

Additional business management qualification for the Master Marketing at the University of Hof, information for applicants

The classification in the letter of admission is based on the documents (certificates) you submitted with the application. Sometimes these documents are not unambiguous; in case of doubts whether the additional business management qualification is required in your case, please inquire by email at the Program Head (joachim.riedl@fh-hof.de).

The additional business management qualification does not constitute a disadvantage for the assessment of an applicant. Approximately half of the students of the MM go through this qualification. The course sequence in the core program of the Master Marketing does not differ from that of fellow students who do not undergo additional qualification.

The additional business management qualification takes place parallel to the master program. Experiences with students of previous years show that with exceptional motivation the additional qualification can be completed even without extending the course length.

The courses, which are individually eligible for every student, can be selected from a large number of courses provided by the University of Hof and the Virtual University of Bavaria (www.vhb.org). Your academic advisor determines together with you, what is relevant for you.

There are no special obligations to you prior to the commencement of your studies. The courses for the additional business management qualification can only be added to the online-schedule just before the beginning of the semester. So please bear in mind that the online-schedule is not complete until the beginning of the semester.