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Regulations of Pforzheim University of Applied Sciences
on admission and the university's own selection process
in the Bachelor degree programs:

BBA/Digital Business Management
BBA/International Business
BBA/International Marketing

February 7, 2024

On the basis of Section 59 (1) and Section 63 of the State Higher Education Act (LHG) of January 1, 2005 (GBl. p. 1), last amended by Article 8 of the Act of February 7, 2023 (GBl. p. 26, 43), the Higher Education Admission Act (HZG) of September 15, 2005, last amended by Article 9 of the Act of December 17, 2020 (GBl. p. 1204, 1229), and the University Admission Ordinance (HZVO) of December 2, 2019, last amended by the Ordinance of June 26, 2023 (GBl. p. 253), the Senate of Pforzheim University of Applied Sciences - Design, Engineering, Business adopted the following statutes on February 07, 2024.¹

Part 1

General information

§ 1 Range of application

- (1) These regulations apply to the selection process and admission to the admission-restricted Bachelor's degree programs
- BBA/Digital Business Management (BBA/BDBM)
 - BBA/International Business (BBA/BIB)
 - BBA/International Marketing (BBA/BIM)

At Pforzheim University of Applied Sciences.

²These three degree programs are courses of study that are particularly geared towards foreign applicants, whose courses are largely taught in English and which lead to a university degree (Bachelor of Science) that is customary abroad. ³In accordance with Section 6a sentence 2 of the Act on Admission to Higher Education in Baden-Württemberg (Higher Education Admission Act, HZG), the university makes use of the option to set a special quota of study places for foreign nationals and stateless persons: The quota for foreign applicants who are not equivalent to Germans (so-called "Bildungsausländer") is 20%.

¹All official, status, function and job titles that appear in the masculine form in these statutes apply equally to all genders and can also be used in the corresponding language form. This also applies to the use of university degrees, academic designations and titles.

- (2) In these degree programs, the university assigns 90% of the study places available for the first semester after deduction of the preliminary quotas according to the result of the university's own selection process in accordance with parts 2 to 4 of these statutes and 10% according to the length of time (waiting period) since the acquisition of the higher education entrance qualification (HZB). ²The distribution of study places in the preliminary quotas is based on § 6 para. 1 sentences 2 and 3 HZG and §§ 22, 23 HZVO; § 30 HZVO applies to preliminary admission. ³The university participates in the dialog-oriented service procedure (DoSV) in accordance with § 19 HZVO in conjunction with §§ 4 and 5 HZG with the degree programs mentioned in sentence 1.
- (3) In the BBA/BIB degree program, the distribution of study places in accordance with paragraph 2 is preceded by successful participation in an entrance examination to determine the subject-specific aptitude to study in accordance with Section 58 (4) LHG (see Section 10).

§ 2 Deadlines

The application for admission shall be received by the Pforzheim University of Applied Sciences (deadlines)

- by July 15 of the respective year (for the winter semester)
- by January 15 of the respective year (for the summer semester)

²Admission for the first semester in the BBA/BDBM and BBA/BIM degree programs is only granted in the winter semester, in the BBA/BIB degree program in the winter and summer semesters.

§ 3 Formal requirements

- (1) The application for admission must be related to a specific degree program and a specific semester. ²It must be submitted via the web portals of Pforzheim University and the Foundation for University Admission (SfH) in accordance with the requirements specified there (online application). ³Applicants who can credibly demonstrate that they are unable to communicate via the web portals of Pforzheim University and the Foundation will be supported by the University and the Foundation. ⁴ The online application for admission must be submitted via the above-mentioned web portals; all mandatory proof of the admission requirements must be uploaded via the web portals before the deadline.
- (2) The following documents must be enclosed with the application for admission:
- proof of the required qualification pursuant to § 58 para. 1 sentence 1 i. V. m. Para. 2 LHG (university entrance qualification)
 - if applicable, the result of a test procedure in accordance with § 13 (only for the BBA/BDBM and BBA/BIM degree programs).

²The university may require that the evidence referred to in sentence 1 be submitted in the original or in officially certified form. ³If the documents according to sentence 1 are not written in German or English, a translation in German or English by a person or institution authorized to provide a sworn or court-approved translation is required. ⁴For admission, applications for the BBA/BIB degree program may also be submitted in French or Spanish.

