

Master-Course General Management (M.A.)

Stuttgart University of Applied Sciences



Contacts in the Study Program



Dean & Director
Faculty B
Stuttgart Business School

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General Management

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Assistant BWL
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Study course coordinator

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Facts & Figures

Degree	Master of Art (M.A.) for Double Degree plus MBA or M.Sc. or MADE
Language of instruction	German and English
Number of semesters	4 semesters (incl. 1 Mobility Semester)
Start of studies	Winter term
Application deadline	15 th of June
Admission requirements	<ul style="list-style-type: none">• Above-average university degree in economics (average grade of at least 2.5)• Proof of English language skills at level B2• Certificate of HZB Professional experience is an advantage• Proof of German language skills for foreign applicants

Facts & Figures



62 Students



13 Professors



10 Lecturers from
Economy and Industry

Objectives of the Study Course



The Graduates...

...are well-trained "**generalists**" with broad, interdisciplinary know-how who can prepare decisions and implement them sustainably

...are capable of assuming **management positions** in companies that primarily operate throughout Europe

... acquire **leadership qualities** through training in professional and social skills

German Track

- Study opportunity for English proficient speaker
- Opportunities for international students to work and study in Germany
- Improve your German while study a master´s in Germany

GM - German Track

The German Track will provide you:

- The opportunity to study an international Master at the **HFT Business School** in Stuttgart Germany.
- Improvements of your **German language skills**.
- **Work experience** through an **internship** in a German company in your third semester.
- The university degree **Master of Arts (M.A.)** at the HFT.
- Chances of starting your **career in Germany** after your studies.

GM - German Track

The German Track of the Master program General Management is for you if:

- ✓ You have a professionally **qualifying higher education degree** (180 ECTS credits/ Grade: >2,5).
 - ✓ Your **English** is at least at a **B2 level**.
 - ✓ And your **German** is at a **A2 level**.
- Improve your German while study a master´s in Germany

