

# M.B.A. in General Management - Hof University — Hof University

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

Our business-oriented modules provide you with the strategic and financial framework of companies. Find out about the critical factors for success in leadership and change processes and how to master them with expert communication and negotiation skills.

With our holistic management approach, we also look at business operations such as purchasing and the implications of digitalization. Our teaching methods include various modern methods such as cloud-based simulations, haptic management games and case studies.

After graduation, you are able to

conceive a company as a complex system which is influenced by global trends such as digitalization,

evaluate the implications of such megatrends on business models and

initiate the appropriate changes to secure the future of a company

In addition, you benefit from

German language skills of at least level B1 at graduation

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

development of your intercultural competence

excellent career perspectives

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 first two semesters provide practice-oriented 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 contains 12 modules, 5 ECTS per module (4 basic modules + 8 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):

Corporate Strategy and Controlling

Business Management Systems with SAP

Procurement and Risk Management

Leadership and Change Management

Communication and Negotiation Skills

Marketing and Sales

Supply Chain Management

Elective

Semester 3 and 4:

The 3rd and 4th semester are dedicated to an internship (30 ECTS) in a company and a practical Master's Thesis (30 ECTS). For entering the internship, all students have to prove at least the German language level B1.

Master's Thesis

Application of the methodological procedures which were obtained and trained during the entire program.

The thesis should be written during the internship and should cover a current topic of the company.

Topic selection has to be done in accordance with the supervising professor.

As a graduate, you...

have excellent career perspectives, e.g. in strategic management, procurement management, key account management or marketing and brand management

are to become a manager in an international company

have an in-depth knowledge and practical understanding in key areas like leadership, development of new business models and implementation of change management.

You are ready to work as

Procurement Manager

Project Manager

Marketing and Brand Manager

Controller

Product Manager

Key Account Manager

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

Academic requirements

A Bachelor's degree or similar in humanities, social, engineering or economic sciences or similar from an accredited university - minimum 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 (third and fourth semester) doing a practical internship in industry (e.g. in procurement, sales or project management). Also the Master thesis 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.

#### General Management

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

#### Mandar from India

"The educational experience at Hof University is one of the best I've had. The M.B.A. General Management offers a perfect balance of learning and self-development. This course not only develops the skills and knowledge regarding the course modules but also helps to open up your mind to the subtleties of a changing world, developing economies and upcoming trends. The most important aspect for me was the critical discussions during the lectures along with the professors and colleagues.

I have always focused my career towards the Automotive Market, coming from a technical background with a work experience of almost 3 years in Business Development. Currently I am pursuing my internship at Allianz in Munich, setting up insurances and developing strategies for the upcoming trends in EVs.

I would highly recommend this course to those with a good prior work experience who are looking forward to be the pioneers in this changing world."

#### Florian from Germany

"What I like most about my master's program is the internationality.

The high intercultural diversity of all students as well as their practical experience in different occupational areas encourages the students to be open-minded and interested in various topics. Thus, especially group works and discussions are very productive and interesting. Together with the support of highly skilled and practical oriented professors a really efficient studying atmosphere is formed.

An additional advantage for me as a non-native English-speaker is that you can constantly prove and improve your language skills in different subject-specific areas."

Rinzee from Sri Lanka

„I chose Master's in General Management because of the wide scope of the topics we get to learn in the first year. This allows us to expand our learning curve and helps us growing as professionals. The lectures are structured for students to be interactive with exposure to real-life examples.

The best part of the program is the second year where we must engage in an internship. This definitely opens doors for choosing our career path and you realize that what you were preached in the first year is actually practiced in a working environment.“

Nader from Palestine

"What I liked about the program is the practical educational method; implementing applied sciences helped me with understanding the topics while relating to the actual work life. Having the mandatory German language course helps a lot because it supported me in learning German, which is very important when applying for a job later; we graduate with at least a B1 level, which puts us in a very good position while we job hunt.

The support functions in the uni are very helpful and knowledgeable, from the International Office, to the Housing Office and the IT; they address our concerns bearing in mind the confusion and concerns one might have facing the new environment. The uni has high-tech state-of-art facilities that impress; and for someone who likes technology, it made my experience super friendly and exciting."

Ketrina from Albania

"What I truly like about my university is the perfect combination of theory and practice. During the first year of study we had the opportunity to get to learn more in depth about the different economic sectors that are part of the business world. In the second year, we were given the chance to apply the theoretical knowledge we got in practice (during our internship-period), and get a feeling of the job market.

The second thing I appreciate is the diversity. Getting to know people from different countries with different backgrounds and cultures is precious.

I would recommend this experience to my peers out there; it will help you grow as a university student, life student and future employee."

Shuxin from Taiwan

"The beautiful small town took my heart away. Studying at Hof University is the most fulfilling educational experience. Students here have a strong relation with the industries and professors. The university provides us with an international platform and prepares us for our future careers in Germany and around the globe.

██████████ Let's meet in Hof!"

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

Student Affairs - Program Manager

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

Sonja Andörfer