

# Pforzheim University

## MBA International Management

Business of today  
and tomorrow:  
We help you tackle  
the challenges  
of the 21st century



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# Business of today and tomorrow

## We help you tackle the challenges of the 21st century

Today’s business world is changing at a rapid pace, and executive managers and employees are confronted with immense challenges: a continuously intensifying globalization of economies, societies, environment and cultures. Industries need to address the emergence of new technologies, the prevalence of information and communication technology, the opportunities and challenges of digital transformation and increasing public expectations with respect to firms’ social and environmental responsibilities. The conditions under which executive managers have to act and make decisions are volatile and uncertain as never before.

Firms will only withstand future competition successfully if they are able to face these 21st century challenges head on by exploiting opportunities and minimizing risks. Firms and their executives must adjust flexibly and innovate to handle continuously changing conditions. It is our mission to enable our students, as future managers, to meet these challenges for the benefit of their companies.

To achieve this, the Pforzheim MBA follows a two-tier strategy that provides our students with a distinct competitive advantage for the business of tomorrow – an international, generalist and profound classical management foundation is integrated with the most relevant future topics: innovation management which is particularly important in times of digital transformation and sustainable globalization.

To continue to guarantee that our program offers a best possible fit for the goals of our MBA students and the needs of practice also in the upcoming years, we are continuously updating our curriculum. Our current MBA curriculum now puts even more emphasis on digital business models, modern methods of project management and consulting as a mandatory part of the program. At the same time we increase the variety of specialization opportunities especially in the third semester. To allow our students the utmost flexibility, the fourth semester is exclusively reserved for the thesis project, that can either be written individually or in cooperation with a firm.

Thus, our students are free to decide whether they want to spend their fourth semester in Pforzheim or at any another location.

We focus on the quality of our students, their cultural empathy and their willingness to perform, not on profits. Therefore, we invite you to join the MBA International Management program at Pforzheim University to build your career. See you in Pforzheim!

## Your MBA Team



Company visit to Accenture’s industrial IoT innovation center, Garching



# Why choose the Pforzheim MBA International Management?

10 reasons

## 1. Enjoy high quality education.

Our commitment to quality and continuous improvement was confirmed when we received the initial accreditation of AACSB International in July 2011. In 2017 and 2022 we were reaccredited by this distinguished hallmark of excellence in management education. Less than 5% of business schools worldwide are AACSB accredited, in Germany only 12 universities out of about 200 with business programs.

## 2. Enhance your career opportunities.

The Pforzheim MBA opens broad new opportunities for career development. Whether you want to tackle new challenges, have experienced a slowdown in your learning curve or are unable to move ahead in your current company, the Pforzheim MBA enables you to reenergize your career with new knowledge and skills, a new professional network, and a new brand association. If you have a non-business background, the Pforzheim MBA prepares you to reorient your career towards business and management.

## 3. Focus on what you really need.

We deliver business competence, not just theory. Our professors do not only hold Doctoral, Ph.D. or Master degrees – they have worked for at least 5 years in senior management positions. Our teaching is based on research as well as professional experience. Moreover, the Pforzheim MBA module system allows you to individualize your study to empower your strengths.

## 4. Enjoy individual career advancement and coaching.

Our professors are your coaches, not your instructors. You will benefit from individual mentoring from professors throughout your studies. Our small course size encourages intense student - faculty interaction which is crucial to achieve the best outcome from your MBA studies.

## 5. Get business insight.

In every semester close connections to practice are a vital part of our management education at Business School Pforzheim. Through company excursions, company guest speakers in classroom, company projects or meetings with alumni you will get in touch with at least 15-20 companies every semester.

## 6. Benefit from our location.

Being surrounded by some of the world's most powerful companies allows you to benefit from the potential of the Pforzheim-Stuttgart region. Right in the heart of Europe, Germany's most innovative region is home to companies like Bosch, SAP, Porsche and Daimler as well as powerful small and medium-sized enterprises.

## 7. Discover the business of tomorrow.

We prepare you to manage the big challenges of the 21st century for the benefit of your company. Our specializations "Innovation Management & Digital Business" and "Sustainable Globalization" tackle tomorrow's challenges. Moreover, we offer management soft skills trainings throughout your studies. Needless to say that also our core MBA courses and our broad range of electives from the fields of Marketing, Accounting & Finance or Big Data & Artificial Intelligence consequently address the needs of tomorrow's business.

## 8. Enjoy international culture.

About 90% of Pforzheim MBA students are internationals, coming from all continents. Global, intercultural networking begins in the classroom. Intercultural competence is not only taught theoretically, it is gained practically by day-to-day interaction. In addition renowned professors from partner universities contribute to our program. Moreover, the Pforzheim MBA offers the opportunity to study in two countries or even on two continents in one program, at our partner universities in the US, Latin America, Asia or Europe. For students with a first degree from a German institution and no academic or professional experience abroad, it is compulsory to study the third semester abroad. For all other students, it is optional.

## 9. Benefit from our vast alumni network.

Benefit from our well-functioning and personal alumni network. The personal atmosphere in our MBA also transfers to the alumni network: throughout your studies you will get in touch with numerous alumni who can be important door openers. Once per semester we invite 6-8 alumni to come back to Pforzheim to meet our current MBA students. Moreover, we bring together our students and successful alumni in a mentoring model.

## 10. Get state-of-the-art education at reasonable cost.

Our intention is not to maximize profits but to provide sustainable management education for future generations of executives. You get »more for less« – an internationally highly recognized degree and skills for dealing with the business challenges of the 21st century.





