

Pforzheim University of Applied Sciences

Hochschule fuer Gestaltung, Technik und Wirtschaft

Pforzheim, Baden-Wuerttemberg, Germany

Non-degree Study Programs in English in International Business & Management

International Management Program IMP

for graduate students

International Business Certificate IBC

for undergraduate students



November 2002

Essentials

In the last few years the Pforzheim University developed study options in Business/Management for English speaking students. In addition to the International Management Program IMP on the graduate level introduced in 1995 we will offer from 2002 onwards an International Business Certificate IBC for undergraduate students.

Both programs are designed for German and international students. Participants on graduate level should have completed a minimum of four years in Business/Management Studies; for the IBC a minimum of two years successfully completed Business Studies is required. In both programs the language of instruction is English.

Both programs offer a specialization in International Business and Management. The courses will introduce some relevant dimensions of international business. Course content and the crosscultural learning environment will prepare the participants to work in an international company.

In all courses participants will find a multinational group of learners. In a class of 25 students we expect to enroll 15 international students from different countries. Successful participants will receive a certificate and a transcript of records.

In addition to the academic program you will acquire a variety of skills: the experience of studying abroad with an international group of students will introduce you to a global business world. During your stay in Germany you will learn to understand some fundamentals of German and European business culture and while studying you will learn some basic soft skills and facts for future management task.

Students from partners in either the Network of International Business and Economic Schools NIBES or European Business Consortium EBC consortium will get priority for admission. Information about the NIBES and the members in the consortium can be found under <http://www.nibes.org>. Some information about the EBC can be found under <http://intl.fh-pforzheim.de/ebc>.

More information about the study programs and application forms is on the international website - URL under:

<http://intl.fh-pforzheim.de/imp>

<http://intl.fh-pforzheim.de/ibc>

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November 2002



The Pforzheim University and its location

THE PFORZHEIM UNIVERSITY

The Pforzheim University of Applied Sciences integrates the Pforzheim School of Design, the Pforzheim School of Engineering and the Pforzheim Business School.

The Pforzheim School of Design (founded in 1877) is one of the most famous Design Schools and offers programs in Fashion Design, Jewelry and Accessory Design, Industrial Design, Transportation Design and Visual Communication for about 400 students.

The School of Engineering offers study programs in Electronics, Mechanical Engineering and Information Systems. In the next few years the school will expand and enroll up to 900 students.

The Pforzheim Business School was founded in 1963 and offers nine degree programs in Business/Management and two combined degree programs in Industrial Engineering and Business Law. In the B-school are about 2.800 students; 90 full-time professors and about 120 part-time teachers offer more than 500 business courses per semester.

The Pforzheim Graduate School offers various Master's degrees (fulltime), executive education and non-degree study programs in Business and Management. In addition the Graduate School offers a Master's degree program in Transportation Design and a program in Information Systems

The Pforzheim Business School has a unique structure in Germany: the different business programs reflect the functions of a company. The Business School offers nine Diplom degree programs and two combined Diplom degrees. Via the Graduate School it offers six Master's degree programs, two executive programs and two non-degree programs. Business and Management education at Pforzheim covers the full range of modern business education.

Degree programs range from Business Law, Finance and Accounting, Taxation and Auditing to Logistics, from Business Informatics, Personnel Management to Marketing, which is subdivided in Marketing Distribution, Advertising, Market Research and International Marketing.

Management programs on graduate level are the MBA-programs (general management) and some specializing Master's programs in International Finance, Marketing Communication and Information Systems. In addition European Business and International Management are offered as non-degree study options.

In terms of quantity and quality the study programs in Business and Management at the Pforzheim University are regularly ranked among the best 20 programs/institutions in the German speaking countries. Admission is highly selective. Active recruiting strategies of several hundred companies create an excellent environment for business careers.

The international atmosphere on campus reflects a long tradition of student mobility and international cooperation. Each semester the Business School accepts about 125 international exchange students and arranges exchange programs with more than 50 universities in about 25 countries.

The Pforzheim University is member of the European Foundation on Management Development efmd and is actually in the phase of international accreditation.

PFORZHEIM, THE CITY

The city of Pforzheim is located in the southwest of Germany at the northern edge of Black Forest and is part of the state of Baden-Wuerttemberg. It is very close to Stuttgart, Karlsruhe, Baden-Baden and Strasbourg (France).

Pforzheim was founded as the Roman village Vicus Portus in 90 A.D. As a city Pforzheim is documented since 1095. In the Middle Ages the Latin School at Pforzheim was famous for teachers like Johannes Reuchlin (born 1455) and Philipp Melanchthon (born 1497). In 1767 the first manufactory for watches and jewelry was founded; gold and silver manufacture became the prospering and dominating industrial branch. After World War II the almost totally destroyed city was rebuilt and Pforzheim became the centre of the Northern Black Forest region.

The city and the county (Enzkreis) has about 310.000 inhabitants. City and county are in terms of safety and security one of the best places in the state Baden-Wuerttemberg and are seen also in a nationwide comparison as excellent location.

Pforzheim (120.000 inhabitants) is an industrial city which enjoys worldwide recognition as the center of the European jewellery and watchmaking industry. Though jewelry and gold are still important at Pforzheim, the whole range of the metal industry, communication products and mailorder warehouses are now included in the industrial landscape which is dominated by SME-companies like Hammer & Söhne, Witzenmann, Ungerer, Doduco, Degussa, Klingel, Bader etc. Alcatel, Daimler Chrysler, Porsche, Bosch, IBM, Hewlett Packard and some more are well-known major companies in the area.

The surroundings of Pforzheim are also very attractive: The Black Forest, the famous monastery of Maulbronn, vineyards, medieval villages, hills, mountains, rivers and small lakes create a typical landscape. The art of cooking, inspired by France and Switzerland, is famous too.

The cities of Pforzheim, Karlsruhe and Stuttgart, the capital of the state Baden-Wuerttemberg, offer a full range of cultural events (theatres, concerts, sports, exhibitions, fairs etc.).

The airport closest to Pforzheim is Stuttgart International Airport (about 40 minutes), but also Frankfurt International Airport is within close proximity.



International Management Program IMP

Your study option on graduate level

General Remarks

The study program International Management IMP was developed in 1996/97 as a consequence of the fact, that many academically highly qualified students had and will not have sufficient German language skills for studying at Germany. A growing number of international students ask for a study option in English and the university responded on this demand with the IMP. In the beginning the IMP was more the eclectic result of course from individual professors, be willing to offer some courses and modules in English. Because most of these professors worked and taught in the field of international business and management, the study program got a strong orientation on International Management.

In 1997 the IMP offered six courses and in the last few years the program was continuously expanded to actually 16 courses in the rather broad field of International Management.

Also in the last few years the target group changed from originally exchange students within the NIBES consortium towards a broader range of highly qualified and motivated students from all over in the world. About half of the participants joins the program on basis of an individual application that fits to the academic standards and our recruitment strategy to create an attractive group of international learners.

The IMP became an attractive and successful study program at Pforzheim with rather high standards for getting admission. Participant may apply for a credit transfer towards an Master's degree program (normally the MBA). For the optional credit transfer at Pforzheim and also for getting admission within the qualitative admission procedure, we actually recommend to all applicants a GMAT score of about 600. For highly qualified students the university may provide scholarships or other payments (travel costs, student assistantships etc.) to support individual students.

Though the recruitment strategy for the IMP has a focus on industrial countries (G 8) and partners within the NIBES, we will continue to consider excellent applications from students worldwide. Within the qualitative admission procedure, applications of students from international recognised and accredited universities in combination with a predictor for the success in the study program (GMAT) will have the best chance to get admission.

