



BUSINESS PF
We know what matters most



SUMMER GERMANY
PFORZHEIM UNIVERSITY  SCHOOL

EUROPEAN AND GERMAN BUSINESS, POLITICS, AND CULTURE





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WELCOME



Sabine Schnabel M.A.
Program Coordinator



Prof. Dr. Dirk Wentzel
Program Director

Are you interested in European Business, Politics, and Culture?

The Pforzheim Summer School is a very special and unique way to discover Germany and Europe. The program was developed in 2007 in cooperation between Prof. Dr. Dirk Wentzel (Pforzheim Business School) and Maureen Desorcie (Smeal College of Business at the Pennsylvania State University). Six weeks are filled with lectures on the European Union and specific aspects of European business, politics, and culture plus language classes on various levels.

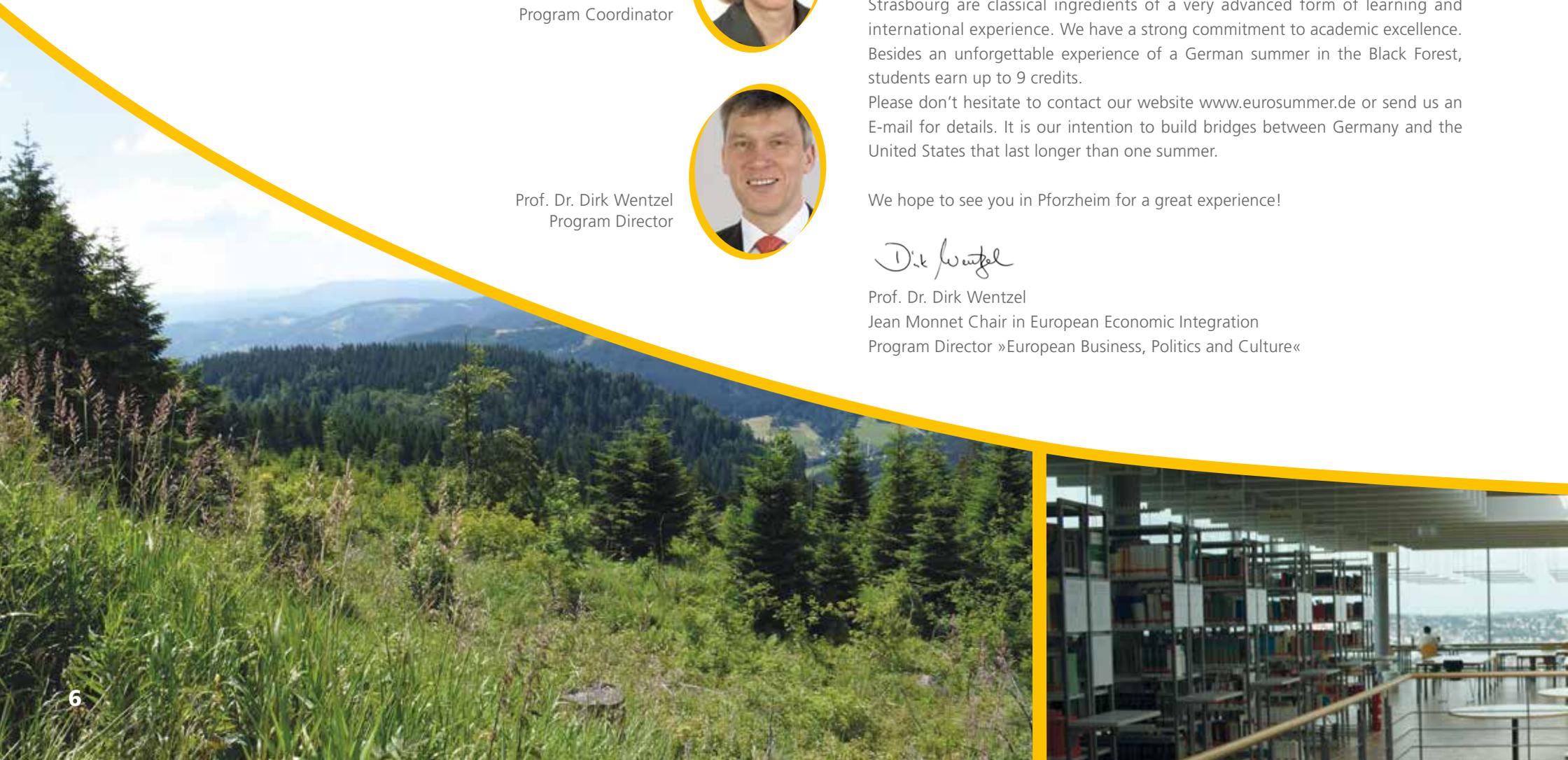
Field trips to Berlin, Frankfurt, Heidelberg, Baden-Baden, Munich, Stuttgart and Strasbourg are classical ingredients of a very advanced form of learning and international experience. We have a strong commitment to academic excellence. Besides an unforgettable experience of a German summer in the Black Forest, students earn up to 9 credits.

