

Welcome to Pforzheim University

Design – Business – Engineering



Welcome to Pforzheim University

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Video about Pforzheim University



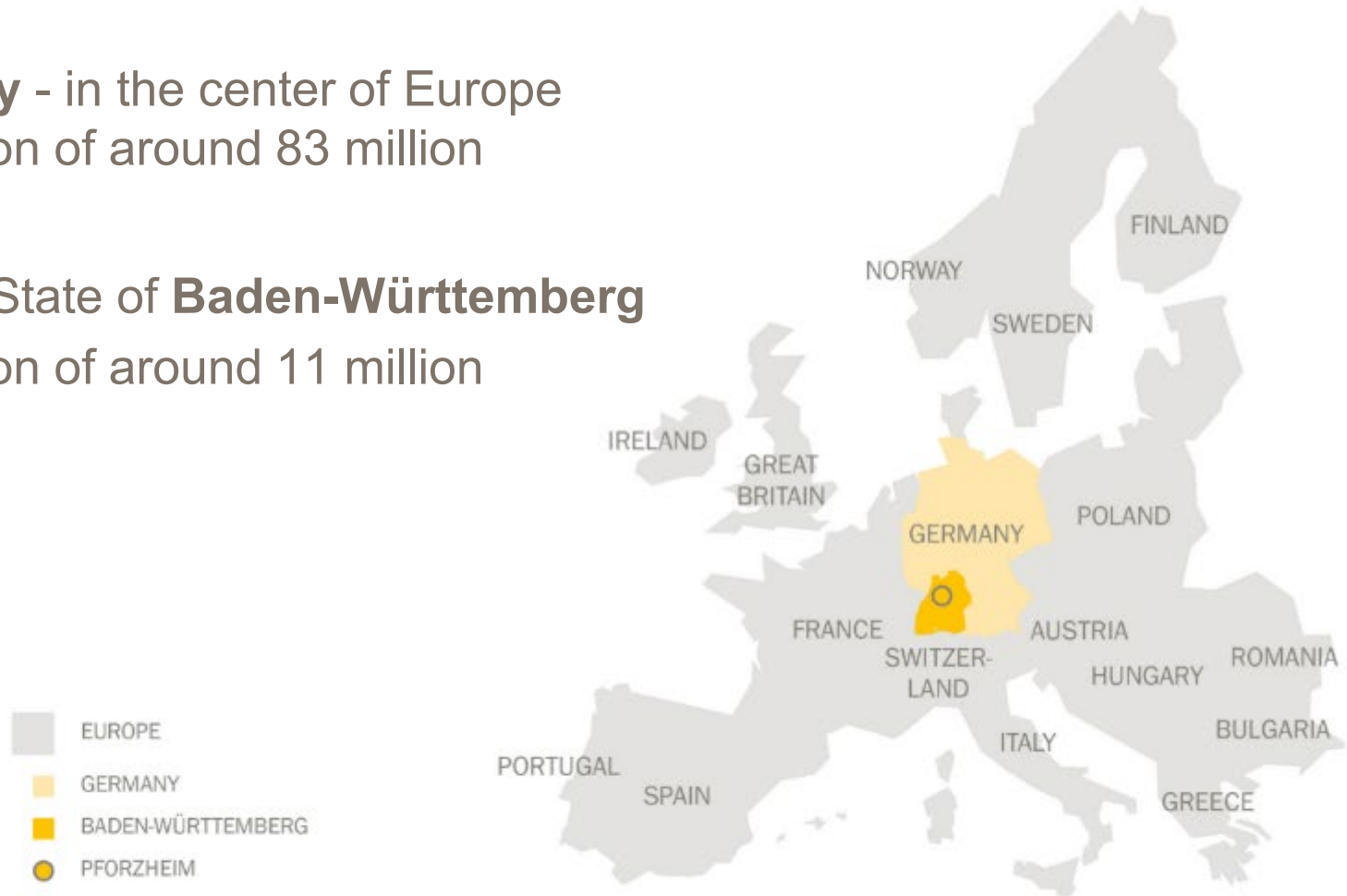
Link to videoclip :

https://www.youtube.com/watch?v=JOt_jgWC0rM (English Version)

