

Master in Global Management M.A. - Hof University — Hof University

Source: <https://www.hof-university.com/studying-at-hof-university/our-degree-programs/global-management-ma.html>

The English-taught Master's program Global Management offers students a holistic approach towards management and provides a fundamental overview in the areas of sales, supply network management, operational excellence, digital marketing and global business strategies. Directed at graduates of a business-related bachelor's program with an interest in international management topics, the program imparts knowledge in all management areas relevant for innovative international value chains.

Apart from theoretical knowledge, international managers also need intercultural competence and an in-depth understanding of the markets they are dealing with.

Therefore, our M.A. students spend the third semester doing a practical internship in an internationally operating company (e.g. in a marketing or HR department). The Master thesis is also project-based and written in cooperation with the company. Thus, you can immediately apply your knowledge and gain profound professional experience at the same time.

With this Master's program, you

have an in-depth and practice-oriented economics qualification preparing you for a management role in an international environment,

are familiar with the techniques and technologies of digitalization and know how to employ them,

understand the necessity for and how to use interdisciplinary collaboration for international value creating networks.

In addition, you benefit from

easy and direct exchange with your professors (all with many years of international managerial experience),

a modern and innovative lecture approach,

valuable work experience and intercultural competence gained during the internship semester.

The Master's program is based on an interdisciplinary concept. Current topics like innovation management, digital business and global governance are interconnected with classic concepts like key account management or value chain management in international companies.

Theoretical concepts and scientific methods are understood as a tool box to solve practical business challenges in an international context. All topics are discussed within the context of a digitalized and globalized world economy. Thus, students are equipped with an advanced set of skills and knowledge to act responsibly within the international supply chains.

Prior to their teaching assignment at Hof University, all professors held leading positions in international industry and commerce. This ensures a hands-on teaching approach and a practice-oriented learning experience in class.

The standard duration of the program is three semesters. During the first two semesters, you engage in practice-oriented coursework. In the third semester, you complete a mandatory internship of at least three months in a company and write your master's thesis.

Upon successful completion of the program, Hof University awards the academic degree Master of Arts (M.A.).

Semester 1 and 2: Practice oriented theory

International Digital Marketing

Global Business Strategy

Global Sales & Key Account Management

Finance & Accounting in a Multinational Business

International Value Chain Management

Nations and Firms in a Globalized World

Leadership and Change Management

Marketing Research

Business Process Management and Automation

Operational Excellence & Innovation Management

Semester 3: Master's thesis and internship

Master's thesis with an internationally operating company

practical work-experience abroad (mandatory internship; at least 3 months)

The internship must be completed in a country which is different from the student's nationality.

As a graduate, you...

can confidently analyze the quality of international value chains and modulate them,

are able to increase the value creation in companies by means of digitalization,

have the skills to structure and lead cross-functional and multicultural teams,

have excellent career perspectives for a leading position in internationally operating companies.

You are ready to work as

Global Brand Manager

Product Manager

Supply Chain Manager

Human Resource Manager

Corporate Finance Manager

Sales and Marketing Manager

Academic requirements

A business-oriented Bachelor's degree (e.g. Business Management, International Management, Industrial Engineering or Business Informatics) from an accredited university;

at least 210 ECTS or equivalent (depending on home country) in total and with a minimum of at least 110 ECTS in business-related subjects

minimum grade 2,5 according to the German grading system (please provide a diploma supplement or similar documents that explain the grading system of your university/country)

Special regulations for applicants with less than 210 ECTS

Applicants with less than 210 credits (ECTS) can be accepted, but must make up the missing credits through a post-qualification:

either through an internship (at least 900 hours / 6 months) (only possible if the internship was not yet recognised as a compulsory internship in the Bachelor's degree) or

attending appropriate modules at Hof University.

It is possible to combine the recognition of a shorter internship with the attendance of modules at the university.

For both alternatives, please calculate an additional (fourth) semester.

Language requirements

You need to prove your proficiency in English. This can be done with either of the following:

TOEFL minimum 90

IELTS 6.5 or above

In addition: Basic language skills in German, proven by official test score documents - minimum level A1

All applications must be done via our online application portal Primuss.

The application period for winter intake is between April 15 and May 31.

The application period for summer intake is between November 05 and November 30.

An admission committee intensively scrutinizes all applications and decides about final admission. Admission letters will be issued in June for winter intake and December for summer semester intake.

If you acquired your university entrance certificate abroad, uni-assist must assess the certificate before you can send it to Hof University. We advise you to send your documents to uni-assist at least 4 weeks before our application deadline.

