hochschule
hof
University of Applied Sciences

Study Abroad in Hof

Greetings

Dear students and visitors,

Are you interested in becoming a student of Hof University of Applied Sciences? With this brochure we would like to introduce you to our various degree programmes and the advantages of studying in Hof. We hope this will help you making your decision: „I want to study in Hof!“.

We place special emphasis on the practice orientation of all our degree programmes, e.g. by practical exercises and integrated internships. Thus, our graduates are well prepared for the domestic and the international labour market.

Internationalization is not just a buzzword for us but is something that is really lived in our university. We are currently fostering relations with more than 50 partner universities all around the world and encourage our students to go abroad for both study periods and practical work periods.

With about 10 percent of our students coming from abroad, we have a multicultural campus. To our students, we offer an outstanding variety of foreign languages for free. Our Master programme Software Engineering for Industrial Applications is completely taught in English, and we are currently developing further international Master programmes.

So if you are looking for first-class, hands-on education with a personal touch, Hof University of Applied Sciences is just right for you!

We are looking forward to welcoming you!

Prof. Dr. Jürgen Lehmann
President

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Why study in Hof?

1. Get “the real thing”
- international students from all over the world are integrated in our regular programmes, not secluded in some specially designed programme
- regular Hof students will be your classmates and group members
- real experience of German academic system

2. Intensive personal support for international students
- easy and frequent communication with professors
- special social and cultural activities
- a young and motivated team that is always happy to help you

3. Young and modern campus
- very comfortable student-lecturer ratio
- excellently equipped laboratories, library and class rooms

4. Hands-on education at affordable rates
- strong focus on practice orientation of all courses
- integrated internships in all full-time Bachelor programmes
- no tuition fees for students in the Study Abroad programme
- low tuition fees for full-time international students

5. Free language courses
- German courses on different levels before and during your studies
- foreign language courses on different levels

6. Free use of outstanding sport facilities on campus
- tennis, badminton, hockey, soccer, basketball, volleyball, weights room, fitness, … all for free!

7. Low cost of living yet high quality of life
- living expenses in Hof are much lower than in other German cities
- a city with all amenities (orchestra, cinemas, theatre, lake, swimming pools, bars, cafés,..)

8. Set in beautiful nature in a moderate climate
- great opportunities for all outdoor sports

9. Safety
- feel safe and secure in our cosy little town!

10. Study in the heart of Europe
- discover Germany and Europe with our good public transport connections
- major cities like Berlin, Munich and Prague are within easy reach

1. A Portrait

1.1 What is a University of Applied Sciences?

While foreign students will have no problems imagining what a university or technical college is, Universities of Applied Sciences (in German „Fachhochschule“) are a special feature of the German higher education system. The term „Fachhochschule“ reflects the fact that the courses tend to be more professionally oriented than programmes at regular universities which usually focus on scientific education and research.

Degree programmes at Universities of Applied Sciences have proven to be very popular with international students and normally feature practical exercises and internships as integral parts of their programmes in order to provide students with the opportunity to directly apply what they have learnt. Universities of Applied Sciences are also involved in research, often in close cooperation with local industries.

What primarily attracts students to the Universities of Applied Sciences is the shorter route to their future profession. Studies at Universities of Applied Sciences - and this is a special feature - are highly practice-oriented. Tight organisation of the degree programmes, teaching in small groups, continuous assessment by examination, and a choice of subjects matching the needs of professional practice permit shorter average studies compared to those which are generally achieved at universities. The range of subjects is directed towards the needs of professionals with a practical and academic education, particularly in engineering, in business administration, in design and in the social services.

1. A Portrait

1.2 About us

Founded in 1994, our university forms a very attractive studying environment with its modern architecture and its state-of-the-art class rooms, laboratories and dormitories. Here you get first-class, hands-on education at affordable rates.

We offer **modern Bachelor and Master programmes in the Faculties Business, IT and Engineering**, which meet the demands of industry. We are known for our **friendly study atmosphere**. Communication between students and professors is frequent and without complications. With a very **comfortable student-lecturer ratio**, students get **intensive personal support** during their studies.

As a University of Applied Sciences, we **pay special attention to the practice orientation of all courses** and assignments. Our professors have profound experience both in the industry and in academia. In cooperation with the International Graduate School (IHI) Zittau, we offer you the **possibility to study for a PhD**.

In addition to our brand-new campus in Hof, we also have a second campus located in Münchberg, a town about 20 kilometres south of Hof which looks back on more than 150 years of textile production. Our degree programmes Textile Technology and Textile Design are unique in all of Bavaria. Today, new computer technologies and modern machinery as well as multimedia presentation of textile products are integral parts of these degree programmes.

