BUSINESS SCHOOL PFORZHEIM

MBA INTERNATIONAL MANAGEMENT

Business of today and tomorrow:
We help you tackle the challenges of the 21st century
WHY STUDY AN MBA?

> Do you want to tackle new challenges?
> Have you experienced a slowdown in your learning curve?
> Are you unable to move ahead in your current company?
> Do you want to broaden your professional horizon?
> Or deepen your management skills?
AT A GLANCE

> 21 months full-time MBA
> 16 months “short-track” for business graduates
> Course Language: English
> Combination of General Management Education and Specialization in "Innovation Management" and "Sustainable Globalization”
> Electives in Consulting, Marketing, Finance, Accounting

Business School Pforzheim

Pforzheim University Library
Innovative combination of...

...“Classical” general management education

- Classical management elements (Business strategy, management toolbox)
- Profound functional management knowledge and skills (e.g. Accounting, Finance, Marketing, Organization,...)

...and specializations in leadership knowledge and skills for important 21st century challenges

- Innovation management: “Innovation and Business Dynamics”
- Responsible management of sustainable globalization: “Sustainable Globalization”
CURRICULUM

1. SEMESTER Foundations
- Analytical Foundations
- Foundations in Accounting & Finance
- Foundations in Business Functions
- Foundations in Economics & Business Law

2. SEMESTER Advanced Business Topics & Specializations
- Optimizing Business Processes
- Advanced Accounting & Finance
- Innovation and Business Dynamics I
- Sustainable Globalization I

3. SEMESTER Individual Concentration / Study Abroad Semester
- Strategic Management
- Marketing
- Marketing in the Digital Age
- Europe in the Global Environment I
- Sustainable Globalization II

4. SEMESTER Capstone Lectures & Thesis
- Capstone Lectures
- MBA Thesis / Colloquium

All Semesters
Soft Skills e.g., Presentation Skills / Regulation Skills / Academic Writing / Cross-cultural Communication / Decision Making

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

NON-BUSINESS GRADUATES START HERE
BUSINESS GRADUATES MAY START HERE
COOPERATION WITH COMPANIES

>> COMPANY VISITS
Plant tours, presentations and direct contact with managers and HR personnel help our students to get an idea of and contact to German industry.

>> COMPANIES IN CLASSROOM
As an important element of company contacts we regularly invite managers and representatives of companies into our classroom.

>> COMPANY PROJECTS
In their third semester our students may choose to participate in a company project. In 2015, for example, our MBA students worked in future oriented projects with Deloitte, Bosch, Mahle and Siemens Healthcare.

MBA Students at PUMA
DAIMLER AG in classroom
MBA Students at Bosch
CROSS-CULTURAL EXPERIENCE

>> IN CLASS
Over the past 20 years, our MBA had students from 49 different nationalities.

>> STUDY ABROAD
German students without former experience abroad a must, for foreigners an opportunity

>> GUEST LECTURES
Each semester we invite international guest lecturers to teach our MBA students.

>> INTERNATIONAL WEEK
Joint “International Week” with MBA-students from Wyoming.

>> DOUBLE DEGREE
with the University of Wyoming or with ISCTE Lisbon.

Leadership course with Dr. Tracy Maylett from BYU, Utah, USA
OUR PARTNER UNIVERSITIES

>> EUROPE

Ecole Superieure de Commerce de Tours, Poitiers (ESCEM), France

Grande Ecole de Commerce et de Management, ESC Clermont, France

Instituto Superior de Ciencias do Trabalho e Empresa (ISCTE) Lisbon, Portugal

University of Ljubljana, Slovenia

>> THE AMERICAS

Fundação Getulio Vargas, Rio de Janeiro, Brazil

University of Wyoming, Laramie, USA

Instituto Tecnológico y de Estudio Superiores de Monterrey, Mexico

Instituto de Estudios Superiores de Administración (IESA), Caracas, Venezuela

>> ASIA-PACIFIC

University of Macao, China

Indian Institute of Foreign Trade (IIFT), New Delhi, India

Indian Institute of Management (IIM), Ahmedabad, India

Indian Institute of Science, Bangalore (IISC), India

Gadjah Mada University, Yogyakarta, Indonesia
OUR STUDENTS

>> CLASS DIVERSITY
Over the past 5 years, 18 nationalities were represented in our program and 92 % were international students. The average class size was 20 and the age at entry was 30 years. The female/male ratio was 1:1.

>> BACKGROUND
On average, our students hold 5 years of work experience when starting their studies. Almost half of them come from an engineering background. All students can benefit from the diverse student backgrounds.