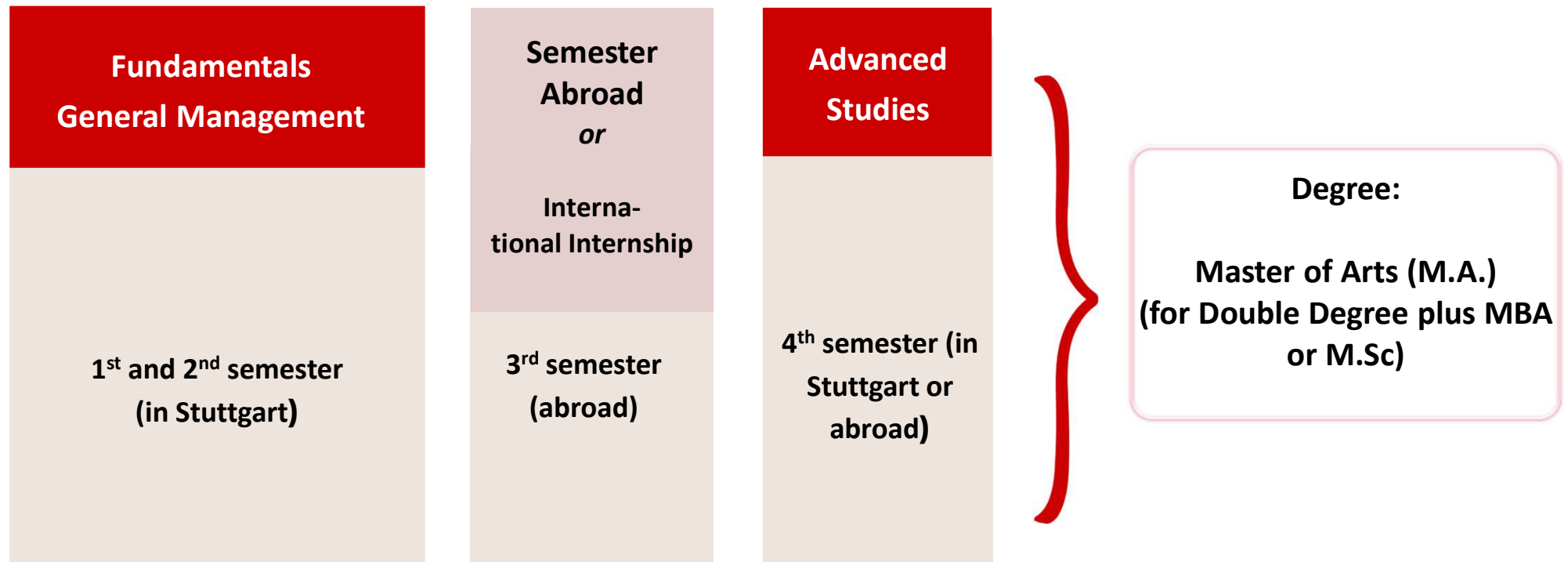
Facts & Figures

- Applications for the German Track are submitted via the HFT's standard application portal
- Students on the German Track are therefore an integrated part of the normal GM Master programme
- They follow the same curriculum and receive the same final degree (M.A.)

Exceptions to the curriculum:

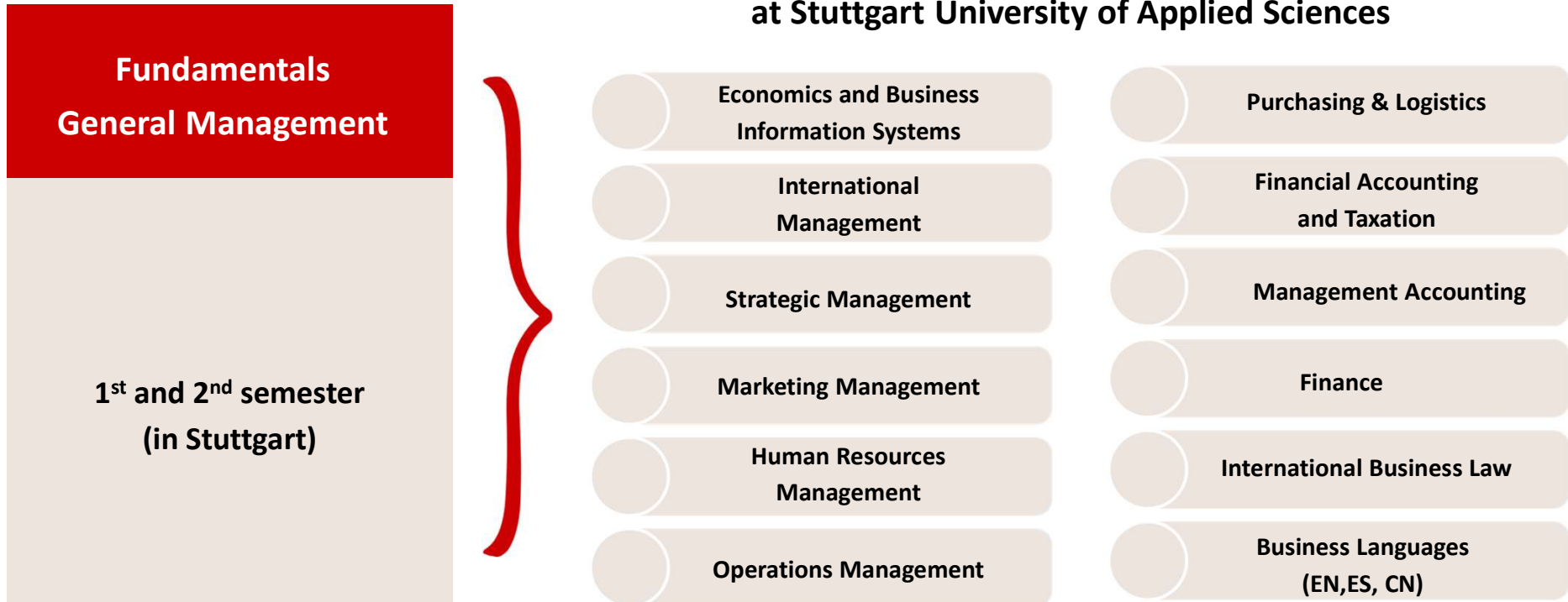
- Semesters 1 & 2: German language courses instead of German-language lectures
- Semester 3: Internship in a German company instead of a semester abroad