1.3 Our mission

We are devoted to the education of graduates with a high-level of professional competence in the field of both cognitive knowledge and its instrumental application.

We achieve this goal by close co-operation with industry, the integration of working periods and applied research activities.

1.4 Fast facts and figures

- founded in 1994 and run by the Free State of Bavaria
- strong practice-orientation
- short duration of studies (Bachelor: 3.5 years, Master: 1.5-2 years)
- integrated practical semesters
- intensive company contacts
- close network of international partner institutions

Number of students: 2.300
International students: 10% from more than 30 nations
Professors: 64
Teaching staff: 11
Ratio teaching staff/students: 1:27

1. A Portrait

1.5 Research activities

Faculty of Business
In marketing, the main focus lies on empirical research. In our new research lab, we can fall back on digital audio and video recording, a mini call center with a professional telephone system, equipment for eyetracking, devices for physiologic measurements like skin resistance and breathing as well as several work stations for multivariate data analysis. In addition, we have been conducting applied field research for many years, for instance, all kinds of opinion surveys, image analyses and market segmentation studies.

Our competence center for logistics looks at national and international company-wide logistic concepts such as supply chain management or supply chain collaboration. Our research activities are oriented on the value chain in a company and include inbound logistics, production and in-house logistics and distribution and outbound logistics. In addition to the logistic processes, also the closed loop supply chain is a major research area at Hof University of Applied Sciences.

Faculty of IT
A research focus in computer science is the topic “Information Systems”. We are currently establishing a research institute on this topic which will host application oriented research projects in cooperation with companies as well as five working groups ensuring continuous research in the areas Analytical Information Systems, Architecture of Information Systems, Information Management, Multimedia Information Systems and Robotics. We are also involved in the foundation of a competence centre on Telematics investigating applications integrating navigation and mobile communication together with automatic identification (e.g. RFID). Beside these major activities the university performs further research projects as for example automatic testing or the development of advanced computer systems for space applications. All projects are performed with partners from industry and/or research. In this context we cooperate also with international research partners like the Joint Research Centre in Ispra or the Swedish Defense Agency FOI. The projects are funded by European, German and Bavarian agencies including research ministries on the national and state level, the Deutsche Forschungsgemeinschaft or the Bayerische Forschungsstiftung.

Faculty of Engineering
In the area of coating technology, our research focus lies on thin films with special properties. Projects with the local industry aim at increasing the lifetime of tools and machine parts. In collaboration with the University of Liberec (CZ), films with photocatalytic activity are prepared and investigated. Goal is the improvement of Titania films by modification of the surface.

Our Technology Transfer Centre in Münchberg offers expert advice and seminars: from the testing of materials and textile chemistry to quality management and environmental analytics.

We also support the local industry in the development of materials, for example, by processing technologies for the combining of textile materials with synthetic material, ceramics and metal.

1. A Portrait

1.6 International Relations

Hof University of Applied Sciences places strong emphasis on its international relations. We maintain a close network of more than 50 partner institutions in about 30 countries and participate in the ERASMUS programme. Double degree programmes currently exist with five foreign universities in different disciplines.

Guest lecturers from abroad are regularly invited to teach at our university. We encourage all our students to spend at least one semester in a foreign country, either at a university or with a company doing a work placement. In the degree programme International Management, both a semester abroad and a work placement abroad are mandatory part of the curriculum. Students have the opportunity to learn many foreign languages. In addition to English, French, Spanish and Italian, our Centre for Languages and Intercultural Competence also offers courses in Chinese, Czech and Polish at various levels.

We are eager to become the alma mater of many international students. So we are looking forward to welcoming you at our university, be it as an exchange student, free-mover or for a full degree programme. Our Master programme “Software Engineering for Industrial Applications” for instance is taught completely in English and is specially aimed at international students.

If you have any questions or problems, please do not hesitate to get in touch with us: international@fh-hof.de

We are always happy to help!

2. Undergraduate Programmes

Currently, we are offering 12 undergraduate programmes in three faculties. All programmes are taught full-time.

As we are constantly developing new programmes, please check our website for the latest news.