Profile of the program

DURATION

The International Management Program at Pforzheim is a 15 week full-time program (one semester).

LANGUAGE OF INSTRUCTION

English.

DATES

The program starts each semester, the Winter Semester at the beginning of October, the Summer Semester in mid March. Details for the semesters and more dates you will find on the international website.

DEADLINES AND ADMISSION

The International Management Program offers a rolling admission system. The selection of participants takes place in November (for the Summer Semester) and April (for the Winter Semester). The selection is based on the application material submitted. The Graduate Management Admission Test GMAT is highly recommended; a GMAT score of around 600 is seen as standard for admissions. Candidates should be prepared for additional questions/interviews by phone and email. After the selection period all candidates accepted will receive an official letter of acceptance.

APPLICATIONS

An application form is required. Application forms are online, only for some countries we will mail forms. In addition to the application form, we require a Curriculum Vitae and three photos (please mail to the International Programs Office - address see Editorial)

CERTIFICATION

All participants will receive a transcript; successful program participants will get the Certificate in International Management.

REQUIREMENTS

ACADEMIC REQUIREMENTS

- a minimum of four years of business/management studies (preferably a first degree on BA-level). Students with majors other than business may get admission if they can provide proof of sufficient knowledge of business and management (e.g. several years work experience in a relevant business environment).
- Predictor for success in the study program. Normally GMAT >600 and/or letter(s) of recommendation.

LANGUAGE REQUIREMENTS

All applicants should be fluent in English, a basic knowledge of German is recommended. If English is not your native language a TOEFL-score around 250 is required as part of the application.

IMMIGRATION AND ADMISSION REQUIREMENTS

International students need:

- a visa (depending on your home country) and a residence permit. Visas are issued only by the German Embassies in your home country. To obtain the visa you will need an official letter of acceptance from the Pforzheim University. In addition to the letter of acceptance the German Embassy requires proof of sufficient funding for the period of study abroad, usually about EUR 600 per month. Please estimate at least six



weeks to get the visa via the embassy. At Pforzheim, all international students will have the legal status of a full-time student and will obtain a residence permit via the Local Immigration Office (city of Pforzheim) for their study period in Pforzheim.

- Health Insurance - All international students have to provide proof of adequate health insurance for the length of their stay in Germany. Often, this is an international form (E 111 etc.) which is accepted by the public health insurance company (AOK) in Germany. Please check with your health insurance company whether or not they will cover costs and which forms they will provide. In case your insurance company does not cover costs you will have to purchase health insurance in Germany.

- Receipts for the payment of tuition and the admission fee (Studentenwerksbeitrag)

HOUSING

Participants have to find housing by their own. The International Programs Office assists the participants in finding adequate accommodation and provides a list of rooms and apartments.

COSTS

TUITION

For exchange students within the NIBES consortium the program is free of tuition. Students from other partner institutions may get for a tuition waiver. All other students may have to pay tuition. Please check the on-line information system of the IMP for more details.

FEES

The application fee is \$ 50 (dropped for NIBES). Admission fee is about \$ 50 and includes free access to the public transport system in Pforzheim.

COSTS OF HOUSING AND LIVING

Participants have to cover all costs of housing (about \$ 250 per month) and living (min. about \$ 400 per month).

HEALTH INSURANCE

If needed, German health insurance costs about \$ 60 per month.

FINANCIAL AID

A very limited number of scholarships is available.

INTERNSHIPS

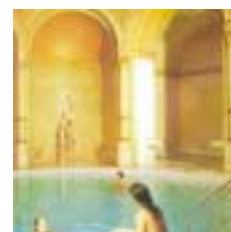
Participants of the International Management Program may extend their stay and do an internship after the study program. International students may get a work permit by the Labor Office (Arbeitsamt) at Pforzheim. For an internship most companies will expect the legal status of a full-time student. Participants who wish to extend their stay for an internship, need to maintain student status at the Pforzheim Business School (in this case Pforzheim will charge only the admission fees).

MORE INFORMATION

You will find more information about the Pforzheim Business School and the International Management Program on the international website under <http://intl.fh-pforzheim.de>. The email address is: aaa@fh-pforzheim.de.

International Management Program - Courses, Contact Hours and Credits

Course	Contact hours	Credits ECTS
IMP 01 International Marketing - Export Business	2	4
IMP 02 Germany as a Business Location	2	4
IMP 03 Doing Business in Asia	2	4
IMP 04 Strategic Management	2	4
IMP 05 Financial Management and Control	2	4
IMP 06 Corporate Finance	2	4
IMP 07 Management Information Systems	4	8
IMP 08 Commercial Transactions	2	4
IMP 09 International Development, Policy, Globalization and Tourism	2	4
IMP 10 IT-Project Management	2	4
IMP 11 Cross Cultural Management	2	4
IMP 12 Consumer Behaviour	4	8
IMP 13 Enterprise Logistics and E-Business	2	4
IMP 14 International Consulting	2	4
IMP 15 International Accounting (IFRS/IAS)	4	8
IMP 16 Introduction to German as a Second Language	8	8



Courses in the International Management Program

The International Management Program offers the following courses. The Pforzheim University may add, cancel or replace a course, also the course content may differ slightly from the description. Please find the actual available courses and the timetable on the webserver. Students may choose their courses and will have to register for the selected courses. In case a selected course is already full, the student will have to find another course. A courseload of 30 ECTS credits is required.

COURSE IMP 01 INTERNATIONAL MARKETING - EXPORT BUSINESS

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. ULRICH FREITAG

The course makes the students familiar with the appropriate methods for the analysis and selection of foreign markets as well as the application of the marketing mix tools in these markets. The following topics are covered:

1. Principles of International Marketing
2. Market Research in International Marketing
3. Selection and segmentation of foreign markets
4. Forms of export business
5. International product strategy
6. Pricing in International Marketing
7. International communication and promotion
8. Distribution in foreign markets
9. International service strategy

Course method: Lectures, case studies, students' presentations

Recommended Reading

Doole, Isobel, Lowe, Robin: International Marketing Strategy, 2 nd Ed., London 1999;
Terpstra, Vern, Sarathy, Ravi: International Marketing, 8 the Ed., fort Worth, Texas 2000

COURSE IMP 02 GERMANY AS A BUSINESS LOCATION

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. MANFRED MANTHEY

Germany is one of the most developed and difficult market for consumer as well as for capital goods in the world. On the other hand it is one of the most profitable and powerful one. The foreign students are taught how to enter successfully the German market. This includes finding the right distribution channels, creating an attractive advertising, hiring the right employees etc.

Also the legal framework and important tax laws are introduced. On a case to case basis business people will be invited as guest lecturers and factory visits will be

arranged. At the end of the lecturer the foreign students should be familiarized with the business life in Germany and also with the social behavior of the Germans.

COURSE IMP 03 DOING BUSINESS IN ASIA

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. MANFRED MANTHEY

With a population of more than 3.5 billion people app. 70% of the earth population are living in Asia. Due to a rising income of a broad mass of population, this continent offers multitude business opportunities for European companies. In order to utilize successfully the business potential, Western managers must first know the cultural differences and later apply them. Therefore, the students will first be familiarized with the cultural features of Asians and later with potential business fields. After these basics the course is foccused on selected country groups which contain promising business opportunities. Among others, these country groups are in particular South-East Asia and the Far East. In these countries all kinds of foreign direct investment are discussed as well as export opportunities linked with country-specific marketing strategies. The theoretical transfer of knowledge is enriched with numerous practical examples gained by many years of work experience of the lecturer in Asia.