Geographical Location

Germany - in the center of Europe
Population of around 83 million

Federal State of **Baden-Württemberg**
Population of around 11 million

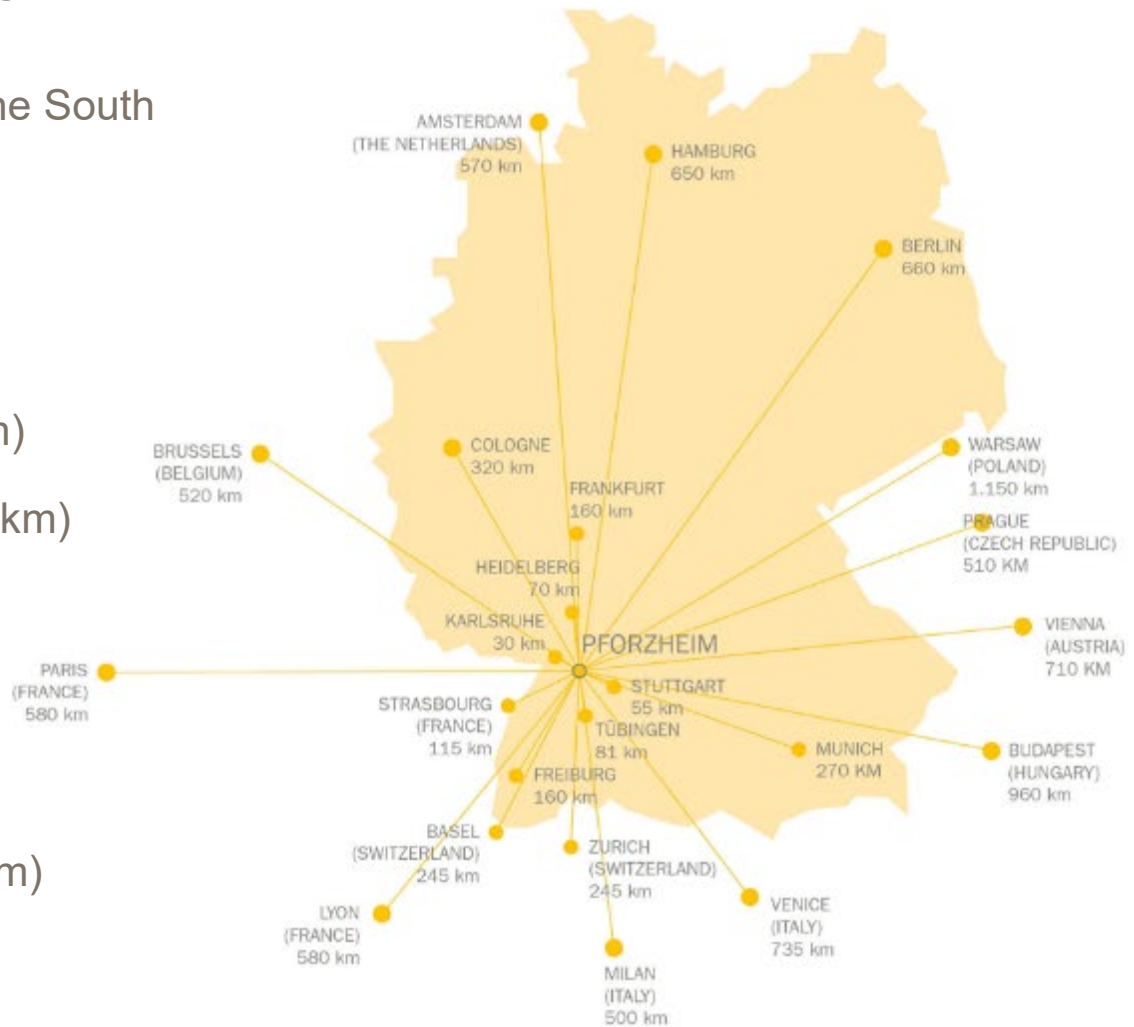


Geographical Location

Baden-Württemberg is located in the South West of Germany

Distances from Pforzheim:

- France (40 km)
- Switzerland and Austria (200 km)
- Capital Stuttgart in the east (55 km)
- Next airports:
 - Stuttgart (55 km)
 - Baden-Baden (60 km)
 - Strasbourg (France) (115 km)
 - Frankfurt a. M. (160 km)



Pforzheim

„Golden City“ and „Gateway to the Black Forest“

[ˈpʰɔʁtʃaɪm]

- Industrial city at the northern edge of the black forest
- Inhabitants: 320.000 (City: 120.000, County: 200.000)
- Destroyed during World War II, reconstructed as a typical „modern“ city



Pforzheim como ciudad industrial

- Carl Wilhelm „Guillermo“ Kahlo (* 26th October 1871; father of Frida Kahlo) & Bertha Benz (* 3 May 1849; Business Partner, Investor and Wife of Automobile Inventor Carl Benz,) were born here
- Jewellery manufacturing since 1767 leading in jewellery & silver production (Chopard, Wellendorff, etc.)
- Major industrial companies nearby:





PFORZHEIM UNIVERSITY



Pforzheim University - University of Applied Sciences (Hochschule für Angewandte Wissenschaften)

all
Professors
have 3+ years
industry work
experience

- Highly practical focus:
 - Practical Semester (6 semester courses +1 semester internship in company)
 - Projects (partially in cooperation with companies)
 - specialized professors (min. of 3 years job experience outside the university)
- Bachelor / Master of Science

- Since 2023 right to award doctorates and thus equal to universities



Pforzheim University

all Professors have 5+ years work experience outside university

University in numbers:

- 6.000 students
- 180 professors (+ international visiting profs)
- 300 lecturers
- 340 employees

- 36 Undergraduate programs
- 20 Master's degree programs



- Various non-degree study programs
- About 100 agreements on academic cooperation with partners all over the world
- 200+ international exchange students from 35+ countries

School of Design



Students full time: 700

6 Undergraduate programs in German

- Accessory Design
- Industrial Design
- Fashion
- Jewellery
- Transportation Design
- Visual Communication

Graduate Programs in English

- Transportation Design (Master)
- Jewellery (Master)



School of Engineering

Students full time: 2.300

11 Undergraduate programs – **German language only**

- Engineering & Management
- Engineering & Management – Innovation & Design
- Engineering & Management – International Management
- Mechanical Engineering – Product Development
- Mechanical Engineering – Production Engineering
- Electrical Engineering / Information Technology
- Computer Engineering
- Mechatronics
- Medical Engineering



Business School

Students full time: 3.200

- Accredited by AACSB
Pforzheim University belongs to the group of currently 12 AACSB accredited academic institutions in Germany
- Accredited by EFMD
- All national accreditations
- One of Germany's largest Business Schools
- More than 200 companies contributing in teaching

PRME Principles for Responsible Management Education



Bachelor Programs in German (Undergraduate Level)

Fakultät für Wirtschaft & Recht (Business School)

BBA/ Controlling, Accounting und
Financial Management

BBA / Purchasing, Logistics and Supply
Chain Management

BBA/ Consumer Psychology and Market
Research

BBA/ Marketing

BBA/ Marketing Communication and
Digital Marketing

BBA / Media Management and Digital
Media

BBA / Human Resource Management

BBA / Sustainability and Resource
Efficiency

BBA / Taxation and Auditing

BBA / Business Informatics

LL.B Business Law

Bachelor Programs in English (Undergraduate Level)

- BBA Digital Business Management
- BBA International Business*
- BBA International Marketing*
- Bsc Industrial Engineering / International Management

