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MBA International Management • Pforzheim University • Pforzheim ........................................... 2
# Master's degree

MBA International Management  
Pforzheim University • Pforzheim

## Overview

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<tr>
<th><strong>Degree</strong></th>
<th>Master of Business Administration in International Management</th>
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<tbody>
<tr>
<td><strong>Teaching language</strong></td>
<td>English</td>
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</tbody>
</table>
| **Languages** | Courses are entirely held in English.  
German language courses can be taken at every level and are included in our schedule. |
| **Programme duration** | 3 semesters |
| **Beginning** | Winter and summer semester |
| **More information on beginning of studies** | Applicants who already hold a business degree start in March and join our Fast Track.  
Applicants from all other backgrounds start in October. |
| **Application deadline** | 15 June for October entry  
The application deadline for applicants from the EU or those who do not need a visa for studying in Germany is 31 July.  
15 December for March entry (Business graduates only!)  
The application deadline for applicants from the EU or those who do not need a visa for studying in Germany is 31 January.  
The MBA Admissions Committee reviews applications on a rolling basis throughout the year. |
| **Tuition fees per semester in EUR** | 3,650 |
| **Combined Master’s degree / PhD programme** | No |
| **Joint degree / double degree programme** | Yes |

**Description/content**: The MBA International Management (MBA IM) at Pforzheim University Business School helps you to 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: an intensifying globalisation of economies, societies, environment, and cultures, the emergence of new
technologies, the prevalence of information and communication technology in our professional lives 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 more uncertain than ever before. Firms will only withstand future competition successfully if they are able to face these 21st century challenges head on by exploiting opportunities and minimising risks. Companies and their executives must adjust flexibly and innovate to handle continuously changing conditions.

The aim of the Pforzheim MBA International Management programme is to enable you, as a future manager, to meet these challenges for the benefit of your company. To achieve this, the Pforzheim MBA follows a two-tier strategy that will provide you 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, sustainable globalisation and digital transformation.

According to individual interests, you can choose from a variety of electives in the third semester. You can deepen your knowledge in Marketing, Finance or Consulting. Moreover, you may take part in a company project that is offered in the third semester.

For a specialisation in Energy Management, the third semester can be spent at the University of Wyoming (double degree option).

In the event that you have gained your first degree in Germany, the programme includes a semester abroad at one of our partner universities in Asia, Europe or the Americas.

The Pforzheim Business School has been accredited by AACSB International. Less than 5% of business schools worldwide have earned this hallmark of excellence in management education. In Germany, less than ten universities out of about 200 with business programmes are AACSB accredited.

Course Details

<table>
<thead>
<tr>
<th>Course organisation</th>
<th>SEMESTER ONE</th>
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<tbody>
<tr>
<td><strong>Foundations in Accounting &amp; Finance (5):</strong></td>
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<tr>
<td>• Financial Accounting</td>
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<tr>
<td>• Corporate Finance and Financial Analysis</td>
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<tr>
<td><strong>Foundations in Marketing (5)</strong></td>
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<tr>
<td><strong>Foundations in Business Functions (9):</strong></td>
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<tr>
<td>• Global Sourcing and Supply Chain Management (3)</td>
<td></td>
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<tr>
<td>• Human Resources Management (3)</td>
<td></td>
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<tr>
<td>• Information Management (3)</td>
<td></td>
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<tr>
<td><strong>Foundations in Economics (5):</strong></td>
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<tr>
<td>• Macroeconomics</td>
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<tr>
<td>• Microeconomics</td>
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<tr>
<td><strong>Research Methods I (2):</strong></td>
<td></td>
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<tr>
<td>• Foundations in Statistics (2)</td>
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<tr>
<td><strong>Management Skills I (1):</strong></td>
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</tbody>
</table>
- Presentation Skills (1)

**Company Experience I (1)**

**SEMESTER TWO**

**Innovation and Business Dynamics I (5):**
- Innovation Management I (5)

**Sustainable Globalisation I (5):**
- International Economics
- Sustainable Development

**Strategic Management and International Business Development (5)**

**Business Controlling in an International Context (5)**

**Research Methods II (5):**
- Business Analytics (3)
- Scientific Writing and Literature Research (1)
- Qualitative Information Research (1)

