

Welcome to Pforzheim University

Design – Business – Engineering

Welcome to Pforzheim University

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Manager International Programs &
International Students



Video about Pforzheim University



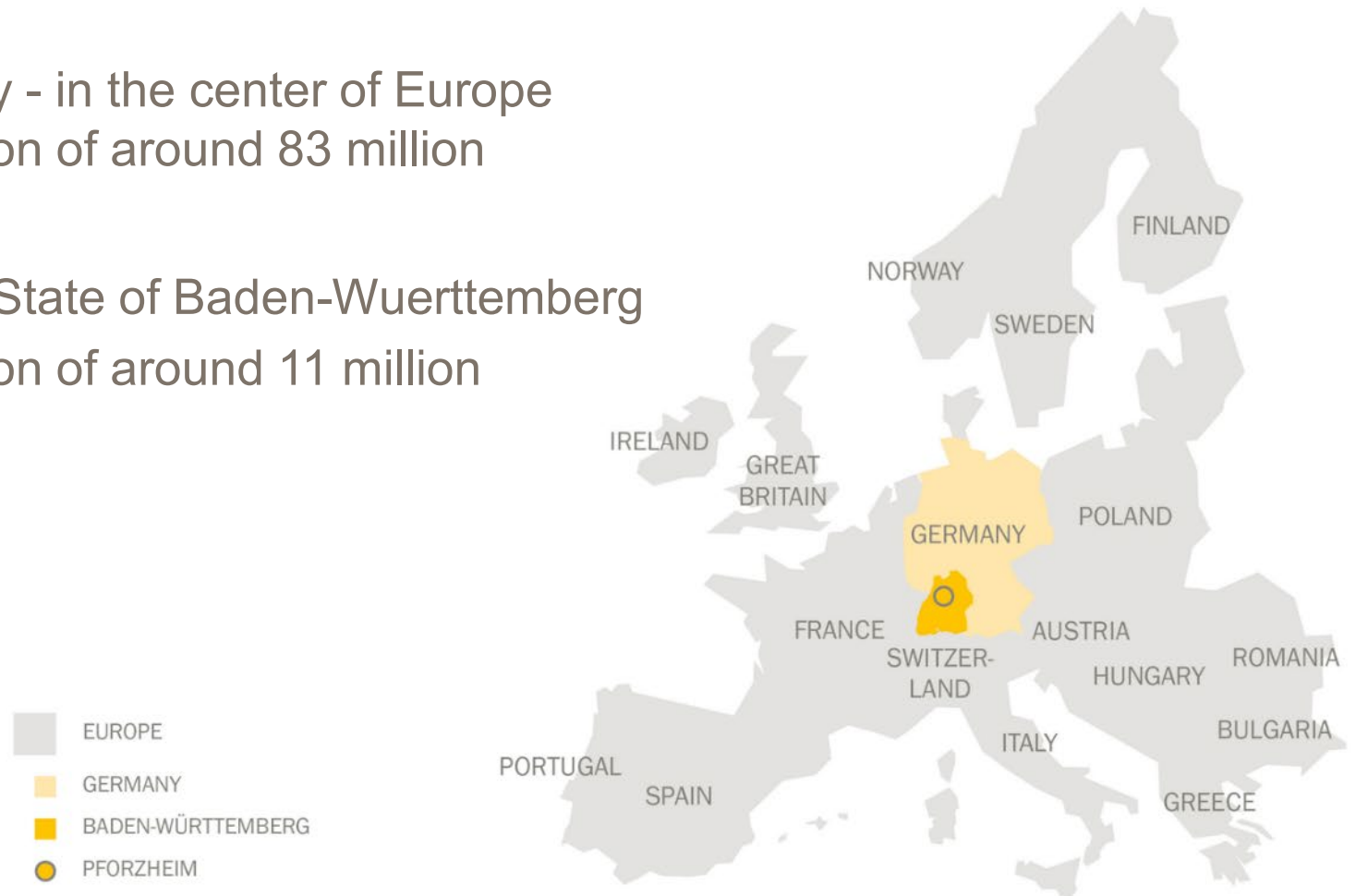
Link to videoclip :

https://www.youtube.com/watch?v=JOt_jgWC0rM (English Version)