Curriculum at a glance

Non-Business Graduates start here

1. Semester

Foundations

Foundations in Accounting & Finance (5)  
Financial Accounting  
Corporate Finance & Financial Analysis

I Foundations in Marketing (5)

Foundations in Business Functions (9)  
Global Sourcing and Supply Chain Management (3)  
Human Resources Management (3)  
Information Management (3)

Foundations in Economics (5)  
Macroeconomics  
Microeconomics

Research Methods I (2)  
Scientific Writing & Literature Research  
Business Research  
Foundations in Statistics

Management Skills I (1)  
Presentation Skills (1)

Company Experience (1) \*  
Company Experience I\* (1)

All Semesters – optional:  
German as a Foreign Language /  
2nd Foreign Language

The numbers in brackets show the credits according to the European Credit Transfer System (ECTS).  
Student workload: 30 ECTS credits per semester on average.

For detailed information on course contents see:  
[www.hs-pforzheim.de/mba/syllabi](http://www.hs-pforzheim.de/mba/syllabi)

\* Company Visits, Field Trips, Companies in Classroom;  
see pp. 10–11

Business Graduates start here

2. Semester

Advanced Business Topics & Specializations

Innovation & Business Dynamics I (5)  
Innovation Management &  
Digital Business Models

Sustainable Globalization I (5)  
International Economics  
Sustainable Development

Strategic Management &  
International Business Development (5)

Accounting & Finance in an  
International Context (5)  
Business Controlling in an  
International Context (5)

Research Methods II (3)  
Business Analytics (3)

Management Skills II (4)  
Project Management  
Agile Project Management

ELECTIVES  
(choose 4 Credits)

Management Skills (4)  
➢ Decision Making (2)  
➢ Change Management (2)  
➢ Leadership (2)  
➢ Cross Cultural Management (2)

Company Experience (1) \*  
Company Experience II\* (1)

3. Semester

Individual Concentration /  
Study Abroad Semester

Innovation & Business Dynamics II (5)  
Digital Transformation

Sustainable Globalization II (5)  
Corporate Responsibility & Sustainability  
Management (5)

Consulting & Business Dynamics (5)  
Consulting Methods  
Design Thinking & Product Development

ELECTIVES  
(choose 15 Credits)

Company Project (6)

Accounting & Finance  
➢ Applied Corporate Valuation (3)  
➢ Mergers, Acquisitions & Corporate  
Restructurings (3)  
➢ International Financial Reporting  
Standards (6)  
➢ European Financial Markets (3)  
➢ Capital Raising & Investing (3)  
➢ Sustainable Finance (3)

Marketing  
➢ Brand Management (3)  
➢ Digital Marketing (3)  
➢ Communication Management –  
Public Relations (3)  
➢ Multicultural Marketing & Branding (3)  
➢ Customer Experience Management (3)

Company Experience (3) \*  
Company Experience III (1)  
Management Simulation (2)

4. Semester

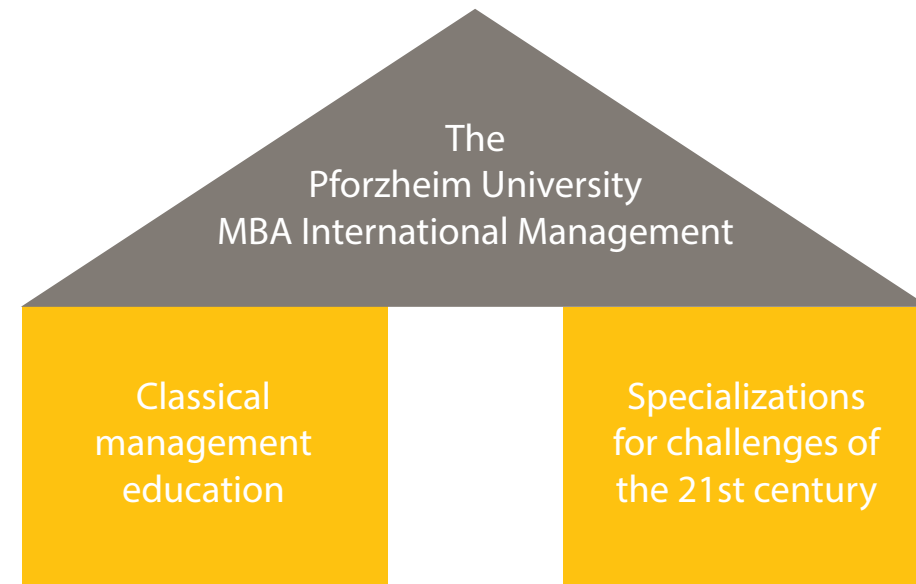
Management Simulation & Thesis

I MBA Thesis (27)

Big Data & Artificial Intelligence  
➢ Artificial Intelligence & Data Analytics (3)  
➢ Big Data Analytics (3))  
➢ Data Science with Python (3)

Recent Developments in Management  
& Business Transformation  
➢ Application in Supply Chain  
➢ Simulations (3)  
➢ Economics & the Law of  
➢ Digital Ecosystems (3)  
➢ New Digital Work (3)  
➢ Dive in Technologies (3)  
➢ Sustainable Innovation  
➢ Management (3)  
➢ Interdisciplinary Studies (3)

## What you will learn – our program goals



## Upon completion of the Pforzheim MBA International Management program, you ...

- have profound expertise in leadership principles and management skills needed to be successful in organizational contexts.  
**Responsible leadership in organizational contexts**
- are capable of developing innovative and effective solutions for complex tasks in an unfamiliar and volatile business environment.  
**Creative problem solving skills in a complex business environment**
- are able to adopt appropriate research methods and tools to concrete questions to develop compelling and innovative findings.  
**Applied research skills**
- are able to gauge companies' potential for innovation and change, to stimulate innovative processes and to manage the implementation of innovation. Furthermore, you are able to assess a company's potential for digital transformation and manage the implementation of digital transformation strategies.  
**Innovation management and management of digital transformation**
- are able to identify, analyze and handle the challenges of global sustainability and develop awareness for social and corporate responsibilities.  
**Management of the challenges of global sustainability and awareness for social and corporate responsibilities**

## Come to Pforzheim – benefit from experienced professors

Our professors not only hold doctoral or Ph.D. degrees – all of them worked for at least 5 years in senior management positions prior to their position as a professor in our MBA program. As a University of Applied Sciences, we strongly believe in a mix of research and professional experience. The diverse backgrounds of our faculty therefore provide you with state-of-the-art academic perspectives, based on real life experience. Within our MBA program courses are taught by experts from practice. Every semester, guest lecturers from well-known companies also come to our classroom to provide you with their practical knowledge and professional experience. This way, we provide teaching that is oriented towards the most current trends and challenges companies are facing. Additionally, renowned guest professors from our partner universities enrich your MBA experience right in classroom and contribute to a culturally diverse learning experience.