*Double Degree option

Duration: 7 Semesters (6 semesters courses + 1 semester internship)

Including German Classes (B1 German at the end of the studies)

Optional: Courses in German / French / Spanish in the International Business Program

Destinations Double Degree Programs Bachelor

B.Sc. International Marketing / International Business



Master Programs in English (Graduate Level)

- MA Transportation Design
- MA Jewellery Design
- MSc Corporate Communication Management

- MSc Digital Business Management
- MSc Industrial Management
- MBA International Management

Duration: 3 Semesters

Including German Classes (B1 German at the end of the studies)

Optional: Courses in German / French / (Spanish)

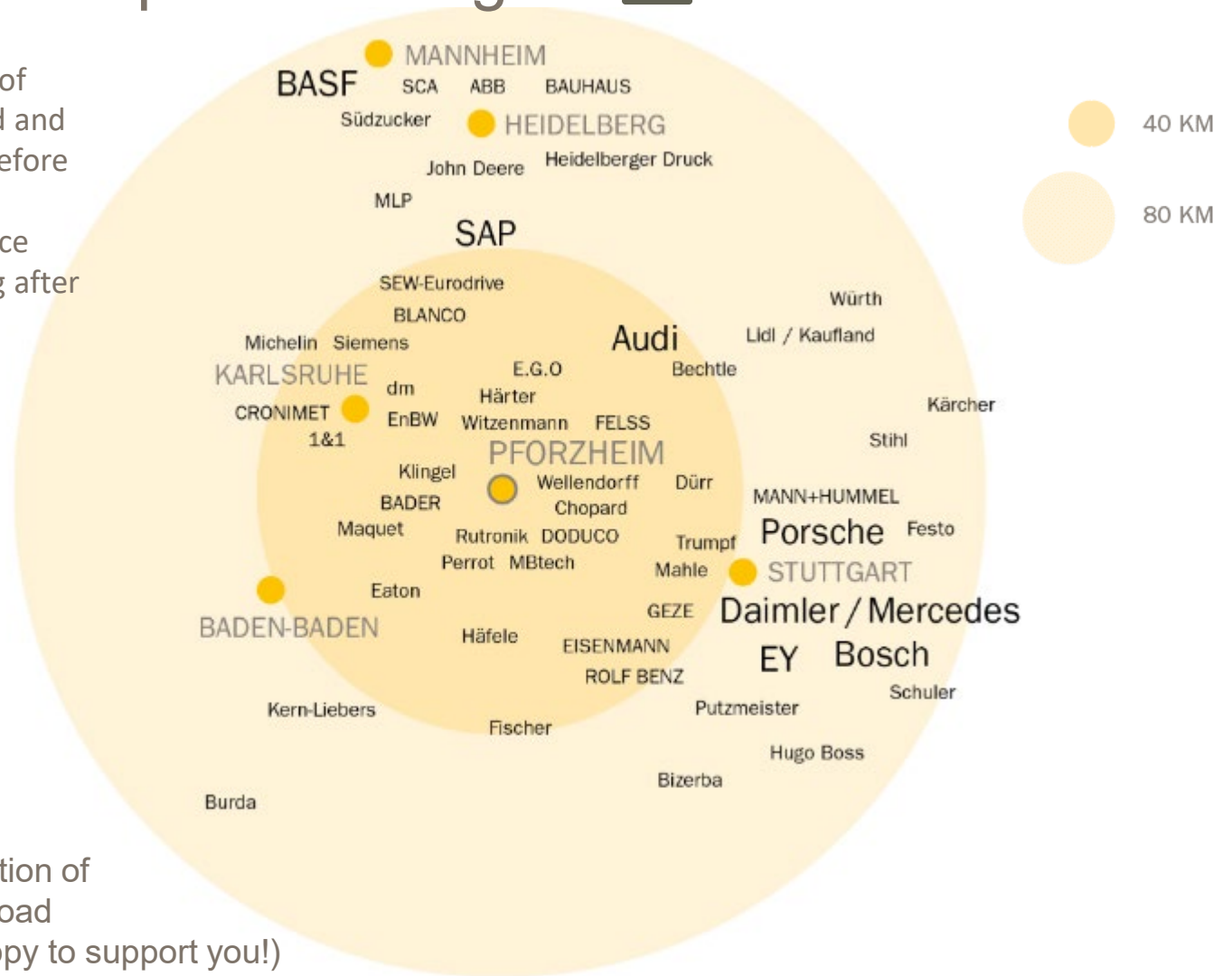
Bachelor Program in English (Undergraduate Level)