Faculty of Business

Business Management	B.A.	6 theoretical semesters 1 practical semester	German
International Management	B.A.	6 theoretical semesters 1 practical semester one integrated year abroad	German, English
Business Law	LLB	6 theoretical semesters 1 practical semester	German
Media Design	B.A.	6 theoretical semesters 1 practical semester	German

Faculty of Information Technology

Computer Science	B.Sc.	6 theoretical semesters 1 practical semester	German
Media IT	B.Sc.	6 theoretical semesters 1 practical semester	German
Business IT	B.Sc.	6 theoretical semesters 1 practical semester	German

Faculty of Engineering

Material and Surface Engineering	B.Sc.	6 theoretical semesters 1 practical semester	German
Industrial Engineering	B.Eng.	6 theoretical semesters 1 practical semester	German
Mechanical Engineering	B.Eng.	6 theoretical semesters 1 practical semester	German
Textile Technology	B.Eng.	6 theoretical semesters 1 practical semester	German
Textile Design	B.A.	6 theoretical semesters 1 practical semester	German

2.1 Faculty of Business

2.1.1 Business Management

Key facts	
Degree awarded	B.A.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

This programme prepares students for complex management tasks in the fields of business administration and economics. A major focus lies on applying theoretical principles to real problems. You learn to transfer scientific methods to the occupational assignments of a business manager.

During their last year of studies, students specialise in two of the following areas:

- Marketing
- Controlling/Consulting/ Financial management
- HR and Organisation
- Logistics and Production management
- IT management
- Public management
- Tax and Accounting
- Company Formation and Succession
- Banking and Finance
- Social & Healthcare management
- Logistics Law
- Languages

The following specialisation areas require a study period abroad:

- Tourism management
- Commerce
- Business management in special economic regions

In addition, you need to complete one practical semester which is closely related to the theoretical contents of the programme plus an application-oriented thesis. Thus the learning spot is shifted from university to companies. This practical experience boosts the advantage over degree programmes at a university. This fact is also highly valued by companies.

Job perspectives
Graduates are able to structure and successfully run complex projects in the operational management. Problem solutions for economic and entrepreneurial issues can be developed independently. Therefore, the future occupational area is characterised by an extraordinary wide range of industries. Graduates take on functions in the operational management of national and international companies.

2.1 Faculty of Business

2.1.2 International Management

Key facts	
Degree awarded	B.A.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

The core of this degree programme is internationality, transported through the following fields of lecturing:

- understanding and respect for foreign cultures
- advancement of language skills as a core competence for international activities
- ability to shape economic activities on an international base

You gain significant international experience through a study period and an internship abroad, each lasting at least six months. After returning from the semesters abroad, students deepen their knowledge in one of the following areas of specialisations:

- International supply chain management
- International controlling/ Financial management
- International marketing
- Personnel management and organisation of international companies

In the end, each student has to write a Bachelor thesis.

Learning objectives
Graduates are conscious of the cultural context of management decisions through thorough training in at least two foreign languages and intercultural management. They think and act globally and are familiar with the frameworks of particular economic regions. Graduates are able to analyse the prospects and risks of projects within the world economy.

Job perspectives
In line with globalisation, many companies are pushing their internationality so your future field of work is extremely manifold. On the basis of experience of former graduates, it can be assessed that our educational concept offers excellent possibilities to join major international companies and organisations and take on complex management tasks there.

2.1 Faculty of Business

2.1.3 Business Law

Key facts	
Degree awarded	LLB
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

In winter semester 2007/08, we introduced this LLB as the first and yet only University of Applied Sciences in Bavaria – not as competition to the classic law studies at a university but as a business-related alternative. Based on their fundamental knowledge in commercial law and business administration, graduates shall be able to solve everyday legal problems in companies, and, in the ideal case, prevent them altogether. Graduates are skilled in the methods and ways of thinking of both disciplines – law and business – and are thus able to communicate proficiently with both entrepreneurs and lawyers. They know their company, its products and its philosophy and are able to find tailor-made solutions, especially in contract, labour, commercial and corporate law.

The key elements of our LLB are:

- A mixture of law and business modules at a ratio of 2:1
- Emphasis on commercial law, especially on contract, labour and corporate law
- Thoroughly trained practical skills in handling national and international contract and commercial law
- Continuous contact with practitioners by presentations and workshops
- Intensive practice of soft skills
- Small group of 35-40 students per year
- Possibility to spend a semester abroad
- Attractive internships in regional companies or abroad

Course structure
This degree programme comprises seven semesters. Semesters one to four build up fundamental knowledge in both business and law so that students have a solid grounding in their discipline when they go on their internship in the fifth semester. Semester six and seven are dedicated to a careful specialisation in one of the following areas:

- Marketing and Logistics
- Personnel
- Corporate Restructuring / Insolvency
- Company Taxation
- Working in an international context (requires a study period abroad)

Job perspectives
Graduates will find job opportunities especially with medium-sized companies (starting from 50-100 employees), for instance, as executive assistant, in HR or distribution. Further occupational fields include the banking and insurance industries as well as consulting companies and larger law firms.