- (3) The application for examination and assessment of foreign educational qualifications of non-EU citizens with a foreign educational qualification ("Bildungsausländer") must be submitted to the International Office of Pforzheim University or to the Studienkolleg Konstanz (Studienkolleg of the Universities of Applied Sciences in Baden-Württemberg) in the required form (see § 7).

§ 4 Language skills

- (1) In addition to the general admission requirements (§ 58 LHG), proof of the language skills required for the degree program must be provided.
- (2) German language skills are not an admission requirement for the English-language for degree programs taught in English.
- (3) A prerequisite for participation in the selection process is a suitable knowledge of English.
²The language competence in English must correspond to at least level B2 of the Common European Framework of Reference for Languages.
- (4) Applicants with a state-recognized certificate from an English-speaking school in Germany are considered native speakers and meet the required level of competence.
- (5) For graduates with a German HZB, the competence level is reached, for
- a qualification from upper secondary level - gymnasiale Oberstufe² or
 - an upper secondary level qualification - bilingual qualification (also International Baccalaureate - language A2),
- if English was continued until the HZB was taken.
- (6) For the BBA/BIB degree program, appropriate French or Spanish language skills are a prerequisite for participation in the selection process. ²The language competence in French/Spanish must correspond to at least level B1 of the Common European Framework of Reference for Languages (cf. § 10).

§ 5 Admission

- (1) The letters of admission are made available electronically on the university's web portal.
- (2) Admission is to be refused if, after the selection process has been carried out, the applicant does not receive a study place for capacity reasons, if he/she has definitively failed an examination required by the examination regulations of the prospective degree program in the same degree program or in a related degree program with essentially the same content, if the examination entitlement does not exist for other reasons, or if the application has not been received in due form or time.
- (3) In justified cases, the authorization may be subject to a condition, time limit or requirement.

²Cf. educational standards for the continued foreign language (English/French) for the general higher education entrance qualification (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of 18.10.2012). The grading is carried out according to the standard regardless of whether English is the first, second or third foreign language. According to the educational standard for English (3rd foreign language) - Gymnasium, grade 10, course level - of the state of Baden-Württemberg, the level B2+ (B2/C1) must also be achieved for English as a third foreign language upon completion of the course level, albeit with gradual reductions.

§ 6 Selection committee and entrance examination committees

- (1) A selection committee is appointed to prepare the selection decision.
- (2) The Faculty Council of the department to which the relevant degree program is assigned appoints the selection committee. ²The selection committee consists of two members who belong to the full-time academic staff of the faculty. ³At least one of the two members must belong to the group of professors. ⁴The Faculty Council also appoints two deputy members from the faculty.
- (3) The selection committee of the BBA/BIB degree program can form one or more entrance examination committees to which tasks for preparing and conducting the entrance examination can be delegated. ²The entrance examination committees consist of a professor from Pforzheim University and at least one other suitably qualified member of the university staff with a university degree. ³Lecturers working in the degree program may also be appointed as members of the entrance examination committee. ⁴The entrance examination committees decide by majority vote; if no majority is reached, the issue is submitted to the selection committee for a decision.
- (4) The term of office of the members is four years; reappointment is possible. ²Membership of the selection committee ends upon leaving the respective department; the Faculty Council elects a successor for the remaining term of office.
- (5) The members of the Faculty Council have the right to be present during the deliberations of the selection committee; however, they do not have the right to vote. ²The selection committee reports to the Faculty Council at the end of the procedure and can make suggestions for the further development of the selection process.

§ 7 Admission of foreign applicants

- (1) Foreign nationals and stateless persons who are not equivalent to Germans under Article 5 Para. 2 sentences 2 and 3 of the State Treaty ("Bildungsausländer") must submit the following documents with their application for admission:
 - a) proof of the equivalence of the foreign HZB including calculation of the average grade and
 - b) proof of the result of a selection interview.
- (2) The proof according to para. 1 lit. a. can be applied for
 - at the International Office of Pforzheim University or
 - at the Studienkolleg Konstanz.

²In the case of number 1, the application for certificate recognition must be submitted to the International Office by May 31 at the latest for the winter semester or by November 30 for the summer semester. ³In the case of number 2, the deadlines and procedures specified by the Studienkolleg Konstanz must be observed.

- (3) Participation in a selection interview to obtain the certificate according to para. 1 lit. b. must be applied for by May 31 for the winter semester or by November 30 for the summer semester.

