Packard, Michelin, Porsche, etc. are located in this area. Pforzheim itself is famous for its jewelry. Being the center for the German jewelry, watch and silver goods industry, Pforzheim is also known as the "Goldstadt" (gold city).

The three rivers Enz, Nagold and Wuerm flow through the city. The attractive riverbanks and parks are perfect for an enjoyable walk, for jogging activities, inline skating or merely for taking some time out, especially in the summer months. The sunny "Goldstadt" with approximately 117,000 inhabitants also has its cultural highlights: a town theater, the "Kulturhaus Osterfeld", the unique jewelry museum and the SCHMUCKWELTEN Pforzheim representing an international center for jewelry and watches, just to mention a few attractions.

Numerous student cafes, clubs and of course the popular student parties at Pforzheim University make student life attractive.

Pforzheim is surrounded by a fantastic natural landscape offering versatile leisure activities. Not only spa and resort towns such as Bad Liebenzell and Bad Wildbad are located here but also the northern Black Forest, which is a small skiing region – a popular place for excursions in the winter semester. Interesting destinations for weekend trips are France (the Alsace region), Switzerland and Lake Constance.



STUDYING IN GERMANY

There is a wide range of higher education programs available in Germany with 339 institutions of higher education (as of 2006). In addition to 117 universities and 165 Universities of Applied Sciences there are 57 art colleges and conservatories (HRK, Bonn, www.hochschulkompass.de).

Universities of Applied Sciences, such as Pforzheim University, are unique German institutions. They were integrated into the German higher education system at the beginning of the 1970s as new alternatives of higher education. Pforzheim University was one of the first Universities of Applied Sciences to be created.

Universities of Applied Sciences pursue an independent education "mission" characterized by a strong practice reference throughout the courses of study including at least one integrated internship semester in general and by employing academically qualified professors with professional experience acquired outside the University. From the beginning, the Universities of Applied Sciences have been a great success. About a quarter of all first-year students in Germany enroll in one of the Universities of Applied Sciences. The number of students in Universities of Applied Sciences is

five times higher than in the early 1970s. During this time 35 percent of all university graduates were enrolled in a University of Applied Sciences. One of the most attractive reasons to enroll in a University of Applied Sciences is the rapid and direct path into professional life, which is provided in contrast to traditional universities. This is reflected in the internships which are mandatory in study courses at Universities of Applied Sciences. However, Universities of Applied Sciences also pursue applied research in their fields.

No other German state offers such a variety of universities as Baden-Wuerttemberg. Research and education at these universities can be ranked with other international institutions. Students can choose from 76 higher education institutions comprising nine universities, 23 Universities of Applied Sciences, the Baden-Wuerttemberg Cooperative State University and 20 private universities with state recognition.



APPLICATIONS/ CONTACT PFORZHEIM UNIVERSITY

Applications

The Bachelor degree programs are offered twice a year. The summer semester starts in mid-March, the winter semester starts at the beginning of October.

Prospective students need to fulfill the following requirements: the general German higher education entrance qualification: the "Abitur" or the "Fachhochschulreife" or the "Fachgebundene Hochschulreife". For the Bachelor degree programs International Business and International Marketing foreign language skills have to be verified. For more detailed information regarding admission requirements, see www.hs-pforzheim.de.

Each Master degree program has different admission requirements. For more detailed information, please see www.pforzheim-graduate-school.de.

The application deadline for the summer semester is December 15 for the Master degree programs and January 15 for the Bachelor degree programs; deadline for the winter semester is June 15 for the Master degree programs and July 15 for the Bachelor degree programs.

All application forms can be downloaded from the website of Pforzheim University (www.hs-pforzheim.de). Or contact the student office (Phone: +49 (0)7231/286940, E-Mail: studsek@hs-pforzheim.de). Please send the application documents to:

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Imprint

Publisher

Hochschule Pforzheim
Fakultät für Wirtschaft und Recht

Address

Hochschule Pforzheim
Tiefenbronner Str. 65
D-75175 Pforzheim

Editor

Prof. Dr. Brigitte Gaiser

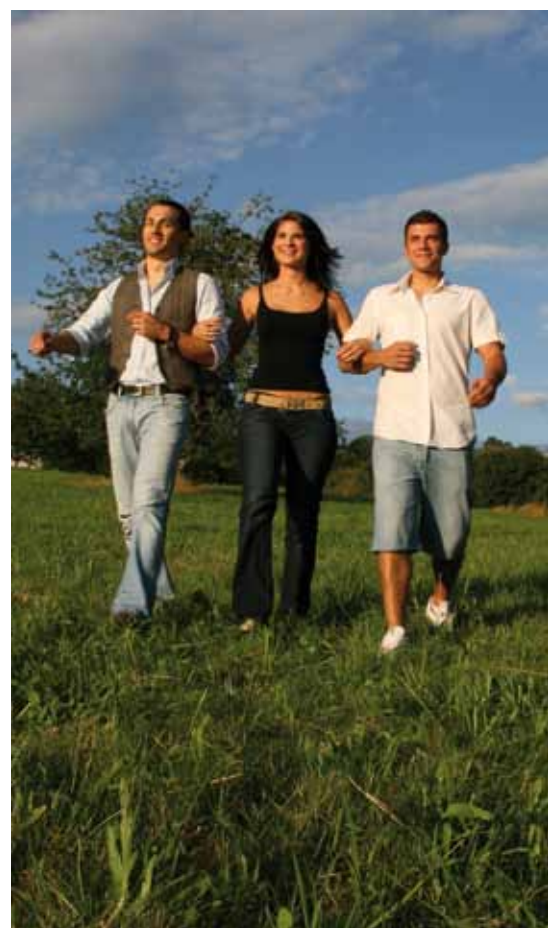
Printed by

woge druck GmbH

Layout and design

Birgit Doll (photo)
Verena Eisemann (language services)
Christiane Förster (layout)
Michael Karalus (layout, photo)
Melissa Martin (language services)
Jürgen Stephan (design)

We would also like to thank all those who have contributed to this brochure including those who have provided photographs.



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. IMO-COC-029133
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