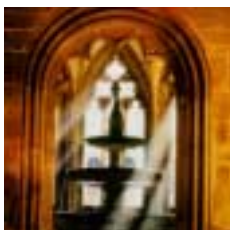
COURSE IMP 04 STRATEGIC MANAGEMENT

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. HOWARD SUTTON

The term "Strategy" means different things to different people depending upon the size of a company, prevalent time horizon, environmental situation etc. Nonetheless, a starting situation, an end scenario and the way in which these two situations are bridged remain the essentials of the strategic management process. We will approach the overall problem from a processual standpoint. The main question in the strategic development process - formulation, communication, implementation and review - will be addressed in a chronological sequence. The answers to the ensuing questions will be developed with the assistance of a number of analytical instruments which structure and simplify the situation, thus enabling alternative solutions to be found and evaluated.

These instruments constitute a tool-kit which can be applied to all possible combinations of companies and environments. However, it should be recognised that because of complexity of the strategic management task no "standard solutions" are available.



COURSE IMP 05
FINANCIAL MANAGEMENT AND CONTROL

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. MARTIN WEIBLEN

The course focuses on an integrated approach of modern Financial Management in an international context and brings matters together which have been taught in other lessons already. Depending on the knowledge and the interests of the students, discussions will circle around the following subjects, but not cover all:

I. Financial Management and Control – a major element of a global strategic management approach

Financial Markets expectations and their impact on companies - Strategic Management philosophy - Management by Objectives (MbO) - Controller and Finance Manager personality - Strategic and operational Control

II. Global Financial Management

Shareholder Value / EVA (Economic Value Added): Value based Management - German and international financial accounting (IAS and US GAAP) - Consolidated accounts: Balance sheet, P/L- and Cash Flow analysis (incl. Ratio analysis) - International profit allocation and transfer pricing issues - International tax planning - Financial restructuring within an international context - Financing instruments and gross border financing - Hedging and import/export financing - Corporate Governance

III. Strategic Control Aspects

Strategic Planning Cycle - Evaluation of Strategies - Project appraisal/Valuation of R & D/Capital budgeting - International Allocation of Resources - Balanced Scorecard - Experience Curve / Life Cycle analysis - Target costing

IV. Operational Control Aspects

Global Budgeting and Reporting - Consolidated Management accounts: Global Product Profitability - Project Control - Risk Control - Financial Management Information Systems / Data Warehouse approaches

Presentation by an outside expert; if available

Overhead Cost Control (Activity based costing, Overhead cost analysis, Zero-Base-Budgeting, Cost Benchmarking, Shared Services Approach)

V. Case Study: R & D-Project evaluation (decision under risk)

Student's Presentations

Students are invited to present for maximum 40 minutes a certain subject (or more) for discussion in class. Students can work out a presentation on their own or in groups of up to three and do the presentation together. They have to distribute a handout of their presentation one week before the presentation day to all participants of the course. At the same time a 10 page summary paper has to be provided to the Professor.

Alternatively to a presentation with a summary paper a group of up to three students may want to explain an

economic project evaluation on the basis of a Case Study: R&D project evaluation.

Subjects for the presentation (incl. summary paper) may be chosen either out of the list on page 1 or the list below, but can also be agreed individually.

Recommended Reading

Brealey, R. A., Myers, S. C., Marcus, A. J.: Fundamentals of Corporate Finance, 2. ed. (McGraw-Hill) 1998, ISBN: 0-07-0074860, or 0-07-115445-0 (Intern. Edition, 1999)

Copeland, T., Koller, T., Murrin, J.: Valuation: Measuring and Managing the Value of Companies, 2. ed., New York u. a. (J. Wiley & Sons, Inc.) 1994, ISBN: 0-471-08627-4

Guerard, J. B. Jr., Bean, A. S.: R & D Management and Corporate Financial Policy, New York u. a. (J. Wiley & Sons, Inc.) 1998, ISBN: 0-471-61837-3

Hornngren, Ch. F., Foster, G., Datar, S. M.: Cost Accounting, A Managerial Emphasis, 9. Aufl., Upper Saddle River (Prentice Hall) 1997

McMenamin, J.: Financial Management - An introduction, London/ New York (Routledge) 1999, ISBN: 0-415-18161-5

Merchant, K. A.: Modern Management Control Systems, Text & Cases, Upper Saddle River (Prentice Hall) 1997, ISBN: 0-13-554155-7

Müller, A., Glauner, W.: Die Unternehmer-Elite, Wachstumsstrategien erfolgreicher Entrepreneure, Wiesbaden (Gabler) 1999, ISBN: 3-409-11469-6

Rappaport, A.: Creating Shareholder Value, New York/London 1998; dt. Übersetzung: ders.: Shareholder Value, 2. Aufl., Stuttgart /Schäffer-Poeschel) 1999, ISBN: 3-7910-1374-2

Stewart, G. B. III: The Quest for Value: A Guide for Senior Managers, New York (HarperCollins) 1991; reprint: 1998

Thompson, A.-A. Jr., Strickland A.-J. III: Strategic Management: Concepts and Cases, Homewood/Boston 1990

COURSE IMP 06
CORPORATE FINANCE

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. MARTIN WEIBLEN

The course addresses the interactions between the players on the global financial markets in respect of corporations and similar enterprises (e.g. finance and top executives of commercial organizations, shareholders, creditors, banks, venture capitalists, pension funds, other financial investors, financial analysts, auditors, consultants, governments, tax authorities). The course has a workshop character with student's presentations, case studies, group discussions and (as far as available) presentations from outside experts. A fair knowledge of the students in finance and about capital markets is assumed.

Students must have attended my course "Financial Management and Control" before. Time does not allow to cover all subjects below. Therefore, a selection will be made along student's interests:

I. The role of a finance and a top manager in today's business world and the roles of the other players in the global financial community

II. Investor Relations

Understand audience / Know what you are selling / "Equity story" - Investor Meetings ("Road Show") - Annual Press Conference - Background talks - Company publications / press releases

III. Company valuation

Stock market prices - Asset value and accounting oriented valuation - DCF techniques (discount factor, time



horizon, residual value, perpetuities) - Uncertainty & Risk: CAPM, Betas, cost of capital - Market multiples and Industry comparisons - Real option evaluation model for companies and projects - Value of synergies - Due diligence process

IV. Managing a Balance Sheet

Valuation choices within accounting rules - debt/equity structure and leverage effects - off balance sheet financing - effects of tax planning - Creative accounting

V. Corporate Treasury and Financial Risk Management

Financial and operational investments: Different yardsticks? - Corporate Financing: Debt policy / Corporate securities / Stock issuance - Dividend policy - Functional currency - Corporate Assets: Yield/risk structure versus liquidity - Risk management: Hedging, Forward deals etc. - Options, Derivatives

VI. Interlinks between Business Strategies and Financial Markets

Free Cash Flow and ROI return - Valuation of alternative business strategies and R&D programs - Technology investments - Balanced scorecard / Benchmarking

VII. Start up and Small Business financing

Early stage, Private and Venture Capital financing - Business Plan - Deal structuring - Exit strategies (IPO, trade sale, private equity etc.) - see item VIII

VIII. Exit strategies for shareholders

Going public (IPO)/Trade sale/Private equity - Management buyout (MBO)/Leveraged buyout (LBO) - Public-to-Private transactions - Creating a convincing "story" - Role of an Investment banker/IPO advisor - Time and deal structure

IX. Mergers & Acquisitions

Search for M & A candidates - Approaching a "target": Friendly vs. unfriendly take over - Takeover defense - Negotiating term sheets - Due diligence process - Acquisition financing - Post-Deal issues

X. Asset Management / Investment banking / Portfolio management

Overview on Financial Markets and instruments (Equity, fixed income, direct investments) - Fund structuring: Asset allocation principles, long and short term - Manager selection and investment guidelines - Japan/South East Asia/Latin America/Emerging Markets as investment regions - Real Estate and Hedge Funds as alternative investments

XI. Top Management Remuneration

Performance measuring - Stock option plans - Pension plans

XII. Corporate Governance

in established and in start-up, venture capital financed organizations

Student's Presentations

Students must present, individually (or two together, in case there are enough participants), for maximum 40 minutes an overview over one of the above chapters or a specific item out of the above subjects (except company valuation) or prepare and present (maximum in a group of three) a

Case Study

Company valuation "Telemetrix"

The presentations will be discussed in the group after the presentation. For that purpose the preseters have to produce and distribute handouts of their presentation to all participants one week in advance of the presentation. Also a 10 page summary paper is to be written for the professor and handed over to him one week in advance of the presentation.