Prof. Dr. Kristen Bell de Tienne  
USA  
Marriott School of Business /  
Brigham Young University, USA

"I had a fantastic experience working with the Pforzheim MBA students. You have an amazing MBA program – certainly one I will recommend to students who are interested in studying in Europe!"



Nancy Yvette Muytoy Vega  
Mexico  
MBA Class of 2015  
Program Manager at Visteon, Germany

"The MBA in Pforzheim gave me the opportunity to meet and learn to work in teams with people from many different countries, which has been an added value to my professional career and current job. The multi-cultural environment combined with well-prepared professors, the visits to different companies and the possibility to develop projects with them, made the MBA a great life and professional experience."



David Cikurel  
Turkey  
MBA Class of 2014  
CIO France at DHL Supply Chain, France

"The consulting project with Siemens, where we as a team managed the project as well as the main Siemens stakeholder, well-structured international management curriculum taught in small classes of diverse students, who brought an array of perspectives into the topics, and one-to-one interaction with the professors who have successful business as well as academic careers in their fields, all prepared me well to progressing my career in management consulting."

# Your opportunity to study abroad

You have the opportunity to study abroad during your third semester in order to gain additional international experience. Choose from a variety of internationally accredited partner universities. As a “free mover”, you can also organize your stay at other business schools. For students with a first university degree from a German institution and no study or work experience abroad, a semester abroad is compulsory. For all other students it is optional. In case of an exchange with one of our partner universities, no additional tuition fees will be charged.

## Partner Universities:

### Europe

- Grenoble Ecole de Management, Grenoble, France
- Grande Ecole de Commerce et de Management, ESC Clermont, France
- Instituto Superior de Ciencias do Trabalho e Empresa (ISCTE) Lisbon, Portugal
- University of Ljubljana, Slovenia

### Americas

- Fundação Getulio Vargas, Rio de Janeiro, Brazil
- Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico
- University of Wyoming, Laramie, USA
- University of Michigan-Flint, MI, USA

### Asia – Pacific

- University of Macao, China
- Indian Institute of Foreign Trade (IIFT), New Delhi, India
- Indian Institute of Management (IIM), Ahmedabad, India
- Indian Institute of Science, Bangalore (IISC), India
- Gadjah Mada University, Yogyakarta, Indonesia
- Nagoya University, Nagoya, Japan

Your contact for the study abroad semester is Jochen Ebert, Head International Department, Business School.



Kevin van den Boom  
Germany  
MBA Class of 2017  
Project Lead BI / Big Data at Daimler AG, Germany

“Fortunately, I took the opportunity to spend my semester abroad at the Grenoble École de Management, which is one of the top European business schools with an excellent reputation. One of the many highlights there was the visit of Muhammad Yunus (Peace Nobel Prize laureate in 2006), who held a speech for the students of the business school. Overall, I had a great time in Grenoble, met a lot of interesting people and enjoyed the beautiful environment in the middle of the French Alps. I can fully recommend everybody going there.”



Lukas Hornung  
Germany  
MBA Class of 2017  
Product Design Engineer at Apple, Santa Clara, CA, USA

“I spend my third semester abroad at the EGADE Business School, part of the prestigious Tecnológico de Monterrey in Mexico. It was a great experience, the school has much to offer and Mexico is a great country! Some student organizations offer affordable trips throughout the country, which makes it easy to find new friends and to get to know new places.”

# Added value for international MBA students – learn German and improve your language profil

## Tailored to our students’ needs

Pforzheim University’s Institute of Foreign Languages offers a wide range of courses in German as a Foreign Language, tailored to your individual needs.

One of our objectives is to encourage our international MBA students to improve their language profile by acquiring good basic skills in German. Through a placement test, we will determine your skill level in the German language and arrange for suitable classes.

If you start without previous knowledge of German, we recommend that you opt for an intensive beginner’s course starting three weeks before the start of the lecture period; however, we offer an additional beginner’s course within the lecturing period as well.

All levels of German courses are fully integrated into the MBA schedule. Thus, you will have access to these classes without any schedule conflicts with the regular MBA course offerings.

The different levels are based on the learning objectives that will be achieved by the end of the respective course, corresponding to the “Common European Framework of Reference for Languages” (CEFR). Please see the descriptions as well as the Goethe Institute equivalents at <https://www.goethe.de/en > “Our German Exams”>.

# German language “Booster” – our intensive German program

Are you a prospective student with little or no knowledge of German? Are you looking for a way to learn German faster?

We highly encourage you to study German. If you seek a job in Germany after your MBA, strong German skills will sharpen your profile. Our “Booster” gives you the opportunity to acquire skills equivalent to CEFR-level “B2”. This corresponds to the Goethe Institute’s “Zertifikat für den Beruf”, sufficient for meeting the language requirements necessary for completing an internship with a German company.

## Your schedule for the “Booster” always starting in September

1. Step  
CEFR level A1  
18 intensive days in September before the start of your MBA classes. All-day format <sup>1)</sup>
2. Step  
CEFR level A2  
15 weeks during the winter semester  
Format: 6 contact hours per week
3. Step  
Refresher course  
10 intensive days in March before your MBA classes will continue with the second semester. All-day format
4. Step  
CEFR level B1/B1+  
15 weeks during the summer semester  
Format: 6 contact hours per week
5. Step  
CEFR-level B2  
15 weeks during the winter semester  
Format: 4 contact hours per week

<sup>1)</sup> The placement into steps 2, 3, 4 and 5 is based on excellent performance in the preceding exams.



