

Information Sheet

Cooperative Master Programmes

Human Resource Management (FH Regensburg)

Operational personnel management is facing many problems in view of the current technological, economical and social changes. Only by training highly qualified young professionals in the field of human resources can the future challenges be met.

The programme is carried out in cooperation with the Universities of Applied Sciences Deggendorf and Regensburg. By pooling the competencies and strengths of each institution, the programme is able to meet the high demands placed on practical application today.

This German-taught programme is a full-time course and takes three semesters to complete. It involves the following modules:

- Strategic and International Human Resource Management (HRM)
- Judicial and Administrative Issues of HRM
- Personnel Policy
- People and Organisations

Target Group:

- Graduates with a Bachelor degree in business studies as well as other programmes
- Career changers with professional experience and a first academic degree

Central place of study is the UAS Regensburg during the entire duration of the programme.

After the successful completion of the programme, students will be awarded the degree „Master of Arts (M.A.)“

Marketing Management (FH Hof)

Marketing and distribution belong to the most important tasks of graduates in business studies or other business-related programmes. Today, well qualified graduates with a solid education in this area are in great demand.

The goal of this programme is to train the students to adopt managerial tasks (e.g. managing projects, work groups, departments) in marketing and sales of production and trade companies as well as demanding jobs in consultancy.

This German-taught programme is a full-time course and takes three semesters to complete.

Emphasis is placed on the following subject areas:

- Market Research
- Market Segmentation
- Direct Marketing
- Distribution

Target Group

The programme is designed for graduates of all courses of study.

It is part of a cooperation between the Universities of Applied Sciences Hof and Amberg-Weiden. Lectures will take place at the location in Hof.

After the successful completion of the programme, students will be awarded the degree „Master of Arts (M.A.)“

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