

## German-Indian Management Studies - a new Master Programme (M.B.A.)

Globalization is impacting businesses and trading partners around the world, regardless of industry type, business structure, product mix or company location. India, specifically, is among the fastest growing economies in the world today and one of Germany's most vital trading partners, tripling German exports to India since 2003 and almost doubling Indian exports to Germany in the same time frame. Business and trade relationships between India and Germany have gained momentum, resulting not only in a more dynamic but also a diversified exchange of goods.



Indo-German business transactions, negotiations and management decisions require a thorough understanding of cultural differences and customs to ensure a successful business relationship. The unique Master programme "German-Indian Management Studies" was developed specifically to teach students not only business knowledge and key skills but also to incorporate intercultural training.

## What is the focus of this Programme?

Students enrolled in this programme are mostly of German or Indian origin, but it is open to students of any nationality. This programme addresses business interactions between the two economic trading partners Germany and India. Module content relates to these 'target' regions, while core courses convey management competencies and key skills. Students are sensitized to differences in thinking, acting and business dealings while working together in a classroom and studying in two different regions of the world.

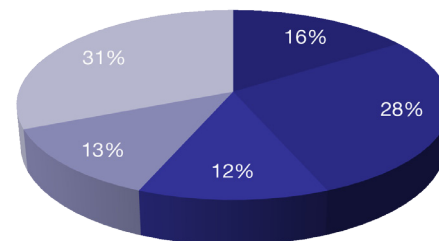
## Course Methodology

All courses are taught in English, students must have excellent English skills, whereas it is not required to have knowledge of the German language. The Master programme is application oriented, incorporates case studies and team work but at the same time remains focused on business applications, management, process methodologies and key qualifications.

## Course Content Segmentation \*

\* percentages may vary, depending on personal specialisation/electives chosen.

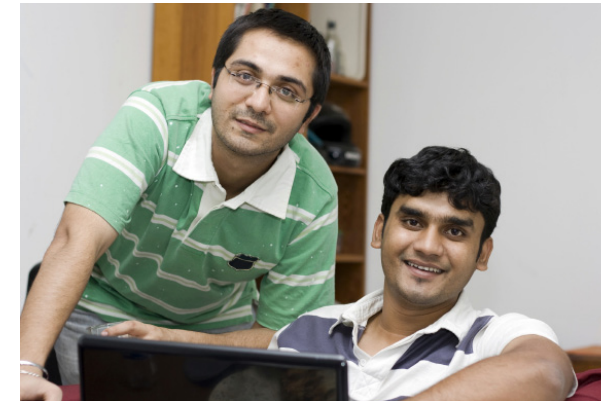
- Primary Business Activities: 16%
- Supporting Business Activities: 28%
- Country-based knowledge and Intercultural Training: 12%
- Key Skills: 13%
- Application of skills to practical problems: 31 %



## Programme Structure

- 2 semesters at the University of Applied Sciences Hof, Germany
- 1 semester (divided into 2 quarters) at an Indian Partner University (TBD)
- 1 internship semester for Master thesis under academic guidance (German students in India, Indian students in Germany)

Anticipated number of students: 30; ideally 15 from India, 15 from Germany



## Prospective Students

This program is designed for German and Foreign students and is directed towards the following target groups:

- German or Indian employees or students with a Bachelor degree who are preparing for a work assignment abroad (possibly in Germany or India) or
- Foreign (usually Indian) employees or students with a Bachelor degree in preparation for a work assignment in Germany or a German company.
- Students who show interest in developing intercultural competence, reveal analytical problem solving skills and have an aptitude for logistics, procurement and global marketing.

## Benefits and Professional Perspectives for Graduates

Graduates of this Master programme are prepared to take on leadership roles as project managers or team leaders of German / Indian teams in Germany or in India. The third semester offers elective courses which allows students to further specialise in an area of interest, which may open other career options.

## About Us

Our university is situated in the heart of Europe right between Munich, Berlin and Prague, approximately 2-3 driving hours to each city.

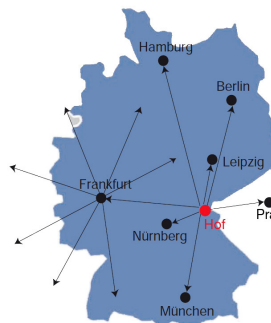
As a University of Applied Sciences, we focus in particular on the practical aspects of course content and assignments. Our professors have profound experience both in the industry and in academia. Our classes are kept small, allowing for personal assistance.

## Academic Chair of German-Indian Master Programme

President of Hof University of Applied Sciences  
Prof. Dr. Jürgen Lehmann

## Contact Information

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Primary Value-Added Chain Activities	H*	C**
Strategic Purchasing and Procurement Logistics	2	3
Location Planning / International Operations and Logistics Management Development	2	3
Marketing and Market Development	2	3
After Sales Services	2	3
	<b>8</b>	<b>12</b>
Supporting Management Activities	H	C
Global Business Management	2	3
International Business Organisation and Strategies	2	3
Human Resources Management in a Multicultural Environment	2	3
Investment Analysis and Corporate Finance	2	5
Managerial Accounting	4	5
Financial Accountancy	2	3
German and European Business Law	2	3
International Fiscal Law, German and European Labour Law	2	3
Legal Aspects of Business in India	2	3
Global Economics w. focus on EU/Germany and India	4	5
	<b>24</b>	<b>36</b>

Key Qualifications	H	C
Project and Process Management	2	3
Key Skills	2	3
Operations Research	2	3
	<b>6</b>	<b>9</b>
Country Specific Knowledge and Intercultural Training	H	C
India and Germany Today	2	3
Cross-cultural Competence	2	2
Foreign Language	4	4
	<b>8</b>	<b>9</b>
Specialisation - Electives at Indian Partner University	H	C
For further information please contact academic advisor. Usually 6 courses per quarter are selected.	<b>24</b>	<b>24</b>
<b>Corporate Strategic Planning / Roll-Play</b>	<b>4</b>	<b>6</b>
<b>Internship &amp; Master Thesis</b>		<b>24</b>
<b>Total:</b>		<b>120</b>

H\* = Lecture Hours

C\*\* = Credit Hours

### Degree Earned

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

### Admission Requirements:

This Master programme is specifically structured for students holding a Bachelor degree in a non-business/non-commercial field: Bachelor degree with at least six semesters at an accredited institution or the equivalent of 180 ECTS (European Credit Transfer System).

Excellent knowledge of academic English is a prerequisite and one of the following criteria must be met in order to demonstrate language proficiency:

- Completion of a TOEFL-Test with a result of at least 88 points in the online test or
- IELTS of at least 7 or
- Successful completion of a Bachelor programme taught exclusively in English or in an English speaking country.
- A minimum of 12 months work experience in an English speaking country after graduation is preferred.
- GMAT-test with a minimum score of 600 is preferred, but not mandatory.

### Tuition:

€3750 / per semester excluding travel and living expenses. (Living expenses are estimated at €500 per month).

### Early Enrollment Special:

The University of Applied Sciences at Hof offers a one-time only tuition special for summer semester 2010:

4 semesters @ €2500 / per semester.

Foreign students must apply by Nov 30th, 2009 to qualify for reduced tuition; German students must apply no later than January 15th, 2010 to qualify.

### Application Deadlines:

**Students from countries other than Germany:**

Nov 30th, 2009 for summer semester 2010

**Students from Germany:**

January 15th, 2010 for summer semester 2010

### Online Applications:

<http://www.fh-hof.de/german-indian-mba.html>

### Semester Start:

Summer Semester: March 15th, 2010

Winter Semester: October 1st, 2010



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