# Benefit from our close cooperation with companies

Being surrounded by some of the world's most powerful companies will allow you to benefit from our close cooperations with them. Company projects, visits and guest speakers are a vital part of our management education in Pforzheim. Company experiences are integrated throughout your semesters 1, 2, and 3 to ensure an intense contact to the industry and give you profound insights into challenges of current business. In your fourth semester, you may write your MBA thesis with a company.

## Company projects

In your third semester you may choose to participate in a company project. Small groups of 3 to 4 students work on a project with a company. In recent years, our students have collaborated with the following companies:

- Accenture
- Bechtle
- Bosch, Bosch Corporate Purchasing, Bosch Rexroth
- Daimler, Daimler AG/smart
- Francotyp Postalia
- Hartmann
- 1&1 IONOS
- KPMG
- MAHLE
- Mann+Hummel
- SAP



Group pictures after the final presentations of successful 4-months real-life company projects with KPMG and MAHLE

## Companies in classroom

The Pforzheim-Stuttgart region is not only well-known for large, multinational companies, but also for small and mid-sized hidden champions. As an important element of company contacts, we regularly invite managers of companies into our classroom. This gives our students the opportunity to discuss current business issues and career perspectives with high-level executives. These networking events and projects are a bridge for our students to find working student jobs, cooperations for their thesis projects and lucrative jobs after their graduation.



Guest in Classroom: Piyush Dhawan, MBA Class 2012, Principal Advisor and Project Director, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



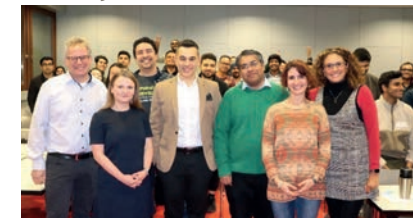
Guest in Classroom: Thomas Müller-Schwemer, Partner and Managing Director of Management Business Group (MBG)



Guest in Classroom: Swapna Phadke-Virkar, MBA Class 2005, Head of Digital Business Platform, Mercedes-Benz AG, Germany

## MBA alumni meet current MBA students

Once per semester this regular event brings together MBA alumni and current MBA students. MBA alumni report on the experiences they gathered after graduating from Pforzheim University. This internal networking event helps our students to make contacts for internships, master theses or future jobs.



Prof. Harald Strotmann, director MBA program | Paula Murmann, accenture | Rupert Rivera III, EY | Emre Kartoglu, Bioventus | Atri Chakrabarti, Festool | Zahra Oroumand, SAP | Yamel Lima Baquero, Steinbeis Beratungszentrum Circular Economy · Freelance

## The MBA mentoring program

Mentoring is a reliable and efficient instrument of guidance and support for our current MBA students and focuses on their learning needs. MBA graduates with at least two years of work experience after their graduation (mentors) pass on their knowledge and experience to current MBA students (mentees). Mentoring stands for an intensive, challenging and mutually rewarding relationship of trust concentrating on the mentee's development of personal, social and professional competencies.



Prachita (mentee) and James (mentor) at one of their mentoring meetings

## Company visits and excursions

Learning experience does not only take place in the classroom. Our MBA provides students with the opportunity to gain insights into manufacturing and business processes of multinational corporations and of hidden champions that are located in southern Germany and beyond. Plant tours, presentations and direct contact with managers and HR personnel help our students to get an idea of German industry. Our excursions are one-day field trips to companies nearby, but also 3 - 4 day excursions to regions like Munich, Frankfurt, Nürnberg or even Switzerland.

Examples from the recent semesters are company visits to Accenture, Allianz Consulting, Amazon, Ascensia, Atlas Copco, attempto, Audi, AutoScout24, Bechtle, Bosch, Blickle, BMW Bank, Clariant, Daimler, Deutsche Bank, Elring Klinger, EY, HP Enterprise, Innoplexus, 1&1 IONOS, IHSE, Kärcher, KPMG, MAHLE, MANN+HUMMEL, MAN Truck, Microsoft, Munich Re, NIO, Porsche Digital, SAP, Schaeffler Technologies, Schlenk, Schubert, Siemens Healthcare, La Biosthétique, HOMAG, KPMG, Volkswagen, Trumpf, Witzemann, Würth, ZF Friedrichshafen or 1&1 IONOS.



Company visit to SAP headquarters, Walldorf



Company visit to PwC, Frankfurt



## Interview with Adriana Rotaru Romania MBA Class of 2015



**What company do you currently work for and what is your job position?**

Product Lead, SAP

**How did the MBA help you, professionally and personally?**

The MBA was a life and mind-set changing experience for me. I was already a confident person before, but the MBA helped me to connect the dots, doubt the given and challenge the status quo. Awareness on sustainability, on the necessity of business innovation and on benefits of change can only happen once in a lifetime and for me it happened during the MBA.

From a professional perspective, having a background in corporate finance in the banking sector, the Pforzheim MBA gave me the leverage to turn the switch to product management in the internet industry. The business acumen acquired during the MBA time allowed me to assess business situations with ease, analyze trends and create business cases, while keeping an eye on industry developments. I do this on a daily basis at work and the MBA helped me expand my financial perspective on business to a more global overview. We do not live in a bubble. Everything is interconnected. The MBA made me understand that.

**What is the most memorable experience from your MBA times?**

The company project: I was a member of a team of four defining a new incentive scheme for the executives of a global corporation with its headquarters located near to Heidelberg with the purpose of increasing sales. The sleepless nights to research and fundament the scheme structure paid off in full on presentation day. Human Resources and the top management of the company were amazed by our solution and included it partially in their strategic planning, as they would later acknowledge. Words like “overwhelming” and “outstanding” used in the letter of recommendation addressed to “The Team” were our reward and recognition. This was achieved because we worked as a team.