**Management Skills II (2):**
- Project Management (2)

**ELECTIVES - Management Skills:**
- Decision Making (2)
- Change Management (2)
- Leadership (2)
- Cross Cultural Management (2)

**Company Experience II (1)**

**SEMESTER THREE**

**Innovation and Business Dynamics II (5):**
- Innovation Management II:
  - Product Development & Design (5)

**Sustainable Globalisation II (5):**
- Corporate Responsibility & Sustainability Management (5)

**Digital Transformation (5)**

**ELECTIVES - Specialisation:**

**Company Project (6)**

**Marketing:**
- Entrepreneurial Marketing (3)
- Brand Management (3)
- Digital Marketing (3)
- Communication Management - Public Relations (3)

**Consulting:**
- Consulting I: Introduction (3)
- Consulting II: Practical case work (3)
- Business Model Innovation & Management (3)

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

Company Experience III (1)

SEMESTER FOUR

Business Planning & Management Simulation (8)
(intensive pre-semester course)
- Business Planning (3)
- Management Simulation (5)

MBA Thesis (21)

<table>
<thead>
<tr>
<th>Types of assessment</th>
<th>Assessment is done in a variety of ways. A mix of group work, papers, projects and presentation adds to the classic form of exams.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Diploma supplement will be issued</td>
<td>Yes</td>
</tr>
</tbody>
</table>
| International elements | - International guest lecturers  
- Training in intercultural skills  
- Projects with partners in Germany and abroad  
- International comparisons and thematic reference to the international context |
| Integrated internships | - An eight-week period between semesters two and three offers a time frame for internships.  
- Students are encouraged to write their thesis with a company/an institution in semester four. Through company contacts, visits, projects and trainings, students are supported in finding an appropriate internship. |
| Course-specific, integrated German language courses | Yes |
| Course-specific, integrated English language courses | No |
| The course of study can be taken entirely online | No |
| Digital learning and teaching modules | - Chats with lecturers |
| Description of e-learning elements | All courses involve the e-learning platform Moodle. Course content will be made available, shared, and discussed online. Tests may be taken online on occasion. |
**Participation in the e-learning course elements is compulsory**

Yes

**Can ECTS points be acquired by taking the online programmes?**

No

**Can the e-learning elements be taken without signing up for the course of study?**

No

## Costs / Funding

| **Tuition fees per semester in EUR** | 3,650 |
| **Semester contribution** | 160 EUR per semester |
| **Costs of living** | Approximately 750 EUR for rent, insurance and living |
| **Funding opportunities within the university** | No |

## Requirements / Registration

### Academic Admission Requirements
- Bachelor’s degree
- Two years of post-Bachelor’s, full-time work experience
- Graduate Management Admission Test (GMAT 550 is expected) or a German degree
- Letter of motivation plus essay on extracurricular activities
- Personal interview

### Language requirements
TOEFL 100 (Internet-based), 250 (computer-based), 600 (paper-based), or equivalent IELTS 7.0
This is not necessary if your first degree is from a programme that was taught in English.

### Application deadline
- 15 June for October entry
  The application deadline for applicants from the EU or those who do not need a visa for studying in Germany is 31 July.
- 15 December for March entry (Business graduates only!)
  The application deadline for applicants from the EU or those who do not need a visa for studying in Germany is 31 January.

The MBA Admissions Committee reviews applications on a rolling basis throughout the year.