Structure of the Study Program



Structure of the Study Program

Obligatory modules at Stuttgart University of Applied Sciences



Structure of the Study Program

1 st semester	2 nd semester	3. Mobility Term	4 th semester
<p>Fundamentals General Management</p> <p>Economics and Business Information Systems International Management Strategic Management Marketing Management Human Resources Management Operations Management Purchasing & Logistics Financial Accounting and Taxation Management Accounting Finance International Business Law Business Languages (EN/ES/CN)</p>		<p>Semester Abroad or International Internship 20 CP</p> <hr/> <p>Double Degree or International Business Culture, Leadership, Change & Sustainability Course 10 CP</p>	<p>Advanced Studies Seminar 1 out of 7 (8CP): Financial Reporting & Taxation Finance Controlling HR Marketing & Sales Quality Management Logistics Management</p> <p>Master Thesis 22 CP</p>

Structure German Track

1.Semester	2. Semester	3. Mobility Term	4. Semester
Fundamentals General Management Innovation and Business Information Systems International Management Strategic Management Human Resources Management Operations Management Purchasing & Logistics International Financial Reporting & Analysis Management Accounting Finance German Language I, II, III		International Internship 20 CP International Business Culture, Leadership, Change & Sustainability Course 10 CP	Advanced Studies Choose 1 out of 7 (8CP): <ul style="list-style-type: none">• Financial Reporting & Taxation• Finance• Controlling• HR• Marketing & Sales• Quality Management• Logistics Management Master Thesis 22 CP

GM1 Study Programme and Exams(WS24/25)

Course	Lecturer	SWS	CP	Type of Examination	Language
International Economics	Prof. Dr. Flik	2	3	Exam 90 Min.	G
Doing Business in Europe	Prof. Dr. Hauer	2	5	Assignment	ENGL
Purchasing Management	Prof. Dr. Lochmahr	2	5	Presentation	ENGL
Management Accounting	Prof. Dr. Hauer	2	5	Assignment	ENGL
Corporate Finance	Prof. Dr. Popović & Ridder	2	5	Assignment	ENGL
International Business Law	Hald, RA	2	3	Exam 120 Min.	G
Company Constitution & Labour Law	Bettdecken, RA	2	2		G
Business English I	Pannone	3	3	Presentation	ENGL
Business Spanish I	Sancho	3	3	Presentation	SPAN
Business Chinese I	Li	3	3	Presentation	CHIN

Professors (1/2)



Prof. Dr. G. Hauer
Dean General Management,
Management Accounting

Prof. Dr. K. Weichelt
Marketing, Sales, Retail Logistics



Prof. Dr. A. Lochmahr
Purchasing & Logistics

Prof. Dr. M. Mühlberger
National & International
Financial Reporting,
Corporate Taxes



Professors (2/2)



Prof. Dr. T. Popovic
Corporate Finance

Prof. Dr. D. Vogel
Production
& Quality Management



Prof. Dr. phil. N. Eulenburg
Human Resources Management

Certifications

Accredited Study Programmes

- **Successful Accreditation FIBAA** (Foundation for International Business Administration Accreditation)
- The successful **accreditation** documents the quality of teaching as well as the academic acceptance, professional relevance and market acceptance of the degree programs



Cooperations

- **SAP AG**
SAP University Alliances Partner
- **TÜV Süd Akademie**
Examination for quality management specialists
- **Corporate Planning AG**
University Partner
- **DATEV e.G.**
DATEV-Partnership with Educational institutions
- **GS 1**
Academic Partnership ECR Deutschland





International focus



Transfer of **specialist knowledge** in an **international context**



Integration of **foreign language training** into the mandatory program



English as language of instruction (**ca. 75%**)