Presentations from one or two outside experts (as far as available):

Dipl.-Kfm. Harald Rösch (Roche, Mannheim)
Management Information System at Roche Diagnostics

Dr. Ulrich Moser (Ernst & Young, Corporate Finance)
Evaluation of Companies or Businesses with Real Option Pricing Models

Vize-Direktorin Patricia Peitrequin (Privatbank Zürich)
Private Banking - Asset Management

alternatively former participants in the course will present their Diploma- or Masterthesis

Course Certificates

Course Certificates or other acknowledgements for the attendance of the course can only be forwarded to those students which did actively participate in the discussions (30 % of grade) and gave a sufficiently graded presentation (50 %) on the basis of a 10 page summary paper (20 %) or - alternatively - participated and presented sufficiently in the case study (70 %). A minimum number of lessons (to be announced by the Professor) must be attended during the course.

Recommended Reading

Baskin, J. etc.: A History of Corporate Finance, (Ort) (Cambridge University Press) 1999

Betsch, O., Groh, A. P., Lohmann, L.: Corporate Finance, München (Vahlen) 1998, ISBN 3800622653

Brealey, R. A., Myers, S. C., Marcus, A. J.: Fundamentals of Corporate Finance, Boston etc. (McGraw-Hill) 1998, ISBN 0070074860

Brealey, R. A. etc.: Study Guide for Use With Fundamentals of Corporate Finance, Boston etc. (McGraw-Hill) 1999, ISBN 0072909870

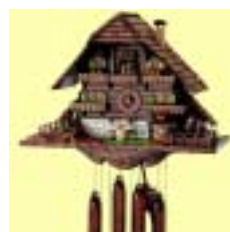
Brealey, R. A., Myers, S. C.: Principles of Corporate Finance (McGraw-Hill Series in Finance), Boston etc. (McGraw-Hill) 1996, ISBN 0070074178

Brealey, R. A. etc.: Study Guide to Accompany Principles of Corporate Finance, Boston etc. (McGraw-Hill) 1996, ISBN 0070074771

Brennan, M. J.: Financial Markets and Corporate Finance: Selected Papers of Michael J. Brennan (Financial Economists of the Twentieth Century), Cheltenham and Northampton (Edward Elgar) 1999, ISBN 1840640235

Buffett, W. E.: The Essays of Warren Buffett: Lessons for Corporate America; selected, arranged, and introduced by Lawrence A. Cunningham, Reprint, New York 1998, ISBN 0-9664461-0-0
(www.amazon.com/exec/obidos/ISBN=0966446100)

Copeland, T. etc.: Valuation: Measuring and Managing the Value of Companies, New York etc. (John Wiley & Sons) 1995, ISBN 0471086274



Franke, G. und Laux, H. (Hrsg.): Unternehmensführung und Kapitalmarkt, Festschrift für Herbert Hax, Berlin etc. (Springer) 1998, ISBN 3540647953

Günther, T.: Unternehmenswertorientiertes Controlling, München (Vahlen) 1997, ISBN 3800621061

Guerard, J., Bean, A. S.: R & D Management and Corporate Financial Policy (Wiley Series in Engineering and Technology Management), New York etc. (John Wiley & Sons) 1998, ISBN 0471618373

Hackmeister, D.: Der Discounted Cash Flow als Maß der Unternehmenswertsteigerung, 2. Aufl., Frankfurt etc. (Lang) 1998, ISBN 3-631-33597-0

Hölscher, L.: Käuferbezogene Unternehmensbewertung, Frankfurt etc. (Lang) 1998, ISBN 3-631-32835-4

Merchant, K. A.: Modern Management Control Systems: Text and Cases (The Robert S. Kaplan Series in Management Accounting), Upper Saddle River (Prentice Hall) 1997, ISBN 0135541557

Müller, A., Glauner, W.: Die Unternehmer-Elite, Wachstumsstrategien erfolgreicher Entrepreneure, Wiesbaden (Gabler) 1999, ISBN 3409114696

Rappaport, A.: Creating Shareholder Value, New York/London 1998; dt. Übersetzung: ders.: Shareholder Value, 2. Aufl., Stuttgart (Schäffer-Poeschel) 1999

Ross, S. A. etc.: Corporate Finance (Irwin Series in Finance), 5. ed., Boston (McGraw-Hill) 1999, ISBN 0256246408

Shapiro, A. C., Balbirer, S. D.: Modern Corporate Finance: A Multidisciplinary Approach to Value Creation, Upper Saddle River (Prentice Hall) 2000, ISBN 0130800988

Stewart, G. B. III: The Quest for Value: A Guide for Senior Managers, New York (HarperCollins) 1991; reprint: 1998

Thompson, A.-A. Jr., Strickland A.-J. III: Strategic Management: Concepts and Cases, Homewood/Boston 1990

Winstone, D.: Financial Derivatives: hedging with futures, forwards, options and swaps, London and Weinheim (Chapman & Hall) 1995

COURSE IMP 07 MANAGEMENT INFORMATION SYSTEMS

4 HOURS PER WEEK - 8 CREDITS

PROF. DR. KARL-HEINZ RAU

General Information

In the last two semester I offered this course with a strong orientation to the implementation of ERP (Enterprise Resource Planning) systems in global mid-sized and huge companies. In the summer semester 2001 I extend the scope to strategic questions in the context of the Internet and e-business. We'll work on six case-studies, two were developed in cooperation of the Auburn University and Pforzheim University, one case was developed by Auburn University and three cases are from Harvard Business School, Boston, MA.

This course follows an interactive teaching approach and the teacher is playing the role of a coach. In this semester we will work with this cases, your feedback is requested to improve the course. All cases are in English, therefore we will use the English language for lecture, presentations and discussions.

Target group

This seminar is addressed to students from the 5th to the 8th semester. It's credited for the course Projekte/Fallstudien. This course is obligatory for all business majors. Other target groups are MBA- and IMP-students. To be successful in this course it's not necessary to have special IT knowledge. But it's necessary to be interested in dealing with IT-management issues.

Objectives

The students are expected to:

- Understand the interdependence between corporate business strategy and structure and information systems strategy and architecture.

- Handle management and technical issues in the implementation process of integrated information systems.

- Identify success factors for successful ERP implementations.

- Learn about cultural issues in global acting companies.

