



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## General Management (MBA)

Hof University of Applied Sciences • Hof



## Overview

Degree	Master of Business Administration
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held in English.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	4 semesters
Beginning	Winter and summer semester
Application deadline	<p>Our <a href="#">application portal</a> is open during the following application periods:</p> <ul style="list-style-type: none"><li>5 November – 30 November for the following summer semester</li><li>15 April – 31 May for the following winter semester</li></ul>
Tuition fees per semester in EUR	3,300 EUR
Additional information on tuition fees	<p>Fees include:</p> <ul style="list-style-type: none"><li>organisational support before and during your studies at Hof University</li><li>assistance in finding accommodation</li><li>Orientation Week prior to the start of your studies</li><li>social integration</li><li>career-promoting activities such as intercultural trainings, field trips, and company visits</li><li>free public transportation in the city of Hof</li></ul>
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

## Description/content

Did you already earn a Bachelor's and gather some professional experience? Do you feel a need to gain deeper knowledge of management and economics, especially in order to obtain a leading position? Then our MBA programme in General Management is just right for you. Kickstart 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 these with expert communication and negotiation skills.

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

### Your benefits

After graduation, you will be able to

- conceive of a company as a complex system that is influenced by global trends such as digitalisation,
- evaluate the implications of such megatrends on business models, and
- initiate the appropriate changes to secure the future of a company.

In addition, you will benefit from

- German language skills at a level of (at least) B1 at graduation
- valuable work experience gained during the internship semesters
- development of your intercultural competence
- excellent career perspectives, e.g. in strategic management, procurement management, key account management, or marketing and brand management

### Typical entry positions include

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

## Course Details

### Course organisation

#### Semesters One and Two:

The Master's programme contains 12 modules, with five ECTS per module (four basic modules + eight core modules):

#### 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 1

#### Semesters Three and Four: Internship and Master's thesis

In the third and fourth semesters, each student pursues an internship (30 ECTS) at a company and writes a Master's thesis (30 ECTS).

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> <li>• Language training provided</li> <li>• Training in intercultural skills</li> <li>• International guest lecturers</li> <li>• International comparisons and thematic reference to the international context</li> </ul>
Integrated internships	<p>A unique feature of this Master's programme is that students spend these <b>second year</b> (third and fourth semester) doing a <b>paid practical internship in industry</b>. Thus, students can</p> <ul style="list-style-type: none"> <li>• immediately apply their knowledge,</li> <li>• gain profound professional experience and</li> <li>• earn money at the same time!</li> </ul> <p>We support our students in finding an appropriate internship and provide contact addresses for this purpose. So far, our students have conducted internships, e.g. with BMW, Mercedes, Audi, Volkswagen, Siemens, and Bosch. Frequently, the <b>internship provides the stepping stone to the first job after graduation</b>.</p>
Course-specific, integrated German language courses	Yes
Course-specific, integrated English language courses	No

## Costs / Funding

Tuition fees per semester in EUR	3,300 EUR
Additional information on tuition fees	<p>Fees include:</p> <ul style="list-style-type: none"> <li>• organisational support before and during your studies at Hof University</li> <li>• assistance in finding accommodation</li> <li>• Orientation Week prior to the start of your studies</li> <li>• social integration</li> <li>• career-promoting activities such as intercultural trainings, field trips, and company visits</li> <li>• free public transportation in the city of Hof</li> </ul>
Semester contribution	Administrative fee of approx. 125 EUR per semester

### Costs of living

The cost of living in the city of Hof is moderate compared to both other European countries and bigger cities in Germany. On average, living expenses for a student range between 800 and 1.000 EUR per month in total.

The following is an approximate cost calculation of expenditures per month:

- accommodation: 350 to 550 EUR
- mandatory health insurance: about 120 EUR
- food and personal expenditures: at least 350 EUR

### Funding opportunities within the university

No

## Requirements / Registration

### Academic admission requirements

- BSc 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
- Letter of motivation

### Language requirements

Applicants must be **proficient in English**. This can be proven with one of the following:

- TOEFL minimum 90 (Test of English as a Foreign Language)
- IELTS 6.5 or above (International English Language Testing Systems)

In addition: **Basic language skills in German**, proven by official test score documents –**minimum level A1** according to CEFR (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.

### Application deadline

Our **application portal** is open during the following application periods:

- 5 November – 30 November for the following summer semester
- 15 April – 31 May for the following winter semester

### Submit application to

[https://www3.primuss.de/cgi-bin/bew\\_anmeldung\\_v2/index.pl?Session=&FH=fhh&Email=&Portal=1&Language=en](https://www3.primuss.de/cgi-bin/bew_anmeldung_v2/index.pl?Session=&FH=fhh&Email=&Portal=1&Language=en)

## Services

### Possibility of finding part-time employment

Paid internship in the third and fourth semesters

### Accommodation

The **Housing Office** supports international students in finding appropriate accommodation.

Rent for a single student room is approx. 350 to 550 EUR. Rent for a private one-room apartment for one tenant or for a couple is more than 550 EUR. We also have a limited number of double rooms for friends that cost about 250 to 300 EUR per person. Beside the rent, there are additional costs for water, energy, broadcast fee, and Internet.

