

# M.B.A. in Digitalization and Innovation - Hof University — Hof University

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The modules of the Master's program are designed to provide a comprehensive skill set that matches the disruptive nature of 21st century markets. They connect innovation management and ideation with digital aspects such as data security, data analytics and digital business models.

To make these learnings applicable on a leadership level, we also share our knowledge and expertise about strategic and financial frameworks, project management and other leadership topics. Our teaching includes various modern methods such as cloud-based simulations, haptic management games and case studies.

With this Master's program, you gain

an interdisciplinary skill set to unleash your creative potential at the intersection of digitalization and management,

the know-how to initiate practical innovations within a company or your own start-up, excellent career perspectives, e.g. in innovation management, strategic management, consulting, or as a founder,

German language skills of at least level B1 at graduation.

In addition, you benefit from

an innovative and diverse mix of teaching methods - virtual learning, blended learning, simulations and case studies besides regular lectures,

development of your intercultural competence,

valuable work experience gained during the internship semesters.

An overview of the skills to be acquired in each module can be found in the program's skills matrix.

At Hof University Graduate School, all our programs are practice-oriented, interactive and multimedia-based. Teaching is based on application-oriented knowledge and is supported by projects with industry, site visits and interaction with experts. Case studies as well as real-life business examples contribute to profound insights into the theoretical knowledge.

Our professors (all with PhD) and lecturers are experts in their respective fields bringing together solid scientific understanding with valuable professional experience. Thus, the knowledge transfer from business life to the classroom is ensured.

In addition, we have a strong focus on career promoting activities for students (e.g. career talks, job fairs, seminars and trainings). A three-day team-building event is a highlight for our third and fourth semester students. It includes an industrial visit and is a great opportunity for students and professors to meet outside the campus. Through an intensive exchange of ideas and networking, a connection is established beyond the point of graduation.

The standard period of study is 4 semesters.

The Master's program contains 12 modules, 5 ECTS per module (4 basic modules + 8 core modules).

The first two semesters provide practice orientated theory (case studies, working in labs, excursions, expert meetings...).

The third and fourth semester is spent working as an intern in a company to gain more practical experience. The Master Thesis has to be written during this time as well.

After successful completion of the program, Hof University of Applied Sciences awards the academic degree Master of Business Administration (M.B.A.).

Semester 1 and 2:

The Master's program consists of 12 modules, each worth 5 ECTS, divided into four basic modules and eight core modules.

The basic modules focus on building fundamental, interdisciplinary skills, while the core modules provide in-depth knowledge essential to this specific Master's program.

Basic modules (all mandatory)

Applied Economics and Intercultural Management

Strategic and Financial Framework

German Language 1\*

German Language 2\*

\* Mandatory with German levels of A1-B1 at the point of admission; different language course levels available depending on the student's German level at the beginning of their studies in Hof

Core modules (all mandatory)

Innovation Management

Data Analytics, Artificial Intelligence, and Internet of Things

Digital Business Models

IT-Security

Ideation Techniques and Digital Innovation

Project Management

Leadership and Change Management

Elective

Semester 3 and 4:

Internship & Master Thesis

practical work-experience

Master's thesis with a company

As a graduate, you...

have excellent career opportunities in the field of management, at a time when flexibility, creativity and innovation are key success factors

you want to use your creative potential to make an impact in leadership positions,

have a deep understanding and knowledge of business practices and areas that connect innovation management and ideation with essential digital know-how.

You are ready to work as

Innovation Manager

Product Manager

Operations Manager

Business Development Associate

Digital Transformation Consultant

Startup Founder

For an admission in this Master program, you need to fulfill the following admission criteria:

Academic requirements

A Bachelor's degree (e.g. Engineering, Humanities, Social Sciences, Business

Administration/Economics or Computer Science) or similar from an accredited university, at least 180 ECTS or equivalent (depending on the home country)

One year of work experience

Language requirements

Proficiency in English, proven by either TOEFL minimum 90 IELTS 6.5 or above PTE Academic (Pearson) 60 or above

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IELTS 6.5 or above

PTE Academic (Pearson) 60 or above

Basic language skills in German, proven by official test score documents (e.g. Goethe, telc, ÖSD) -minimum level A1 according to the CEFR (The Common European Framework of Reference for Languages).

By the beginning of the internship, all students have to prove that they are at a B1 German language level. The German language levels A2 and B1 can be reached during the studies in Hof.

For further information please check our application guide.

All applications must be done via our online application portal.

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

#### Internship

A unique feature of our M.B.A. is that students spend the second year doing a practical internship in industry (e.g. in innovation management, business development, or project management). The Master thesis too is project-based and done in cooperation with a company. Thus, you can immediately apply your knowledge, gain profound professional experience and earn money at the same time.

#### Digitalization and Innovation

Winter semester: April 15 - May 31

Summer semester: November 5 - November 30

#### Info and services

##### Timetable

Here you find your timetable.

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

##### Jahanvi from India

"The MBA in Digitalization and Innovation at Hof University has been a truly enriching experience. The program's focus on cutting-edge technologies like AI and data analytics has broadened my skills, while the supportive professors and diverse student community have made learning enjoyable."

Living in Hof offers a peaceful environment and great opportunities to experience German culture. The university's support system has been invaluable in my personal and professional growth."

##### Slim from Tunisia

"Studying the M.B.A. in Digitalization and Innovation at Hof University was a transformative journey, combining innovation management, data analytics, digital business models and project management. The interdisciplinary teaching methods and practical experiences, including an internship and a Master's thesis, have significantly enhanced my professional skills."

Living in Hof, a charming Bavarian city, was enriching with its welcoming atmosphere and rich cultural heritage. The close-knit community at Hof University fostered supportive relationships.

Participating in Erasmus programs in the Czech Republic and Portugal broadened my horizons and enhanced my adaptability and global perspective. These experiences fostered a deeper understanding of European diversity and collaboration.

Overall, my journey at Hof University has been marked by academic rigor, personal growth, and cultural enrichment. The combination of an excellent academic program, a supportive community, scholarship opportunities, and international experiences through Erasmus has been invaluable in preparing me for a successful career in the digital and innovation sector."

Olga from Russia

"I have known Hof University for its practical and interdisciplinary approach to studies. I have always been passionate about studying interconnections and integrations of evolving and conventional business processes, and wanted to continue my professional growth in the area of innovation management. So, when I heard about this MBA program, I instantly knew that it was the perfect match for me.

Digitalization and Innovation offers its students a great variety of relevant topics together with a solid theoretical base. The Master's program helps the students develop an expertise in leadership topics, strategic development and project management.

In the previous semester, I participated in the course Ideation Techniques and Digital Innovation, in which we learnt about various designing thinking tools. The course has greatly enhanced my outlook and approaches to creating and innovating. Concepts learned during this course have already firmly established themselves in my professional toolbox.

Overall, I would recommend the Master in Digitalization and Innovation for anyone who is looking for integrated business administration studies, best teaching methods, and deep industry insights, coupled with the well-known German excellence."

Please contact our Graduate School team.

Opening hours Graduate School on campus(room A016):

Please contact our Welcome Center.

Head of Program

Program Management Graduate School

Prof. Dr. Daniel Werner

by appointment

Maximilian Burger

Monday: 13:00 - 14:00 Thursday: 13:00 - 14:00 Friday: 09:00 - 10:00 Room A016