§ 8 Selection criteria for foreign applicants

- (1) Foreign applicants and stateless persons who do not have the same status as Germans ("Bildungsauslaender") are admitted in accordance with § 2b sentence 2 HZG according to the following criteria:

²Admission is based on the average grade of the HZB (as certified by the International Office of Pforzheim University or the Studienkolleg Konstanz) and the result of a selection interview. ³The relevant grade for the selection process is determined by the average grade of the HZB and the converted grade of the selection interview with a respective weighting of 50%.

- (2) The selection interview will be conducted in English and will take place in person at Pforzheim University or - especially for applicants who are abroad at the time of the selection interview - also by means of video and audio transmission (video conferencing systems). ²The interview will take place at a time specified by the university (after the application deadline for the selection interview, but before the application deadline). ³Applicants will be invited to the interview by the university in good time.

- (3) At the end of the interview, the members of the selection or interview committee evaluate the applicant according to the following criteria in the form of a score of a maximum of 100 points in total, distributed as follows:

- a) Motivation to study (20 %)
- b) Social competence (20 %)
- c) Presentation skills (20 %)
- d) Study-relevant language skills - as a result of the interview - (20 %)
- e) Analytical thinking (20 %).

²The total number of points achieved in the selection interview is then converted into a grade according to the following table.

Total score of the selection interview	Grade of the selection interview
96-100 points	1,0
91-95 points	1,3
86-90 points	1,7
81-85 points	2,0
76-80 points	2,3
71-75 points	2,7
66-70 points	3,0
61-65 points	3,3
56-60 points	3,7
51-55 points	4,0
50 points or less	5.0 (failed)

- (4) Group discussions are permitted. ²Individual answers must remain recognizable and can be evaluated separately.
- (5) Minutes must be kept of the main questions of the interview, which must be signed by the members of the interview committee. ²The minutes must also include the date and place of the interview, the names of the members of the admissions committee, the names of the applicants and the assessments.

Part 2

Distribution of study places in the BBA/BIB degree program

§ 9 Selection process and entrance examination

- (1) In accordance with the following provisions, Pforzheim University of Applied Sciences conducts an entrance examination in the BBA/International Business degree program, in which 100% of the available study places are distributed. ²The determination of subject-specific study aptitude is based on the applicant's suitability for the degree program and the intended profession.
- (2) If there are more suitable applicants than there are places available, an admissions process will take place among the applicants in accordance with the provisions of the HZG and the HZVO, as amended. ²The results of the entrance examination are taken into account when deciding on admission within the framework of the selection quota in accordance with Section 6 (1) sentence 3 no. 1 HZG (90% quota) in accordance with Section 6 (3) HZG.
- (3) If there are fewer suitable applicants than there are places available, there will be no admissions process in accordance with paragraph 2.
- (4) Only those who have submitted an application for admission to the respective degree program in due time and form and have proven their linguistic aptitude in accordance with § 4 will take part in the entrance examination to determine their subject-specific ability to study.
- (5) The selection committee will determine the subject-specific ability to study on the basis of the criteria specified in § 10. ²If more suitable applicants have been selected than there are places available, it shall draw up a ranking list of the applicants selected as suitable (cf. para. 2).
- (6) The decision on the existence of the subject-specific ability to study is made by the Dean's Office of the university on the basis of the results of the entrance examination determined by the selection committee; the Dean's Office may transfer its responsibility to the Executive Board of the department to which the degree program is primarily assigned.
- (7) The application to take part in the entrance examination must be rejected if the documents in accordance with Section 3 (2) have not been submitted on time or in full.

§ 10 Determination of subject-specific study aptitude

- (1) The determination of subject-specific study ability is based on a weighted grade, which is determined according to the following criteria:
 1. The grade in mathematics shown in the HZB with a weighting of 45%.³
 2. Prior knowledge of the English language is assessed in the grade levels "one" to "five" and weighted at 25%. ²The grade of "four" as a basic requirement corresponds to level B2 in accordance with the Common European Framework of Reference for Languages developed on the basis of the preamble to Recommendation R (82) 18 of the Committee of Ministers of the Council of Europe. ³A higher grade is awarded for higher language levels according

³In the case of general higher education entrance qualification certificates, the individual grades of the last 4 semesters are taken into account, if shown, otherwise the individual grade shown in the HZB is taken into account. If no individual grade is shown in the HZB, the average grade of the HZB is taken into account.

to the Common European Framework of Reference for Languages and for longer stays abroad in English-speaking countries. ⁴For this purpose, the entrance examination committee evaluates the applicant's relevant evidence.

