



Intensive German Training +
Two Paid Industry Internships

Digitalization and Innovation (M.B.A.)

Lead the digital transformation.
Hof University Graduate School

unfold your career



**Hochschule
Hof**
University of
Applied Sciences

Lead The Digital Transformation

You have a Bachelor's degree and initial work experience – and you are ready to take the next step into leadership?

The **M.B.A. in Digitalization & Innovation** prepares you to lead change at the intersection of **business, technology and innovation**. The program combines modern management knowledge with a strong focus on **digital transformation, innovation management and leadership**.

Designed for professionals from **both IT and non-IT backgrounds**, the program enables you to understand, shape and implement digital solutions in a business context.

Throughout the program, you explore topics such as **digital business models, data analytics, innovation management, leadership and change management**. A strong practice-oriented approach ensures that theoretical knowledge is consistently linked to **real business challenges**.



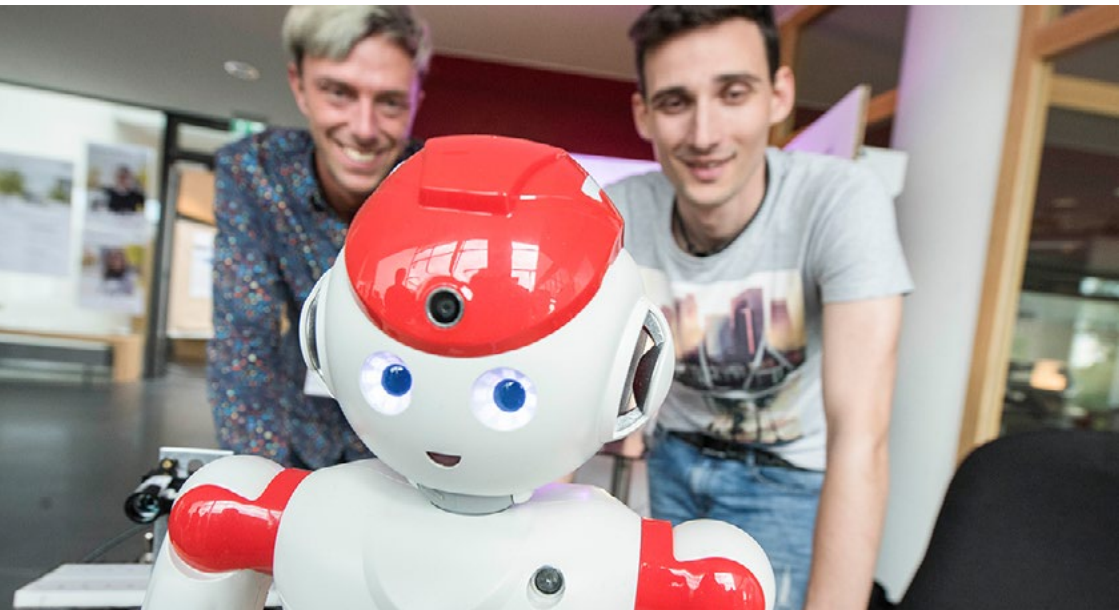
Who Is This Program For?

This M.B.A. is ideal if you:

- have a Bachelor's degree and at least one year of work experience
- want to move into leadership, innovation or digital transformation roles
- come from business, engineering, IT, social sciences or related fields
- want to combine management expertise with digital know-how

No programming experience is required.

Non-IT students are introduced step by step to current digital technologies, while IT professionals expand their skills in management, leadership and innovation.



Digitalization and Innovation (M.B.A.)

Key Facts



Degree Awarded

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



Duration

4 semesters (2 theoretical, 2 practical)



Language of Instruction

Fully taught in English



Tuition Fees

EUR 3,300 per semester



Industry Internship

A key feature of the program is its **integrated two-semester industry phase**. You don't just study in Germany – you gain two semesters of practical work experience, build industry connections and prepare for your career in Germany and beyond even before graduation.