B.Sc. Digital Business Management (former: Digital Enterprise Management)

Degree	B.Sc. Digital Business Management Pforzheim University	Courses include the following and more:
Duration	7 semesters including paid internship (100 working days)	Business Process Design
Language	English – Level B2+ required NO German required for enrollment!	Enterprise Resource Management
Special information	During the course of studies, mandatory classes of German are required B2 German level at end of studies High demand from German industry	E-Procurement
		E-Commerce
		Web Applications
		Doing Business in Germany

Possible Internships in the region

Pforzheim is located in one of Europe's most industrialized and innovative regions and therefore perfect to get some practical experience (internships, working during after the studying)



We offer easy access to internships for a combination of studying and working abroad (our Career Center is happy to support you!)

My experience at Pforzheim University

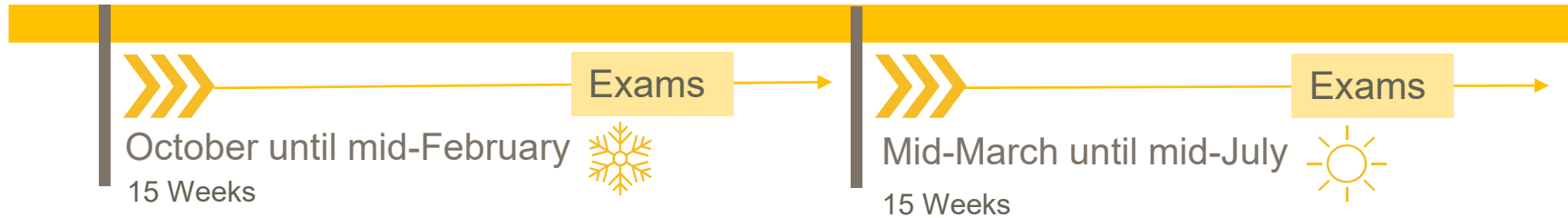


- Darline
- German School Lima Alexander von Humboldt (Lima, Perú)
- 4. semester Marketingkommunikation und Werbung (Business)
- Student Assistant at the International Office

**HOW TO
APPLY.**



Academic Calendar



- Fall / Winter Semester: October - January; Exams until mid-February



- Summer Semester: Mid-March – June; Exams until mid-July

- Regular Study Track Bachelor: 7 Semester (incl. 1 Semester Internship)

Application deadlines

At the Business School:



- 31.05. for the winter term (15.07. if you come from a German School)



- 30.11. for the summer term (15.01. if you come from a German School)
- Application online via www.hochschulstart.de
- MBA: rolling admission

At the Design faculty:



- 30.03. for the winter term



- 30.09. for the summer term
- Application online via website

https://designpf.hs-pforzheim.de/en/apply_ba/application_portal

Criteria of the selection process

At the Business School & School of Engineering:

Average grade of university entrance qualification (HZB), single grade of HZB in math, single grade(s) of HZB in English, French and/or Spanish (depending on the study program).

