



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Global Management (MA)

Hof University of Applied Sciences • Hof



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held in English.
Programme duration	3 semesters
Beginning	Winter and summer semester
Application deadline	<p>1. Application period for the winter semester:</p> <ul style="list-style-type: none"><li>for EU applicants: 1 May to 15 July</li><li>for non-EU applicants: 15 April to 31 May</li></ul> <p>2. Application period for the summer semester:</p> <ul style="list-style-type: none"><li>for EU applicants: 15 November to 15 January</li><li>for non-EU applicants: 5 November to 30 November</li></ul> <p>If you have acquired your university entrance certificate abroad, it has to be assessed by <a href="#">uni-assist</a> before you send it to Hof University. We advise you to send your documents to uni-assist at least four weeks before the application deadline at Hof University.</p> <p>On the following links, you will find more information on the <a href="#">general entry requirements</a> and the <a href="#">specific entry requirements</a>.</p>
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	The English-taught Master's programme in 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 programme with an interest in international management topics, the programme 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 MA students spend the third semester doing a practical internship in an internationally operating company (e.g. in a marketing or HR department). The Master's 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. 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.

At our practice-oriented university, students benefit from professors with international experience and many years of managerial experience.

## Course Details

Course organisation	<b>First &amp; second semesters:</b> <ul style="list-style-type: none"> <li>● Global Business Strategy</li> <li>● Global Sales &amp; Key Account Management</li> <li>● Legal Framework for Global Management</li> <li>● International Value Chain Management</li> <li>● Finance &amp; Accounting in a Multinational Business</li> <li>● Operational Excellence &amp; Innovation Management</li> <li>● Digital Economics</li> <li>● Market Research</li> <li>● International Human Resources Management</li> <li>● Business Process Management</li> <li>● Advanced Issues of Global Management</li> </ul> <p><b>Third semester:</b></p> <ul style="list-style-type: none"> <li>● Master's thesis in cooperation with an internationally operating company</li> <li>● practical work experience abroad (mandatory internship; at least three months)</li> <li>● 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.</li> </ul> <p><a href="#">» PDF Download</a></p>
A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> <li>● International guest lecturers</li> <li>● Training in intercultural skills</li> <li>● International comparisons and thematic reference to the international context</li> </ul>
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

# Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	Administrative fee of approx. 125 EUR per semester
Costs of living	<p>The cost of living in the city of Hof is moderate compared to both other European countries and bigger cities in Germany. On average, living expenses for a student range between 800 and 1.000 EUR per month in total.</p> <p>The following is an approximate cost calculation of expenditures per month:</p> <ul style="list-style-type: none"><li>• accommodation: 350 to 550 EUR</li><li>• mandatory health insurance: about 120 EUR</li><li>• food and personal expenditures: at least 350 EUR</li></ul>
Funding opportunities within the university	No

# Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"><li>• First degree from a recognised university in Business Management, International Management, Industrial Engineering, or Business Informatics with at least 210 credits (according to the European Credit Transfer System – ECTS) and a final grade corresponding to 2.5 ("good") or higher in the German grading system (Please provide a diploma supplement or similar documents that explain the grading system of your university/country.)</li><li>• Applicants with less than 210 credits have to gain the missing credits. For this, there are three options:<ul style="list-style-type: none"><li>◦ You have gained relevant practical experience after your Bachelor's degree (a minimum of six months). This can be recognised as the missing 30 credits.</li><li>◦ You can do an internship (at least six months) during the studies at Hof. In this case, please calculate a fourth (extra) semester.</li><li>◦ For applicants who already did an internship during their Bachelor's course of studies, we offer appropriate modules at Hof University that you can attend. In this case, please calculate a fourth (extra) semester.</li></ul></li></ul>
Language requirements	<p>Applicants must be proficient in <b>English</b>. This can be proven with one of the following:</p> <ul style="list-style-type: none"><li>• TOEFL iBT minimum 90 (Test of English as a Foreign Language)</li><li>• IELTS 6.5 or above (International English Language Testing Systems)</li></ul> <p>In addition: Basic language skills in <b>German</b>, proven by official test score documents – minimum level of A1 according to CEFR (Common European Framework of Reference for Languages)</p>
Application deadline	<p>1. Application period for the winter semester:</p> <ul style="list-style-type: none"><li>• for EU applicants: 1 May to 15 July</li><li>• for non-EU applicants: 15 April to 31 May</li></ul> <p>2. Application period for the summer semester:</p> <ul style="list-style-type: none"><li>• for EU applicants: 15 November to 15 January</li></ul>

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If you have acquired your university entrance certificate abroad, it has to be assessed by [uni-assist](#) before you send it to Hof University. We advise you to send your documents to uni-assist at least four weeks before the application deadline at Hof University.

On the following links, you will find more information on the [general entry requirements](#) and the [specific entry requirements](#).

#### Submit application to

1. University entrance certificates from abroad have to be assessed by [uni-assist](#) before they can be sent to Hof University (at least four weeks before the application deadline at Hof University).
2. Submit application via our [online application portal](#).

## Services

#### Accommodation

The [Housing Office](#) supports international students in finding appropriate accommodation.

