

Bachelor in Business Administration B.A. - Hof University — Hof University

Source: <https://www.hof-university.com/studying-at-hof-university/our-degree-programs/business-administration-ba.html>

Whether as a specialist in a subject area or as an executive in management, you will not only need to master your subject area in the course of your career, but you should also understand the "language" of the relevant neighboring disciplines. That is why we also take care of your interdisciplinary skills, such as comprehensive digitalization, IT and sustainability skills, project management skills by integrating cross-faculty and international projects into the teaching modules, or presentation and communication skills through cross-module collaborations and teamwork.

We provide you with the fundamental knowledge and skills in the field of digital business administration that you need for your professional career. This also includes, for example, the use of basic business software applications or the discussion of the influences of megatrends on business models of the future.

Semester 1 - 4 Foundation Area - Regardless of the specialization area:

During the first four semesters, you will gain the fundamental knowledge and skills in the field of digital business management, as well as the technical, methodological, personal, and language skills you will need for your professional career:

1st semester: Introduction to Business Administration; Fundamentals of Economics; Introduction Digital Business; Accounting; Presentation and Facilitation; Human Resources and Organizational Management; Business English I; Cost and Performance Accounting;

2nd semester: Fundamentals of Marketing and E-Commerce; Process Management; Accounting; Fundamentals of Business Law; Business Mathematics; Business English II.

3rd semester: Intercultural Competence; Fundamentals of Business Taxation; Fundamentals of Corporate Finance; Fundamentals of Procurement, Production and Logistics; IT Management; Business English III.

4th semester: Statistics; Scientific work; Project management/teamwork; Conversation and negotiation skills; Sustainability management/corporate social responsibility; Quality management; Digital applications; Business management seminar.

Semester 5 - 6: Area of specialization - Choose from 7 specialization areas:

Now you have a choice. You can choose one field of study, or compose your study program according to your own interests from different fields of study. You will also complete a full semester in a company or organization of your choice and gain practical experience. You are free to choose the time for this as part of your specialization studies.

7th semester - Final thesis

In your last semester, you will write your Bachelor's thesis, ideally in a company.

General Business Administration

Entrepreneurship and Tech Startups

Human Resources and Organizational Management

Digital Commerce and Marketing

FACT (Finance, Accounting; Controlling, Taxation; Financial Consulting (only dual and with prior education))

Digital Supply Chain Management and Logistics

Personnel Officer

Controller

Project Manager

Process Manager

Assistant to the management

Accountant

Quality Management Representative

Logistician

Consultant

Current events

Here you find current events of this study program.

Business Administration

Winter semester: May 1 - July 15

Summer semester: November 15 - January 15

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

Head of Program

Student Counseling

Student Affairs - Program Manager

Prof. Dr. Christine Brautsch

Tuesday: 13:00 - 14:00

Doreen Rustler

Holger Edelmann