2.1 Faculty of Business

2.1.4 Media Design

Key facts	
Degree awarded	B.A.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

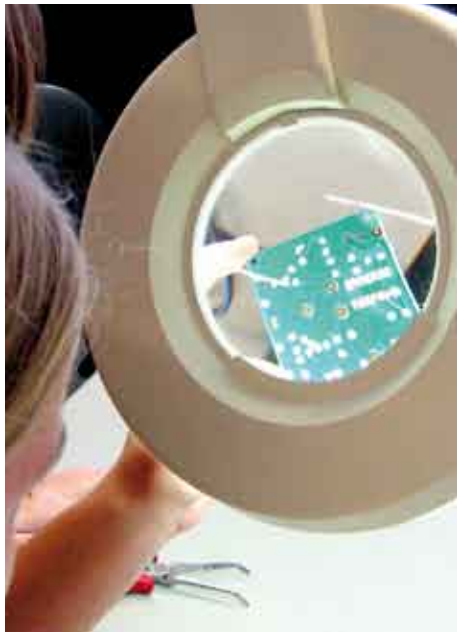
The rapid development of media requires a generation of designers who design the newly emerging technologies and markets. The strong individualisation of society demands a stronger visual diversity of products and communication media which can be innovatively realised through media design. Also traditional media are continuously being re-designed and thus form a huge and interesting occupational field for media designers.

Learning objectives
On the solid basis of a thorough design training, the degree programme Media Design offers the opportunity to focus the individual design competence on traditional and new media. The spectrum ranges from print media, photography and film, 3D-animation and sound design to screen design of mobile applications. The students' design competence is trained to cover everything from applied advertisement to free artistic experiments.

Starting with media and design theories, students learn how to develop concepts for communication and information strategies. The competence for scientific analysis and reflection is trained with practice-oriented projects. There is a strong emphasis on management know-how and soft skills to produce outstanding results in multi-disciplinary teams.

Admission requirements
In addition to your admission to higher education, you also have to prove your artistic capability by passing an aptitude test. The aptitude test is divided into a pre-selection, a practical and an oral test.

Job perspectives
The occupational field for media designers is very diverse and includes, amongst others, PR, advertisement, media, video and film production, publishing industry, museums, scientific and cultural institutions as well as free-lancing.



2.2 Faculty of Information Technology

2.2.1 Computer Science

Key facts	
Degree awarded	B.Sc.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

This programme addresses students who aim at developing sophisticated application programmes, especially in the areas of communication and automation.

Besides general foundations of computer science, students learn how to design, develop and test large software products on top of existing libraries. During the last semesters, students select modules from different fields as for example information systems, multimedia and automation.

In particular the last semesters focus on recent topics in computer science. In addition students get the opportunity to participate in innovative projects, for example in cooperation with aerospace industry and research centres. This approach ensures an education which is based on the state of the art in science and technology.

Course structure
The degree programme consists of six theoretical plus one practical semesters. The theoretical semesters are divided into three parts:

- The first and the second semester are dedicated to theoretical foundations which form the basis for the rest of the study. Students are also introduced to object-oriented programming and software engineering.
- The third and fourth semester provide the core lectures. Here students learn more on software development, standard software (e.g. operating systems and databases) and special algorithms.
- The fifth and the sixth semester are the specialisation part. Here students choose modules from different topics, as for example software development, special algorithms, information systems, multimedia and automation.

The seventh semester is dedicated to practical training: students work on a project and their Bachelor thesis.

Learning objectives
This degree programme prepares students for complex development tasks in the field of information technology. Graduates have completed extensive practical training assignments including industrial internships and are specialised either in distributed systems or control software. In addition, they spent four months full time on their application- or research-oriented Bachelor thesis.

Graduates are familiar with the mathematical and technical foundations of compu-

ter science including computer hardware, networks and distributed systems.

They can apply procedural and object-oriented programming concepts and languages. Further competences comprise the construction of algorithms, the application of system software including operating and database systems and standard libraries including graphical user interfaces and communication software.

Job perspectives
Graduates work in the construction, development and operation of application software. This includes for example positions as a software engineer, programmer for large-scale software or administrator for complex distributed systems.

2.2 Faculty of Information Technology

2.2.2 Media IT

Key facts	
Degree awarded	B.Sc.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

The degree programme Media IT enables students to develop their potential as multimedia practitioners within multimedia industries. Students are able to create layouts and designs and to produce interactive media programmes for their companies (including computer games, image processing, graphical user interface etc). In addition, this degree programme focuses on marketing-related solutions.

Course structure
The standard period of study for Media IT is seven semesters. The course is subdivided into six theoretical semesters and one practical semester. The theoretical part consists of three different levels:

Basic studies (1st and 2nd semester)
Basics in design, information technology and marketing, introduction to object-oriented programming

Major studies (3rd and 4th semester)
Software engineering, basics of computer network, databases, photography, cinematography, internet

Specialisation (5th and 6th semester)
Students specialise on specific themes in media theory e.g. interactive media, internet, computer games, marketing, audio techniques, programming etc.

