



# Digitalization and Innovation (M.B.A.)

**Master's Program**

Hof University Graduate School



**Hochschule  
Hof**

University of  
Applied Sciences

# Digitalization and Innovation – What is it all about?

You have a bachelor's degree and some work experience? And you want to further develop your skills and make an impact as a leader? Then our M.B.A. in Digitalization & Innovation is the right choice for you! Our interdisciplinary program combines creative and dynamic business practices with key management elements.

If you come from a non-IT background, rest assured that you do **not need any programming experience**, but you will be introduced to the latest trends in digitalization and learn about state-of-the-art digital solutions.

On the other hand, if you are an IT professional, this is your chance to add **digital management and leadership** to your existing skills.

The uniqueness of our M.B.A. program is that it brings together professionals from different disciplines to foster interdisciplinary solutions. In addition, you will dive deep into the areas of ideation and innovation management and learn how to successfully implement the necessary change processes.



# What do I gain with this M.B.A.?

## **With this Master's program, you gain**

- \_ an interdisciplinary skill set to unleash your creative potential at the intersection of digitalization and management,
- \_ the know-how to initiate practical innovations within a company or your own start-up,
- \_ German language skills of at least level B1 at graduation.

## **In addition, you benefit from**

- \_ an innovative mix of teaching methods - virtual learning, blended learning, simulations and case studies
- \_ development of your intercultural competence,
- \_ valuable work experience gained during the internship semesters and excellent career perspectives.

**Further information is available on  
[www.hof-university.de](http://www.hof-university.de)**



# Fast facts



## **Degree awarded**

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

---



## **Duration**

4 semesters (2 theoretical, 2 practical)

---



## **Language of instruction**

Fully taught in English

---



## **Internship**

Mandatory internship in industry (semester 3 and 4)

---



## **Tuition fees**

EUR 3,300 per semester (i.e. a total of 13,200 €)

---



## **Services and support for international students**

- \_ organisational support before and during your studies at Hof University
- \_ assistance in finding accommodation
- \_ Orientation Week prior to the start of your studies
- \_ social integration
- \_ career-promoting activities such as intercultural trainings, field trips, and company visits
- \_ free public transportation in the city of Hof

# Special features

## **Internship**

A unique feature of our M.B.A. is that students spend the second year doing a paid practical internship in industry (e.g. in innovation management, business development, or project management).

The Master thesis is also 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.



# Teaching concept at Hof University Graduate School

All our programs are **practice-oriented, interactive and multimedia-based**. Teaching is based on application-oriented knowledge and is supported by projects with industry, site visits and interaction with experts. Case studies as well as real-life business examples contribute to profound insights into the theoretical knowledge.

Our professors (all with PhD) and lecturers are experts in their respective fields bringing together solid scientific understanding with valuable professional experience. Thus, the knowledge transfer from business life to the classroom is ensured.

In addition, we have a **strong focus on career promoting activities for students** (e.g. career talks, job fairs, seminars and trainings). A three-day team-building event is a highlight for our third and fourth semester students. It includes an industrial visit and is a great opportunity for students and professors to meet outside the campus. Through an intensive exchange of ideas and networking, a connection is established beyond the point of graduation.



# What do I need to bring?

## Academic requirements

---

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

## Language requirements

---

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

- \_ TOEFL minimum 90
- \_ IELTS 6.5 or above

In addition: **Basic language skills in German**, proven by official test score documents - **minimum level A1**

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.

