

BUSINESS SCHOOL PFORZHEIM
INTERNATIONAL MASTER EXCHANGE PROGRAM (IMEP)

Business / Management Courses in English
for Exchange Students on Master Level



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Dear Coordinators at our partner universities!

The International Master Exchange Programm (IMEP) is our Business School's new platform for incoming exchange students on master level. For undergrad exchange students, we are still offering our successful International Study Program [www.hs-pforzheim.de/isp]

Welcome to our International Master Exchange Programm (IMEP)

Are you looking for a real international experience for your study abroad semester in Germany ending before Christmas?

Then take a look at the following information on our Master level Exchange Program at Business School Pforzheim, Germany.

The IMEP offers a range of business courses taught in English for Master level exchange students as well as for our international and domestic degree seeking master program participants. As a result, you as an exchange student will quickly become a vital part of our university life. The IMEP also cooperates with student initiatives to offer organized trips. Furthermore, visits to German / European firms and institutions are provided by some of our lecturers.

We offer you an exciting and inspiring semester abroad with new impressions, lively discussions and rich interaction at a highly reputable business school. We are looking forward to welcoming you soon!

Your IMEP-Team



*Prof. Dr. Harald Strotmann
Vice Dean
Master's Programs*



*Jochen Ebert
Administrative Director
IMEP*



*Tanja Solombrino
IMEP Office*



*Uta Hampele
IMEP Office*

Course offerings in English

Fall term (September – December)

MANAGEMENT, GENERAL EDUCATION AND LANGUAGE (at minimum 30 credits being definitely offered)		Contact hours per week	ECTS Credits
Course No.	Course Title		
General Management			
IBU5051E	Challenges and Perspectives of the European Union	3	6
GMT5422E	Strategic Management	3	6
t.b.a.	Foundations of HRM ¹⁾	2	3
CON6063E	Research Methodology	2	3
		10	18
General Education*			
LAN3201	German as a Foreign Language 1 – A1 ¹⁾ (pre-semester intensive course in September)	4	5
	German as a Foreign Language 2 – A2 ^{1) 2)}	8	5
SSC1101E	The History of Post-War Germany	2	3
SSC1102E	The History of German and European Art	2	3
		16	16

Annotations:

The General Management, General Education and courses within the specializations are arranged without any time-table conflicts.

¹⁾ subject to seat limit

²⁾ credits will be allocated upon passed A2 exam

* special offer for all international exchange students

For further details and course descriptions: www.hs-pforzheim.de/imep/courses

IMEP –
organizational schedule fall

**Deadline
June 1**

Nomination/
application
to IMEP

June

Admission
letters to be
send to partner
universities

September

German
for Beginners
A1 intensive
class

**End of
September**

Welcome &
orientation

Course No.	SPECIALIZATIONS Course Title	Contact hours per week	ECTS Credits
Marketing, Brand Management and Public Relations (at minimum 15 credits being definitely offered)			
MKT6104E	B2B-Marketing	2	3
CCM5031E	Communication Management	2	3
MKT6021E	Entrepreneurial Marketing	2	3
CCM5102E	Campaigning & Narrative Communication	2	3
t.b.a.	Brand Management	2	3
CCM5103E	Innovation & Creative Communication	2	3
MKT6103E	Service Marketing	2	3
		14	21
Accounting & Finance, Leadership and Innovation (at minimum 18 credits being definitely offered)			
ACC5011E	International Financial Reporting Standards	4	6
HRM6111E	Leadership ¹⁾	2	3
MLICS5104E	Advanced Technology and Innovation Management	2	3
GMT6211E	Capital Raising and Investing / Project Finance	2	3
ECO5023E	European Financial Markets	2	3
MLICS5151E	Sustainability Accounting and Reporting	2	3
		14	21
Additional Offers / not integrated to IMEP-time table			
BIS6214E	Global Information Management	2	3
BIS6219E	Technology-Management for Emerging Technologies ¹⁾	2	3
		4	6