Please don't hesitate to contact our website www.eurosummer.de or send us an E-mail for details. It is our intention to build bridges between Germany and the United States that last longer than one summer.

We hope to see you in Pforzheim for a great experience!

A handwritten signature in black ink that reads "Dirk Wentzel".

Prof. Dr. Dirk Wentzel
Jean Monnet Chair in European Economic Integration
Program Director »European Business, Politics and Culture«



HOW WE STARTED

The idea for this German-American summer school was born in cooperation between Smeal College of Business at the Pennsylvania State University and Pforzheim Business School. Professor Dr. Dirk Wentzel is connected with Penn State since 1999 and has been coming back to Happy Valley every year since then. Between 2000 and 2002, Dirk Wentzel lived in State College and worked as a visiting professor and Humboldt fellow at Penn State. Sabine Schnabel has an international background and taught at the German Department at Penn State in fall 2010.

Smeal College is one of the leading business schools in the United States. The approach for the joint summer school was to teach classes and subjects that are not available in the same way at Penn State, but that are worth for credit in the field of general education and languages. In addition to that, these classes should enrich the international perspective of Smeal students, preparing them for leadership in international business and politics.

Students learn about Germany's role in the European and global communities in terms of business, culture, and politics. This will include visits to political institutions in Berlin, Frankfurt, and Strasbourg, business large and small e.g. Mercedes, SAP, BMW, Hugo Boss, Witzemann, Forestadent, Rolf Benz, and cultural highlights such as Allianz Arena Munich, New Schwanstein Castle, Art Gallery Stuttgart. Global jewelry companies headquartered in Pforzheim will also be included in the schedule. In addition to these formal visits, students will have the opportunity to hike in the Black Forest or relax in the world famous spa in Baden-Baden.



STUDYING IN GERMANY

If you have ever thought of exploring your field of study in a country with a long-standing reputation for innovation and excellence, there are exciting opportunities awaiting you in Germany.

High academic standards

The renowned tradition of German universities dates back to the 14th century and ensures an outstanding level of education and research.

Rich and fascinating history, thriving contemporary culture

Germany offers a dynamic modern lifestyle on a backdrop of historical sites and beautiful landscapes.

Improve your academic and professional competitiveness

Even a short time in Germany will help develop cross-cultural skills essential to future professionals in a global economy.

Easy access to different countries, languages, cultures

German cities are as not far away from London, Prague, Paris, Rome and Vienna.

Major economic power

Germany's economic strength provides a safe and modern environment with many business opportunities



SUMMERSCHOOL GENERAL INFORMATION

The Summer School will generally accept students only when the courses are part of their curriculum, normally majors or minors such as International Business, International Management, Globalization, European Economy and Economics. German will be considered.

Penn State students are guaranteed 9 credits for successful completion of the full program (Course A, written exam, 3 credits / Course B, final term paper and participation, 3 credits / Course C, written exam, 3 credits). Penn State students pay tuition directly to their home university. Students from other universities, please contact us directly.

All costs in Germany are covered by this tuition fee, including accommodation in double or triple rooms, local transportation, meal allowance, entrance fees, etc.

All students are responsible for arranging travel to and from Germany and for providing applicable health insurance and other coverage. Personal expenditures (such as snacks, gifts, and entertainment) and optional free time activities and excursions, are not included.

An important component of our program is personal mentoring. For questions concerning our program or applications, please contact us directly. While in Germany, students will be supported by the program assistant and will have 24-hour emergency access.





OUR PROGRAM



The summer program offered by the Pforzheim Business School combines a unique combination of academics, business orientation, language, and culture.

Lecture 1: Perspectives and Developments in the EU – taught by Prof. Dirk Wentzel

Lecture 2: European Business, Politics, and Culture – taught by a team of specialists

Business: First-hand experience and an insider's view into the German business world, including case studies and visits to hidden champions and to major companies such as SAP, Mercedes, BMW, Hugo Boss, and Rolf Benz.