3. Prior knowledge of French or Spanish is assessed in grades "one" to "five" and weighted at 30%. ²The basic requirement to be assessed with the grade "four" corresponds to level B1 in accordance with the Common European Framework of Reference for Languages developed on the basis of the preamble to Recommendation R (82) 18 of the Committee of Ministers of the Council of Europe. ³A better grade is awarded for higher language levels of the European levels of the Common European Framework of Reference for Languages and for a longer stay abroad in the French or Spanish-speaking countries. ⁴For this purpose, the entrance examination committee evaluates the applicant's evidence in this regard.

²Foreign grades are to be converted into German grades according to the KMK guidelines and then transformed into assessment points.

- (2) The entrance examination is only passed if all of the following three criteria are fulfilled:
 - A weighted overall grade of at least 4.0 was achieved in accordance with points 1 to 3.
 - Foreign language skills in English at a minimum level B2 according to the European Framework of Reference.
 - Foreign language skills in French or Spanish at a minimum level B1 according to the Common European Framework of Reference for Languages.

Part 3

Distribution of study places in the BBA/BDBM and BBA/BIM degree programs

§ 11 Selection criteria

- (1) The selection shall be made on the basis of a ranking list to be drawn up in accordance with the criteria set out in paragraph 2.
- (2) The following criteria must be taken into account when forming the ranking list as part of the selection process:
 1. Average grade of the HZB
 2. Individual grades of the HZB in mathematics⁴
 3. Individual grades of the HZB in English⁵
 4. Result of a test process according to § 13.

§ 12 Creation of the ranking list

- (1) A weighted overall HZB grade is first determined from the criteria according to § 11 Para. 2 as follows:

- the average grade of the HZB (Zi. 1) is 50%,
- the individual grades of the HZB in mathematics (Zi. 2) go to 30%,
- the individual grades of the HZB in English (no. 3) account for 20%

into a weighted overall HZB grade.

²A weighted grade is then determined in the selection process as follows:

- the weighted overall HZB grade is 70%,
- the result of a test procedure according to § 13 at 30 %, provided that this is not worse than the average grade of the HZB,

³Decimal places in the individual grades are not taken into account.

⁴If the result of the test process is worse than the average grade of the HZB, the average grade of the HZB counts instead. ⁵The same applies if the result of the test process is not available.

- (2) For the selection decision, a ranking list is created according to the weighted grade.
- (3) In the event of a tie, the order is determined by the result of the HZB.

⁴In the case of general higher education entrance qualification certificates, the individual grades of the last 4 semesters are taken into account, if shown, otherwise the individual grade shown in the HZB is taken into account. If no individual grade is shown in the HZB, the average grade of the HZB is taken into account.

⁵In the case of general higher education entrance qualification certificates, the individual grades of the last 4 semesters are taken into account, if shown, otherwise the individual grade shown in the HZB is taken into account. If no individual grade is shown in the HZB, the average grade of the HZB is taken into account. If the subject English is not shown as a continued foreign language in the HZB, the individual grades or the individual grade of the best-graded foreign language shown in the HZB will count.

§ 13 Test process

- (1) In order to determine the result according to § 11 para. 2 (no. 4), a written test (subject-specific aptitude test) is carried out. ²The test or subtests must be completed within a specified time (for test description see Annex 2).
- (2) For the purpose of testing, tasks may be included in the test that are not included in the score.
- (3) The subject-specific aptitude test is commissioned in accordance with § 6 para. 2 p. 11 i. V. m. § 2a Abs. 6 HZG of the ITB Consulting GmbH (Bonn). ²Further details are regulated in the contract between Pforzheim University and ITB Consulting on the "Implementation and further development of a study aptitude test for the admission procedure for Bachelor's degree courses in economics and social sciences".

§ 14 Eligibility to participate

All Germans and all foreign nationals and stateless persons deemed equivalent to Germans in accordance with Section 1 (2) of the HZVO may take the test.

