

# Master



HOCHSCHULE DER WIRTSCHAFT  
FÜR MANAGEMENT  
UNIVERSITY OF APPLIED  
MANAGEMENT STUDIES

# Unique in STUDENT SUPPORT and NETWORKING



2

The University of Applied Management Studies, or Hochschule der Wirtschaft für Management (HdWM), as we are called in German, is a young, state-approved university. Situated in the heart of the Rhine-Neckar metropolitan region, the HdWM has become firmly established in the German university market. Our management competencies are in HR-, Sales- and IT-Management. Students in the Bachelor's- and Master's-programmes profit from an extremely practice-oriented teaching method, extraordinarily good contacts to the business world, as well as international orientation of the study programme.

**Individual Student Support**  
You study in small groups with a maximum of 25 students. The contents of your studies will be attuned to your needs, as well as imparted through dialogue and practice orientation by a regular core team of professors.

**International Orientation**  
In this highly international programme, you will not only study in English, it is also possible to enrol for a semester abroad or to take a foreign language course in Spanish. Together with your fellow students from all over the world, you will be taught by lecturers with extensive international experience.



Partners of HdWM

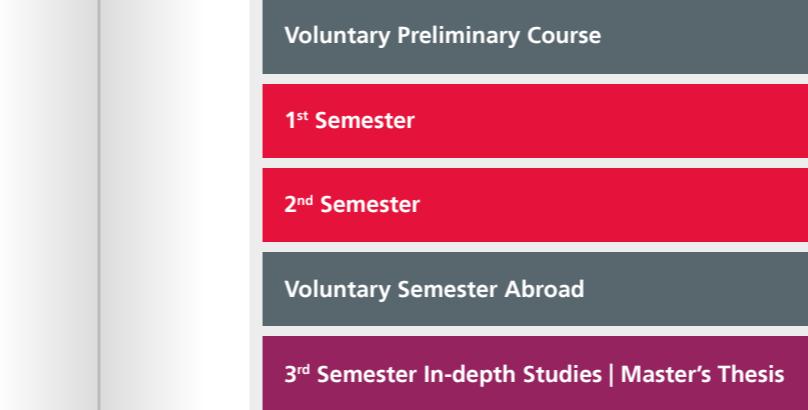


Accreditation of HdWM

# INDIVIDUAL Studies Thanks to a FLEXIBLE STUDY MODEL

## How is the Master's Programme Structured?

You complete an in-depth management study course, with focus on the further development of your personal and professional skills in your chosen in-depth study field HR-, International Sales- or IT Management.



Duration: 3 semesters (4<sup>th</sup> semester optional)  
90-120 ECTS credits

## Flexible Entrance Options

Independent of whether you completed your Bachelor's degree with 180 or 210 ECTS, you have the opportunity at HdWM to enter the Master's study course.

With 180 ECTS, you simply enrol in a preliminary course, or, after a study year, complete a semester abroad to gain the required 30 ECTS credits. Candidates with 210 ECTS can begin their studies directly and successfully complete them within three semesters. Of course, you can also spend a voluntary semester abroad between the second and third semester.