Geographical Location

Germany - in the center of Europe
Population of around 83 million

Federal State of Baden-Wuerttemberg
Population of around 11 million

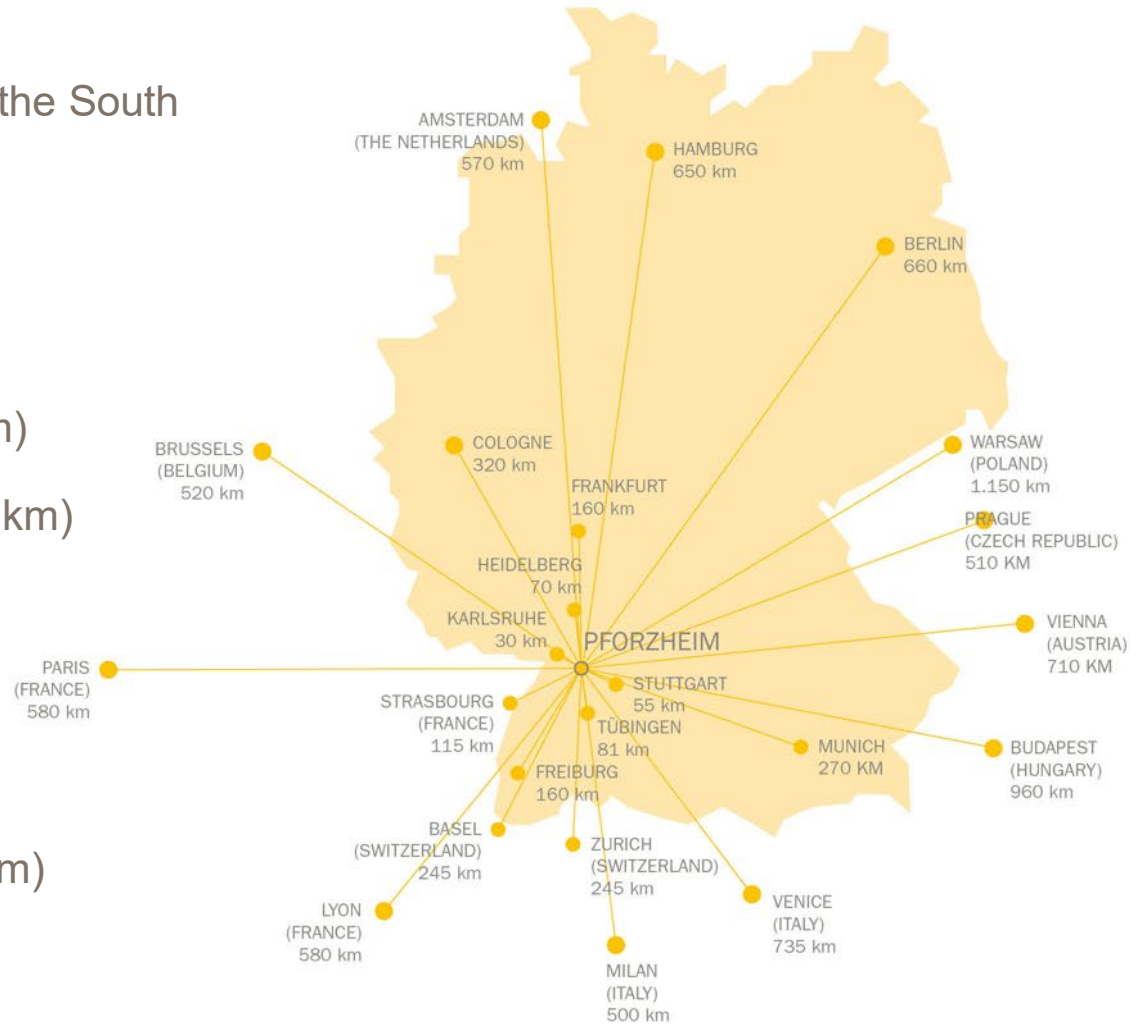


Geographical Location

Baden-Wuerttemberg is located in the South West of Germany

Distances from Pforzheim:

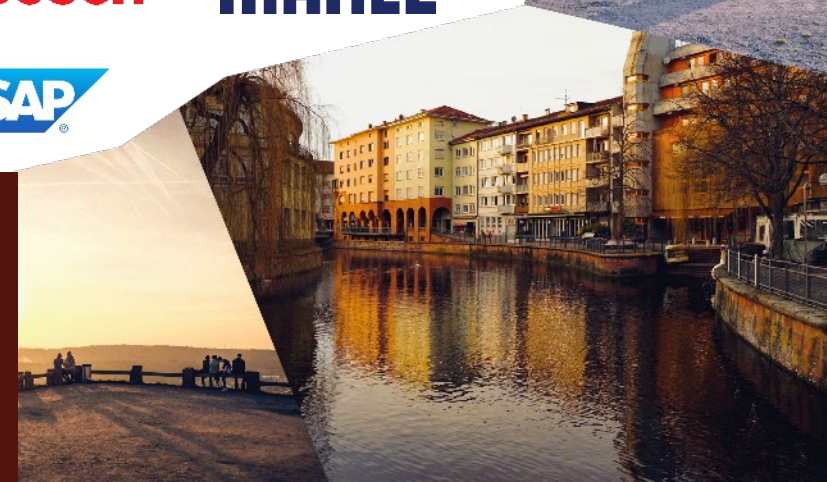
- France (40 km)
- Switzerland and Austria (200 km)
- Capital Stuttgart in the east (55 km)
- Next airports:
 - Stuttgart (55 km)
 - Baden-Baden (60 km)
 - Strasbourg (France) (115 km)
 - Frankfurt a. M. (160 km)



Pforzheim „Golden City“ and „Gateway to the Black Forest“

[ˈpʁɔʁtʃaɪm]

- Industrial city at the northern edge of the black forest
- Inhabitants: 320.000 (City: 120.000, County: 200.000)
- Destroyed during World War II, reconstructed as a typical „modern“ city
- Jewellery manufacturing since 1767 leading in jewellery & silver production (Chopard, Wellendorff, etc.)
- Major industrial companies nearby:





PFORZHEIM UNIVERSITY

Pforzheim University

- Public university under supervision of the state of Baden-Wurttemberg
- University of Applied Sciences - highly practical focus
- **Founded in 1992** as a merger of
 - ❖ **Pforzheim School of Design** founded in 1877
 - ❖ **Pforzheim Business School** founded in 1963
 - ❖ **School of Engineering** founded in 1992



Pforzheim University

University in numbers:

6.300	students
180	professors (+ 60 international visiting profs)
300	lecturers
340	employees
31	Undergraduate programs
20	Master's degree programs



- Various non-degree study programs
- About 100 agreements on academic cooperation with partners all over the world

Business School

Students full time: 3.200

- Accredited by AACSB

Pforzheim University belongs to the group of currently
12 AACSB accredited academic institutions in Germany

- Accredited by EFMD
- All national accreditations
- One of Germany's largest Business Schools
- More than 200 companies contributing in teaching

PRME Principles for Responsible
Management Education



Bachelor Programs in German (Undergraduate Level)

Fakultät für Wirtschaft & Recht (Business School)

BW/ Controlling, Finanz- und Rechnungswesen

BSBA/ Digital Enterprise Management

BW/ Einkauf und Logistik

BW/ International Business
(Option auf Double Degree)

BW/ International Marketing
(Option auf Double Degree)

BW/ Marketing

BW/ Marketingkommunikation und Werbung

BW/ Marktforschung und Konsumentenpsychologie

BW/ Media Management und Werbepsychologie

BW/ Personalmanagement

BW/ Ressourceneffizienz-Management

BW/ Steuern und Wirtschaftsprüfung

BW/ Wirtschaftsinformatik, Management & IT

Wirtschaftsrecht

Bachelor Programs in English (Undergraduate Level)

- BA Digital Business Management (Digital Enterprise Management)
- BA International Business* (as of summer 2024)
- BA International Marketing* (as of winter 2024/25)

*Double Degree option

Duration: 7 Semesters (6 semesters courses + 1 semester internship)