§ 15 Test date

- (1) The test takes place at least twice a year. ²The test is scheduled by ITB Consulting in coordination with Pforzheim University and other participating universities. ³The test takes place online in test centers, on campus or at home via proctoring (the digital form of test supervision).
- (2) ITB Consulting will announce the time of the test and the test centers.

§ 16 Participation in the test

- (1) Registration for the test takes place via the ITB Consulting registration portal, which can be accessed via the ITB Consulting website and is open at least three weeks before each test date.
- (2) Participants assign themselves to the test centers when they register on the ITB Consulting portal. ²Subject to availability, each participant can book the test at the desired location or in the vicinity of the desired location. ³Participants will automatically receive a written digital invitation after successful booking.

§ 17 Test acceptance

- (1) ITB Consulting is responsible for the organization and implementation of the test at the test centers. ²A test manager is appointed for each test center. ³This person is responsible for ensuring that the test is carried out properly.
- (2) The test acceptance is not public.
- (3) Only those who can identify themselves with an identity card or passport and have taken their place in the test room by the start of the test will be admitted to the test. ²Test acceptance begins with the issue of the first test booklet.
- (4) Alternatively, testing can also take place at home. ²In this case, the identity check and examination supervision are carried out digitally by means of proctoring by proctors appointed by ITB Consulting via screen and webcam transmission.

Part 4

Final provisions

§ 18 Entry into force

- (1) These statutes shall enter into force on the day after their publication in the Official Announcements of Pforzheim University of Applied Sciences. ²Upon coming into force, the following statutes shall be revoked:
- Statutes of Pforzheim University of Applied Sciences for the entrance examination to determine subject-specific study aptitude and the selection process for the Bachelor's degree program in Business Administration/Digital Enterprise Management
 - Statutes of Pforzheim University of Applied Sciences for the entrance examination to determine subject-specific study aptitude and the selection process for the Bachelor's degree program in Business Administration/International Business
 - Statutes of Pforzheim University of Applied Sciences for the entrance examination to determine subject-specific study aptitude and the selection process for the Bachelor's degree program in Business Administration/International Marketing
- in each case dated July 16, 2020.
- (2) These admission statutes apply for the first time to the admission process for the winter semester 2024/2025.

Pforzheim, February 7, 2024

Prof. Dr. Ulrich Jautz
Rector

Proof of public announcement

Registered on the Internet on:

Posted on the Internet on:

Entered into force on:

For the accuracy of the public announcement:

Appendix 1

1. Determination of the result of the ITB-Business aptitude test

The raw scores achieved by the participants on a particular test date - i.e. the number of tasks solved and included in the evaluation in accordance with Section 13 (2) - are converted into a standard scale by means of a linear transformation. This scale has an average value of 100 and a standard deviation of 10. The conversion is carried out both for each individual group of tasks and for the test as a whole.

2. Presentation of the test result (test report relating to the test described in Annex 2) described in Appendix 2)

The test report, which applicants can access in the registration portal, contains the standard scores and percentile ranks achieved for each individual task group and for the overall test, as well as a grade equivalent to the overall test score.

The test report serves as proof of the test result as part of the application for a place on one of the economics degree programs listed in the statutes.

Furthermore, the individual task groups and their measurement range are described and it is indicated in each case whether the participant performed below average, average or above average in relation to the overall group.

Appendix 2

Brief characteristics of the ITB-Business aptitude test (Subject-specific aptitude test for economics and social science degree programs)

The aptitude test is an objective, aptitude-diagnostic instrument with the same requirements for all applicants. The test does not require any specific specialist knowledge, even if its content is very subject-related. The focus is neither on specialist knowledge nor on those aspects of aptitude that are already reflected in school grades. Instead, for example, the ability to understand and correctly interpret facts presented in texts or diagrams is tested.

The measurement areas of the four task groups of the test are briefly described below:

- The task group "Analyzing texts" measures the ability to absorb and process information meaningfully and efficiently, as well as the ability to separate the important from the unimportant.
- The "figural problems" task group uses matrices to test the ability to reason in the figural domain and general cognitive skills are tested using matrices.
- The "Quantitative Problems" task group measures the ability to think logically in the numerical domain as well as the confidence in dealing with the basic rules of arithmetic, algebra, combinatorics and geometry.
- The "Graphs and tables" task group tests the ability to concretize abstract information and to transfer concrete information into an abstract representation. The main requirement here is to mentally comprehend the facts and relationships described and to draw conclusions from the information provided.

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