

General Management (M.B.A.)



Master's program
Hof University Graduate School



General Management



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.

Fast facts

degree awarded	Master of Business Administration (M.B.A.)
language of instruction	English
duration	4 semesters (2 theoretical, 2 practical)
work load	120 ECTS in total
application deadlines	April 15 - May 31 (winter intake) November 5 - November 30 (summer intake)
academic dates incl. orientation session	mid-September - March 14 (winter semester) March - September 30 (summer semester)
fees	EUR 3,150 in tuition fees per semester (i.e. EUR 12,600 in total for four semesters) plus approx. EUR 100 in student union fee per semester
living expenses in Hof	approx. EUR 600 to EUR 700 per month incl. rent, food and mandatory health insurance

Admission criteria

- A Bachelor's degree or similar from an accredited university, at least 180 ECTS or equivalent (depending on the home country)
- Proficiency in English, proven by either
 - official test score documents (TOEFL minimum 90 or IELTS 6.5 or above) or
 - confirmation that the Bachelor's program was taught completely in English language
- Basic language skills in German, proven by official test score documents - minimum level A1
- One year of work experience

Application process

- All applications must be done online:
www.hof-university.com/application
- The application period for winter intake is between April 15 and May 31.
- The application period for summer intake is between November 5 and November 30.
- An admission committee intensively scrutinizes all applications and decides about final admission. Admission letters will be issued in June for winter intake and December for summer semester intake.

Course content

semesters 1 + 2

practice oriented theory

The first two semesters consist of 12 modules (4 basic + 6 core + 2 elective modules):

Basic modules:

- Applied economics and research on the German market
- Communication and negotiation skills
- Leadership and change management
- Strategic and financial framework

Core modules:

- Corporate strategy and controlling
- Quality management
- Project management
- Information and process management
- Industrial marketing and sales strategies
- Procurement management and risk management

Elective modules:

- German language A2 and B1 (higher levels also available)
- Production execution and logistics
- Supply chain management
- Production process excellence
- International HR management
- Recent trends in Management

3 + 4

internship

- Master's Thesis with a company
- practical work experience

Internship

A unique feature of our M.B.A. is that students spend the second year (third and fourth semester) doing a practical internship in industry (e.g. in procurement, sales or project management). Also the Master thesis is 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.

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 our teaching.

German students and international students from more than 30 countries learn together on our open-minded, intercultural campus. 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.

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.

Career perspectives

Your benefits

- after graduation, 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
- German language skills of at least level B1 at graduation
- an innovative and diverse mix of methods - virtual learning, blended learning, simulations and case studies besides regular lectures
- development of intercultural competence
- excellent career perspectives, e.g. in strategic management, procurement management, key account management or marketing and brand management

“The beautiful small town took my heart away. Studying at Hof University is the most fulfilling educational experience. Students here have a strong relation with the industries and professors. The university provides us with an international platform and prepares us for our future careers in Germany and around the globe.”



Shu-Xin Huang

Student from Taiwan

Why choose Hof University?

- first-class, hands-on education
- friendly and open-minded study environment, especially for international students
- extensive personal support for international students by the Welcome Center, International Office and Career Service
- assistance in finding accommodation in Hof
- orientation sessions prior to the start of the studies
- additional activities such as intercultural trainings, field trips and company visits
- located at the top of Bavaria and in the heart of Europe



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AND CHAUVINISM



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More
information



Hof University
Graduate School

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