**Are you still in touch with your classmates or other students from Pforzheim?**

I made some great friends during the MBA. I also found a best friend, Liva. I worked with her in most of my projects and we encountered successes and failures together. Therefore, we ended up creating a very special bond. In addition, during the MBA I found really good friends in the teammates of the management simulation project. We call ourselves “Paramount Team”. We care about each other almost as if we were family, and that says it all.

**What advice would you like to give to our current MBA students?**

Do not save your time and effort for later. Work, work, work. Study, study, study. Do not count sleepless nights. Because if you decide to do a full time MBA after several years of work experience, you just want to make the most out of it. Moreover, do not spare professors. They care. Take advantage of the time they allocate to you. In addition, something very important: allow them to change you, while still doubting and challenging them. I know I did and that rewired my brain. It made it sharper.







- 1 Graduation
- 2 Group work on campus
- 3 Munich City Tour
- 4 Company visit to Microsoft, Munich
- 5 Company visit to AutoScout24, Munich
- 6 On the road, Excursion to Munich
- 7 Company visit to PwC, Frankfurt
- 8 guest professor Pin Luarn (National Taiwan University of Science & Technology) with students from his Introduction to AI class
- 9 Library Pforzheim University
- 10 MBA students nominated for BETA GAMMA SIGMA
- 11 Company visit to Würth
- 12 Final presentation of group work in the Business Planning & Management Simulation class
- 13 Company visit to Clariant
- 14 Company visit to KPMG, Frankfurt
- 15 Team building
- 16 US guest professor Tracy Maylett (BYU,Utah) with MBA students of his Leadership class
- 17 Final presentation Company Project with Francotyp Postalia
- 18 Graduation





## HS PF – Hochschule Pforzheim / Pforzheim University – facts and figures

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 800 professors, associate lecturers and staff, who intensively guide our over 6000 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.



Andrei Moroc  
Romania  
MBA Class of 2011  
Associate Director - Shipping Origination at  
Berenberg Bank, Germany

"Before joining the MBA program I was a research analyst at a global business and investment research firm, working in the Romanian and Indian office. After completing two internships in Munich and Frankfurt and writing my master's thesis with Allianz Global Investors, I started working in Germany."

## PRME Principles for Responsible Management Education

The Business School Pforzheim 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 initiative, 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.



Yamel Lima Baquero  
Mexico  
MBA Class of 2002  
Advisor & guide for companies and  
international professionals in Germany,  
Consultant & project leader circular economy,  
Steinbeis Beratungszentrum

"The Pforzheim MBA opened up the opportunity and path for me to work in Germany. And on top of the management skills and networking opportunities that I got from the MBA, the most valuable aspect for me was getting to know the German way and culture through the university."

## 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 3500 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 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.

## International accreditation

The Business School Pforzheim with its study programs in Business, Business Law and Business Administration & Engineering received the initial accreditation of AACSB International in 2011 and was reaccredited in 2017 and 2022. Less than 5 % of business schools worldwide have earned this hallmark of excellence in management education. In Germany only 13 universities out of about 200 with business programs are AACSB accredited. AACSB International (The Association to Advance Collegiate Schools of Business), founded in 1916, is a global association of more than 1500 member organizations in over 90 countries. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. This mission is aligned with AACSB International accreditation standards for business schools. AACSB accreditation is the mark of quality distinction most widely sought after by business schools. For more information, please visit: [www.aacsb.edu](http://www.aacsb.edu)



Nathaly Sandoval  
Ecuador  
MBA Class of 2018  
Global Category Expert in Indirect Purchasing  
at Bosch, Germany

"I have great passion for innovation and new technologies, as well as bringing together people to reach goals and accepting new challenges. This is the reason why I wanted to explore other industries and areas such as Consultancy and IT Project Management. Doing the MBA in Pforzheim allowed me to gain fundamental knowledge and skills to effectively design and develop services."



## Testimonials – what our alumni say



Madhwendu Shekhar  
India  
MBA Class of 2003  
Regional Vice President, Head - DACH at  
LTMindtree Ltd, Germany

“The international character of this program in the European environment was the main reason for me to opt for the Pforzheim MBA. The combination of practical approach based on industry requirements, as well as continued focus on further innovation, makes this program very attractive. Close interaction with industry during studies through visiting professors and company projects are of great help in employment possibilities.”



Jose Eduardo Rodriguez Cuervo  
Mexico  
MBA Class of 2017  
Global EV Charging Growth Manager at  
Diebold Nixdorf, Germany

“The number one reason for me to choose the MBA at Pforzheim University was that the program is accredited by the AACSB. In comparison with other programs the MBA Pforzheim offers a really high quality education at a reasonable price.”



Yousra Emara  
Egypt  
MBA Class of 2016  
Senior Strategic Market Insight Analyst -  
EMEA Region, Abbott Diagnostic Business,  
Germany

„I enjoyed the consulting course and I found that in general the business studies were practical which allowed me to apply the knowledge when doing my thesis. This MBA also gave me many opportunities to network, which then allowed me to apply for jobs.”



Bo Cheung  
Germany  
MBA Class of 2011  
Head of Business Partnering Procurement  
Sustainability at Bayer, Germany

“The MBA program at Pforzheim Business School was a great and enriching experience for me. The professors were always very dedicated and supportive. I have gained much practical insights through our classes, industry-specific expertise of our professors and guest speakers. I also developed many skills that I apply to my daily work, like problem solving methods, for instance.”



Rupert Rivera III  
USA  
MBA Class of 2020  
Project Manager - Tech Consulting at EY,  
Germany

“The interactions with future business leaders from a ton of different cultural backgrounds certainly prepared me to work with international teams at EY. Having the empathy and emotional intelligence on top of the hard skills the MBA provides has certainly been an advantage for me. I refer back to that knowledge & have really built my career on top of those foundations, making them stronger with each new project and new work experience that I take on.



Kerstin Keteci  
Germany  
MBA Class of 2011  
Project Manager Salesforce Rollout for the  
Business Unit Commercial Vehicles and  
Off-Road at Bosch, Germany

“Joining the MBA program in Pforzheim was a great decision, not only because of the program’s quality, but also because of its internationality. Studying in a group with people from very different countries and backgrounds was a wonderful experience. This prepared us for future work in an intercultural environment.”