## What Are the Prerequisites for the Course?

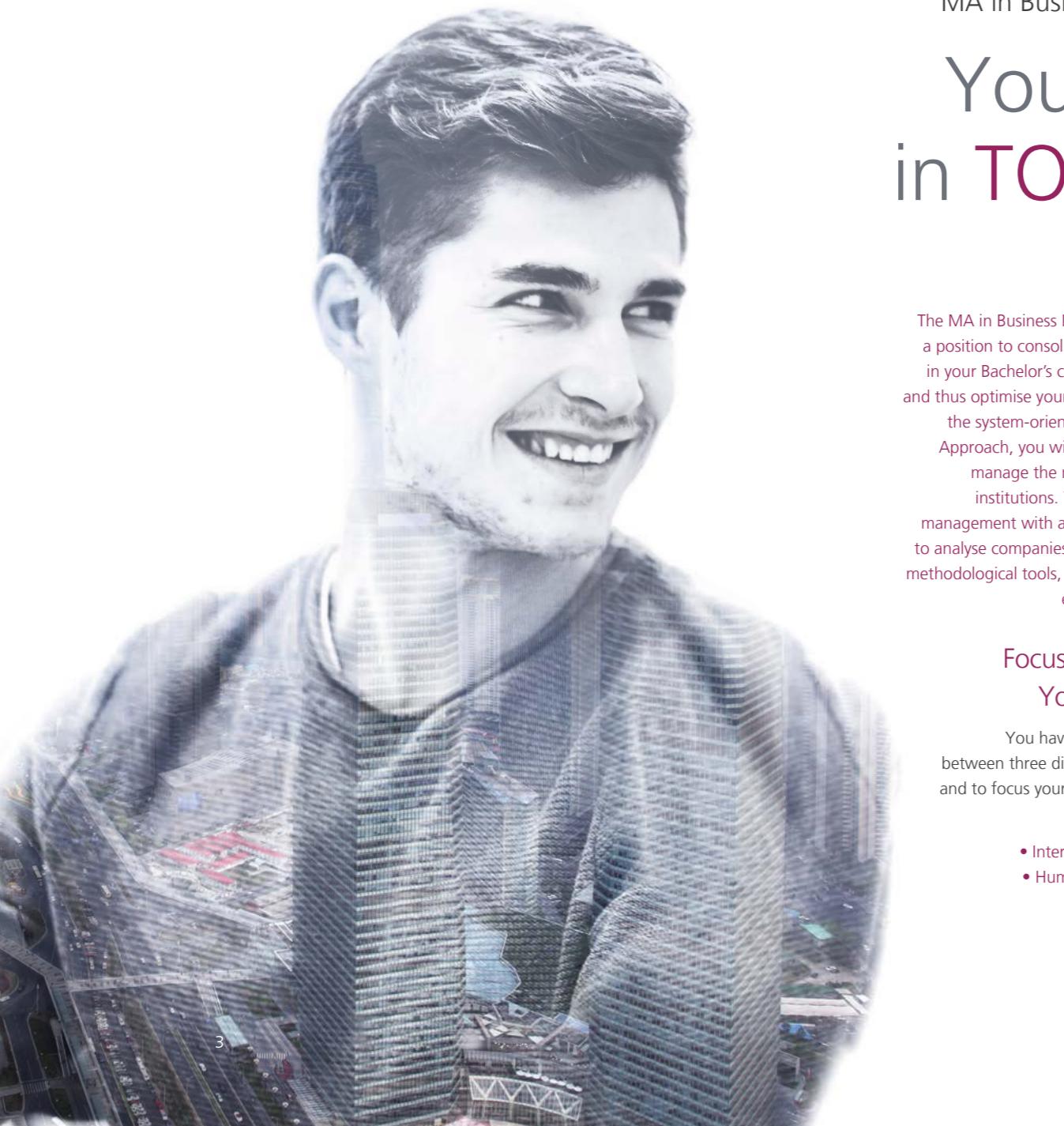
You should have successfully completed your Bachelor's studies before starting the Master's programme and have gained 30 ECTS credits in Business Administration.

For this English track Master's programme, you need to speak English on at least B2 level, according to the Common European Framework of Reference (CEFR). Additional German skills are recommended.

## What Are Your Advantages of a HdWM-Master's?

- Flexible study model with a high proportion of practice orientation
- Individual support in small groups of 25 students
- Personal career planning through our career service
- Access to the HdWM network with over 50 partner companies
- Imparting of higher management skills with a choice of three different subject areas
- High degree of internationalisation possible
- FIBAA certified study courses at a university accredited by the German Council of Science and Humanities

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MA in Business Management

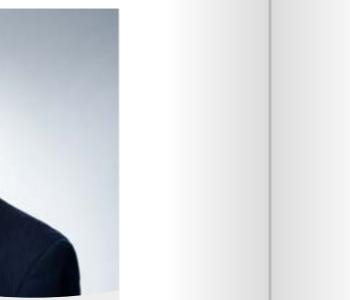
# Your KEY to a Career in TOP-MANAGEMENT

The MA in Business Management will put you in a position to consolidate the knowledge gained in your Bachelor's course to management level, and thus optimise your career prospects. Based on the system-oriented St. Gallen Management Approach, you will be enabled to successfully manage the most diverse companies and institutions. You will be able to interpret management with a holistic approach and learn to analyse companies and markets with different methodological tools, to determine your aims and employ resources efficiently.

