



Global Management (M.A.)

Master's Program
Business Department



**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, procurement management, operational excellence, digital economics 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 the techniques 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 language and cultural region different from the one in which the student obtained the Bachelor's degree.



Tuition fees

No tuition fees; just an administrative fee of approx. € 100 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 economics 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 tool box to solve practical business challenges in an international context. All topics are discussed within the context of a digitalized and globalized world economy. Thus, students are equipped with an advanced set of skills and knowledge to act responsibly within the 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) will be accepted but have to gain the missing credits by either
 - _ doing an internship (at least 900 hours / 6 months) as long as no internship was done during the Bachelor's degree.
 - _ Attending appropriate modules at Hof University (for applicants who already did an internship).
 - _ 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**

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. 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



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

Semesters 1 & 2	Practice-oriented theory	Course modules <ul style="list-style-type: none">_ 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
Sem. 3	Internship	<ul style="list-style-type: none">_ 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 or region where the typical language is different from the one in which the student obtained the Bachelor's degree.

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,
- _ have the skills to structure and lead cross-functional and multicultural 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 Gomez from Colombia
Graduate M.A. Global Management

Why do you think so?

„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.“



Lisa Riehl
Graduate M.A. Global Management
Sales Africa, Caribbean and Eastern Europe, BMW Group

„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.“

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 M.A. Program

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Welcome Service

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