- Learn about focusing the IT-strategy of a company in the Internet era (Cisco-Case)

- Exploit IT to provide a portfolio of new services on a global base (UPS-Case)

- Business strategies in the portal industry (Yahoo!-Case)

Structure

- Overview to the theory of Information Management and ERP-Systems

- Sidler Case: Sidler GmbH & Co.: Meeting the Millennium's Challenge (Sankar, Auburn/Rau, Pforzheim)

- Cisco Systems, Inc.: Implementing ERP (Austin/Nolan, Harvard Business School, Boston)

- Bosch Case: Multiple Information Systems Coping with Growing and Changing Business: Robert Bosch Corporation (Sankar, Auburn/Rau, Pforzheim)

- Cisco Systems, Inc. (Nolan/Porter, Harvard Business School, Boston)

- United Parcel Service: Moving at the Speed of Business (Boulton, Auburn)

- Yahoo!: Business on Internet Time (Giroto/Rivkin, Harvard Business School, Boston)

COURSE IMP 08 COMMERCIAL TRANSACTIONS

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. RAINER GILDEGGEN

1. International Business and Law (Brief history of International Trade and Law, Contracts in International Business Law)

2. The International Sale of Goods (Conflict of Laws Rules and Unified International Law, The UN Convention on the International Sale of Goods, The International Documentary Sale and Documentary Letter of Credit)

3. Distributorship Agreements ("Model Contracts", Antitrust Issues, Compensation)

4. Technology Transfer: International Protection of Intellectual Property and related Contracts (Patent Protection, Trademark Protection, Knowhow Protection, License Contracts, Franchise Contracts)

5. Transnational Dispute Resolution (Litigation, Arbitration, The Role and Choice of Lawyers for International Business Transactions)

6. Bribes in International Business Transactions



COURSE IMP 09

INTERNATIONAL DEVELOPMENT, POLICY, GLOBALIZATION, AND TOURISM

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. JAMIN / DR. SCHLUETER

Module: Globalization, Policy

Dr. Schlueter

Globalization and Developing Countries(DCs): What are the vehicles(international trade, foreign direct investments FDI) and which DCs do profit from the globalization-development; which are the main international institutions and what is their role of these players in that globalization game (WTO, UNCTAD, OECD, World Bank Group); what can be done by the target-countries to attract a bigger share of international investments and to reach higher benefits for the countries' development by globalization(experience and functions of FDI promotion).

Module: Tourism

Prof. Jamin

Destination development

- 1 Introduction into the problem of tourism destinations
- 2 Transportation, 2.1.1 Aviation, 2.1.2 Charter carriers, 2.1.3 Railway, 2.1.4 Bus Transportation, 2.1.5 Car rentals, 2.1.6 Taxis, 2.1.7 Others
- 3 Tourist shops and guides
- 4 Tourism demand, 4.1 Who is a tourist?, 4.2 Where do they come from?, 4.3 Survey of different interests of tourists, 4.4 Different age groups of tourists, 4.5 Package tours, 4.6 Arrivals by season and nationality
- 5 Survey of the German demand, as main target market, 5.1 Economy, 5.1.1 Income, 5.1.2 Employment, 5.1.3 Spending, 5.2 Society, 5.2.1 Holiday and free time, 5.2.2 Money spent for:, 5.2.3 Growing and decreasing economical sectors, 5.3 Individuals and their Motives, 5.4 Supply, 5.5 Environment, 5.6 Government
- 6 Growth rate of tourism trade
- 7 Strategy-box and marketing-mix
- 8 Sustainable tourism concept

COURSE IMP 10

IT-PROJECT MANAGEMENT

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. PAUL MACIEJEWSKI

The growing complexity of it-projects requires a professional project-management. In the course methods and skills will be presented how to implement new technologies (e.g. intranet, electronic document management) in companies. In detail we will discuss the following steps:

project preparations - analysis - diagnosis -
development of strategic concepts - system selection -
installation

COURSE IMP 11

CROSS CULTURAL MANAGEMENT

2 HOURS PER WEEK - 4 CREDITS

PROF. TIMM VOSS

Concepts facilitating recognition, understanding and systematizing of intercultural differences - The role of stereotypes/clichés/prejudices - Cross-cultural communication - The impact of cross-cultural differences on organization, negotiation, management, marketing, a.s.o. - Problems of expatriation

Methodology

- Starting from real cases, students will discover and systematize cross-cultural problems (inductive method). These findings will then be applied on case studies to be solved

Cross-cultural management

1. Introduction

Topicality of subject: internationalisation, globalisation, standardisation, glocalisation, mergers, acquisitions, problems of expatriation definitions, esp. of "culture", business (corporate) cultures vs. national and individual cultures problems of clichés and stereotypes aims of seminar

2. Criteria (concepts) of cross-cultural differences, Case-Study: The MCC-case (from Trompenaars)

3. Enterprise models, organisation structure and management principles

4. Application on France and Germany: Consequences for negotiation, marketing and selection of expatriates (the JPB-structogram)

5. Case studies (esp. Eurodisney and Pebble Beach)

6. Cross-cultural marketing

Recommended Reading

Bergemann, Niels, Andreas L. J. Sourisseaux, ed. Interkulturelles Management. Heidelberg, 1996.

Hall, Edward T., Mildred Reed Hall. Hidden Differences. Studies in International Communication: How to communicate with the Germans. Hamburg, 1983.

Terpstra, Vern, Ravi Sarathy. International Marketing. Orlando, 1997.

Trompenaars, Fons. Riding the Waves of Culture. Understanding cultural diversity in business. London, repr. 1994.

Usunier, Jean-Claude, Björn Walliser. Interkulturelles Marketing. Mehr Erfolg im internationalen Geschäft. Wiesbaden, 1993.



COURSE IMP 12 CONSUMER BEHAVIOUR

4 HOURS PER WEEK - 8 CREDITS

DIPL. KFM. THOMAS THUDIUM

Contents

1. Consumers in the marketplace - Consumer Behaviour and the relevant research areas - Consumer's impact on marketing and consumer protection - Consumer's behaviour challenge
2. Consumers as decision-makers - Activation-Perception - Learning and Memory - Motivation, Values and Involvement - Attitudes
3. Consumers and individual decision-makers - Consumers as problem solvers - Information search - Evaluation of alternatives - Product choice
4. The purchase situation, post-purchase evaluation and product disposal - Situational effects on consumer behaviour - Post-purchase satisfaction
5. Group influence, opinion leadership and diffusion of innovations - Reference groups - Opinion Leadership - The diffusion of innovations
6. The European Consumers - The family as decision-makers - Children as decision-makers - Social class and purchase decisions - Status symbols - Cultures and subcultures - Lifestyle and European cultures

Recommended Reading:

- Antonides, G./Fred van Raaij, W.: case Studies in Consumer Behaviour, London u.a. 1999
- Bagozzi, R.P./Zeynep, G./Priester, J.R. (Eds.): The Social Psychology of Consumer Behaviour, Philadelphia u.a. 2002
- Balderjahn, I./Menicken, C./Vernette, E. (Eds.): New Developments and Approaches in Consumer Behaviour Research, Stuttgart, 1997
- Becker, T.: Quality policy and consumer behaviour in the European Union, Kiel 2000
- Chisnall, P.M.: Consumer behaviour, 3rd. ed. London 1995
- East, R.: Consumer behaviour - Advances and applications in marketing, London/Toronto u.a. 1997
- Foxall, G.R. (Ed.): Consumer Behaviour Analysis: Critical Perspectives on Business and Management (Three Volume Set), 2002
- Hansen, U./Bode, M.: Marketing und Konsum -Theorie und Praxis von Industrialisierung bis ins 21. Jahrhundert, München 1998
- Kroeber-Riel, W./Weinberg, P.: Konsumentenverhalten, 7. überarb. und erw. Aufl., München 1999
- Kuss, A./Tomaczak, T.: Käuferverhalten, 2. nb. Aufl., Stuttgart, 2000
- Müller, M.: Die kleinen Könige der Warenwelt - Kinder im Visier der Werbung, Frankfurt/M., New York 1997
- Peter, J.P./Olson, J.C./Grunert, K.G. (Eds.): Consumer behaviour and marketing strategy, London u.a. 1999
- Raab, G./Unger, F.: Marktpsychologie - Grundlagen und Anwendung, Wiesbaden 2001
- Shet, J./Mittal, B./Newmann, B.: Customer Behaviour, London u.a. 1998
- Solomon, M./Bamossy, G./Askegaard, S. (Eds.): Consumer Behaviour A European Perspective, 2nd New York/London/Harlow u.a. 2001
- Sulkunen, P./Holwood, J.: Constructing the New Consumer Society, London 1997
- Usunier, J.-C.: Marketing across Cultures, Hemel Hempstead/New York u.a. 1996