# When and how can I apply?

## 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 send your application directly to Hof University.



### Application period

**WiSe:** April 15 - May 31

---

**SuSe:** November 5 - November 30

---



### Get your admission letter from Hof University

**WiSe:** in June

---

**SuSe:** in December

---



### Online enrolment

**WiSe:** in September

---

**SuSe:** in March

---



### 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

---



<p style="text-align: center;"><b>Semesters 1 &amp; 2</b></p>	<p style="text-align: center;">Practice-oriented theory</p>	<p><b>Basic modules (all mandatory)</b></p> <ul style="list-style-type: none"> <li>_ Applied Economics and Intercultural Management</li> <li>_ Strategic and Financial Framework</li> <li>_ German Language 1 *</li> <li>_ German Language 2 *</li> </ul> <p><b>Core modules (all mandatory)</b></p> <ul style="list-style-type: none"> <li>_ Innovation Management</li> <li>_ Data Analytics, Artificial Intelligence and Internet of Things</li> <li>_ Digital Business Models</li> <li>_ IT Security</li> <li>_ Ideation Techniques and Digital Innovation</li> <li>_ Project Management</li> <li>_ Leadership and Change Management</li> <li>_ Elective</li> </ul> <p>* 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</p>
<p style="text-align: center;"><b>3 &amp; 4</b></p>	<p style="text-align: center;">Internship</p>	<ul style="list-style-type: none"> <li>_ Practical work experience</li> <li>_ Master's thesis with a company</li> </ul>

# What are my career perspectives?

## As a graduate, you...

- \_ have excellent career opportunities in the field of management, at a time when flexibility, creativity and innovation are key success factors,
- \_ you want to use your creative potential to make an impact in leadership positions,
- \_ have a deep understanding and knowledge of business practices and areas that connect innovation management and ideation with essential digital know-how.

## ... Entry positions?

### **You are ready to work as**

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



„When I heard about this MBA program, I instantly knew that it was the perfect match for me.“

**Olga from Russia**

*„Digitalization and Innovation offers its students a great variety of relevant topics together with a solid theoretical base. The Master’s program helps the students develop an expertise in leadership topics, strategic development and project management.*

*In the previous semester, I participated in the course Ideation Techniques and Digital Innovation, in which we learnt about various designing thinking tools. The course has greatly enhanced my outlook and approaches to creating and innovating. Concepts learned during this course have already firmly established themselves in my professional toolbox.*

*Overall, I would recommend the Master in Digitalization and Innovation for anyone who is looking for integrated business administration studies, best teaching methods, and deep industry insights, coupled with the well-known German excellence.“*



„It is possible to reflect on how innovation, leadership, teamwork and new tools merge to allow for competitive advantage and value creation.“

**Edgardo from El Salvador**

*„Studying at Hof University represents an opportunity for interacting with like-minded people and motivating each other in reaching professional and personal goals. Particularly, I like the University’s practice-oriented approach and its commitment on the continuous development of the German language abilities for international students.“*

# Why choose Hof University?



## **At Hof University, you can expect**

- \_ a first-class, hands-on education,
- \_ a friendly and open-minded study environment, especially for international students,
- \_ extensive personal support by our Welcome Center, International Office and Career Service.

## **In addition, you will benefit from**

- \_ assistance in finding accommodation,
- \_ orientation sessions prior to the start of your studies,
- \_ additional activities such as intercultural trainings, field trips and company visits,
- \_ 24-hours access to computer labs and library,
- \_ free wifi on campus.



# 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 teaching and research at Hof University.

German students and international students from more than 60 countries learn together on our open-minded, intercultural campus. Exciting student initiatives (e.g. eSports, Fairtrade Group or Formula Student) make student life even more interesting.

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. As a result, graduates of Hof University are ideally prepared for the domestic and international labor markets.

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.



# Who can I contact with further questions?



Head of M.B.A. Program

**Prof. Dr. Daniel Werner**

graduate.school@hof-university.de



Welcome Center

**Carolin Huttner**

Tel +49 9281 409-3319

welcome@hof-university.de



facebook.de/  
HochschuleHof



instagram.com/  
hof.university.international



youtube.com/c/  
HochschuleHof1



**Hochschule Hof**  
**Campus Hof**

Alfons-Goppel-Platz 1

95028 Hof/Saale

Germany

Phone +49 9281 409-3357

www.hof-university.de