Paula Murmann  
Poland  
MBA Class of 2020  
Energy Strategy Consultant & Project Lead at  
Accenture, Germany

“The MBA opened up a plethora of opportunities for me. It accelerated my career and allowed me to contemplate on what I wanted to accomplish.”



Stefan Schübel  
Germany  
MBA Class of 2012  
Lead consultant Banking & Financial Services,  
NTT DATA Deutschland, Germany

“The well-ranked Pforzheim Business School with its highly sophisticated professors and remarkable international atmosphere were an excellent learning environment for gaining deeper insights in international business. For me, a former DHBW Student, this MBA was the perfect match. Also my semester abroad at another top Business School was a great opportunity to gather practical experience. Altogether my study time at the MBA was an excellent preparation for my today’s job.”



## Testimonials – what our alumni say



Mitali Bhagwat  
India  
MBA Class of 2018  
Strategic Marketing Manager at Merck Group,  
Germany

„The MBA International Management program gave me an opportunity to broaden my horizon, develop new perspectives and work in the industry with a well-rounded understanding.“



Franco Dias  
Brazil  
MBA Class of 2020  
LATAM/CA Head of Finance at Amazon Music,  
Spain

“I had an incredible experience during my MBA in Pforzheim, where I was able to develop my business acumen, build a business network from zero in Germany, make great friends, and be exposed to different cultures. I have to highlight the outstanding professors of this program, who bring to class their excellent market experience and combine it with the latest business academic know-how.”



Ajita Shringarpure  
India  
MBA Class of 2020  
Assistant Manager – Value Chain  
Transformation, KPMG, Germany

„MBA at the Hochschule Pforzheim was a wonderful experience! The small class size helped me in gaining individual focus from professors, the networking opportunities were massive because of industry guest lectures and excursions to top German companies. It also enabled me to pivot my career in the direction I wanted, so I will always highly recommend the MBA in International Management at Hochschule Pforzheim!“



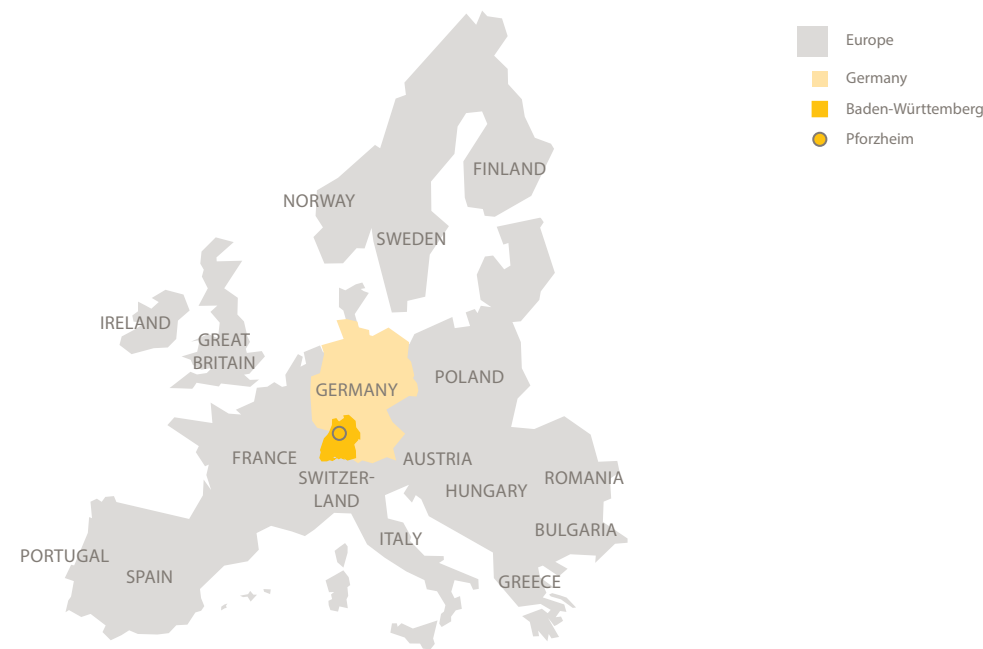
James Dymond  
USA  
MBA Class of 2004  
Investor Relations Manager – ESG at SAP,  
Germany

“The international aspect of Hochschule Pforzheim’s MBA program was a key factor in my decision to study. Also the opportunity to attend seminars from lecturers working in the industries to complement the academic lectures was also a highlight.”