Politics: Visits to European institutions, such as the European Central Bank and the European Parliament, and to German political institutions, such as the Federal Constitutional Court in Karlsruhe and the German Parliament in Berlin.

Language: German instruction for beginners provides the basics for further visits and networking. Classes for more advanced language students will be available.

Culture: A taste of the history, culture and lifestyle of Southwest Germany covering Baden-Württemberg, Bavaria and Hessen ... Black Forest tour, vineyards, castles and gardens, historic cities, and more.

... an intense and challenging program – a lot of work ... but also a lot of fun and a learning experience that combines both theoretical and practical aspects of business management education.



COURSES

Course A »Perspectives and Developments in the EU« 3 credits

Students discuss the history of European integration following World War II, learn about the challenges and responsibilities of the European Union's institutions, and discover the link between political developments and subsequent economic outcomes in the Single European Market and the Eurozone. Students will gain a deeper understanding of the European Union and discuss the EU's options for the future. Included in the overall program are visits to institutions such as the European Parliament in Strasbourg, the European Central Bank in Frankfurt and the German stock exchange.



Course B »European Business, Politics and Culture« 3 credits

Students explore a number of topics relevant in today's business environment. Classroom and off-site lectures are led by some of the Business School's top professors and a number of industry experts from major firms and institutions. Company visits illustrate how these themes affect real companies and institutions, providing students with the chance to pose questions directly to business owners, R&D managers, recruiters, etc. Preparatory sessions are moderated by graduate students (with deep direct management experience), who assign a number of cases studies to student teams as a method of stimulating critical thinking and further discussion of these and related topics.

Course C »German Language« 3 credits

We offer a beginner's course for students without previous knowledge in the German language. Based on a placement test for those who want to improve their language profile by acquiring good basic skills in German, we will check a participant's skill level in the German language and find suitable classes in our regular program of Pforzheim University's Institute of Foreign Languages. The different levels are indicated in the „Common European Framework of Reference for Languages“ (CEFR). The Institute of Foreign Languages at Pforzheim University is collaborating closely with the German Department at Penn State University.



TESTIMONIALS

»I feel very fortunate that I was able to be a part of such an amazing program. I learned more in the six weeks studying abroad than I ever could have imagined possible.«

Ryan Campbell Summer 2015

»Most people who study abroad say that it was one of the best decisions they could have made in college; I am now one of those people.«

Maggie Elinsky Summer 2015

»This summer program offers us opportunities to visit some of the top facilities within the European Union and we have free time to travel by ourselves. This summer I've spent about 6 weeks in Europe and have been to Germany, Austria, France, Switzerland, and Italy.«

Liwen Yang Summer 2015

»After talking with some alumni from the Pforzheim program we learned that it was a great opportunity to travel to many different cities across Europe while learning about the structure of the European Union from experienced professors in English.«

Frank Donato Summer 2015

»This program, through its knowledgeable faculty and informative trips, has strengthened my understanding of international business practices.«

Catherine Mahon Summer 2015

»As I think back on my six weeks abroad, the amount of knowledge, experiences, and people I encountered is astonishing ... This trip has truly succeeded in educating me extensively in international business in the EU as well as teaching me many lessons for my own development in life personally.«

Greg Karas Summer 2014

»In conclusion, I have learned many things from my study abroad experience ... Also, this new understanding of culture has given me a look into how the United States' culture differs from European culture.«

Michael Thieme Summer 2014

»I was able to experience not only the German culture first hand, but also the cultures of the other countries that we were able to visit during our six weeks.«

William Simons Summer 2014

»I was happy that our business trips meant that we would be able to visit so many different cities, so that we could really experience as much of Germany as possible.«

Leah Klatt Summer 2014

»I learned so much in only six weeks. Going from knowing nothing about the EU to now being able to speak about it and have an intelligent opinion about how it works, why it was formed, how it formed, and where it is going in the future.«

Patrick Mullinary Summer 2009

»Coming in to this program, I never would have expected to learn so much about a country and especially the EU in just six weeks, but with the schedule and pace we kept moving at it was impossible not to learn.«

Timothy Gerlach Summer 2009

»Part Every company visit was interesting and I enjoyed seeing not just the manufacturing side, but also the business side of each company.«

Kaitlyn Hay Summer 2009

»I can't say enough about the great hospitality and comfort that was provided to us. The support and reassurance which was given on a daily basis is what really helped me through the cultural differences and schedule of our program.«

Aaron Bonner Summer 2009

»Each visit to a company or a city provided us with some sort of special experience, whether it be gaining a new appreciation of architecture or realizing just how effective the European business model can be, we learned something each and every time.«

Marcus Stoll Summer 2009

OUR STAFF



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PFORZHEIM UNIVERSITY

The University dates back to 1877 and consists of three schools: the School of Design, the School of Engineering and the Business School. The three schools offer a large number of Bachelor and Master degree programs, all of which emphasize interdisciplinary thinking and cooperation among faculty, economists, lawyers, engineers, designers and experts from various sectors.