Transfer of **knowledge about intercultural specifics**



Advantages of the international focus



Scientific and cultural exchange with our prestigious partner universities



Diving deeper into other **cultures and lifestyles**



Deepening language skills (EN/ES/CN)



Great career opportunities due to international alumni network



Acquiring a **double degree**: Master of Arts (M.A.) & Master of Science (M.Sc.) or Master of Business Administration (MBA) or MADE at one of our partner universities abroad

Career prospects

Potential employers : in all sectors and company sizes

Controlling & Finance

Perspectives

- Controlling and corporate management
- Financial analysis, reporting and key performance indicator management
- Budget and performance planning
- Supporting management decisions based on business data

Marketing & Sales Management

Perspectives

- Marketing management and sales support
- Market and competitive analyses
- Development of marketing and sales strategies
- Participation in international growth and customer projects

Human Resources & Leadership

Perspectives

- Human Resources Management
- Personnel development and talent promotion
- Leading project teams
- Moderation of workshops and collaboration in interdisciplinary teams

Purchasing, Logistics & Operations

Perspectives

- Purchasing and logistics management
- Process and interface management
- Optimization of operational processes
- Participation in quality and supply chain management



Anika Sedlacek

Head of Controlling @Voith Paper



Anna Wolpert

Commercial Officer @Siemens Digital Industries Taiwan



Vera Lukas

Consultant @Horváth München



Maksim Wolf

After Sales Assistant @Porsche Central and Eastern Europe



Jana Wagner

Einkäuferin @Porsche



Amber Kuo

Global Recruitment @ Web3 Cafe & Careers



Laura Vogel

Personalreferentin @Fraunhofer IPA



Stefanie Kutsch

Referentin Azubimarketing @Stuttgarter Straßenbahnen AG



Samira Rhattas

Consultant @Capgemini Invent



Kathrin Drüppel

Junior Marketing Manager @d-fine



Kastriot Selmani

Trainee @Bayerische Landesbank



Daniel Scheffold