At the Design Faculty:

Result of the artistic aptitude test (three parts):

- 1) Pre-selection based on submitted works (portfolio with 10 - 15 own artistic works as well as 5 - 7 designs specific to the course of study)
- 2) Entrance examination
- 3) Admission interview



Exchange Programs – open for all

Semester or Internship Abroad

Over 100 partner universities worldwide

Organised by the International Office

Scholarships

Travel allowance possible

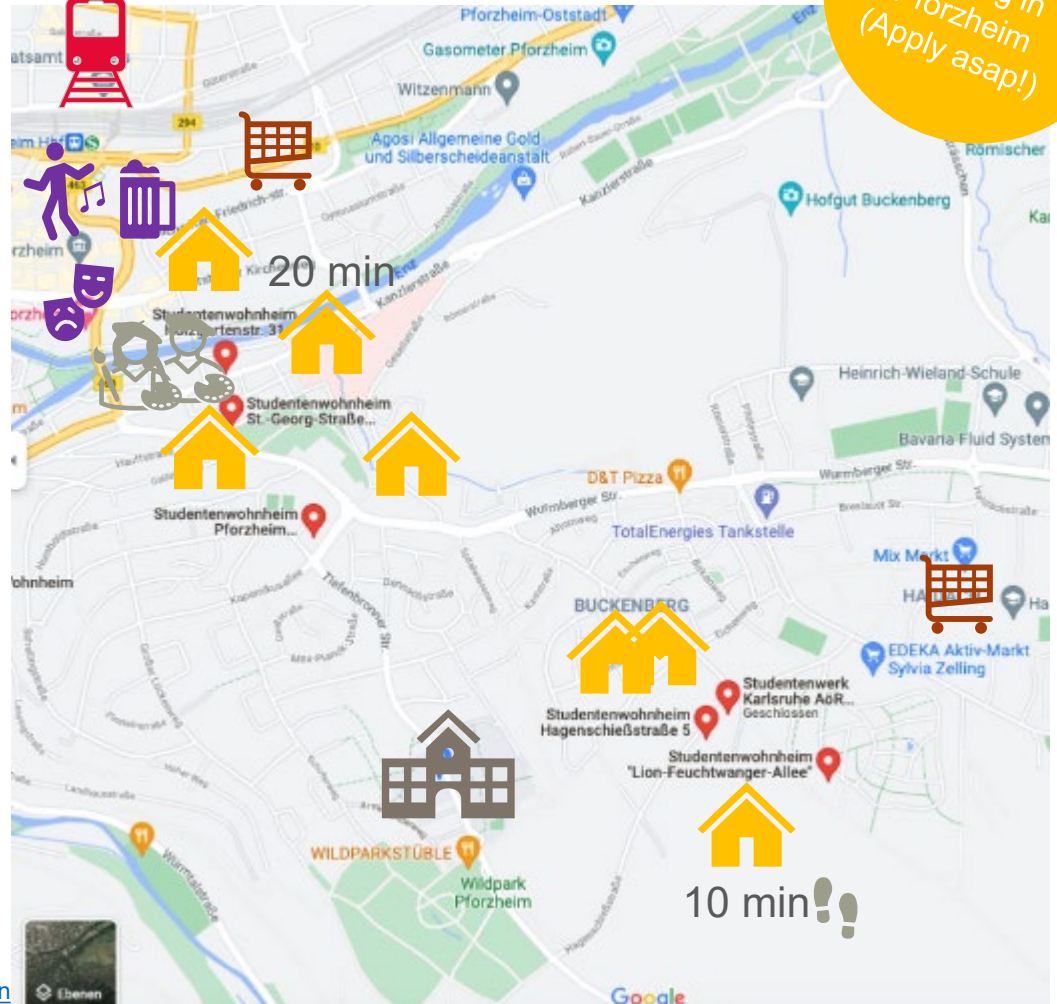




LIVING

Housing

- About 500 rooms in 4 public student halls and 2 private dorms in Pforzheim
- They can be rent via Studierendenwerk Karlsruhe or the respective dorm
- All rooms are **single bedrooms**: you only share the facilities
- Prices range between 300 and 400 Euro per month (incl. costs for heating, water, electricity and internet)
- More information on our website:
- https://www.hs-pforzheim.de/en/international/studying_in_pforzheim/general_information/housing



