



Intensive German Training +
Two Paid Industry Internships

General Management (M.B.A.)

Build broad management expertise.

Hof University Graduate School



unfold your career



**Hochschule
Hof**

University of
Applied Sciences

Build Broad Management Expertise

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 General Management** builds on your academic and professional background and prepares you to take on management responsibilities in an international business environment.

You will develop expertise in **strategy, finance, leadership, marketing, and business operations**. At the same time, you will learn to understand and manage companies as interconnected systems.

Communication and negotiation skills complement this management perspective. You will also explore business operations such as procurement and examine how **digitalization** is changing companies and their business models.

Understanding these developments from different perspectives enables you to respond appropriately to changing business environments.



Who Is This Program For?

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

- have a Bachelor's degree in engineering, humanities, social sciences, or business
- have at least one year of professional work experience
- want to develop a broad understanding of how companies work and how different business functions are connected
- want to strengthen your ability to navigate organizational change and changing business environments
- want to bring your existing professional expertise into a broader management context



General Management (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

„The M.B.A. in 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.“

Mandar from India





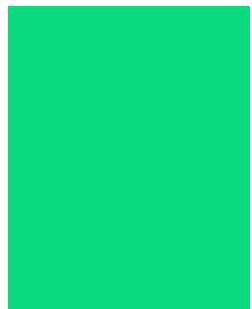
With this M.B.A., you gain:

- the ability to **understand companies as complex systems** shaped by global developments such as digitalization
- the ability to **assess the impact of major trends such as digitalization** on business models and strategic decisions
- the skills to identify and manage organizational change
- **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 broad management expertise, strategic thinking, and an international business perspective.



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 specialist roles across a range of business functions.**

Depending on your background and career goals, you can pursue opportunities in areas such as strategic management, procurement, key account management, marketing and brand management, and project management.

You gain **practical knowledge of leadership, business model development, and change management.** This enables you to contribute to strategic and operational decisions in an international business environment.

You can pursue careers as

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



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)

- Corporate Strategy and Controlling
- Business Information Systems with SAP
- Procurement and Risk Management
- Leadership and Change Management
- Communication and Negotiation Skills
- Marketing and Sales
- Supply Chain 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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