Practice in Industry (7th semester)
Students undertake a placement of a minimum duration of 18 weeks. The year ends with a final thesis. Ideally, the final thesis is based on the project work; this way, students can put their theoretical knowledge into practice.

Learning objectives
This degree programme prepares students for complex tasks in the IT environment by linking media design and computer science. Graduates have gained fundamental knowledge about computer technology, software engineering and programming as well as communication design, marketing and subject-specific application programmes. This is accompanied by creative skills in illustration, multimedia and photography.

Graduates are trained in the design, development and implementation of multimedia-based applications in the field of new media. They are familiar with the design and programming of graphical user interfaces, game programming and picture processing. This includes for example the structuring and technical implementa-

tion of interactive television or DVDs/CDs, Video-Streaming, Cross-Media-Publishing and websites.

In addition, graduates have gained marketing knowledge that enables them to implement multimedia applications within their respective IT and design framework in accordance with a given marketing strategy.

Job perspectives
Graduates have a wide choice of future careers in the media industry, including positions as interactive media producers or creative advisors.

2.2.3 Business IT

Key facts	
Degree awarded	B.Sc.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

This degree programme equips students with the professional skills and methods for a career as a business computer scientist by interlocking business administration and information technology. Students acquire fundamental technical and economic knowledge of a wide range of IT appliances in business and administration.

Course structure
The course consists of seven semesters (6 theoretical, one practical). In the first four semesters, general knowledge in information technology and business administration is imparted and deepened. After four semesters, students choose one of the following specialisation areas:

- Business Information Systems
- Software Engineering
- Informatics for Medical Applications

Throughout the programme a major focus lies on applying theoretical principles to real problems. The seventh semester is a practical semester. Students write a project report and their Bachelor thesis during this semester.

Learning objectives
Aim of this degree programme is to convey to you the professional acquirements, skills, and methods in order to act as a business computer scientist. You shall be able to adopt scientific insights and practices independently. As a graduate of Business IT, you will be capable to analyse concrete problems arisen in practice and solve them effectively and efficiently by means of information technology.

A prerequisite therefore is logical and algorithmic thinking, interpersonal skills, and the ability to work in a team.

Job perspectives
You will mainly work on software development, the economic application of hard- and software solutions, and the implementation and management of information technology. You will solve organisational and communication problems with innovative and highly sophisticated technology and contribute to the development of future-orientated products.

2.3 Faculty of Engineering

2.3.1 Material and Surface Engineering

Key facts	
Degree awarded	B.Eng.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

When talking about “materials” we understand solid substances used for the construction of machinery or buildings, as well as for the production of artificial limbs or for the creation of images in applied arts. However, functionality of things does not only depend on the materials used, but also on the surface conditions. Only the combination of these two factors provides best functionality. New technologies would scarcely find their application without modern materials.

The interdisciplinary degree programme Materials and Surface Engineering provides, along with basic technical and scientific knowledge, profound working knowledge of materials and their surfaces. Special attention is paid to the transformation of this knowledge into practical skills.

Along with obtaining the necessary theoretical knowledge and facts, you will learn how to react to rapid technical changes and to develop appropriate concepts and solutions responding to ever-changing requirements. For this reason, we take great care to consolidate knowledge through practical exercises. There are many opportunities to experiment and to master modern and innovative processes and technologies available in the new laboratory building.

Once you enter the advanced studies you can specialize in Surface Technologies or Polymer Technologies.

Job perspectives
Typical spheres of job opportunities for graduates are R&D, management of material-intensive productions, quality management, as well as material consulting and customer services. In other words, there is a wide range of occupation in industry and service enterprises, where graduates in Materials and Surface Engineering will find interesting jobs.

2.3 Faculty of Engineering

2.3.2 Industrial Engineering

Key facts	
Degree awarded	B.Eng.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

This programme prepares students for a career at the interface between technology and business by combining business administration, economics and engineering.

During your studies you will gain expertise as well as the ability to grasp complex coherences, to act flexibly, and to lead people. The aim is to develop decisiveness, the ability to communicate, and the willingness to work in teams.

As an engineer, you can work on the entire life cycle of a product. You determine for example customer demands for new products in the context of marketing or advise clients on questions of technical structure and production.

You will be familiar with basic principles of the development, technical implementation, and quality management of manufactures. Furthermore, you will be able to evaluate the economic benefit of a product.