Our institution is characterized by the high academic qualifications and practical experiences of our in total more than 670 professors, associate lecturers and staff, who intensively guide our 5500 students, right from the start of their studies. We also enjoy close cooperation with the surrounding business community and beyond, giving our students a unique study experience. Pforzheim University has an outstanding reputation among Germany's leading companies.

Applied research projects such as those carried out by our Institute for Applied Research, the Steinbeis Transfer Centers and our Jewelry Technology Institute contribute to a practical approach.

The Pforzheim University Business School belongs to the worldwide first 100 educational institutions that have subscribed to the United Nation's global initiative »Principles for Responsible Management Education« (PRME).



The initiative was founded in July 2007 under the patronage of the secretary general of the UN, Ban Ki-Moon. The mission of the PRME initiative is to inspire and champion responsible management education, research and thought leadership globally. Pforzheim Business School is actively engaged in implementing the PRME. Topics related to corporate responsibility and sustainability have a long tradition at our school and have been pushed by our intensive teaching and research activities in this field. By participating in the PRME, we aim to further strengthen its engagement and to integrate existing activities in a systematic approach of implementing corporate responsibility and global sustainable development issues in all degree programs. Moreover, in close cooperation with leading corporations in these fields, we investigate future ideas and topics.



THE BUSINESS SCHOOL

If you are looking for an outstanding, practice-oriented degree with an excellent reputation and if you are willing to work hard to achieve this while having fun and improving your self-confidence in the process, then we are the right school for you! Our business programs have been running successfully for more than 50 years. With 3000 students and 95 full time professors, the school is among the largest business schools in Germany.

We are able to offer a broad and attractive range of Bachelor and Master degree programs due to our size and our highly qualified and professionally experienced staff. Moreover, we enjoy interdisciplinary relationships with the Pforzheim University's School of Engineering and School of Design as well as with numerous partner universities abroad.

The broad spectrum of competencies offered by our faculty ensures clear competitive advantages. When professors are appointed, teaching skills and commitment to excellence are as important as academic qualifications and professional experience. Subsequently, students benefit not only from the academic, research and practical skills of their professors, but also from their dedication.



Positive synergy effects through the linking of theory and practice are documented in many projects and research activities, carried out in cooperation with the business and research community. The emphasis on practical experience is achieved through internships, project work, and Bachelor and Master thesis projects in close cooperation with companies in Germany or abroad. Since 2011 our school is accredited by AACSB, the hallmark of excellence in management education.

Moreover, all of our study programs are approved by the State of Baden-Württemberg and accredited by state-recognized accreditation agencies. The excellent educational standard and methods, good study amenities and our focus on the job market have been very successful, repeatedly demonstrated through various rankings and ratings.