Head of Sales @Nordic Solar Sweden AB

The Double Degree



 **Napier University**



 **Tatung University**

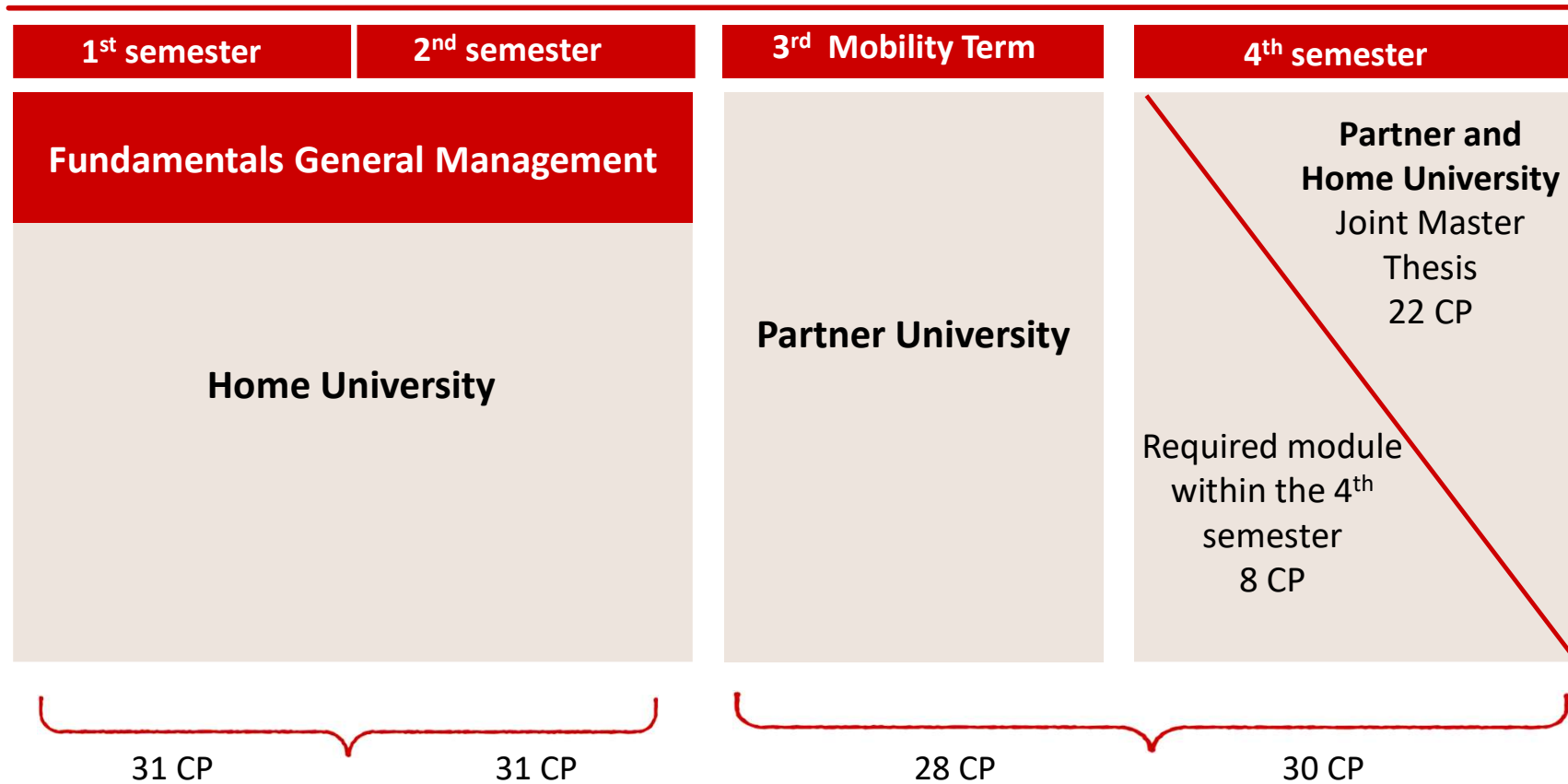


 **Universiti Teknologi MARA**



 **Universidad de Oviedo**

Structure of the Double Degree



Double Degree



 **Napier University**



 **Tatung University**



 **Universiti Teknologi MARA**



 **Universidad de Oviedo**



M.A. & M.Sc.



M.A. & MBA



M.A. & MBA



M.A. & MADE

Double Degree at Edinburgh Napier University in Scotland





International focus



Two trimesters of study at Edinburgh Napier University



Choice of study program between **International Business Management** or **International Human Resources Management**; other Study programmes e.g. **Marketing** or **Finance** possible



Moderate study course fees



Joint Master-Thesis with examiners of Napier Business School and Stuttgart University of Applied Sciences (HFT), Department of Business



Two internationally acknowledged Degrees:

- 1. Master of Arts (M.A.)** General Management (HFT)
- 2. Master of Science (M.Sc.)** International Business Management (Napier)

Double Degree at Edinburgh Napier University

	1 st semester	2 nd semester	3rd Mobility Term	4 th semester
HFT Stuttgart & Napier	Fundamentals General Management		Internship	<p>Start: January</p> <p><u>One of the following paths:</u></p> <ul style="list-style-type: none">• <i>International Business Management</i>• <i>International Human Resource Management</i>• <i>International Marketing</i>• <i>International Finance</i> <p><i>Compulsory Module: Research Methods</i></p> <p>➤ Joint Master Thesis Deadline: August</p>
	Home University			

Double Degree



 **Napier University**



 **Tatung University**



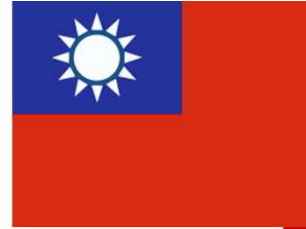
 **Universiti Teknologi
MARA**



 **Universidad de Oviedo**

Double Degree at Tatung University in Taipei, Taiwan





International focus



Two semester of study at Tatung University within the 3rd and 4th semester



Joint Master-Thesis with examiners of Tatung University and Stuttgart University of Applied Sciences (HFT), Department Business