Rent for a single student room is approx. 350 to 550 EUR. Rent for a private one-room apartment for one tenant or for a couple is more than 550 EUR. We also have a limited number of double rooms for friends that cost about 250 to 300 EUR per person. Beside the rent, there are additional costs for water, energy, broadcast fee, and Internet.

For a full overview of the practical issues related to living in Hof and our support services for international students, please have a look at the website of our [Welcome Service](#) and [Housing Office](#).

#### Career advisory service

The [Career Service](#) team at Hof University offers you a **wide range of career preparation and orientation services**, including workshops, company excursions, and job fairs. We will **prepare you for the German labour market** by providing you with specific information, counselling, and qualifications. Thus, you will be able to start your individual career as an intern and as a graduate.

#### Support for international students and doctoral candidates

- Accompanying programme
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters
- Help with finding accommodation
- Support with registration procedures

#### General services and support for international students and doctoral candidates

We know that adjusting to your new life in Germany is an adventure that is both exciting and challenging. There is no need to be scared – we are here to help you!

At Hof University, we are proud of our **warm welcome culture** and offer **numerous services for our international students**. Our team will assist you in all aspects of your stay in Hof. We will help you find the right academic programme and language courses and support you in organising all formalities such as visas, residency, insurance, and banking.

Prior to the start of each semester, we organise an **orientation period** for our new international students. With the expert assistance from our motivated team, you will smoothly settle into your new personal and academic environment. Additionally, our **International Student Network**, a group of motivated students, will help you feel at home by organising social activities.



©Paula Gomez

## Paula Gomez Student

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



## Welcoming Our New Students

In this video, we accompany our new students on their first day, which is also beginning of the Orientation Week, at Hof University. The students also talk about their first impressions of Germany and Hof University.

» more:  
<https://www.youtube.com/watch?v=Nln1z59HwKQ&t=190s>

# Hof University of Applied Sciences



International students on campus

### Studying at Hof University – your benefits at a glance

- first-class, hands-on education focused on employability
- friendly and open-minded study environment, especially for international students
- extensive personal support for international students from the Welcome Service, International Office, and Career Service
- assistance in finding accommodation in Hof
- orientation week prior to the start of the studies

- career-promoting activities, such as intercultural trainings, field trips, and company visits

## About Hof University

Founded in 1994, our university offers a very attractive study environment with its modern architecture and its state-of-the-art classrooms, laboratories, and dormitories. You will receive a first-class, hands-on education here. As a practice-oriented university of applied sciences with integrated internships in all programmes, the employability of our graduates is the main focus of our teaching.

We offer more than 40 modern Bachelor's and Master's programmes in business, computer science, and engineering as well as in interdisciplinary and innovative sciences. Students with at least one year of professional experience find exciting further education opportunities completely in the English language at [Hof University Graduate School](#)

### Strong practice orientation

All professors have a strong academic background as well as practical experience in industry. Teaching is based on innovative methods to convey application-oriented knowledge (e.g. projects with industry, site visits, involvement of company representatives). As a result, our graduates are ideally prepared for the domestic and international labour markets.

### Intensive personal support

We are well-known for our friendly study atmosphere. An excellent student-to-lecturer ratio allows for frequent and personal contact between students and professors and an active exchange of ideas. Students receive intensive personal support during their studies and benefit from numerous services, such as orientation sessions, social integration events, and housing support.

The outlook of the university is extremely international, with more than 130 partner universities all over the world. More than twenty percent of students come from abroad, creating a truly multinational atmosphere.

### Applied research

The university's five research institutes concentrate on [information systems](#), [biopolymers](#), and [material sciences](#) as well as [sustainable water systems](#) and [hydrogen and energy management](#). The guiding principles for our research are practice-orientation, internationalisation and resource efficiency (focusing on indoor climate systems / water).

Students who are interested in a start-up or in the formation of a company get advice and support at [Einstein1](#), the digital business incubator on campus of Hof University.



## University location

Hof is a medium-sized town located at the top of Bavaria and in the heart of Europe, right in the middle of Berlin, Munich, and Prague. Hof has a population of about 50,000 and is an appealing and safe university town with plenty of leisure activities. To relax and unwind, there are numerous bars, cinemas, an orchestra, a theatre, a landscaped park called Theresienstein, and a beautiful lake – the Untreusee. Hof is also known for the International Hof Film Festival, which is one of the most important German film festivals.

The region around Hof has the second-highest industrial density in all of Europe, mainly specialising in manufacturing machinery and plastic (automobile) parts. The companies are mostly small and medium-sized businesses, the so-called hidden champions, and they provide ample opportunities for internships and entry jobs.


The city of Hof is surrounded by beautiful nature. It is located between the low mountain regions of the Fichtelgebirge and the Franconian Forest on the banks of the Saale River. You will find excellent possibilities for all outdoor sporting activities such as cycling, hiking, climbing, and skiing.


# Contact

## Hof University of Applied Sciences


Welcome Center

Alfons-Goppel-Platz 1  
95028 Hof

 Course website: <https://www.hof-university.com/studying-at-hof-university/our-degree-programs/global-management-ma.html>

 <https://www.facebook.com/HochschuleHof/>

 <https://www.linkedin.com/school/hochschule-hof/>

 <https://www.instagram.com/hof.university.international/>

 <https://www.youtube.com/c/hochschulehof1>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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