Course structure
This degree programme consists of six theoretical and one practical semester. The first two semesters cover fundamentals in mathematics, physics, computer science and business administration. The following semesters are dedicated to modules like production management and business. In addition, students choose one of the following specialisation areas:

- Materials engineering
- Mechatronics
- Information technology for logistics

In the seventh semester, students work on a twelve-week practical project and write their Bachelor thesis.

Job perspectives
Graduates take on functions both in the technical and the operational divisions of national and international companies. This includes positions for instance as a product engineer, marketing specialist, systems designer or project manager for innovative product and process developments.

2.3 Faculty of Engineering

2.3.3 Mechanical Engineering

Key facts	
Degree awarded	B.Eng.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

Job perspectives for mechanical engineers are outstanding. Machine building is the most important industry in Germany, and mechanical engineers trained in Germany are in very high demand due to their broad range of employment possibilities.

Course structure
The degree programme consists of six theoretical and one practical semester. The first two semesters cover fundamentals in mathematics, physics, computer science, business administration and mechanical engineering. In the following two semesters, modules like automation, machine building and production management build up a profound knowledge of the key topics of mechanical engineering.

In the fifth and sixth semester, students can choose one of the following specialisation areas:

- Production
- Water and Environment
- Textile Machines

In the seventh semester, students work on a twelve-week practical project and write their Bachelor thesis.

Job perspectives
The occupational field of mechanical engineers is not limited to machine building and plant construction but also includes positions in the automobile industry, precision engineering, aviation industry and plastics industry, to name just a few.

Possible tasks include everything from construction, product development, production and processing up to qualified distribution. Naturally, all management positions are open to a suitable engineer.

2.3 Faculty of Engineering

2.3.4 Textile Technology

Key facts	
Degree awarded	B.Eng.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

Students of Textile Technology achieve the degree Bachelor of Engineering (B. Eng.) with a special emphasis on textiles. Graduates are familiar with the different processes for manufacturing and finishing textiles and are able to enhance these according to technical, economic and ecological requirements.

Course structure
The standard period for this degree programme is seven semesters, which is divided in an introductory and an advanced study period.

The basic studies comprise one semester. The advanced studies contain five theoretical and one practical semester and conclude with the Bachelor examination.

The practical semester is scheduled in the fifth semester and lasts 20 weeks. In the advanced study period, students choose between two majors:

- Textile Chemistry
- Innovative Textiles

Major Textile Chemistry
Here the textile engineers plan and control the different production stages of refinement, particularly those of pre-processing, dyeing, printing and finishing.

In the laboratory new refinement methods are developed and optimised and the used textile substrates, dyestuffs, textile additives and chemicals are tested and evaluated.

Further fields of activities can be found in subcontracting, textile machine construction as well as in the dyestuff, additive and chemical fibre industry.

Major Innovative Textiles
In manufacturing, textile engineers plan and control the different production stages of yarns, cloth, knit fabrics, nonwoven fabrics and other textiles. They develop and optimise new methods, test and evaluate the used pulps and the manufactured products. There is also a wide field of activities in textile machine construction and chemical fibre industry.

Job perspectives
Graduates are eligible to work in the chemical, textile, mechanical engineering and automobile industries or for research and development centres.

2.3 Faculty of Engineering

2.3.5 Textile Design

Key facts	
Degree awarded	B.A.
Duration	6 theoretical semesters, 1 practical semester
Fees	400 EUR per semester
Language of instruction	German

The tasks of a designer comprise the conception and development of textiles by an ideal application of production and economic factors. The recognition and implementation of social trends considering aesthetic benchmarks is vital for the economic success of a modern product.

In working life, textile design often means developing textile collections in a team, which represent – in the face of changing market conditions – the product range of a company. Success and existence of the enterprise considerably depend on the quality of these collections, which means a great deal of responsibility for the textile designer.

Admission requirements
In addition to your admission to higher education, you also have to prove your artistic capability by passing an aptitude test.

The aptitude test is divided into a pre-selection, a practical and an oral test. Please bring along your complete application documents to the pre-selection.

Course structure
This degree programme comprises seven semesters. It is divided in an introductory and an advanced study period and includes one practical semester.

The basic studies (semesters 1 - 4) includes modules on aesthetics, the different processing technologies for textiles and basics of IT.

The advanced studies (semesters 5 - 7) contain two theoretical and one practical semester and conclude with the Bachelor examination. The practical semester is scheduled in the fifth semester and lasts 20 weeks.

In your last academic year you can choose between two different majors:

- Textile Design
- Fashion Design

Job perspectives
The occupational area includes the classic work with clothing, home and object textiles and increasingly also in technical areas like vehicle and aircraft construction. Furthermore, textile designers work in all areas of surface and colour design like in the paper and wallpaper industry as well as in architecture and interior decoration. It is also common to act as freelancer or self-employed designer.