Beginning of October

Start of IMEP lectures

Deadline October

Learning agreements to be submitted to IMEP Office

December 22

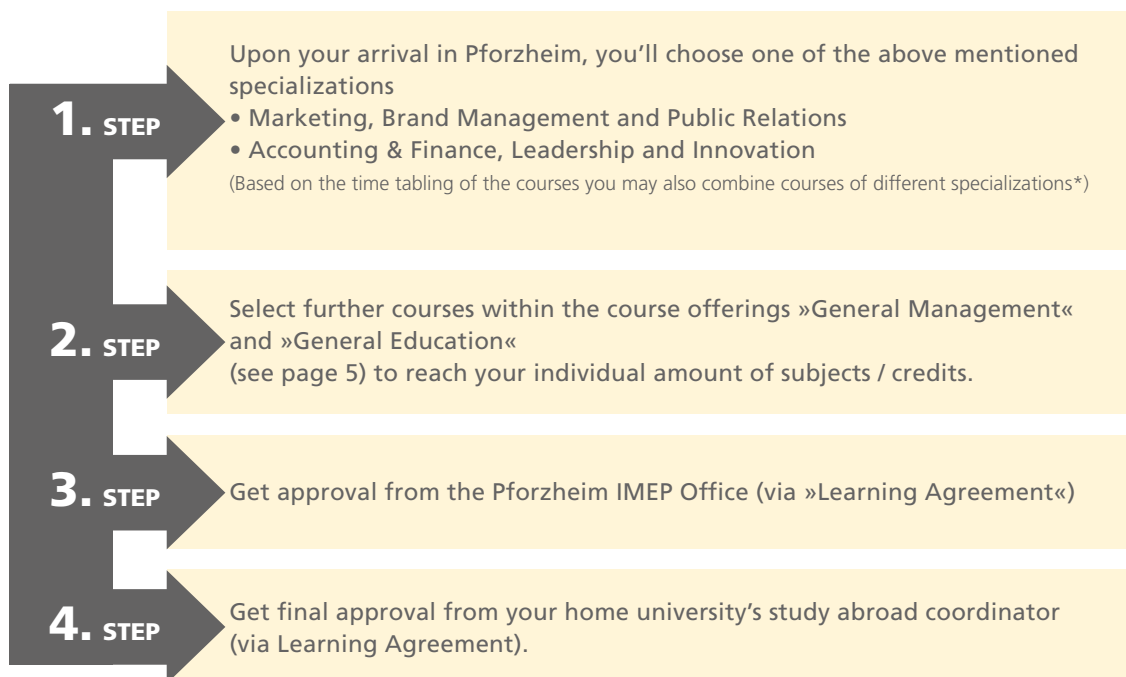
End of program including all exams

December 23

Departure of IMEP students

How to choose courses – minimum and maximum workload

How to choose courses



*The tentative time table will be available end of April on www.hs-pforzheim.de/imep/courses

Minimum workload

Please note that the IMEP expects exchange students to register for courses totaling a minimum of 24 ECTS credits.

Maximum workload

- The IMEP recommends a registration of courses which corresponds to a standard European semester workload of 30 ECTS credits.
- We will accept an additional workload of 20%, translating to a maximum of 36 ECTS credits per semester.

Further organizational information

- Please note that for certain courses, especially seminars, workshops and projects, the number of participants will be limited. Participation in such courses usually requires separate registration immediately after arrival or per prearrangement by e-mail communication with the IMEP Office.
- Additional information on such seminars or projects will be provided during the IMEP welcome and orientation session.
- The time-table may not always allow students to attend the courses originally selected.

Credit and grading system

The credit system

Pforzheim University uses a credit system in which each course has a specific number of »ECTS« credits. These ECTS credits (ECTS = European Credit Transfer and Accumulation System) are based on the student workload (including contact hours, further reading, assignments, preparation for exams, etc.) which students need in order to achieve the expected learning outcomes.

The total student workload is calculated with approximately 900 hours for one semester, consequently one credit corresponds to 30 hours of work.