For a full overview of the practical issues related to living in Hof and our support services for international students, please have a look at the website of our [Welcome Service](#) and [Housing Office](#).

#### Career advisory service

The [Career Service](#) team at Hof University offers you a **wide range of career preparation and orientation services**, including workshops, company excursions, and job fairs. We will **prepare you for the German labour market** by providing you with specific information, counselling, and qualifications. Thus, you will be able to start your individual career as an intern and as a graduate.

#### Support for international students and doctoral candidates

- Accompanying programme
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters
- Help with finding accommodation
- Support with registration procedures

#### General services and support for international students and doctoral candidates

We know that adjusting to your new life in Germany is an adventure that is both exciting and challenging. There is no need to be scared – we are here to help you!

At Hof University, we are proud of our **warm welcome culture** and offer **numerous services for our international students**. Our team will assist you in all aspects of your stay in Hof. We will help you find the right academic programme and language courses and support you in organising all formalities such as visas, residency, insurance, and banking.

Prior to the start of each semester, we organise an **orientation period** for our new international students. With the expert assistance from our motivated team, you will smoothly settle into your new personal and academic environment. Additionally, our **International Student Network**, a group of motivated students, will help you feel at home by organising social activities.



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### Shu-Xin Huang Graduate MBA General Management from Taiwan

This beautiful, small town took my heart away. Studying at Hof University is the most fulfilling educational experience. Students here have a strong relationship with the industries and the 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!



## Meet our International Students

Meet our international students, Hugo (from Mexico), Eduardo (from Honduras), and Julio (from Mexico), and find out about their experiences with the General Management (MBA) and Operational Excellence (MBA and Eng) study programmes at Hof University.

» more:  
[https://www.youtube.com/watch?v=RCWGeWmy3co&feature=emb\\_logo](https://www.youtube.com/watch?v=RCWGeWmy3co&feature=emb_logo)

# Hof University of Applied Sciences



International students on Hof University campus

### Studying at Hof University – your benefits at a glance

- first-class, hands-on education focused on employability
- friendly and open-minded study environment, especially for international students
- extensive personal support for international students from the Welcome Service, International Office, and Career Service
- assistance in finding accommodation in Hof
- orientation week prior to the start of the studies
- career-promoting activities, such as intercultural trainings, field trips, and company visits

## About Hof University

Founded in 1994, our university offers a very attractive study environment with its modern architecture and its state-of-the-art classrooms, laboratories, and dormitories. You will receive a first-class, hands-on education here. As a practice-oriented university of applied sciences with integrated internships in all programmes, the employability of our graduates is the main focus of our teaching.

We offer more than 40 modern Bachelor's and Master's programmes in business, computer science, and engineering as well as in interdisciplinary and innovative sciences. Students with at least one year of professional experience find exciting further education opportunities completely in the English language at [Hof University Graduate School](#)

### Strong practice orientation

All professors have a strong academic background as well as practical experience in industry. Teaching is based on innovative methods to convey application-oriented knowledge (e.g. projects with industry, site visits, involvement of company representatives). As a result, our graduates are ideally prepared for the domestic and international labour markets.

### Intensive personal support

We are well-known for our friendly study atmosphere. An excellent student-to-lecturer ratio allows for frequent and personal contact between students and professors and an active exchange of ideas. Students receive intensive personal support during their studies and benefit from numerous services, such as orientation sessions, social integration events, and housing support.

The outlook of the university is extremely international, with more than 130 partner universities all over the world. More than twenty percent of students come from abroad, creating a truly multinational atmosphere.

### Applied research

The university's five research institutes concentrate on [information systems](#), [biopolymers](#), and [material sciences](#) as well as [sustainable water systems](#) and [hydrogen and energy management](#). The guiding principles for our research are practice-orientation, internationalisation and resource efficiency (focusing on indoor climate systems / water).

Students who are interested in a start-up or in the formation of a company get advice and support at [Einstein1](#), the digital business incubator on campus of Hof University.



## University location

Hof is a medium-sized town located at the top of Bavaria and in the heart of Europe, right in the middle of Berlin, Munich, and Prague. Hof has a population of about 50,000 and is an appealing and safe university town with plenty of leisure activities. To relax and unwind, there are numerous bars, cinemas, an orchestra, a theatre, a landscaped park called Theresienstein, and a beautiful lake – the Untreusee. Hof is also known for the International Hof Film Festival, which is one of the most important German film festivals.

The region around Hof has the second-highest industrial density in all of Europe, mainly specialising in manufacturing machinery and plastic (automobile) parts. The companies are mostly small and medium-sized businesses, the so-called hidden champions, and they provide ample opportunities for internships and entry jobs.

The city of Hof is surrounded by beautiful nature. It is located between the low mountain regions of the Fichtelgebirge and the Franconian Forest on the banks of the Saale River. You will find excellent possibilities for all outdoor sporting activities such as cycling, hiking, climbing, and skiing.




# Contact

## Hof University of Applied Sciences


Welcome Center

Alfons-Goppel-Platz 1  
95028 Hof

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

 <https://www.facebook.com/HochschuleHof/>

 <https://www.linkedin.com/school/hochschule-hof/>

 <https://www.instagram.com/hof.university.international/>

 <https://www.youtube.com/c/hochschulehof1>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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