Including German Classes (B1 German at the end of the studies)

Optional: Courses in German / French / Spanish

Master Programs in English (Graduate Level)

- MA Transportation Design
- MA Corporate Communication Management (as of winter 2024/25)
- MA Digital Business Management (as of winter 2024/25)

Duration: 3 Semesters

Including German Classes (B1 German at the end of the studies)

Optional: Courses in German / French / Spanish

Bachelor Programs in English (Undergraduate Level)

B.Sc. Digital Business Management (former: Digital Enterprise Management)

Degree	B.Sc. Digital Business Management Pforzheim University	Courses include the following and more:
Duration	7 semesters including paid internship (100 working days)	Business Process Design
Language	English – Level B2+ required NO German required for enrollment!	Enterprise Resource Management
Special information	During the course of studies, mandatory classes of German are required B2 German level at end of studies High demand from German industry	E-Procurement
		E-Commerce
		Web Applications
		Doing Business in Germany

Bachelor (Double Degree) Programs in English or German

B.Sc. in International Business

Degree	B.Sc. in International Business Pforzheim University	Courses include the following and more:
Duration	7 semesters including paid internship (100 working days)	Plan de Empresa / Plan d'entreprise International Business
Language	English – Level B2 required (Spanish or French – Level B1 required) NO German required for enrollment! B1 German level at end of studies	International Business Law International Economics Estudios Individuales / Dossiers d'études
Option Double Degree	2 semesters abroad Optional: internship abroad	Specialization in International Finance / International Marketing / Digital Management

Bachelor (Double Degree) Programs in English

B.Sc. in International Marketing

Degree	B.Sc. in International Marketing Pforzheim University	Courses include:
Duration	7 semesters including mandatory internship (100 working days)	Marketing Mix
Language	English – Level B2 required NO German required for enrollment! B1 German level at end of studies	Marketing-Information
Option Double Degree	2 semesters abroad (1 or 2 different destinations) Optional: internship abroad	Research Project
		Business Language German
		International Aspects of Management
		...

Destinations Double Degree Programs Bachelor

B.Sc. in International Marketing



MBA in International Management (Postgraduate Level)

Master of Business Administration

Tuition Fees	EUR 4,400 / semester	Courses include General Management Education
Duration	<ul style="list-style-type: none">• 21 months full-time (September intake)• 16 months “short-track” for business graduates (March intake)	Specialization in: Innovation Management Sustainable Globalization Digital Transformation
Language	Integrated German language classes (A1-C1)	Electives in: Marketing, Finance & Accounting, Big Data & Artificial Intelligence, etc.
What we offer:	<ul style="list-style-type: none">• Small class size (max. 25)• Personal mentoring by faculty members and alumni• Excellent networking and career opportunities with Companies all across Germany (e.g. Bosch, SAP, EY, Daimler)• Field trips and company visits	Website: www.hs-pforzheim.de/mba Email: mba@hs-pforzheim.de Instagram: #mbapforzheim



School of Engineering

Students full time: 2.300

11 Undergraduate programs – German language only

- Engineering & Management
- Engineering & Management – Innovation & Design
- Engineering & Management – International Management
- Mechanical Engineering – Product Development
- Mechanical Engineering – Production Engineering
- Electrical Engineering / Information Technology
- Computer Engineering
- Mechatronics
- Medical Engineering



School of Design

Students full time: 700

6 Undergraduate programs in German

- Accessory Design
- Industrial Design
- Fashion
- Jewellery
- Transportation Design
- Visual Communication

1 Graduate Program in English

- Transportation Design (Master)



WE HELP YOU
TO CREATE YOUR **ARTISTIC
PORTFOLIO**

PRE-DEGREE
DESIGN COURSE
"KATAPULT"

YOU GET LOTS OF
**ARTISTIC AND CREATIVE
ORIENTATION**

YOU CAN **CHECK OUT**
OUR **BA-PROGRAMS**
AT THE SAME TIME

YOU WORK IN
**SMALL GROUPS, GET AN
INTENSIVE TRAINING**

YOU STUDY
1 SEMESTER
(FULL TIME)