30 ECTS credits comprise the standard workload of a full-time semester. Due to these regulations, students from universities within the European Union are expected to take 30 credits in total during a semester. Please note that ECTS credits do not compare with US-style credits.

Contact hours

For all courses, the contact hours and credits are indicated as follows:

One contact hour of lectures and seminars at Pforzheim University spans 45 minutes.

Usually, one session comprises 2 contact hours, respectively 90 minutes, followed by a break.

The grading system

The grading system at Pforzheim University is as follows:

1,0 - 1,4	excellent / hervorragend
1,5 - 1,8	very good / sehr gut
1,9 - 2,5	good / gut
2,6 - 3,5	satisfactory / befriedigend
3,6 - 4,0	sufficient / ausreichend
> 4,0	fail / nicht bestanden

The grades are assigned as follows:

1,0 1,3 1,7
2,0 2,3 2,7
3,0 3,3 3,7
4,0 4,7 5,0



Why choose Pforzheim University's International Master Exchange Programm for a study abroad semester?



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. Less than 5% of business schools worldwide have earned this distinguished hallmark of excellence in management education. In Germany only 9 universities out of about 200 with business programs are AACSB accredited.

Studying at a top ranked university.

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 (e.g., Wirtschaftswoche, ranked our Master Programs 2nd in Germany).

Get business insight.

As an university with an applied mandate, we deliver business competence, not just theory. Our professors and lecturers do not only hold Doctoral or Master degrees – they have worked for at least three years in the industry. Our teaching is based on research as well as on professional experience.

International Diversity.

As we are welcoming 200 to 250 incoming exchange students from all continents every year you'll enjoy a real international experience.

Get a European insight and profit from our Jean Monnet Chair.

The Pforzheim University's Jean Monnet Chair is an integral part of the IMEP providing lectures such as »Challenges and Perspectives of the European Union« and »European Financial Markets«. Pforzheim University holds the only Jean Monnet Chair for European Economic Integration in the state of Baden-Württemberg. Jean Monnet Chairs are teaching posts with a specialization in European integration receiving additional funding by the European Union.



Start to learn German as a foreign language – for free!

Our Institute of Foreign Languages offers a beginner program starting in early September aimed to achieve CEFR level A2 by Christmas. This program will be free of charge for you. (CEFR = Common European Framework of Reference for Languages; www.coe.int/lang-CEFR)

Get integrated into our local student community.

The majority of the courses you will have access to, are part of our master degree programs. Therefore, you will meet our domestic students right in the classroom. In addition our student initiative »Gemini« offers a buddy program, which will further connect you with German students.

Studying in one of the most innovative regions in the heart of Europe.

Pforzheim is located between the cities of Stuttgart and Karlsruhe in the state of Baden-Württemberg, Germany. Baden-Württemberg is one of Europe's most innovative and globalized regions. Many internationally renowned companies such as Daimler, Porsche, Bosch, SAP as well as powerful small and medium-sized enterprises have their headquarters in this southern German region.

Fit to international semester schedules.

Our International Master Exchange Program is offered from September to Christmas and subsequently fits to the international term periods.
www.hs-pforzheim.de/imep/calendar



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 lecturers and staff, who intensively guide our students right from the start of their studies.



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 50 years. With 3100 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. The broad spectrum of competencies offered by our faculty ensures clear competitive advantages. Furthermore, reputable guest professors from partner universities contribute to our programs.

When professors are appointed, teaching skills and commitment to excellence are as important as academic qualifications and professional experience. Consequently, 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.



Welcome to Pforzheim

Gateway to the Black Forest

Welcome to Pforzheim in the state of Baden-Württemberg, southwest Germany! 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 City). In Pforzheim, the centuries-old traditions of the jewelry and gold guilds converge with the design and high-tech industries.

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 culture and tourism opportunities, including the city's theater, library, several museums, parks and trails. Additionally, the surroundings offer excellent recreational opportunities. The »Gold City« is an ideal starting point for discovering Germany and the rest of Europe.

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

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, Black Forest ham, and the Black Forest barmaids.