COURSE IMP 13 ENTERPRISE LOGISTICS AND E-BUSINESS

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. WENZEL

COURSE IMP 14 INTERNATIONAL CONSULTING

2 HOURS PER WEEK - 4 CREDITS

PROF. DR. JUERGEN JANOVSKY

During the last 15 years, International Consulting has developed into one of the most growing service industries. There are various indicators outlining that this tendency will continue. According to recent studies, about 250.000 new recruits will have to be found by 2.000 to meet demand. American top consulting firms are offering starting salaries of \$ 92.000 to 1998 graduates, and many companies complain that they do not find enough young academics potentially qualified for the consulting business. In the light of this, our seminar will address issues such as:

Qualification profiles are required for International Consulting
Developing new projects
Managing consulting companies and assignments

Apart from lectures provided by a Professor with several years of experience in International Consulting, the seminar will comprise the analysis of reports produced by consulting firms, the execution of case studies and the presentation of papers by high-level consultants from various companies.

COURSE IMP 15 INTERNATIONAL ACCOUNTING: IAS/IFRS

4 HOURS PER WEEK - 8 CREDITS

PROF. DR. MATTHIAS KROPP

Basic Outline

The course intends to provide an introduction into the accounting under International Accounting Standard (IAS)/ International Financial Reporting Standards (IFRS). In a primarily lecture-style approach, the most important aspects of IAS rules will be dealt with in depth to provide a thorough understanding of IAS/IFRS. The course will however not deal with comparisons to national GAAPs.

Depending on the number of students interested in the course and possible time constraints, the course will also include exercises and (evaluated) group assignments and/or a final examination.

Motivation for Studying IFRS/IAS and Background

Differing national traditions and experiences led to the development of alternative financial reporting models (e.g., the anglo-saxon, especially US-GAAP, tradition vs. the European-continental tradition). The increasing importance of multinational companies and the integra-



tion of capital markets resulted in increasing demands for the internationalization of accounting practices. Divergences in accounting treatments across countries, and therefore a lack of comparability of financial statements, have been identified as major impediments and sources of comparative disadvantage especially for listed companies.

Already starting in 1973, representatives of professional accounting bodies founded the International Accounting Standards Committee (IASC) which engaged in a standard-setting program to provide internationally accepted accounting standards. By advocating decision-usefulness for investors and promoting comparability, this set of standards, the International Accounting Standards (IAS), has now gained worldwide recognition. To further promote the development of International Accounting Standards, in 2000 the organizational structure of the IASC was changed. The standard-setting now principally rests with the International Accounting Standards Board (IASB) with 14 board members from different geographic and professional background. New standards endorsed by the Board will be issued as International Financial Reporting Standards (IFRS) while existing IAS will stay in place until eventually replaced or revised.

The growing importance of IAS/IFRS is documented especially by

- the IAS functioning as "blueprints" for national accounting setters, and
- the acceptance of IAS as national accounting standards in several countries world-wide.

In Germany, for consolidated financial statements of listed companies, IAS (and US-GAAP) may currently be used as an alternative to German GAAP; for some listing segments German exchange regulations require IAS or US GAAP accounts.

More recently, a major breakthrough for IAS/IFRS has been achieved by the European Union's acceptance of IAS, thereby abandoning the EU's long-standing goal of developing unique European accounting standards. In June 2000, the European Commission issued a policy document entitled "EU Financial Reporting Strategy: The Way forward" which states that, starting 2005, companies in the EU issuing listed securities will be required to issue con-so-li-dated accounts under IAS only. Furthermore, national governments may require IAS accounts for consolidated financial statements in general and even entity accounts. In the meanwhile the EU Commission confirmed its intention to require IFRS/IAS consolidated statements from more than 9.000 listed companies in the EU starting in 2005 (2007 in the case of listed US GAAP users).

As a result of the aforementioned developments a thorough understanding of IAS/IFRS will be required in future, at least in Europe. With national GAAPs becoming obsolete at least for consolidated financial statements of listed companies, accountants and financial analysts with IAS/IFRS background will be in high demand in the years to come.

Recommended Reading

a) Current Text

IAS Bound Volume 2001 (to be replaced by Volume 2002 when issued)

The IAS 2001 Bound Volume contains all International Accounting Standards at January 2001 (that is IAS 1, 2, 7, 8, 10, 11, 12, 14 to 24 and IAS 26 to 41, including Bases for Conclusions (where issued)), SIC Preface and SIC final Interpretations (SIC-1 to SIC-25), the IASC Framework, the Preface to IAS, an updated Glossary of Terms, History of IAS, and Index.

b) Textbooks

Achleitner, Ann-Kristin/Behr, Giorgio: International accounting standards : ein Lehrbuch zur internationalen Rechnungslegung, 2., überarb. u. erw. Aufl. - München : Vahlen, 2000

Alexander, David/Archer, Simon: 2002 Miller International Accounting Standards Guide, Aspen Publishers, 2001

Alexander, David/ Nobes, Christophe: International Introduction to Financial Accounting, Prentice Hall, 2001

Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Konzernbilanzen, 5., überarb. und erw. Aufl. - Düsseldorf : IDW-Verl., 2000

Buchholz, Rainer: Internationale Rechnungslegung : die Vorschriften nach IAS, HGB und US-GAAP im Vergleich - mit Aufgaben und Lösungen, 2., vollst. überarb. und erg. Aufl. - Bielefeld : Erich Schmidt, 2002

Coenenberg, Adolf Gerhard: Jahresabschluss und Jahresabschlussanalyse, Moderne Industrie, 18. Auflage, 2001

Förschle, Gerhart/Holland, Bettina/Kroner, Matthias: Internationale Rechnungslegung : US-GAAP, HGB und IAS, 5., überarb. und aktualisierte Aufl. - Heidelberg : Hüthig; Heidelberg : Economica Verl., 2001

Epstein, Barry J./Mirza Abbas Ali: IAS 2002 - Interpretation and Application of International Accounting Standards, New York (Wiley), 2002

Pellens, Bernhard: Internationale Rechnungslegung, 4., überarb. und erw. Aufl. - Stuttgart : Schäffer-Poeschel, 2001

Wagenhofer, Alfred: International Accounting Standards, Überreuter Wirtschaft, 3. aktualisierte und erweiterte Auflage, 2001

Textbook printed in italic are German language textbooks. The primary textbook will be Epstein/Mirza.

COURSE IMP 16

INTRODUCTION TO GERMAN AS A SECOND LANGUAGE

8 HOURS PER WEEK - 8 CREDITS

MICHELFELT

The Pforzheim University of courses "German as a Second Language" on various levels. Especially for students from partner universities we offer since more than 10 years courses for beginners and/or false beginner within the ACE-program (Additional Certificate in European Business).