2 internationally acknowledged Degrees in two years:

- 1. Master of Arts (M.A.) General Management (HFT)**
- 2. Master of Business Administration (MBA)**

Double Degree at Tatung University in Taipei

	1st semester	2nd semester	3rd Mobility Term	4th semester
HFT & Tatung	Fundamentals General Management		Tatung University Management Language and Culture Modules according to the Partner University study plan	Tatung university and HFT Joint Master Thesis Further required 4th Semester Module
Home University	Home University			

Double Degree



 Napier University



 Tatung University



 Universiti Teknologi
MARA



 Universidad de Oviedo

Double Degree at Universiti Teknologi MARA in Kuala Lumpur, Malaysia





International focus



Two semesters of study at Arshad Ayub Graduate Business School (AAGBS) of Universiti Teknologi Mara (UiTM) within the 3rd and 4th semester



Joint Master-Thesis with examiners of UiTM and Stuttgart University of Applied Sciences, Departement of Business within the 4th semester



2 internationally acknowledged Degrees in two years:

- 1. Master of Arts (M.A.)** General Management (HFT)
- 2. Master of Business Administration (MBA)**

Double Degree at Arshad Ayub Graduate Business School of Universiti Teknologi Mara

	1 st semester	2 nd semester	3 rd Mobility Term	4 th semester
HFT Stuttgart & UiTM	Fundamentals General Management		Universiti Teknologi Mara Management Language and Culture Modules according to the Partner University study plan	UITM and HFT Joint Master Thesis Further required 4th Semester Module
	Home University			

Double Degree



 **Napier University**



 **Tatung University**



 **Universiti Teknologi
MARA**



 **Universidad de Oviedo**

Double Degree at Universidad de Oviedo, Spain



Universidad de Oviedo





International Focus



Two semesters of study at Business School Eduardo Gonzalez Fidalgo - Universidad de Oviedo within the 3rd and 4th semester **previously: obligatory internship to complete!** (dependent upon start of semester)



Language of instruction: Spanish, Spanish at **B2-Niveau required** (e.g. Certificate of the High School Diploma, Language certificate etc.)



No study course fees



Joint Master-Thesis with examiners of Universidad de Oviedo and Stuttgart University of Applied Sciences (HFT), Department Business



2 internationally acknowledged Degrees in two years:

1. Master of Arts (M.A.) General Management (HFT)

2. Master's Degree in Business Administration (Máster Universitario en Administración y Dirección de Empresas-MADE) at Universidad de Oviedo

Double Degree at Universidad de Oviedo

Start February

	1st semester	2nd semester	3rd Mobility Term	4th semester
HFT & Oviedo	Fundamentals General Management		Internship	<ul style="list-style-type: none"> Management Skills and Leadership (4) Market Research: Applications to Marketing (4) Business Creation (3) Company game (3) Logistics (3) Financial Analysis: Company Valuation (3) Financial Risk Management (3) International Finances (3) International Marketing (3) Business Communication Management of Distribution (3) Channels and Electronic Commerce (3) Launch and Commercialization of New Product (3)
	Home University		<p>Courses at Oviedo (Choose 28 ECTS-Credits)</p> <p>Joint-Master Thesis: Deadline July</p>	

Double Degree at Universidad de Oviedo

Start September

	1 st semester	2 nd semester	3rd Mobility Term	4 th semester
HFT & Oviedo	Fundamentals General Management		Fundamentals of Business Administration (5) Analysis of Information for Decision-Making(4) Human Resource (4) Strategic Direction (4) Financial Strategy (4) Marketing Strategy (4) International Address (4) Operations and technology Management (4) Financial Investments and Capital Markets (4)	Internship February-May
	Home University		Courses at Oviedo (Choose 28 ECTS-Credits)	Master Thesis May-July