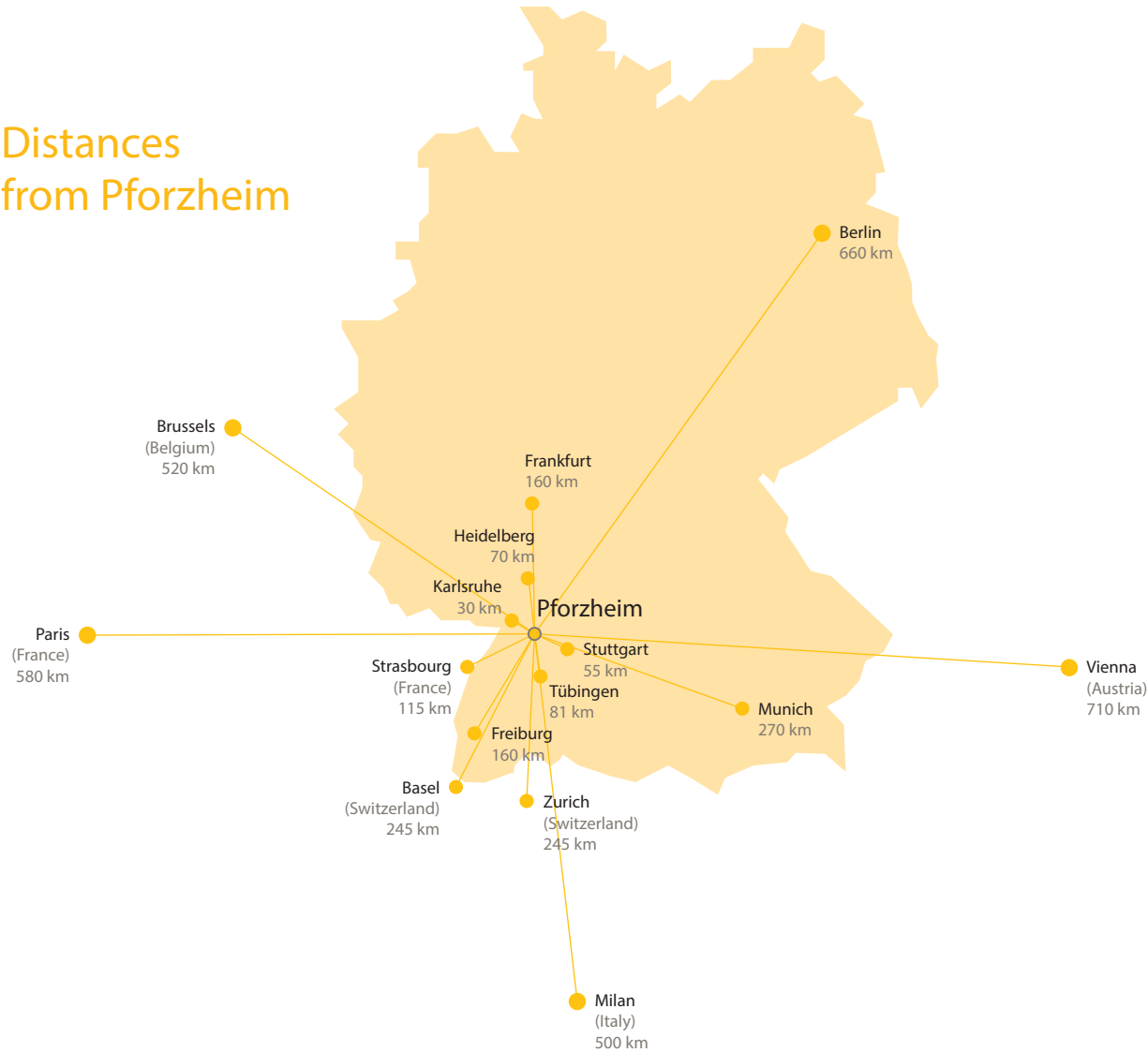




Where we are – in the heart of Europe



Distances from Pforzheim



Companies & internships

Learning experience in the MBA International Management not only takes place in the class- room but also during company excursions. Our MBA provides students with the opportunity to gain insights into manufacturing and business processes of multinational corporations and of hidden champions that are located in Southern Germany. Plant tours, presentations and direct contact with managers and HR personnel help our students to learn more about German industry. This is learning in practice. Throughout your studies, we bring you in contact with over 30 companies. Some of our MBA students do an internship or write their mandatory final thesis in cooperation with a company which might bring them in contact with their future employer.

Where our graduates from our recent MBA classes work (selected companies)

