

The course prepares graduates for leading positions in internationally operating companies. Such positions can range from Global Brand and Product Manager in the Marketing Department or Corporate Finance Manager to Supply Chain Manager and Human Resource Manager.



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The Master's program Global Management was the perfect addition to my studies. The practice-oriented course contents prepared me very well for my tasks in an international company. I also had the opportunity to get a double degree with a partner university. The expertise as well as the social and cultural competences I acquired provided an ideal foundation for a successful career start.



Lisa Riehl
Sales Africa, Caribbean and Eastern Europe, BMW

GERMAN UNIVERSITIES OPEN TO THE WORLD AGAINST RACISM AND CHAUVINISM



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Global Management (M.A.)



Master's program
Business Department



The English-taught Master's program Global Management offers students a holistic approach towards management and is designed to provide a fundamental overview in the areas of finance, human resources, marketing and supply chain management. Directed at graduates of a business-related bachelor's program with an interest in international management topics, the program imparts knowledge in all internationally relevant management areas.

Apart from theoretical knowledge, international managers also need intercultural competence and an in-depth understanding of the markets they are dealing with. This is why Hof University has a comprehensive network of international contacts, offering opportunities for a semester abroad or even a double degree in cooperation with a foreign university.

At our practice-oriented university, students benefit from internationally experienced professors with many years of managerial experience.

Admission requirements

- First degree from a recognized university in Business Management, International Management, Industrial Engineering or Business Informatics at least 210 credits according to the European Credit Transfer System (ECTS) and a final grade corresponding to 2 („good“) or higher in the German grading system (please provide a diploma supplement or similar documents that explain the grading system of your university/country).
- Applicants with less than 210 credits (ECTS) have to gain the missing credits:
 - The student can do an internship (at least 20 weeks) as long as no internship was done during the Bachelor's degree.
 - For applicants who already did an internship, we offer appropriate modules at Hof University which the student can attend.

For both alternatives, please calculate a fourth (extra) semester.
- Proof of English language proficiency (TOEFL with a minimum score of 90 or other adequate language certificate)
- Proof of basic German language skills (at least level A1) for applicants from abroad

Application deadlines and procedures

- Application period for winter semester:
 - for EU applicants: May 1 – July 15 /
 - for non-EU applicants: April 15 - May 31
- Application period for summer semester
 - for EU applicants: November 15 – January 15 /
 - for non-EU applicants: November 5- November 30
- If you acquired your university entrance certificate abroad, it has to be assessed by **uni-assist** before you send it to Hof University. We advise you to send your documents to uni-assist at least 4 weeks before the application deadline at Hof University.
- All applications must be submitted online:

www.hof-university.de/bewerbung
- Start of study: March 15 for the summer semester, October 1 for the winter semester

Duration, costs and degree awarded

- 3 semesters, full-time studies in English language
- Costs: no tuition, just an administrative fee of 100 € per semester
- Degree: Master of Arts (M.A.)
- It is possible to study for a PhD after graduating



3

3rd semester

Master's thesis in cooperation with internationally operating company abroad

2
+
1

1rst + 2nd semester at Hof University

summer and winter semester:

- Global Sales & Key Account Management
- Procurement Management
- Operational Excellence & Innovation Management
- Digital Economics
- Business Process Management
- Economic Framework & Global Governance
- Global Business Strategy
- International Value Chain Management
- Legal Framework for Global Management
- Market Research
- International Human Resources Management
- Finance & Accounting in a Multinational Business