Student Services & Support

- Organizational support before and during your studies
- Assistance in finding appropriate accommodation
- Orientation week before the start of your studies
- Social integration
- Career-promoting activities such as intercultural training, field trips, and company visits
- 24-hour access to computer labs and the library
- Free public transportation in the city of Hof
- Free Wi-Fi on campus

„Studying at Hof University represents an opportunity for interacting with like-minded people and motivating each other in reaching professional and personal goals. I particularly like the University’s practice-oriented approach and its commitment to continuously developing the German language skills of international students.“

Edgardo from El Salvador





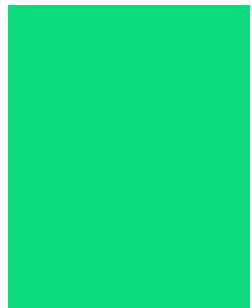
With this M.B.A., you gain:

- an **interdisciplinary skill set at the intersection of digitalization, innovation, and management**, enabling you to operate in complex, technology-driven business environments
- the **ability to initiate, manage, and implement innovation projects** in corporate or entrepreneurial contexts
- **strong career opportunities** in fields such as innovation management, strategic management, consulting, and entrepreneurship
- **German language proficiency of at least B1 level**, supporting professional opportunities in Germany

In addition, the program offers you:

- a **practice-oriented learning environment** combining case studies, simulations, and applied teaching formats
- valuable industry experience through **two semesters of integrated internships in industry**
- the development of **intercultural competence** through international collaboration and diverse study groups

You graduate with a profile that combines strategic thinking, digital expertise and hands-on experience.



German Language Development

Developing German language skills is an important part of the program and a major advantage for international students who want to build a career in Germany.

At the beginning of the program, students are expected to have basic German language skills at A1 level. During the first year of study, **structured language courses** help students progressively improve their proficiency.

The program is designed to enable students to **reach B1 level before the start of the internship**, allowing them to communicate more confidently in a professional environment and to integrate more easily into the German workplace.





This M.B.A. prepares you for **management and innovation-oriented roles** in industries and organizations undergoing digital transformation.

The program combines business, innovation, and digital competencies with practical industry experience. This enables you to contribute to **strategic transformation processes** across a wide range of industries.

You are particularly qualified for roles that require **interdisciplinary thinking, innovation-driven decision-making, and the ability to connect technological developments with business strategy.**

You can pursue careers as

- _ Innovation Manager
- _ Product Manager
- _ Operations Manager
- _ Business Development Associate
- _ Digital Transformation Consultant
- _ Startup Founder



Course Structure

Semesters 1 and 2: Academic + Applied Learning

Basic modules (mandatory)

- Applied Economics and Intercultural Management
- Strategy, Finance and Entrepreneurship
- German Language 1*
- German Language 2*

* Mandatory with German levels from A1 to 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 (mandatory)

- Innovation Management
- Data Analytics, Artificial Intelligence, and Internet of Things
- Digital Business Models
- IT-Security
- AI in Coding and Software Engineering
- Project Management
- Leadership and Change Management
- Elective

Semesters 3 and 4: Internship and Master's Thesis

- Integrated industry phase in a company
- Master's thesis with a company
- Scientific Preparation Training

Entry into the internship phase requires proof of at least German language level B1.



Academic Admission Requirements

- A **Bachelor's degree** from an accredited university (e.g. Engineering, Humanities, Social Sciences, Business Administration/Economics, or Computer Science), at least 180 ECTS or equivalent (depending on home country)
- at least **one year of professional work experience**

Language Requirements

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

- TOEFL iBT: score of at least 90
 - IELTS Academic: 6.5 or above
 - PTE Academic: minimum score of 60
- + **Basic language skills in German**, proven by an official test certificate - minimum level A1



Application Timeline

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 submit your application directly to Hof University.



Application period

WiSe: April 15 - May 31

SuSe: Nov 5 - Nov 30



Get your admission letter from Hof University

WiSe: In June

SuSe: In December



Online enrolment

WiSe: In June

SuSe: In December



Orientation Week

WiSe: Last two weeks of September

SuSe: First two weeks of March



Start of your studies at Hof University

WiSe: October 01

SuSe: March 15

Learning approach at

Hof University Graduate School



At Hof University Graduate School, learning is interactive and focused on **applying knowledge in practice**. Students work on industry projects and engage directly with practitioners.

Case studies and real-world business examples help students **develop analytical and problem-solving skills** and prepare for management roles.

Our faculty members (all holding doctoral degrees) combine academic expertise with professional industry experience, ensuring a **strong link between research and the professional world**.

The program also includes **career-focused formats** such as career talks, job fairs, and professional development sessions that support networking and career readiness.



Contact



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