Students from partnerinstitutions without (or little) German skills may join our courses for beginners. Please find the profile of this German as a Second Language Program next. In case you will join the intensive German program please note, that for this program (and only for this program) an additional application form is required. The intensive German program starts normally three weeks before the semester starts.

In addition to the programs for beginners/false beginners we offer also classes on intermediate and advanced level. These German as a Second language classes on advanced level are offered for exchange students to improve their German skills.

EXTRACURRICULAR ACTIVITIES

In addition to these courses the Pforzheim University may arrange various excursions to companies. The students organize in addition some company visits and field trips.



International Business Certificate IBC

Your study option on Undergraduate level

General Remarks

The English stream within the study program International Business called IBC was developed as a non-degree study program for undergraduate students in 2002. This study option is in fact an enlargement of the already existing study options within the Diplom-degree program "International Business".

The Diplom degree program "International Business" (formerly International Trade/Foreign Languages) is offered by the Pforzheim University since more than 20 years. Within this degree program the students have to choose two foreign languages (normally from English, Spanish and French) and have to complete business courses in the selected languages. Out of this range of international business classes offered in English, the university developed the non-degree study program International Business Certificate IBC.

The IBC is designed for English speaking international students. About the half of these study places will go to partner universities in these countries. All other places will be available for so-called "free-movers", students who organize their study abroad by themselves. Within the qualitative admission procedure, applications of students from internationally recognised and accredited universities will have the best chance to get admission.

For some partners the credit transfer towards a degree at the home university is arranged via the institutions. Free-movers and students from partners without an institutional arrangement will have to arrange the credit transfer by themselves. Therefore the Pforzheim University provides for all participants a detailed transcript of records and a certificate.

In principle participants of the IBC program may also apply for a credit transfer towards a degree program at Pforzheim. The recognition of courses is based on the individual record of the student. In case of a credit transfer towards a German degree the international student will have to study a minimum of three semester at the Pforzheim University.

Profile of the program

DURATION

The International Business Certificate at Pforzheim is a 15 week full-time program (one semester).

LANGUAGE OF INSTRUCTION

English.

DATES

The program starts each semester, the Winter Semester at the beginning of October, the Summer Semester in mid March. Details for the semesters and more dates can be found on the international website.

DEADLINES AND ADMISSION

The International Business Certificate offers a rolling admission system. The selection of participants takes place in November (for the Summer Semester) and April (for the Winter Semester).

The selection is based on the application material submitted. After the selection period all candidates accepted will receive an official letter of acceptance.

APPLICATIONS

An application form is required. Application forms are online. In addition to the application form, we require a Curriculum Vitae and three photos (please mail to the International Programs Office - address see Editorial)

CERTIFICATION

All participants will receive a transcript; successful program participants will get the International Business Certificate, with a minimum of 30 ECTS credits.

REQUIREMENTS

ACADEMIC REQUIREMENTS

- a minimum of two years of successful studies in a Business or Management degree program.

- Predictor for success in the study program.

Normally a letter of recommendation and a rating of the performance of a professor or the director of the study program.

LANGUAGE REQUIREMENTS

All applicants should be fluent in English, a basic knowledge of German is recommended. If English is not your native language a TOEFL-score around 250 is required as part of the application.

IMMIGRATION AND ADMISSION REQUIREMENTS

International students need:

- a visa (depending on your home country) and a residence permit. Visas are issued only by the German Embassies in your home country. To obtain the visa you will need an official letter of acceptance from the Pforzheim University. In addition to the letter of acceptance the German Embassy requires proof of sufficient funding for the period of study abroad, usually about EUR 600 per month. Please estimate at least six weeks to get the visa via the embassy. At Pforzheim, all international students will have the legal status of a full-time student and will obtain a residence permit via the Local Immigration Office (city of Pforzheim) for their study period in Pforzheim.

- Health Insurance - All international students have to provide proof of adequate health insurance for the length of their stay in Germany. Often, this is an international form (E 111 etc.) which is accepted by the public health insurance company (AOK) in Germany. Please check with your health insurance company



whether or not they will cover costs and which forms they will provide. In case your insurance company does not cover costs you will have to purchase health insurance in Germany.

- Receipts for the payment of tuition and the admission fee (Studentenwerksbeitrag)

HOUSING

Participants have to find housing by their own. The International Programs Office assists the participants in finding adequate accommodation and provides a list of rooms and apartments.

COSTS

TUITION

Exchange students from partner universities are responsible for tuition at their own university. Students from other universities may apply for a tuition waiver. All other students will have to pay tuition based on the regulations of the state government and the university.

FEES

The application fee is \$ 50 (actually waived for all applicants). The admission fee for the semester is about \$ 50 and includes free access to the public transport system in Pforzheim.

COSTS OF HOUSING AND LIVING

Participants have to cover all costs of housing (about Euro 250 per month) and living (min. about Euro 400 per month).

HEALTH INSURANCE

If needed, German health insurance costs about Euro 60 per month.

FINANCIAL AID

A very limited number of scholarships particular for partner universities are available.

INTERNSHIPS

Participants of the International Business Certificate may extend their stay and pursue an internship after the study program. International students may get a work permit from the Labor Office (Arbeitsamt) at Pforzheim. For an internship most companies will expect the legal status of a full-time student. Participants who wish to extend their stay for an internship need to maintain student status at the Pforzheim University; they will have to pay again the admission/semester fee.

MORE INFORMATION

You will find more information about the Pforzheim University and the International Business Certificate on the international website under <http://intl.fh-pforzheim.de>. The email address is: aaa@fh-pforzheim.de.

International Business Certificate - Courses, Contact Hours and Credits

Core Courses	Contact hours	Credits ECTS
IBC 01 Internationales Business	2	4
IBC 02 International Management	4	8
IBC 03 Business in Germany	2	4
Electives		
IBC 04 Business Communication	2	4
IBC 05 International Business Environment	2	4
IBC 06 International Business Environment II: Global Business Developments	4	8
IBC 07 International Business II: International Business Applications*	4	8
IBC 08 International Commercial Transactions	4	8
IBC 09 International Business Procedures	4	8
IBC 10 Seminar on Foreign Trade Management	4	8
IBC 11 International Management II: Global Management*	2	4
IBC 12 International Commercial Law*	4	8
IBC 13 Corporate Law*	4	8
IBC 14 German as a Second Language	4	8
* 4th year course module		



Courses in the International Business Certificate

The International Business Certificate offers the following courses. The Pforzheim University may add, cancel or replace a course, and the course content may differ slightly from the description. Please find the currently available courses and the timetable on the webserver. Students may choose their courses and will have to register for the selected courses. In case a selected course is already filled up, they will have to find an alternate course. An average courseload of 30 ECTS credits is required; within the IBC undergraduate program the Pforzheim University will accept credits earned in German language classes up to one third of the average courseload.

COURSE IBC 01 INTERNATIONAL BUSINESS

2 HOURS PER WEEK - 4 CREDITS

The seminar includes selected topics of multinational management such as e.g. international market entry strategies, international target market selection, product development in an international environment, problems of inter-cultural communications.

Each student has to deliver a presentation of at least 15 minutes.

COURSE IBC 02 INTERNATIONAL MANAGEMENT

4 HOURS PER WEEK - 8 CREDITS

The course module includes a thorough introduction to major management techniques of multinational enterprises and other forms of international business. Topics may include international marketing, international human resources, cross-cultural management etc.

Participants are required to make an active contribution to group discussions and case studies.

COURSE IBC 03 BUSINESS IN GERMANY

2 HOURS PER WEEK - 2 CREDITS

To do business with German companies or to invest successfully in Germany stands in the center in this course. Students will get the opportunity to understand how German business works and how the new trends will affect developments and prospects for the future. In this course some of the following topics will be addressed in detail: structure of industries, business culture and the changing situation of the "Mittelstand", vocational training and the "Dual systems", market barriers and how to overcome them, market entry strategies and the development of successful partnership. Practical examples and case studies are also an essential part of the coursework.