HS PF



Master in Transportation Design

CURRICULUM M.A. TRANSPORT. DESIGN	1. SEMESTER	2. SEMESTER	3. SEMESTER
PROFESSIONAL STUDIES	Advanced Technologies New Technology Ergonomics 5 CR Management Design Management 6 CR	Presentation Techniques Virtual Presentation Techniques Virtual 6 CR	
AUTOMOTIVE EXTERIOR	Project Exterior Designconcept and Designprocess (Project) 8 CR; Presentation Techniques 2D 2 CR CA Exterior Modeling: Formanalysis 3D I 4 CR; CA modeling 3D I 4 CR		
AUTOMOTIVE INTERIOR		Project Interior Designconcept and Designprocess (Project) 10 CR; Color + Trim 2 CR CA Interior Modeling Formanalysis 3D II 4 CR; CA modeling 3D II 4 CR CA Interior Simulation CA material simulation 5 CR	
THESIS			Master Thesis 30 CR
90 ECTS / 50 SWS	29 Credits	31 Credits	30 Credits

- English Level B2
- Prior degree in Transportation / Industrial Design
- Portfolio with own works



Pforzheim University - Hochschule für Angewandte Wissenschaften (University of Applied Sciences)

all
Professors
have 3+ years
industry work
experience

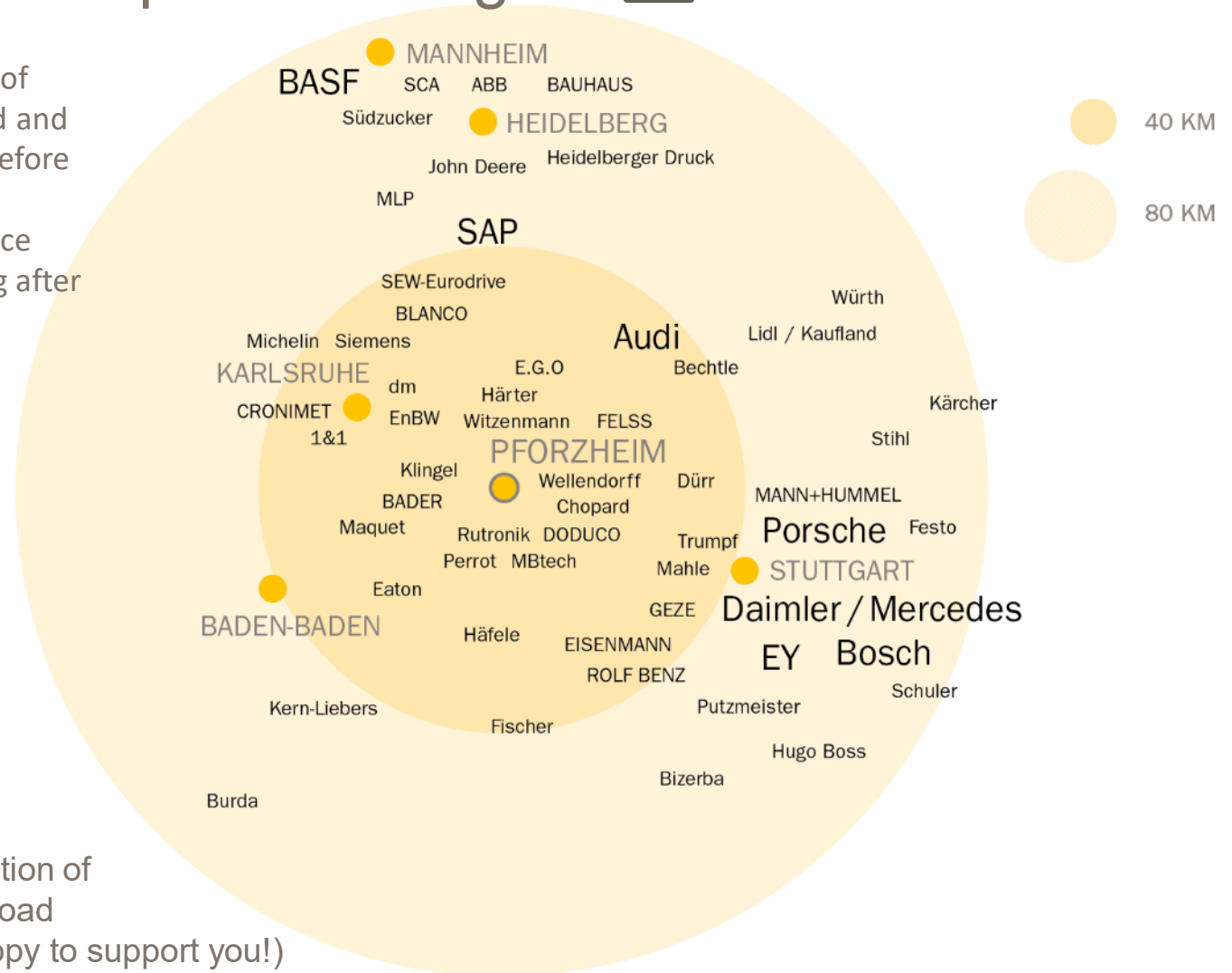
- Highly practical focus:
 - Practical Semester (6 semester courses +1 semester internship in company)
 - Projects (partially in cooperation with companies)
 - specialised professors (mind. 3 Jahre Berufserfahrung außerhalb der Hochschule)
- Bachelor / Master of Science