>> CAREER OUTLOOK
Many students start a career in Germany. Almost 60 % receive a contract before graduation. Average income right after the MBA is EUR 55,000 p.a.
SELECTED COMPANIES AT WHICH OUR GRADUATES (MBA CLASSES 2011-15) WORK

Accenture
A.T. Kearney
Avantallion (Consulting)
**BASF**
BlaBlaCar
Böhringer-Ingelheim
Bombardier
**Bosch**
Continental
Credit Plus Bank AG
Custom Sensors & Technologies (CST)
**Daimler AG**
Deutsche Bank
Deutsche Post DHL Inhouse Consulting
Deutsche Gesell. für Int. Zus. (GIZ)
Duerr
1&1
**Ernst & Young**
E.on
GKM Glück Mäschke
Goodyear
Hammonia Reederei
Henkel
HSBC
Jowat AG
**KPMG**
Maersk
Mann+Hummel
MBG Innovation Consulting
MoneyGram International
Nokia Solutions Networks
Oracle
PayPal
**Puma**
Ratiopharm
Rutronik
Sandoz
Sirona Dental Systems
**SAP**
Schunk
Solvay
Spark44
Toyota
Trivago
Uni Credit
Vorwerk
ADDITIONAL BENEFITS

>> SMALL CLASS SIZE
A class size of maximum 25 students ensures an intense learning experience.

>> GERMAN CLASSES
German classes for international students are included in the curriculum and covered by semester fees.

>> EXPERIENCED PROFESSORS
Our professors do not only hold Doctoral, Ph.D. or Master degrees – they have worked for at least 5 years in senior management positions.

>> ACCREDITATION
Pforzheim University Business School belongs to the elite group of less than 5% of business schools worldwide. Less than ten of about 200 German business programs are AACSB accredited.

>> INTERVIEW TRAINING
We bring experts to campus to help students properly show their talents both in their resumés and in job interviews.

>> ALUMNI NETWORK
Visits by Alumni and companies both in the Campus and in the classroom are organized so that our students have a direct contact with the labor market.
ADMISSION

>> REQUIREMENTS
- Undergraduate degree
- GMAT (min. score 550) or equivalent GRE
- TOEFL or IELTS
- Two years of full-time work experience after first university degree
- Motivation letter and essay on extra-curricular activities (one page each)
- Successful interview (personal or via Skype)

>> PROGRAM START
Winter Semester: October 2016
(for undergraduates without a business background)

Summer Semester: March 2017
(for business undergraduates only)

>> TUITION FEE
Euro 3,000 tuition fee per Semester
(+ Euro 148 Registration fee)

We do not charge an application fee.
HOW AND WHEN TO APPLY

>> APPLICATION
We follow a policy of rolling application and admission throughout the year. Early applications are encouraged. Please send in your application package (website) via postal mail.

>> DEADLINES
June 15 (if visa needed) or July 31 (if no visa needed)
- for October entry -

December 15 (if visa needed) or January 31 (if no visa needed)
- for March entry (Business graduates only) -
STUDENTS AND ALUMNI: WHY MBA PFORZHEIM?

>> LYDIA, USA
“The diversity is what first drew me to this MBA program. I’ve been able to experience a diverse environment in the classroom with a mix of international students, but also with the professors, curriculum and company visits.”

>> PARITOSH, INDIA
“Close connections with companies and a location in the heart of the German automotive and engineering region makes it possible for me to get a first-hand experience of the German working culture.”

>> GABRIELA, MEXICO
“The academic quality of the program is supported by its accreditations and a big plus is the cooperation with Universities around the world, which gave me the great opportunity to study one semester in France.”
STUDENTS AND ALUMNI: WHY MBA PFORZHEIM?

>> DENISE, PHILIPPINES
"Pforzheim MBA program builds its strong reputation on its quality of education complemented by the University’s cooperation with renowned German companies. “

>> PATRICK, GERMANY
"Especially, the international and highly diverse student body has enriched my study experience and has helped me in developing personally and intellectually. “

>> SALLY, CANADA
"The company visit and guest lecture, organized by the MBA program, led to an opportunity to intern and write my Master Thesis with PUMA. Working for and studying the multinational company has been an invaluable experience."
BECOME ONE OF OUR NEW STUDENTS
WE LOOK FORWARD TO MEETING YOU!

>> CONTACT
Website: www.hs-pforzheim.de/mba
Facebook: www.facebook.com/mba.pforzheim
Email: mba@hs-pforzheim.de

MBA Team: Jochen Ebert (Coordinator International Programs), Sabrina Mitrasch (Office Management), Prof. Dr. Harald Strotmann (Program Director), Julia Anzer (Program Coordinator), Ruth Elsässer (Admissions), Prof. Dr. Markus-Oliver Schwaab (Company Contacts and Projects)