3. Postgraduate Programmes

Currently, we are offering four Master programmes in three faculties. All programmes are taught full-time.

As we are currently developing new international Master programmes, please check our website for the latest news. For further information, please contact us on master@fh-hof.de.

Faculty of Business

Marketing Management	MBA	3 theoretical semesters	German
Supply Chain Management	MBA	3 theoretical semesters	German, English

Faculty of Information Technology

Software Engineering for Industrial Applications	M.Eng.	2 theoretical semesters 2 practical semesters	English

Faculty of Engineering

Composite materials	M.Eng.	1-2 theoretical semesters 1 practical semester	German

3.1 Faculty of Business

3.1.1 Marketing Management

Key facts	
Degree awarded	MBA
Duration	3 semesters
Commence	both winter and sommer semester
Application deadlines	June 15 (winter semester) January 15 (summer semester)
Fees	400 EUR per semester
Language of instruction	German

During a “normal” business administration programme, there are limited possibilities to acquire specialist knowledge in marketing. Surveys among companies however have shown that there is a demand for graduates with in-depth knowledge in marketing, market research and distribution. By introducing this Master programme in co-operation with Amberg-Weiden University of Applied Sciences, we are bridging this gap.

All modules take place in Hof and are taught by nine professors and five guest lecturers, all of them designated experts for their field with long-term practical experience as well as managers and advisors from trade and industry.

Advantages for the student
In this Master programme, you acquire expert knowledge in the special subjects of marketing, including for instance capital goods marketing, online marketing, trademark law and direct marketing. This expertise definitely gives you a competitive advantage over graduates of other degree programmes when it comes to allocating the most attractive positions in marketing and sales.

A Master programme for whom?
Additional qualifications in marketing and sales enhance the employment outlook and career opportunities of all applicants. This Master programme is open to graduates of all disciplines (please note that there is a graded admission according to the existing qualification). If fulfilling the admission criteria, also graduates of “exotic” study fields can enhance their employability with this Master programme. The MBA in Marketing Management offers you the chance to acquire an internationally renowned academic title within a relatively short time.

Admission requirements
For admission, a Bachelor degree with at least three years or 180 ECTS is required. The overall grade should be equivalent to 2,5 or better in the German grade system.

If your average grade is worse than 2,5, you might be accepted in case you belong to the top third of your class. The programme is open to graduates from non-economic study fields. For further details on the admission requirements, please check our website.

3.1 Faculty of Business

Course structure
This Master programme is offered as a full-time programme. It comprises the following three main subject areas:

- Specialisation in sectoral marketing
- Application of management and marketing
- Additional competences in management and marketing

Students spend the third semester on an empirical Master thesis, either in collaboration with a company or as freely chosen empirical research topic.

Learning objectives
This Master programme prepares you for complex management and marketing tasks in the field of consumer and capital goods as well as in the service sector. Graduates have completed extensive practical training assignments and are specialised in market research, market segmentation, direct marketing and sales.

Job perspectives
The Master degree in this discipline entitles the holder to the professional title “Master of Marketing Management (MBA Marketing)”. Employment opportunities are manifold, especially in the trade and service sector. Working in the field of marketing and sales, graduates take on positions for example as a team leader, project manager or department head.

3.1 Faculty of Business

3.1.2 Supply Chain Management

Key facts	
Degree awarded	MBA
Duration	3 semesters
Commence	both winter and sommer semester
Application deadlines	June 15 (winter semester) January 15 (summer semester)
Fees	400 EUR per semester
Language of instruction	German, English*

This Master programme prepares students for assuming management tasks within the field of logistics. Here technical and business aspects are combined to establish new logistic management concepts.

Therefore the main focus of this Master programme is the procurement of logistic knowledge including both economic and technical concepts.

Due to this integrative concept, graduates are able to take on leadership positions within the field of logistics (senior management).

Admission requirements
For admission, a Bachelor degree in Business Management, Industrial Engineering or Business IT is required (at least seven semesters or 210 ECTS). The overall grade should be equivalent to 2,5 or better in the German grade system.

If your average grade is worse than 2,5, you might be accepted in case you belong to the top third of your class.

Furthermore, at least 15 ECTS credits obtained in the field of logistics plus at least 5 ECTS credits obtained in data processing are required.

Course structure
The Master programme is offered as a full-time course and includes the following main subject areas:
- Strategies of Logistics
- Logistic Management
- Information Technologies in Logistics
- Management of Logistic Projects

The third semester is spent on a practical project and the Master thesis.