- Since 2023 right to award doctorates and thus equal to universities



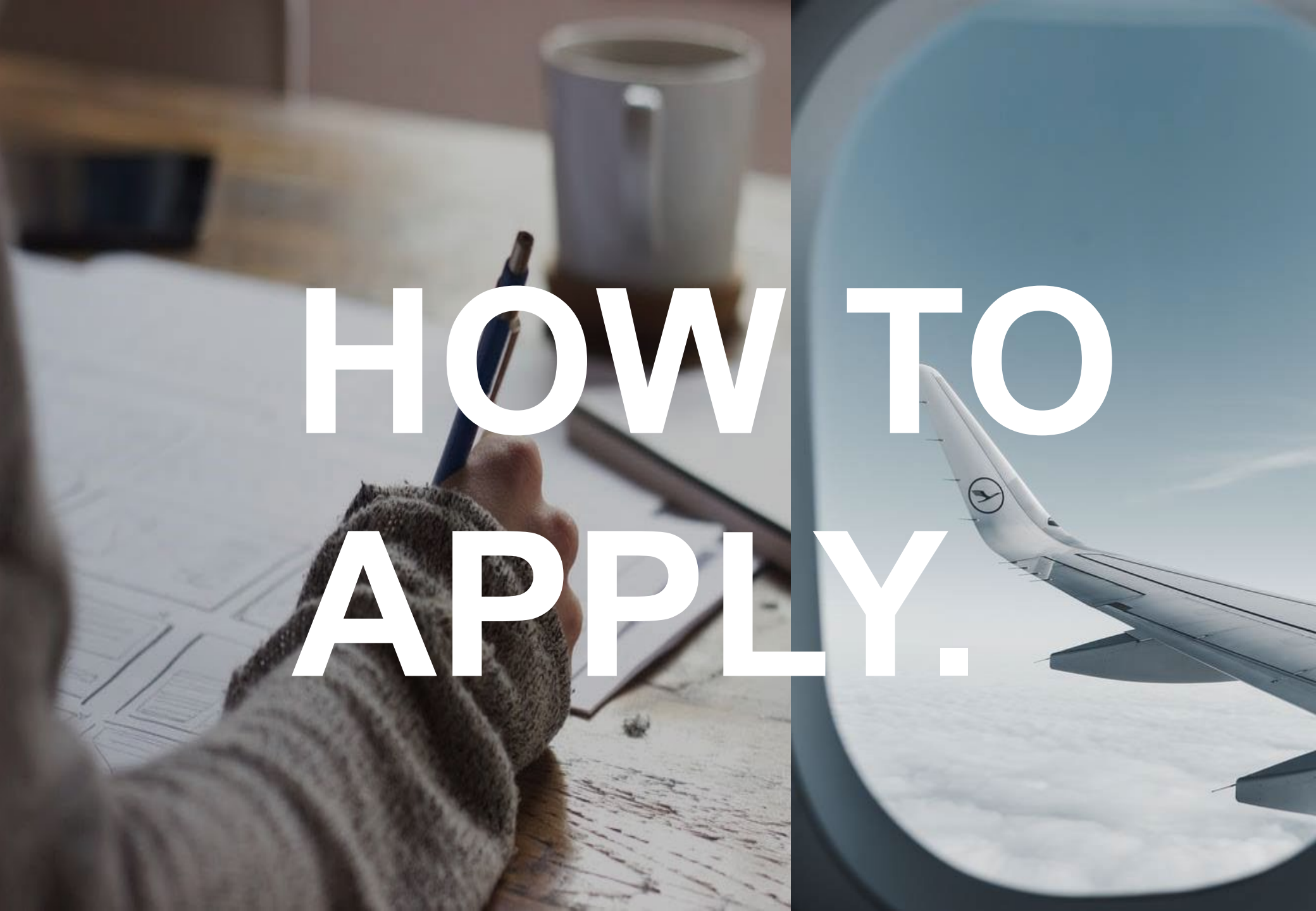
Possible Internships in the region

Pforzheim is located in one of Europe's most industrialized and innovative regions and therefore perfect to get some practical experience (internships, working during after the studying)

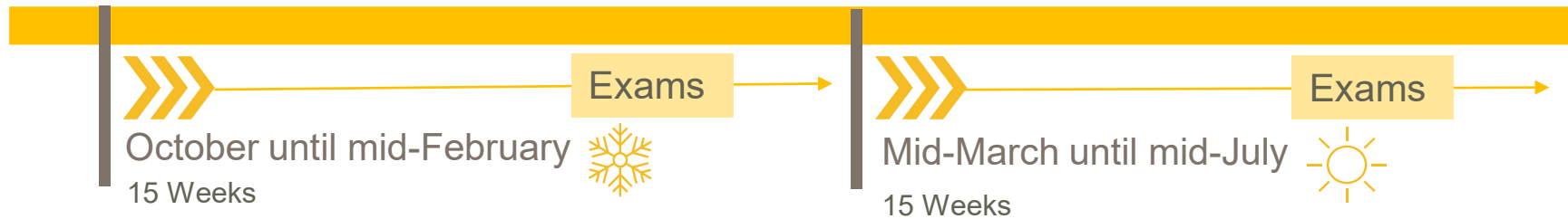


We offer easy access to internships for a combination of studying and working abroad (our Career Center is happy to support you!)

**HOW TO
APPLY.**



Academic Calendar



- Winter Semester: October - January; Exams until mid-February



- Summer Semester: Mid-March – June; Exams until mid-July
- Regular Study Track Bachelor: 7 Semester (incl. 1 Semester Internship)

Application deadlines

At the Business School:



- 31.05. for the winter term (15.07. if you come from a German School)



- 30.11. for the summer term (15.01. if you come from a German School)
- Application online via www.hochschulstart.de
- MBA: rolling admission