Living Expenses

Average cost of living per month in Euro

- Rent 350
- Food 200
- Health Insurance* 120
- Excursions 150
- Miscellaneous 100
- Total 920

• *Health insurance obligatory for all students outside EU / prices vary



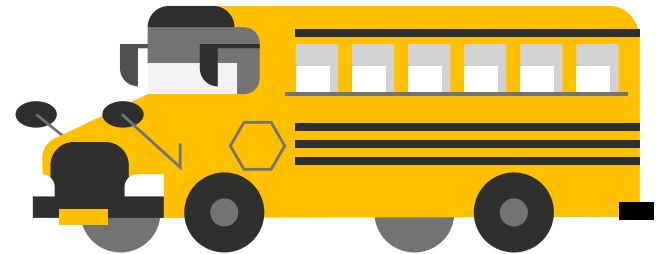


ON

CAMPUS.

Enrollment and Cost

- Tuition:
 - 1.500 € per semester for non-EU students
 - None for EU students & students from German Schools abroad (PASCH network)
- Student Service Fee: **211 Euro per semester**
(To run cafeterias & facilities)
- **Free Public transport:** With your student ID card you get free access to public transport in Pforzheim and surroundings



Student Facilities

Restaurant, cafeteria & café on campus

Student Union (AStA) and about 14 further student initiatives

(Hosting events, parties & trips for all students)

https://www.hs-pforzheim.de/en/studies/student_life/student_initiatives

Buddy Program for new students (networking, events & trips)

Sports & cultural activities (organized by Student Union)

- About 20 sports groups, mainly off campus
- Various cultural activities (theatre, excursions...)



Student Initiatives

Organizing cultural and sports activities
As well as parties & excursions for all students



Börsenverein Pforzheim

Campus X (contact to companies)

Commeo (Student Events)

Elsa (for Law students)

Entrepreneurs Pforzheim

ESN (Support for international students)

initiAID (Charity Work)

Persolve (job application training)

Remedy (ecology & sustainability)

Rennschmiede
(university racing team, Formula Student)

Sonar (research)

UNICEF

VWI (workshops & excursions)

Werbeliebe (communication agency)



What to do in your free time?

Pforzheim



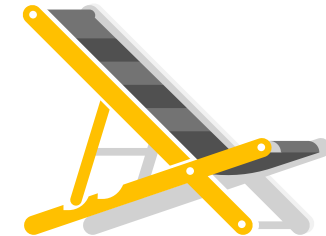
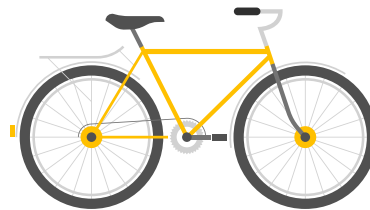
- Wildpark (next to the University): visit the moose during two lectures or cuddle an Alpaca in the petting zoo (free entry)
- Museums
- Theatre & Orchestra
- Café Roland (concerts and exhibitions for free)
- Gasometer (exhibitions)
- Black Forest Wave (Schwarzwaldwelle for surfers)
- Gateway to the Black Forrest: West Way Trail
- Baumwipfelpfad
- Lake House (Seehaus)



What to do in your free time?

Surroundings

- Black Forrest National Parc (Hiking, Biking, Winter Sports)
- Folk festivals (Cannstatter Wasen, Stuttgarter Frühlingsfest - Spring festival, wine festivals etc.)
- Carnival (in February / March)
- Christmas Markets (November & December)
- Very known wine regions Pfalz & Baden
- Theme parcs: Europapark & Holiday Park
- Trips to France, Switzerland, Austria, Czech Republic or Italy



Contact

Questions about study programs & application:

Zentrale Studienberatung

Online-appointment via E-Mail:

zsb@hs-pforzheim.de

Questions about visa, scholarships, admission & housing:



International Office

Meike Anna Schwarz

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www.hs-pforzheim.de

#hspforzheim