WHERE WE ARE – PFORZHEIM AND THE AREA

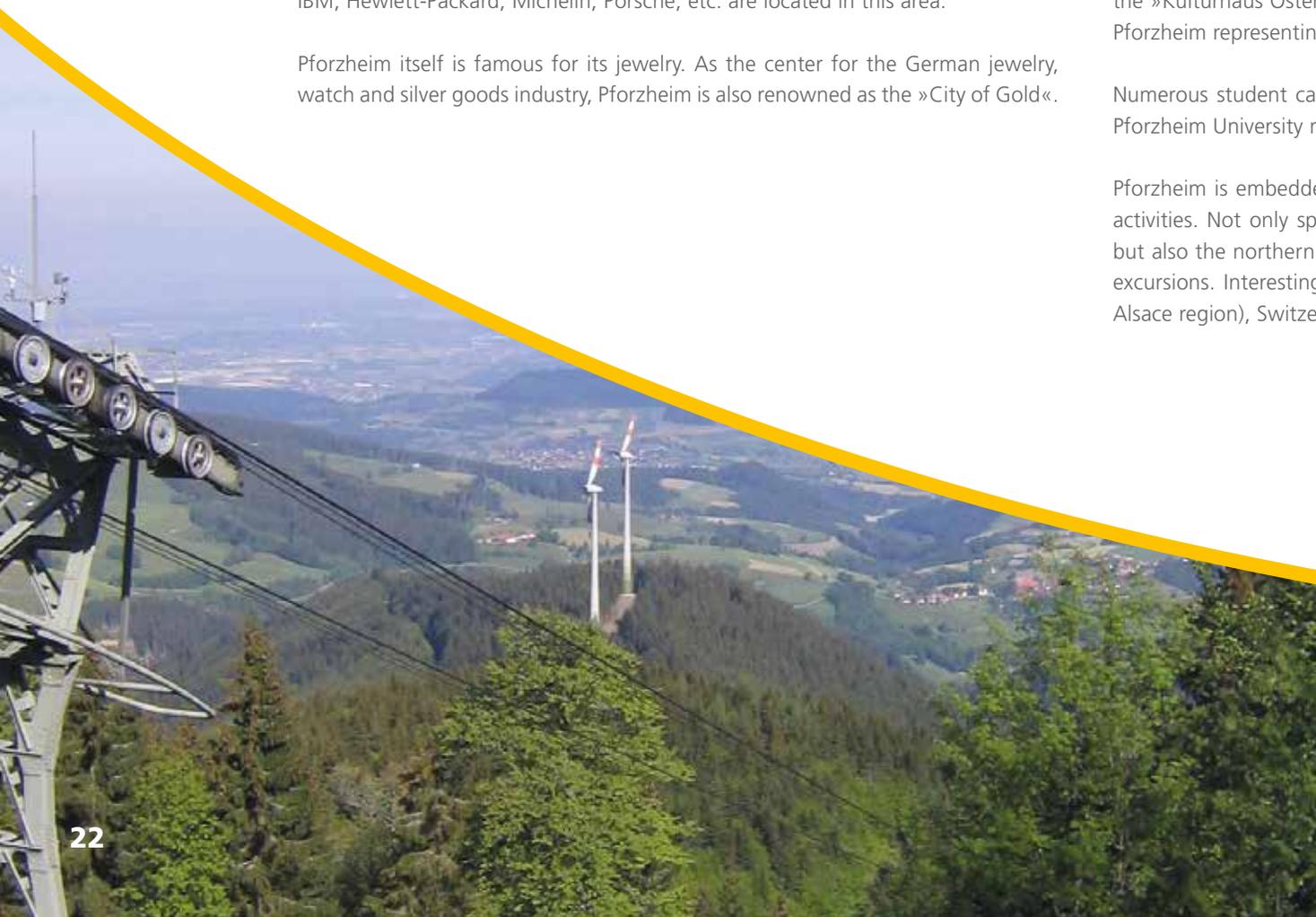
Pforzheim is situated between the cities of Stuttgart and Karlsruhe, in the South-West of Germany in the state of Baden-Württemberg. It is also known as the northern gateway to the Black Forest. Southwestern Germany is one of the important economic regions in Europe. Global companies such as Mercedes, Bosch, IBM, Hewlett-Packard, Michelin, Porsche, etc. are located in this area.

Pforzheim itself is famous for its jewelry. As the center for the German jewelry, watch and silver goods industry, Pforzheim is also renowned as the »City of Gold«.

The three rivers Enz, Nagold and Wuerm form the townscape. The nicely arranged boardwalks and parks are perfect for a nice walk, for jogging activities, inline skating or merely for taking some time out. The sunny »City of Gold« 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 centre for jewelry and watches.

Numerous student cafes, clubs and last not least the popular student parties at Pforzheim University make student life attractive.

Pforzheim is embedded in a fantastic natural landscape offering versatile leisure activities. Not only spa and resort towns such as Baden-Baden are located here but also the northern Black Forest is a perfect hiking region – a popular place of excursions. Interesting destinations for week-end trips are adjoining France (the Alsace region), Switzerland and Lake Constance.





CONTACT

An important component of our program is the personal mentoring. For questions concerning our program or applications, please contact either the German director or the American international programs coordinator at Penn State. While in Germany, students will be supported by the program assistant and will have 24-hour emergency access. Our general E-mail address is eurosummer@hs-pforzheim.de.

This program bears the DAAD (German Academic Exchange Service) quality seal and has been singled out in a highly selective competition among Germany's top universities. It has been evaluated by an independent review team from the DAAD office in New York.

Penn State officials have visited Pforzheim and reviewed the program.

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All application forms can be downloaded from the website of Pforzheim University (<http://www.eurosummer.de>).

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EUROPEAN AND GERMAN BUSINESS, POLITICS AND CULTURE



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