### Submit application to
Please see: [https://businesspf.hs-pforzheim.de/studium/studierende/master/mba_international_management/admissions/](https://businesspf.hs-pforzheim.de/studium/studierende/master/mba_international_management/admissions/)
Services

<table>
<thead>
<tr>
<th>Possibility of finding part-time employment</th>
<th>For individual students, jobs as student assistants are available. Companies in the area offer student jobs as well.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>The student union offers accommodation in student dorms around the campus (via Studentenwerk Karlsruhe). Many private rooms are also available in the city of Pforzheim and the surrounding area. The university provides lists of private rooms and apartments via the International Programmes Office.</td>
</tr>
<tr>
<td>Career advisory service</td>
<td>Within your studies, we offer you application and interview training. These are specifically for the MBA programme in exchange with real company professionals. A semi-annual career fair is held on campus. Additionally, we offer a mentoring programme between MBA students and alumni.</td>
</tr>
</tbody>
</table>
| Specific specialist or non-specialist support for international students and doctoral candidates | • Welcome event  
  • Buddy programme  
  • Specialist counselling  
  • Cultural and linguistic preparation  
  • Visa matters |
| Supervisor-student ratio                    | An MBA cohort of around 25 students ensures a high supervisor-student ratio. |
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’s and Master’s degree programmes, all of which emphasise interdisciplinary thinking and cooperation among faculty, economists, lawyers, engineers, designers and experts from various sectors.

Pforzheim University is characterised by the high academic qualifications and practical experience of in total more than 500 professors, associate lecturers and staff, who intensively guide 6,200 students right from the start of their studies. The institution also enjoys close

"This is what a truly international study programme looks like. I get to work with colleagues from six different countries every single day. The courses cover topics in an international context. Even our professors come from different countries and continents. Finally, an AACSB accreditation gives my MBA the recognition and prestige necessary to allow me to work anywhere in the world."

Introducing MBA International Management

Programme Director Harald Strötmann introducing the MBA International Management at Pforzheim University

more: https://www.youtube.com/watch?time_continue=3&v=rIDc_wz2rao
cooperation with the surrounding business community and beyond, giving students a unique study experience. The university has an outstanding reputation among Germany’s leading companies.

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

The Business School

The Pforzheim Business School has been offering young people a profound economic education with a high level of academic sophistication for more than 50 years. Since 1963, our faculty has been laying the foundation for many successful careers of our graduates. With over 3,500 students and 97 professors, we are the largest faculty at Pforzheim University. Our broad range of courses encompasses 14 Bachelor’s programmes and 12 Master’s programmes, which are based on professional fields of work and tailored to the needs of the economy. The curriculum is complemented by a number of additional qualifications (“Ethikum”, trainer aptitude certification, qualifications attained from the international study programme), which can be acquired alongside our students’ regular coursework. The high standard of our academic education is validated through the AACSB seal. Thereby, the Business School Pforzheim ranks among the best business schools of the world.

The Pforzheim Business School is able to offer a broad and attractive range of Bachelor’s and Master’s degree programmes due to its size and the highly qualified and professionally experienced staff. The spectrum of competencies offered by the 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’s and Master’s thesis projects in close cooperation with companies in Germany or abroad.

All study programmes are approved by the State of Baden-Württemberg and accredited by state-recognised accreditation agencies. The excellent educational standard and methods, good study amenities and the school’s focus on the job market have been very successful, as repeatedly demonstrated through various rankings and ratings (e.g., ranked second in “Wirtschaftswoche”; Centre for Higher Education Development (CHE) / Die Zeit).

University Location

The city of Pforzheim is located in the state of Baden-Württemberg in south-west Germany. The city forms the northern gateway to the Black Forest, which is one of the biggest and best known holiday regions in Germany. Famous as the centre for German jewellery, watch and silver goods industries, Pforzheim is also known as the “Goldstadt” (Gold City). In Pforzheim, the centuries-old traditions of the jewellery and gold guilds converge with the design and high-tech industries.

The state of Baden-Württemberg is one of Europe’s most innovative and globalised regions. Many internationally renowned corporations such as Daimler, Porsche, Bosch, SAP, Zeiss and Würth are located in this area. The region also benefits from a powerful backbone of small and medium-sized enterprises, and among them are many hidden champions.

Pforzheim offers a variety of culture and tourism opportunities, including the city’s theatre, 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.
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Business School

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https://www.facebook.com/mba.pforzheim/
https://www.linkedin.com/in/mba-pforzheim
https://www.instagram.com/mbapforzheim/

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