## Focus Your Master's on Your Career Targets

You have the opportunity to choose between three different major specialisations and to focus your Master's studies specifically on your career planning:

- International Sales Management
- Human Resources Management
- IT Management



Prof. Hans Rüdiger Kaufmann, PhD

Studiengangsleiter

- Studied business at the Kempten University
- PhD at the Manchester Metropolitan University
- Extensive international business and leading experience as a banker, academic, and business consultant in several European countries

## What Can I Expect in My Course of Study?

In the first two semesters of your Master's study course, you will acquire management competencies on the basis of the St. Gallen Model. In contrast to a control-oriented management view, a systemic and entrepreneurial position has precedence and divides management into operative, strategic and normative aspects.

Simultaneously, you will look at the interactions of management and organisations with their environment. During an 8-week internship, you will apply the new approaches directly to practice. Depending on your professional aims, you can, as an alternative to an internship, take part in a research project on leadership topics.

With the three specialisations in the third semester, International Sales Management, Human Resources Management, IT Management, you will give your studies a specific focus that will support you in pursuing your career.

	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	
IT Management	International Corporate Governance	Processes and Process Management	Digital Business, E-Business and Industry 4.0	
Human Resource Management	Theory-Driven Work in Management	Global Leadership and Intercultural Management	Data Science, Business Intelligence, Analytics and Predictive Modelling	
International Management	System-Oriented Management	Organisational Culture, Change and Innovation Management	International Human Resource Management	
	Project Management	Management Internship or Research Project	Management of Personal Development	
	Applied Organisational Communication	Optional Foreign Language Course (Spanish)	International Sales Management and International Marketing	
	Career Service		E-Marketing and E-Commerce	
			Master's Thesis	

○ Management theories and tools

● Practical elements

■ Specialisations



Master's in Different Management Areas

# OPTIMAL PROSPECTS for Your Career

Besides the classical entry opportunities into company management, our Master's programme offers sound foundation knowledge for start-ups as well as preparation for taking over proprietor-led companies.

Because of its consolidation opportunities, the Master's course in Business Management offers excellent career prospects.

## International Sales Management – Your Career as a Sales Professional

In the international sales area, the prospects are extremely good, from Key Account Manager to Sales Executive. Well-qualified sales personnel are always in great demand. Economic growth creates new positions, and responsible positions may become available very suddenly.

## HR Management – A Way with People

Due to demographic change and the ever-increasing demands on those recruiting and retaining staff, the position of the Human Resources Manager is becoming more and more important.

Diverse career prospects are emerging, ranging from the classical personnel manager to the knowledge expert or HR consultant.

## IT Management – Creating Structures, Dealing in Solutions

IT Management is taking on an important role in organisations. The modern IT Manager structures processes in organisations, or develops IT solutions for customers and thinks laterally, beyond mere programming. In the course of ever-increasing digitalisation, career prospects with a Master's in IT Management are extremely promising.

05-2020

Individual Support

# We Care about YOUR CAREER

## Our Career Service Guides You in Starting Your Career

For the future professional life of a Master's student, it is of vital importance to establish business contacts during the studies. HdWM offers you a large network of partner companies and an experienced career service team, which does more than just optimising your application documents.

Together with you, we define your career aims, give personalised advice and support you in starting your professional life.

## When will You Contact Us about Your Career?

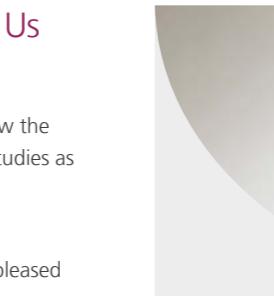
You are warmly invited to get to know the University of Applied Management Studies as your new university.

Simply make an appointment for a consultation. Our study advisors are pleased to be at your disposal.

### Christina Relford

Study Advisor Master's Programmes

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studieninfo@hdwm.org



### Louisa Tsouvallas

Study Advisor Bachelor's Programmes

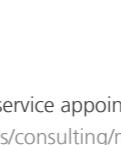
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**Bachelor  
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