With its beautiful and varied landscape – hills, lakes, rivers and gorges – the Black Forest offers a multitude of sporting activities. In summer, options include:

- hiking
- climbing
- biking
- paragliding or hang-gliding

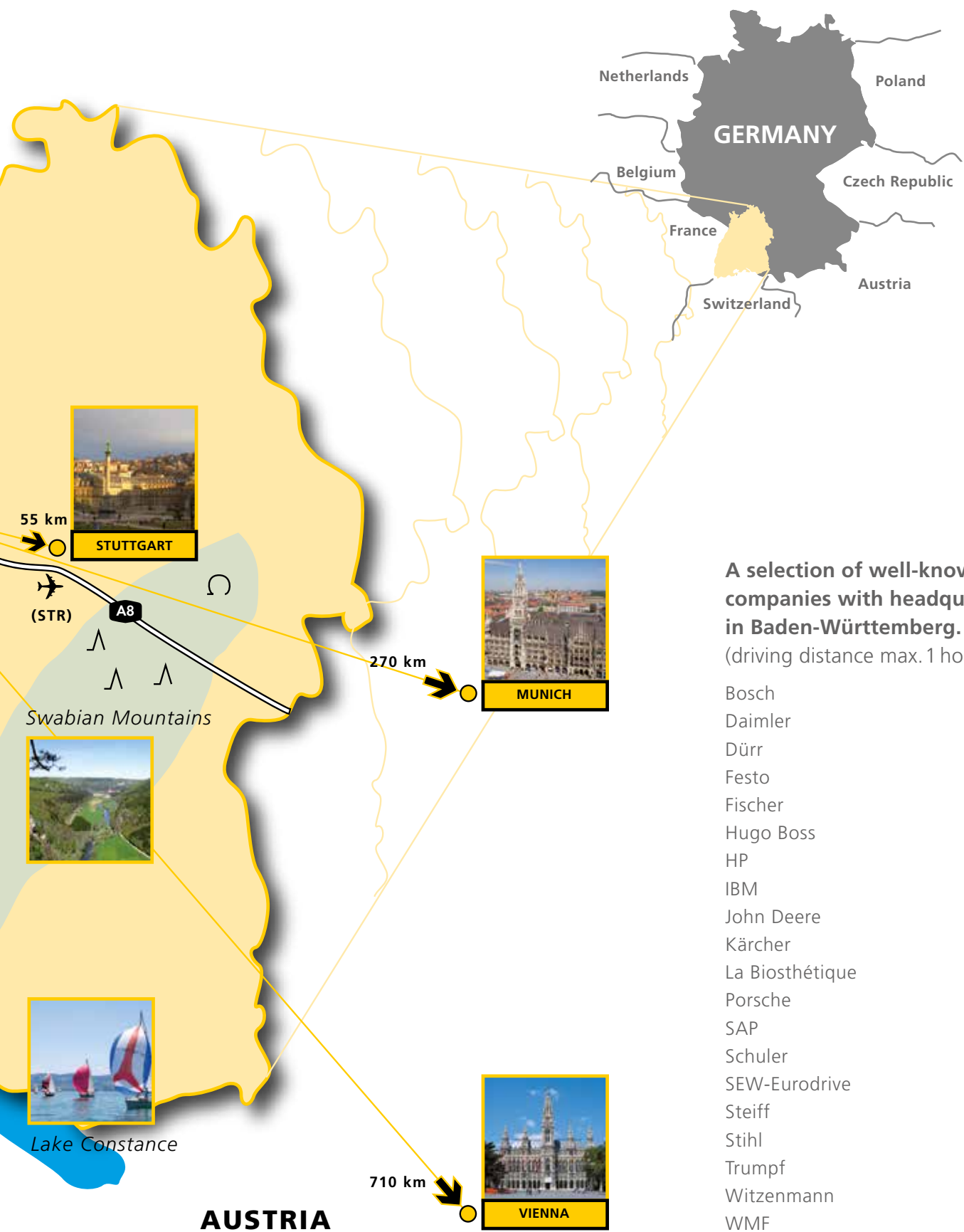
In winter, with heavy snowfall you can participate in winter sports, such as:

- alpine and cross-country skiing
- snowboarding
- winter hiking / snowshoeing



Where we are – in the heart of Europe





A selection of well-known companies with headquarters in Baden-Württemberg.
(driving distance max. 1 hour)

- Bosch
- Daimler
- Dürr
- Festo
- Fischer
- Hugo Boss
- HP
- IBM
- John Deere
- Kärcher
- La Biosthétique
- Porsche
- SAP
- Schuler
- SEW-Eurodrive
- Steiff
- Stihl
- Trumpf
- Witzenmann
- WMF
- Würth

Applications – your contact:

The Pforzheim University International Programs Office

Application procedures are handled by the Pforzheim University International Programs Office («Akademisches Auslandsamt»).

For more information please check www.hs-pforzheim.de/en-US/International.

Nomination deadline – May 1

Application deadline – June 1

Application requirements

- 1** Successfully completed bachelor degree (or four years of studies) in Accounting, Business Administration or Economics [**mandatory admission requirement**]
Candidates ideally have the equivalent to a U.S. bachelor's degree with at least a 3.0 GPA
- 2** Proficiency in English: TOEFL minimum score: 580 (paper based / or TOEFL ITP) or 95 (internet based), or equivalent tests [**mandatory admission requirement**]
TOEFL waived if (1) your first degree was taught entirely in English or (2) the master program you are currently enrolled in is entirely taught in English (please add proof of program language to your application documents) or (3) you hold a GMAT (minimum score 600)
- 3** Optional: GMAT / GRE; GMAT or GRE scorers will receive preference in admission


Nominations and admissions

- IMEP offers 25 seats every fall for master program students from our partner universities.
- All master exchange students will be selected by their home university and subsequently nominated for the study abroad at Pforzheim University.
- Nominated students will be admitted to Pforzheim University by the International Programs Office upon approval of the Business School's IMEP Office.
- Admissions will be done by rank and on space available basis.



Application documents

- 1** Pforzheim University's application form »Form for Exchange Students« on <http://www.hs-pforzheim.de/forms>
- 2** Chronological curriculum vitae, including one current passport photo
- 3** Proof of first degree resp. transcript of records of your undergrad career
- 4** Transcript master grades if already available; alternatively list of courses you will have taken at your home university before starting IMEP at Business School Pforzheim
- 5** TOEFL Score Report
- 6** Optional: GMAT or GRE Score Report

 Prospective IMEP students please note: Due to the IMEP overall seat limit, we might not be able to admit all nominated candidates. We'll keep your coordinator at your home university updated.

Application communications

Phone: +49-(0)7231-28-6147 (Ms. Ayse Ekiz)

E-mail: ayse.derre@hs-pforzheim.de

http://www.hs-pforzheim.de/en/international/studying_in_pforzheim

Application address

Hochschule Pforzheim / Pforzheim University

Akademisches Auslandsamt / International Programs Office

Tiefenbronner Str. 65

75175 Pforzheim, Germany

Housing

Along with the admissions letter, the International Programs Office of Pforzheim University will mail housing information to all international exchange students.

The IMEP Office – Your contact for course offerings

For questions regarding the course offerings,
please do not hesitate to contact the IMEP Office:

Phone: +49-(0)7231-28-6098 / +49-(0)7231-28-6447

Fax: +49-(0)7231-28-6666

E-mail: imep@hs-pforzheim.de

www.hs-pforzheim.de/imep

Postal address

Hochschule Pforzheim / Pforzheim University
International Department Business School (IMEP/ISP)
Tiefenbronner Str. 65
75175 Pforzheim, Germany

PLEASE NOTE

Applications to the IMEP are handled exclusively by the
Pforzheim University International Programs Office
(Akademisches Auslandsamt).

All questions regarding application procedures, admissions,
housing and other practical issues please address directly
to these colleagues.

For contact details please see the previous page.

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Visit of the German Bundestag during a field trip with exchange students to Berlin

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