If you have any questions concerning the application process, please contact [admission\(at\)hof-university.de](mailto:admission(at)hof-university.de).

Intensive personal support

Hof University offers a safe, friendly and open-minded study environment. Find out more about our intensive personal support for international students!

Global Management

Winter semester:

EU: May 1 - July 15

Non-EU: April 15 - May 31

Summer semester:

EU: November 15 - January 15

Non-EU: November 5 - November 30

Info and services

Preparing your stay

Are you coming from abroad and plan to start a Bachelor's degree at Hof University?

On this page, you will find all the essential information you need to prepare for your studies with us: visa, health insurance, financing, accommodation, and more.

The campus is the management and administrative center of the university. Here you will find the university library, high-tech laboratories and university sports facilities.

More about Campus Hof

Ambar from Mexico

"What I really appreciate about my program is the diversity. You get the chance to interact with people from many different cultures and backgrounds. The professors are very well prepared and bring a lot of international experience, which makes the lectures even more engaging. This is especially important when talking about "managing globally." The projects are interesting and help you develop valuable skills that are highly relevant to the industry."

Mehak from India

"As a Master's in Global Management student at the university, my experience has been amazing. I really like my course since it covers diverse fields such as marketing, finance, operational excellence and global business strategies. Additionally, the professors are very knowledgeable and supportive. I also work at the University which has given the chance to interact with students around the world. Coming from a big city, I love the natural surroundings nearby.

I highly recommend Hof University to anyone looking for quality education and a peaceful environment."

Paula from Columbia

„My experience at Hof University and the Global Management Master's degree programme has been amazing. I am very happy to have had the opportunity to attend lessons with people from different countries and cultures, which exposed me to the globalised world in which we live. In saying that, I can testify that this Master's programme offers more than quality lessons, fantastic teachers and excellent facilities. It also offers an international environment that will prepare us for our future careers.“

Zofia from Poland

"Before moving to Hof, I wasn't sure if studying in a smaller university in a smaller town will be for me. Surprisingly, the courses delved deep into current and captivating topics like digital economics, truly enriching my knowledge. On many subjects we have collaborative projects and opportunity to apply gained theoretical knowledge.

The professors are approachable and offered individual guidance when needed. The entire support structure at Hof is supportive and helpful. While studies didn't require German, it came in handy for daily life. Thankfully, free language classes are available! Thanks to the student union's awesome intro week - complete with karaoke and excursions - acclimating to Hof was smooth sailing! I strongly recommend you to apply here."

Tanumeeta from India

„Hi Everyone, I am Tanumeeta. I come from the smallest state in India called „Sikkim“. My study major is Global Management, currently in second semester. I chose Hof University because of the course curriculum, it directly aligns with my existing industry experience and I was curious to see how full-time education would feel like after about 8 years of work experience. I must say, I am happy to be at Hof.

What I like about Global Management is how industry diverse it is. I come from core technical world of networking and telecommunications. By means of hands-on projects, understanding real world cases on manufacturing/textile/airline industry topics has been truly rewarding to me. Also, during my first semester, I was able to participate in a company visit to Audi Ingolstadt and Rapa.

I would recommend my study program Global Management because it is state funded, the professors are deeply connected to the industry and the class size is perfect for educational engagement. Hof University offers multicultural student base, state of art digital rooms, great 24/7 library and also Boom Party and Bollywood night.“

Lisa from Germany

„The Master's program Global Management was the perfect addition to my studies. The practice oriented course contents prepared me very well for my tasks in an international company. I also had the opportunity to get a double degree with a partner university. The expertise as well as the social and cultural competences I acquired provided an ideal foundation for a successful career start."

Saathvik from India

"The Master's program in Global Management is truly 'global' overall! You'll interact and work with great people from all around the world and build valuable connections. You get to work on some of the most interesting and exciting projects that are extremely relevant to the industry, not only EU but the whole of the world!

I had a smooth integration into Hof with the assistance of various departments in the university. Hof is a beautiful and pleasant town in Bayern. We have a beautiful campus too! Every place here is picturesque. I'm really glad to be a part of Hof and Global Management as it's a great course with no tuition fees and absolutely no compromise in the overall experience."

Head of Program

Student Counseling

Student Affairs - Program Manager

Prof. Dr. Fridtjof Langenhan

Wednesday: 09:30 -10:30

Doreen Rustler

Kathrin Schötz

Please contact our Welcome Center.