

THE PFORZHEIM UNIVERSITY

The University dates back to 1877 and consists of three schools: the School of Design, the School of Engineering and the Business School. The three schools offer a large number of Bachelor and Master degree programs, all of which emphasize interdisciplinary thinking and cooperation among faculty, economists, lawyers, engineers, designers and experts from various sectors.

Pforzheim is located in one of Germany's leading economic regions. We offer numerous exchange programs with universities abroad. Despite the challenge of studying at Pforzheim University, there is no lack of student life here. An extensive sports and culture programme is offered by the General Student Committee.

WELCOME TO PFORZHEIM - GOLD CITY

The city of Pforzheim has about 120,000 inhabitants. It is situated between Karlsruhe and Stuttgart. The surrounding countryside and the hills of the Black Forest are perfect for a wide range of sporting activities.

There is something for everybody amongst Pforzheim's cinemas, theatres, museums, exhibitions and cultural institutions. Also, in a city with around 480 pubs there are quite a few student bars.

APPLICATION

The course runs once a year, starting in the winter term in October. Application forms for admission to the master's program must be submitted by the date specified on the internet pages of the master program: <http://www.hs-pforzheim.de/produktentwicklung> For your admission to studies you have to submit a written application. Candidates selected on the basis of predetermined criteria will be invited for an interview which decides on the final admission.

APPLICATION REQUIREMENTS

To qualify for our program you should have a first degree in one of the mentioned subjects. Graduates in other disciplines may qualify if are adequately versed in the required subjects.

- Undergraduate degree (above average performance)
- DSH- or TestDAF (Level 4) Test
- English language practice test at B2 Level
- a letter of recommendation
- a motivation letter

CONTACT

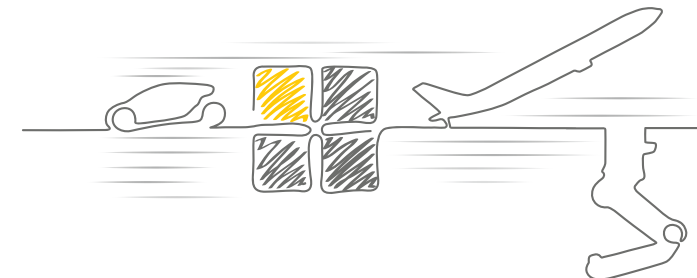
For further information about this master's program please contact:

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If you have any questions about matriculation, please contact our StudiCenter Team:

Fon 07231-28 69 40
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For more information, please visit our website
www.hs-pforzheim.de or blog
<http://blog.hs-pforzheim.de/produktentwicklung>



FACULTY OF ENGINEERING

**MASTER'S PROGRAM IN
PRODUCT DEVELOPMENT
MASTER OF SCIENCE (M.Sc.)**

OBJECTIVES

Product development is one of the core processes of business enterprises. The success of a company is linked very closely to the success of its products on the market. Product development in today's companies is chiefly characterised by the following features:

- There is increasing pressure to dramatically reduce product development lead times.
- Successful products can only be developed by different disciplines working together.
- There is constant pressure to reduce costs both in the development process itself and with regard to the final product.

It is vital for any company that wants to meet these challenges successfully to employ staff with the best possible training in product development. It is therefore the specific objective of the Master's Program in Product Development to prepare students to meet the demands of modern, future-oriented product development. The program lasts three semesters. The first two semesters consist of theoretical studies, lectures and project work. The third semester is exclusively reserved for writing the master's thesis. It is possible to write your master's thesis abroad. The program comprises 90 ECTS altogether.

SUCCESSFUL INTERDISCIPLINARY COLLABORATION

Special features of the master's program:

- Interdisciplinary orientation, comprising content from disciplines that are important for product development: engineering, economics, design and law.
- Student projects as an integral part of the program. During the projects the emphasis is placed on the following:
 - management of project teams,
 - advanced scientific study of development methodology,
 - interdisciplinary cooperation between engineering and design students
- Invited Lectures given by industry practitioners

This master's program is suitable for university graduates wanting to study for a master's degree directly after gaining their first degree and for graduate professionals wanting to improve their qualifications in the field of product development. The program will be of particular interest to graduates in

- Mechanical Engineering,
- Industrial Engineering,
- Electronics Engineering and
- Industrial Design.

CAREER OPPORTUNITIES

- Leadership positions e.g. project manager
- Dissertation or position in the higher grade of the civil service

CURRICULUM

The curriculum is designed in a strictly modular way. It consists of six compulsory modules. In addition, students must choose two of the four elective modules on offer:

Compulsory Modules and Lectures

- **Processes and Methods of Product Development**
Integrated Product Development, Quality Assurance in Product Development
- **Product Determination and Product Definition**
Strategic Product Planning, Marketing and Market Research, Knowledge- and Innovationmanagement
- **Product Design**
Introduction to Design, Product Ergonomics, Interdisciplinary Project Seminar Industrial Design and Engineering, Design to Cost
- **Managing Product Development**
R&D Controlling, Cross Culture Management, HRM
- **Virtual Product Development**
Systems Engineering, Simulation Technology, Generative Technologies in Product Development
- **Engineering Laws**
Intellectual Property Rights, Contract Law & Product Liability Law
- **Project Module Leadership and Research**
Management of Project Teams, Research Project Product Development

Elective Modules and Lectures

- **Management of Complex Development Projects**
Management Theory of Complex Development Projects, Simulation Project Management, Psychological Aspect of Project Management
- **Innovation Potentials based on New Technologies and Nature**
New Technologies, Bionics
- **Materials in Product Development**
Materials and Design, High Performance Materials, Design for Recycling
- **Development of Mechatronic Products**
Mechatronics, Modelling in Mechatronics