



# General Management (M.B.A.)

**Master's Program**

Hof University Graduate School



**Hochschule  
Hof**

University of  
Applied Sciences

# General Management – What is it all about?

You already earned a Bachelor and gathered some professional experience? You feel a need for deeper knowledge of management and economics, especially for earning a leading position? Then our MBA program in General Management is just right for you. Kick-start your career with our perfect interdisciplinary toolbox of knowledge and skills in strategy development and leadership competence.

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.



# What do I gain with this M.B.A.?

## **With this Master's program, 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**

- \_ an innovative mix of teaching methods - virtual learning, blended learning, simulations and case studies
- \_ German language skills of at least level B1 at graduation.
- \_ development of your intercultural competence,
- \_ valuable work experience gained during the internship semesters.

**Further information is available on  
[www.hof-university.de](http://www.hof-university.de)**



# Fast facts



## **Degree awarded**

Master of Business Administration (M.B.A.)

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## **Duration**

4 semesters (2 theoretical, 2 practical)

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## **Language of instruction**

Fully taught in English

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## **Internship**

Mandatory internship in industry (semester 3 and 4)

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## **Tuition fees**

EUR 3,300 per semester (i.e. a total of EUR 13,200)

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## **Services and support for international students**

- \_ organisational support before and during your studies at Hof University
- \_ assistance in finding accommodation
- \_ Orientation Week prior to the start of your studies
- \_ social integration
- \_ career-promoting activities such as intercultural trainings, field trips, and company visits
- \_ free public transportation in the city of Hof

# Special features

## **Internship**

A unique feature of our M.B.A. is that students spend the second year doing a paid practical internship in industry (e.g. in procurement, sales or project management).

The Master thesis is also 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.

## **German language skills**

We place special emphasis on the language education of our students. For entering the internship, all students have to prove at least the German language level B1.

If you have a German language level of A1 at the point of admission, the modules German A2 and B1 are mandatory.



# Teaching concept 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.



# What do I need to bring?

## Academic requirements

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- \_ A Bachelor's degree or similar from an accredited university, at least 180 ECTS or equivalent (depending on home country)
- \_ One year of work experience
- \_ Letter of motivation

## Language requirements

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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**

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.

# When and how can I apply?

## Online application

You register in our online portal Primuss and fill in the application form with your personal details. You also upload all required documents in the portal and send your application directly to Hof University.



### Application period

**WiSe:** April 15 - May 31

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**SuSe:** November 5 - November 30

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### Get your admission letter from Hof University

**WiSe:** in June

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**SuSe:** in December

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### Online enrolment

**WiSe:** in September

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**SuSe:** in March

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### Orientation Week

**WiSe:** last two weeks of September

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**SuSe:** first two weeks of March

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### Start of your studies at Hof University

**WiSe:** October 01

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**SuSe:** March 15

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<p style="text-align: center;"><b>Semesters 1 &amp; 2</b></p>	<p style="text-align: center;">Practice-oriented theory</p>	<p><b>Basic modules (all mandatory)</b></p> <ul style="list-style-type: none"> <li>_ Applied Economics and Intercultural Management</li> <li>_ Strategic and Financial Framework</li> <li>_ German Language 1 *</li> <li>_ German Language 2 *</li> </ul> <p><b>Core modules (all mandatory)</b></p> <ul style="list-style-type: none"> <li>_ Corporate Strategy and Controlling</li> <li>_ Business Management Systems with SAP</li> <li>_ Procurement and Risk Management</li> <li>_ Leadership and Change Management</li> <li>_ Communication and Negotiation Skills</li> <li>_ Marketing and Sales</li> <li>_ Supply Chain Management</li> <li>_ Elective</li> </ul> <p>* 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</p>
<p style="text-align: center;"><b>3 &amp; 4</b></p>	<p style="text-align: center;">Internship</p>	<ul style="list-style-type: none"> <li>_ Practical work experience</li> <li>_ Master's thesis with a company</li> </ul>

# What are my career perspectives?

## 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.

## ... Entry positions?

### **You are ready to work as**

- \_ Procurement Manager
- \_ Project Manager
- \_ Marketing and Brand Manager
- \_ Controller
- \_ Product Manager
- \_ Key Account Manager



„From the time of your application up to your graduation, the support at Hochschule Hof is immense.“

**Rinzee Usoof from Sri Lanka  
Student**

**Why do you think so?**

*„Whether it’s an admission to the course or structuring your resume, the university has a great support system. Hochschule Hof practices quite a flat hierarchy which makes it easy to reach out to the lecturers. I can guarantee you will not get this support from any other university.“*

**What do you like about your study program?**

*„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.“*

**Do you have any advice for future students?**

*„Keep an open-mind about the learning culture at the University because it is quite different to our home countries. I can guarantee that the university molds the students in the correct path for the German job market. While you are a student, learn to embrace the internationalization and respect diversity because it’s quite great expanding your contact list with friends all over the globe. And do not forget to have a good time at Hof, because the student life at Hochschule Hof is a one-of-a-kind experience.“*

# Why choose Hof University?



## At Hof University, you can expect

- \_ a first-class, hands-on education,
- \_ a friendly and open-minded study environment, especially for international students,
- \_ extensive personal support by our Welcome Center, International Office and Career Service.



## In addition, you will benefit from

- \_ assistance in finding accommodation,
- \_ orientation sessions prior to the start of your studies,
- \_ additional activities such as intercultural trainings, field trips and company visits,
- \_ 24-hours access to computer labs and library,
- \_ free wifi on campus.



# About Hof University

Founded in 1994 as a Bavarian state university, Hof University of Applied Sciences offers a very attractive study environment with its modern architecture and state-of-the-art facilities. Practice-orientation, internationalisation and graduate employability are at the heart of teaching and research at Hof University.

German students and international students from more than 60 countries learn together on our open-minded, intercultural campus. Exciting student initiatives (e.g. eSports, Fairtrade Group or Formula Student) make student life even more interesting.

All professors and lecturers have a strong academic background as well as practical experience in the industry. In addition, all our professors hold a PhD. As a result, graduates of Hof University are ideally prepared for the domestic and international labor markets.

Located at the top of Bavaria, Hof is a safe and cozy town in the heart of Europe with all amenities of a university town. Its green surroundings are ideal for all outdoor activities, and major cities like Berlin or Munich are within easy reach.



# Who can I contact with further questions?



Head of M.B.A. Program

**Prof. Dr. Daniel Werner**

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Welcome Center

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HochschuleHof1



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