International partnerships for the semester abroad in the 3rd semester



**12 partner universities
in 12 countries worldwide**

International partnerships

Overview of Universities

- Edinburgh Napier University, Edinburgh, UK
- CHITKARA University, Punjab, India
- INSEEC, Paris, France
- Tatung-University, Taipei, Taiwan
- Universiti Teknologi Mara (UiTM), Shah Alam, Malaysia
- Metropolia University of Applied Sciences, Helsinki, Finland
- Nelson Mandela University, Port Elizabeth, South Africa
- Universidad Autonoma de Yucatan, Merida, Mexico
- Universidad de Oviedo, Oviedo, Spain
- INHA University, Seoul, Korea
- Hosei University, Tokyo, Japan
- British Columbia Institute of Technology, Vancouver, Canada





Application

for the Master GM

Prerequisites for Admission

First professionally qualifying university degree:

- in the field of economics
- at least three-year full-time study program
- with 180 credit points according to ECTS
- and an examination result of at least 2.5



Proof of English language skills at level B2 certificate (from WS 2024/2025 no TOEFL test required!) - But, there is a voluntary possibility to take TOEFL-ITP through VESPA at the HdM Stuttgart!

Further information:

https://www.hdm-stuttgart.de/studierende/abteilungen/sprachenzentrum/sprachpruefungen/toefl_itp

GM - German Track

Language Qualification:

English

B2 Level

- **TOEFL** (Test of English as a Foreign Language)
- **Cambridge Certificates**
- **IELTS** (International English Language Testing System)
- **TOEIC**

German

A2 Level

- **TestDAF** (Test Deutsch als Fremdsprache)
- **Goethe-Zertifikate**
- **Telc** (The European Language Certificates)
- **ÖSD** (Österreichisches Sprachdiplom Deutsch)

Application documents/application for admission

The following documents are attached to the application for admission must be enclosed:

Certificate of the first professionally qualifying university degree
(provisional certificate if applicable)

Curriculum vitae in tabular layout



Application documents/application for admission

Letter of motivation (max. 2 pages DIN A4):

personal ideas and expectations of the course
aspired profession

Explanation of preferred study program option (with or without double degree) and target region abroad

Certificate of higher education entrance qualification

Proof of English language skills at level B2 Certificate of higher education entrance qualification (from WS 2024/2025 no TOEFL test required!)



Single-stage Selection procedure

Preselection based on the overall average:

- The average of the first professionally qualifying university degree
- and**
- The average grade of the letter of motivation for applying to the degree program



Application deadlines

15th of June for applicants from EU-countries und Non-EU countries



Application deadlines

**15th of June for applicants from EU-
countries und Non-EU countries**

Apply now!



Contact persons

**Study Dean
General Management**

**Prof. Dr.
Georg Hauer**

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**Study Course Coordinator
General Management**

Sophie Marie Gebert

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Any Questions?

Open Q&A in breakout sessions (ca. 30 min)

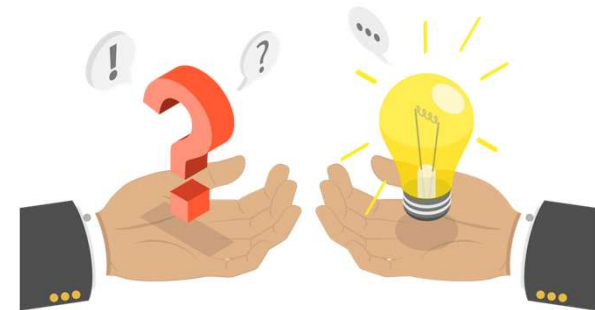
- 2 Breakout rooms
- Questions concerning topics:

Application & Admission

General information concerning your studies

Experiences concerning the double degree program

Individual selection in breakout rooms



Breakout Rooms

Main Room:

Prof. Dr. Georg Hauer & Academic Staff Member Sophie Marie Gebert – **Questions about the curriculum and the application process**

Breakout Room 1: Stefan (4. Semester) – **Double Degree Scotland**

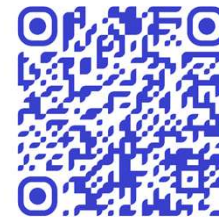
Breakout Room 2: Fabio (2. Semester)

Let's connect!



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<https://www.linkedin.com/company/hft-general-management/>