COURSE IBC 04 BUSINESS COMMUNICATION

2 HOURS PER WEEK - 2 CREDITS

Participants will study basic techniques of (oral) business communication such as planning and structuring a presentation, using the appropriate language, covering the main points.

Each student has to deliver a presentation of at least 15 minutes.

Topics of the presentations include various economic, social, political, and cultural issues. The emphasis will be on anglo-saxon countries.

COURSE IBC 05 INTERNATIONAL BUSINESS ENVIRONMENT

2 HOURS PER WEEK - 4 CREDITS

The aim of the first part of the course module International Business Environment is to facilitate communication in an English-speaking business environment and to create awareness of problems of intercultural communication.

Students are expected to make an active contribution to group discussions and case studies. Participants will trace the development of a fictional business enterprise, from the original business idea through to the day-to-day running of the company.

COURSE IBC 06 INTERNATIONAL BUSINESS ENVIRONMENT II: GLOBAL BUSINESS DEVELOPMENTS

4 HOURS PER WEEK - 8 CREDITS

A framework is developed for analysing the competitive structure of industries and countries, for ascertaining the direction of industry change, and for formulating strategy within an international context. Theories of competition and competitive strategy and methodologies of strategy planning and analysis relevant to the major national and regional business environments are examined.

COURSE IBC 07 INTERNATIONAL BUSINESS II: INTERNATIONAL BUSINESS APPLICATIONS

4 HOURS PER WEEK - 8 CREDITS

The seminar includes selected topics of multinational management such as e.g. international financial management, problems in international accounting, corporate strategies.

The course includes theory, exercises, simulations, and case studies.



COURSE IBC 08
INTERNATIONAL COMMERCIAL TRANSACTIONS
2 HOURS PER WEEK - 4 CREDITS

The lecture introduces to the basic legal problems of cross border trade activities. Primary focus is given to the drafting of international commercial contracts.

Topics discussed are:

- The applicable law to international commercial contracts
- The international sale of goods
- Sales agent and distributorship agreements
- International Know How Protection and Licensing Agreements
- Litigation and arbitration in an international setting

A theoretical lecture is followed by discussion rounds in which the students will be able to experience the close link between law and business.

COURSE IBC 09
INTERNATION BUSINESS PROCEDURES
2 HOURS PER WEEK - 4 CREDITS

The course contains the following main topics:

1. The process of internationalization for companies: exporting, importing, license business, BOT-contracts, counter trade, forms of investment in foreign countries (joint venture, mergers, acquisitions), contract manufacturing, risk management in foreign trade
2. International Marketing: market research for foreign markets, international product, price, distribution, communication and service policy
3. Foreign trade financing: international payment transactions, documentary collection, letter of credit, bank guarantees in foreign trade, foreign exchange trade, hedging, forms of foreign trade financing, export credit insurance.

COURSE IBC 10
SEMINAR ON FOREIGN TRADE MANAGEMENT
4 HOURS PER WEEK - 8 CREDITS

The seminar builds upon the course „Foreign Trade Management“. The participants are required to write a paper which is subsequently presented to the class. The main topic of the seminar is selected from current international business events (see current informations for students).

COURSE IBC 11
INTERNATIONAL MANAGEMENT II:
GLOBAL MANAGEMENT

2 HOURS PER WEEK - 4 CREDITS

The course module provides an insight into management techniques of multinational corporations. The emphasis is on International Finance and Accounting, i.e. international financial management, international accounting standards and so on. Participants are required to make an active contribution to group discussions and case studies.

COURSE IBC 12
INTERNATIONAL COMMERCIAL LAW
4 HOURS PER WEEK - 8 CREDITS

- United Nations Convention on Contracts for the International Sale of Goods (CISG) - Conflict of Laws (private international law) - INCOTERMS 2000 - Drafting of International Sales Contracts - Enforcement of Claims at State Courts and in International Arbitration Proceedings

COURSE IBC 13
CORPORATE LAW

4 HOURS PER WEEK - 8 CREDITS

- Overview of the different kinds of Corporations under German Law - Partnership with Unlimited Liability - Partnership with Unlimited and Limited Liability - Private Limited Company - Public Limited Company

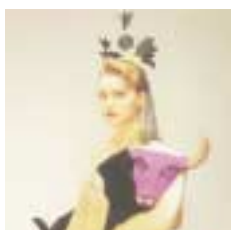
COURSE IBC 14
GERMAN AS A SECOND LANGUAGE
4 HOURS PER WEEK - 8 CREDITS

The Pforzheim University offers classes German as a Second Language on three levels: Beginners, Intermediate, Advanced. Based on the skills in German and the results in our obligatory entrance test German international students may join classes "German as a Second Language" within their level.

The various courses "German as a Second Language" are offered regularly during the semester. An intensive course "German for Beginners" is offered every semester for all admitted students with no or very little German knowledge. This intensive course is free and it starts two weeks before the semester.

EXTRACURRICULAR ACTIVITIES

In addition to these courses the Pforzheim University may arrange various excursions to companies. A one week long field trip is planned every summer semester.



Pictures:

from the left to the right:

Pforzheim: the city

Page 2: Old Tower in the city center, inner city, theatre, town hall and market place

Page 3: Fountain in the inner city, inside the Schlosskirche (church of the Princes of Badenia), facades close to the city park, entrance of the Altstaedterkirche (church)

Page 4: Historic pictures of the city: the Goethe bridge, the synagoge, the old market place, the Leopoldsplatz

Pforzheim: surroundings and traditions

Page 5: Balloon above the city, springs and small rivers in the black forest, Bad Liebenzell one of the hot water spas close to Pforzheim, thermal bath in Baden-Baden

Page 6: Fountain in the monastery in Maulbronn (UNESCO World Historic Monument), Schiller statue, historic black forest farmhouses, black forest house and scenic view

Page 7: famous jewelry in the museum for jewelry, horology and clockworks at the museum of the jewelry and watch-making industry, showrooms in the museum of jewelry, stairway in the museum

Page 8: the famous hat (Bollenhut) of the black forest, traditional brass band, the cuckoo clock of the black forest, old water mill close to Pforzheim

The Pforzheim University

Page 9: new library opened in 2001, auditorium, reading room in the library, inside the library

Page 10: bus station with free access to the public transport system, entrance at Tiefenbronner street, blue facade of the auditorium, auditorium entrance

Page 11: inner yard and cafeteria, mensa, artwork in front of the library, view from the library to the building of the rector and international Programs

Page 12: stairway next to the international office, entrance of one of college buildings, professor during teaching and in discussion

Page 15: students - some faces out of about 4,500 students including several hundred international students

Page 16: Engineering School, one of the labs in mechanical engineering and electronic engineering, the historic building of the Design School

Page 17: Transportation Design, Visual Communication, Industrial Design, Sculpturing in Fine Arts,

Page 18: pictures from Fashion Design and the fashion show at the end of each semester, Painting in Fine Arts

Page 19: congress center, the golden eagle as the symbol of a restaurant, the "logo" of the 50th anniversary of the state Baden-Wuerttemberg in 2002, the official logo of the state Baden-Wuerttemberg

Cover pictures:

front: The Business School of the Pforzheim University and the library

back: inner yard and cafeteria of the Business School





To obtain further Information about the Pforzheim University and the study programs, please find the websites:

<http://www.fh-pforzheim.de>

<http://intl.fh-pforzheim.de>