At the Design faculty:



- 30.03. for the winter term



- 30.09. for the summer term
- Application online via website

https://designpf.hs-pforzheim.de/en/apply_ba/application_portal

Criteria of the selection process

At the Business School & School of Engineering:

Average grade of university entrance qualification (HZB), single grade of HZB in math, single grade(s) of HZB in English, French and/or Spanish (depending on the study program).

At the Design Faculty:

Result of the artistic aptitude test (three parts):

- 1) Pre-selection based on submitted works (portfolio with 10 - 15 own artistic works as well as 5 - 7 designs specific to the course of study)
- 2) Entrance examination
- 3) Admission interview



Exchange Programs – open for all

Semester or Internship Abroad

Over 100 partner universities worldwide

Organised by the International Office

Scholarships

Travel allowance possible

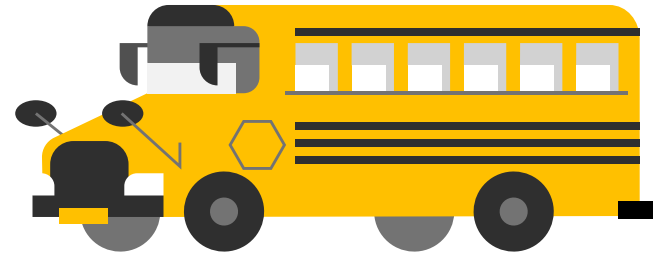


There is no problem to find housing in Pforzheim (Apply asap!)