- Accenture

Allianz Consulting

Amazon

A.T. Kearney Avantalion Consulting

Bayer

BASF

Berenberg Bank

Böhringer-Ingelheim

Bombardier

Bosch

Continental

Daimler AG

DHL Consulting

E.on

Ernst & Young

Essity

Festo

FDM Group

Goodyear

Häfele

Hama

Hartmann

Henkel
- Hochschule für Technik, Stuttgart

HSBC

KPMG

Leadvise

MAHLE

MC G Consulting

Munich Re

Nokia Solutions and Networks

Oracle

Porsche

Puma

PwC

Rutronic

Sandoz

Siemens

SAP

Tesla

Toyota

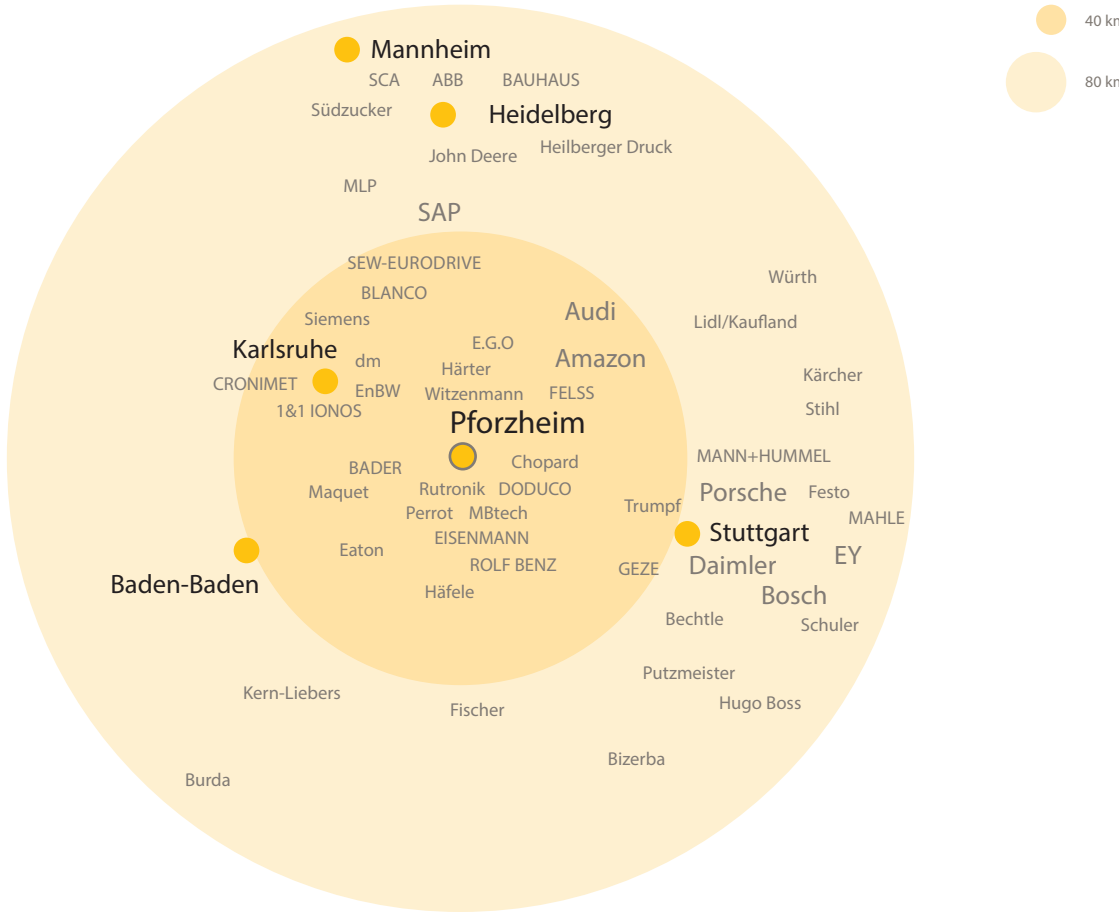
Trivago

Valeo

Vorwerk

WMF

1&1 IONOS





# Welcome to Pforzheim, the Black Forest and Baden-Württemberg

## Pforzheim – “Goldstadt” and Gateway to the Black Forest!

The city forms the northern gateway to the Black Forest. Famous as the center for the German jewelry, watch and silver goods industries, Pforzheim is also known as the “Goldstadt” (Gold Town). In Pforzheim, the centuries-old traditions of the jewelry and gold guilds converge with the design and high-tech industries. In 2017 Pforzheim was celebrating “250 Years of Jewelry, Watches and Design”. The town was marking this jubilee with unique exhibitions, spectacular live acts, design and jewelry art conventions, conferences, and lots of music and theatre performances.

In 1767, Margrave Karl Friedrich put Pforzheim on the map by establishing a watch and silverware factory in the town. This started the success story that would ultimately transform Pforzheim into the Goldstadt, and leave its mark even to this day.

The Pforzheim region also benefits from a powerful backbone of small and mid-sized enterprises, among them many hidden champions. Pforzheim offers a variety of cultural and tourism opportunities, including the city’s theater, library, several museums, parks and trails. Additionally, the surroundings offer excellent recreational opportunities. International students like the city for being an ideal starting point for discovering Germany and the rest of Europe and all kinds of cultural and sportive events in easy reach.



Don’t miss out on the nightlife and student life here in Pforzheim: numerous clubs, bars and restaurants welcome you to relax and get to know your fellow students.

## The Black Forest – Germany’s biggest nature park

About 200 kilometers long and 60 kilometers wide, the Black Forest is one of the biggest and best-known holiday regions in Germany. Several typical things that you might associate with Germany originate in the Black Forest region: Black Forest cake, cuckoo clocks, Bollenhut hats and Black Forest ham. With its beautiful and varied landscape – hills, lakes, rivers and gorges – the Black Forest offers a multitude of sporting activities.



## Baden-Württemberg – Europe’s number one region for innovation

Baden-Württemberg, the southwestern German federal state where our school is located in, is one of the leading economic regions not only in Germany but also in Europe: Home to internationally renowned corporations and thousands of successful small and medium-sized enterprises, known for their innovative drive and inventive spirit, with a high level of productivity and low unemployment. Our state is characterized by a strong industry and a high export ratio which is home to industrial giants such as Daimler, Bosch and IBM Deutschland. But the structure of our state’s economy is characterized primarily by its strong backbone of medium-sized enterprises, many of which are world market leaders in their respective product fields.

As the birthplace of the automobile, around one quarter of today’s industrial revenue in Baden-Württemberg is generated by the automotive engineering industry and its large supplier network, closely followed by mechanical and plant engineering and the metal and electrical industry. The chemical, pharmaceutical and optical industries also play a key role. Germany’s southwest is Europe’s number one region for innovation. No other region of Europe invests as much money in the invention of new products and processes as here in the southwest of Germany: 5.8 per cent of Baden-Württemberg’s gross domestic product is ploughed back into research and development.

This figure makes Baden-Württemberg the leading innovator in comparison with other EU regions. Focal areas for growth within the economy of Baden-Württemberg include primarily four future areas: Sustainable mobility, environmental technology and resource efficiency, health and healthcare as well as embedded systems and IT services.





Your contact for MBA  
and applications

Applications for the MBA program are reviewed on a rolling basis throughout the year. Early applications are encouraged. Admission after deadline upon space-availability.

Application deadlines

June 15 – for October entry  
July 31 – for applicants from the EU or those who do not need a visa for studying in Germany

December 15 – for March entry (business graduates only)

January 31 – for applicants from the EU or those who do not need a visa for studying in Germany

Application requirements

- > Undergraduate degree (above average performance)
- > 2+ years professional work experience after first university degree
- > GMAT score: 550+ or GRE equivalent
- > GMAT Focus Edition: Expected Score 515+ or GRE equivalent
- > +++A GMAT Waiver is possible with a very good GPA of first degree+++
- > TOEFL score: 100+ (IBT) or IELTS 7.0
- > Motivation letter plus essay on extracurricular activities

Tuition fees

For our current tuition fees, please see our website [www.hs-pforzheim.de/mba](http://www.hs-pforzheim.de/mba)

Online application only

[www.hs-pforzheim.de/mba/apply](http://www.hs-pforzheim.de/mba/apply)



MBA Team

Left to right  
Front: Janina Walther (Admissions), Tanja Solombrino (Program Coordinator), Heide Kleckow and Wencke Dürigen (Office Management)  
Back: Prof. Dr. Harald Strotmann (Program Director MBA), Prof. Dr. Markus-Oliver Schwaab (Company Contacts and Projects), Jochen Ebert (Head International Department, Business School)

Application address

MBA address

Hochschule Pforzheim / Pforzheim University  
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Tiefenbronner Str. 65  
75175 Pforzheim, Germany

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