

Global Management (M.A.)

Master‘s Program
Business Department

unfold your career

Hochschule Hof
University of Applied Sciences

Global Management – What is it all about?

The English-taught Master's program Global Management offers students a holistic approach towards management and provides a fundamental overview in the areas of sales, supply network management, operational excellence, digital marketing and global business strategies. Directed at graduates of a business-related bachelor's program with an interest in international management topics, the program imparts knowledge in all management areas relevant for innovative international value chains.

Apart from theoretical knowledge, international managers also need intercultural competence and an in-depth understanding of the markets they are dealing with.

Therefore, our M.A. students spend the third semester doing a practical internship in an internationally operating company (e.g. in a marketing or HR department). The Master thesis is also project-based and written in cooperation with the company. Thus, you can immediately apply your knowledge and gain profound professional experience at the same time.



What do I gain with this M.A.?

With this Master's program, you

_ have an in-depth and practice-oriented economics qualification preparing you for a management role in an international environment,

_ are familiar with AI and technologies of digitalization and know how to employ them,

_ understand the necessity for and how to use interdisciplinary collaboration for international value creating networks.

In addition, you benefit from

_ easy and direct exchange with your professors (all with many years of international managerial experience),

_ a modern and innovative lecture approach,

_ valuable work experience and intercultural competence gained during the internship semester.

Further information is available on www.hof-university.de



Fast facts

Degree awarded
Master of Arts (M.A.)

Duration
3 semesters (including Master‘s thesis)

Language of instruction
Fully taught in English

Internship
Mandatory internship abroad in industry (semester 3); must be completed in a country which is different from the student‘s nationality

Tuition fees
No tuition fees; just an administrative fee of approx. € 150 per semester

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

Teaching concept

The Master's program is based on an interdisciplinary concept. Current topics like innovation management, digital business and global governance are interconnected with classic concepts like key account management or value chain management in international companies.

Theoretical concepts and scientific methods are understood as a toolbox to solve practical business challenges in an international context. Current topics are discussed within the context of a digitalized, AI-driven and globalized world economy. Thus, students are equipped with advanced skills and knowledge to act responsibly and effectively within international supply chains.

Prior to their teaching assignment at Hof University, all professors held leading positions in international industry and commerce. This ensures a hands-on teaching approach and a practice-oriented learning experience in class.



What do I need to bring?

Academic requirements

A **business-oriented Bachelor's degree** (e.g. Business Management, International Management, Industrial Engineering or Business Informatics) from an accredited university;

- at least **210 ECTS** or equivalent (depending on home country) in total and with a minimum of at least 110 ECTS in business-related subjects
- **minimum grade 2,5** according to 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) can be accepted, but must make up the missing credits through a **post-qualification**:

- either through an internship (at least 900 hours / 6 months) (only possible if the internship was not yet recognised as a compulsory internship in the Bachelor's degree) or
- attending appropriate modules at Hof University.

It is possible to combine the recognition of a shorter internship with the attendance of modules at the university.

For both alternatives, please calculate an additional (fourth) semester.

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**

Timeline

Online application
You register in our online portal Primuss and fill in the application form with your personal details. If you acquired your university entrance certificate abroad, **uni-assist** must assess the certificate before you can send it to Hof University. We advise you to send your documents to uni-assist **at least 4 weeks before our application deadline**.



Application period

Winter semester:
EU: May 1 - July 15
Non-EU: April 15 - May 31

Summer semester:
EU: November 15 - January 15
Non-EU: November 5 - November 30



Get your admission letter from Hof University

WiSe: in June/July

SuSe: in December/January



Online enrolment

WiSe: in September

SuSe: in March



Orientation Week for international students

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

WiSe: Winter semester **SuSe:** Summer semester

Course structure

Semesters 1 & 2	Practice-oriented theory	**Course modules** _ International Digital Marketing _ Global Business Strategy _ Global Sales & Key Account Management _ Finance & Accounting in a Multinational Business _ International Value Chain Management _ Nations and Firms in a Globalized World _ Leadership and Change Management _ Marketing Research _ Business Process Management and Automation _ Operational Excellence & Innovation Management
Sem. 3	Internship	_ Master‘s thesis with an internationally operating company _ practical work-experience abroad (mandatory internship; at least 3 months) _ The internship must be completed in a country which is different from the student‘s nationality.

What are my career perspectives?

As a graduate, you...

_ can confidently analyze the quality of international value chains and modulate them,

_ are able to increase the value creation in companies by means of digitalization including AI,

_ have the skills to structure and lead cross-functional and multi-cultural teams,

_ have excellent career perspectives for a leading position in internationally operating companies.

... Entry positions?

You are ready to work as

_ Global Brand Manager

_ Product Manager

_ Supply Chain Manager

_ Human Resource Manager

_ Corporate Finance Manager

_ Sales and Marketing Manager



„My experience at Hof University and the Global Management Master‘s degree programme has been amazing.“

Paula from Colombia, graduate

„I am very happy to have had the opportunity to attend lessons with people from different countries and cultures, which exposed me to the globalised world in which we live. In saying that, I can testify that this Master‘s programme offers more than quality lessons, fantastic teachers and excellent facilities. It also offers an international environment that will prepare us for our future careers.“



„Acclimating to Hof was smooth sailing!“

Zofia from Poland, student

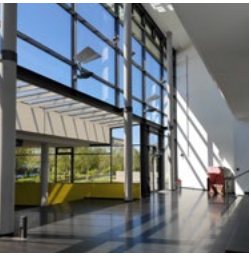
„Before moving to Hof, I wasn‘t sure if studying in a smaller university in a smaller town will be for me. Surprisingly, the courses delved deep into current and captivating topics like digital economics, truly enriching my knowledge. On many subjects we have collaborative projects and opportunity to apply gained theoretical knowledge.

The professors are approachable and offered individual guidance when needed. The entire support structure at Hof is supportive and helpful. While studies didn‘t require German, it came in handy for daily life. Thankfully, free language classes are available! Thanks to the student union‘s awesome intro week - complete with karaoke and excursions - acclimating to Hof was smooth sailing! I strongly recommend you to apply here.“

Why choose Hof University?









At Hof University, you can expect

_ a first-class, hands-on education,

_ a safe, 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 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.



Who can I contact with further questions?



Head of Program

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Welcome Center

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