-

Enrollment and Cost

- Tuition:
 - 1.600 € per semester for non-EU students
 - None for EU students & students from German Schools abroad (PASCH network)
- Student Service Fee: **191 Euro per semester**
(To run cafeterias & facilities)
- **Free Public transport:** With your student ID card you get free access to public transport in Pforzheim and surroundings



Living Expenses

Average cost of living per month in Euro

• Rent	350
• Food	200
• Health Insurance*	120
• Excursions	150
• <u>Miscellaneous</u>	<u>100</u>
• Total	920

- *Health insurance obligatory for all students outside EU / prices vary



01



02



03



04



05



07

A wooden signpost with many red directional signs in German. The signs are attached to a thick wooden pole and point in various directions. The background is a clear blue sky. The text "WHAT? WHERE? WHEN?" is overlaid in large white letters.

STRAND

KINOS

ZELTEINGANG

AUSGANG / BUS

OPFERS

RÄDER

ASSE

BOOTS

KINO

WHAT?
WHERE?
WHEN?



Student Facilities

Restaurant, cafeteria & café on campus

Student Union (AStA) and about 14 further student initiatives

(Hosting events, parties & trips for all students)

https://www.hs-pforzheim.de/en/studies/student_life/student_initiatives

Buddy Program for new students (networking, events & trips)

Sports & cultural activities (organized by Student Union)

- About 20 sports groups, mainly off campus
- Various cultural activities (theatre, excursions...)



Student Initiatives

Organizing cultural and sports activities
As well as parties & excursions for all students

Börsenverein Pforzheim

Campus X (contact to companies)

Commeo (Student Events)

Elsa (for Law students)

Entrepreneurs Pforzheim

ESN (Support for international students)

initiAID (Charity Work)

Persolve (job application training)

Remedy (ecology & sustainability)

Rennschmiede
(university racing team, Formula Student)

Sonar (research)

UNICEF

VWI (workshops & excursions)

Werbeliebe (communication agency)



What to do in your free time?

Pforzheim



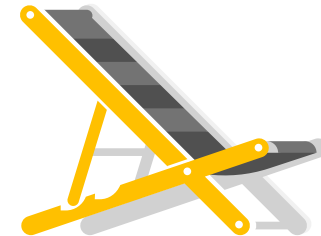
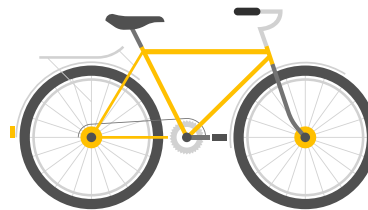
- Wildpark (next to the University): visit the moose during two lectures or cuddle an Alpaca in the petting zoo (free entry)
- Museums
- Theatre & Orchestra
- Café Roland (concerts and exhibitions for free)
- Gasometer (exhibitions)
- Black Forest Wave (Schwarzwaldwelle for surfers)
- Gateway to the Black Forest: West Way Trail
- Baumwipfelpfad
- Lake House (Seehaus)



What to do in your free time?

Surroundings

- Black Forrest National Parc (Hiking, Biking, Winter Sports)
- Folk festivals (Cannstatter Wasen, Stuttgarter Frühlingsfest - Spring festival, wine festivals etc.)
- Carnival (in February / March)
- Christmas Markets (November & December)
- Very known wine regions Pfalz & Baden
- Theme parcs: Europapark & Holiday Park
- Trips to France, Switzerland, Austria, Czech Republic or Italy



Kontakt

HS PF



Questions about study programs
& application:

Questions about visa, scholarships,
admission & housing:

Zentrale Studienberatung

Online-appointment via E-Mail:
zsb@hs-pforzheim.de



International Office

Meike Anna Schwarz
aaa@hs-pforzheim.de

www.hs-pforzheim.de

#hspforzheim





**Bis hoffentlich bald in
Deutschland!**

www.hs-pforzheim.de