Job opportunities
According to our estimates, more than 2.5 million people in Germany currently work in logistics. However, both in the logistic service industry and in the field of in-house logistics, academics were underrepresented in the past. Although there has been a noticeable increase in education and training, there will be a significant accumulated demand for university-trained logistic managers for many years to come.

* Applicants need to be fluent in both German and English. At least fifty percent of the lectures are taught in German; courses are not offered simultaneously in both languages.

3.2 Faculty of Information Technology

3.2.1 Software Engineering for Industrial Applications

Key facts	
Degree awarded	Master of Engineering
Duration	4 semesters (2 theoretical, 2 practical)
Commence	both winter and sommer semester
Application deadlines	May 15 (winter semester) November 30 (summer semester)
Fees	2.500 EUR per semester
Language of instruction	all courses are taught in English

This Master programme prepares students for complex management and engineering tasks in the domain of software development for industrial applications. In this field, information technology is increasingly characterised by integrated solutions interconnecting systems on various levels. Its applications range from low level control of production processes to high level management and logistic tasks of multiple independent companies.

Managing projects in this domain requires not only excellent technological competence but also management and engineering skills which have to be trained and demonstrated in a sufficiently complex environment. Therefore, the programme comprises extensive training assignments in addition to theoretical courses providing the technological and organisational knowledge.

Course structure
The programme comprises four semesters. The first two semesters provide theoretical knowledge in the domains Management, Software Engineering for Distributed Systems, Advanced Information Systems and Logistic Systems. In addition, seminars on recent developments in these domains are offered.

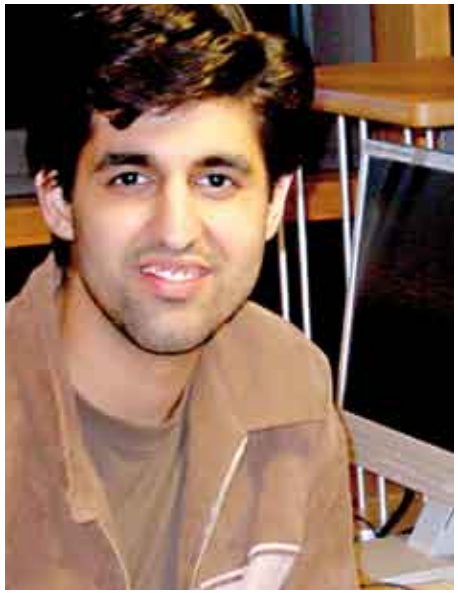
The third and fourth semester are usually spent working as an intern in a company to gain more practical experience. This second year therefore is dedicated to training assignments in application oriented research and development projects.

Admission requirements
Applicants must have a Bachelor degree in Computer Science or a related field from an accredited institution. Good knowledge in the areas of software engineering, programming, database systems and computer networks is required. Additional professional experience in the software industry is strongly recommended. A high level of academic English is obligatory.

Job perspectives
Chances to find a good position in the job market after graduation are very good - up to now, we have a 100 % placement of our

3.2 Faculty of Information Technology

graduates in very renowned companies. Graduates do not only possess cutting-edge technological competence but also excellent management and engineering skills - perfect pre-requisites for a high-flying career in software engineering!



Saurabh from India says…

The best part of the course is the internship program which gives real hands on experience on working in German companies and developing enterprise wide applications. I personally believe that you will learn more than you ever imagined.

On the whole this one year internship program carves a professional out of a student. It is through this internship program that future employers will gain a sense of who you are, the talents that you possess and the experiences that you have had.

3.3 Faculty of Engineering

3.3.1 Composite Materials

Key facts	
Degree awarded	Master of Engineering
Duration	3 semesters
Commence	only winter semester
Application deadlines	May 15
Fees	2.500 EUR per semester (subject to change)
Language of instruction	all courses are taught in English

For new products, ever more efficient materials are required. Frequently, these materials are a composite of different materials – metals, polymers, fabric, with ceramic and mineral components.

The development of new exciting composite materials requires specific knowledge and techniques which can be acquired in this Master programme. Drawing on our expertise in textile and materials engineering, we are able to offer a unique specialisation: the concentration on textile composites and fibre reinforcement of polymers.

Furthermore, it is important to have a holistic look at the lifecycle of materials – from production up to its recycling. Thus graduates are well-equipped to take on demanding management positions in the field of material science and technology.

Admission requirements
For admission, a Bachelor degree in material or surface engineering or an engineering degree with a related specialisation is required (at least three years or 180 ECTS). The overall grade should be equivalent to 2,5 or better in the German grade system.

Course structure
This Master programme is taught as a full-time programme. The first two semesters are theoretical study semesters, the third semester is a practical semester and includes the Master thesis.

Job perspectives
There is a wide range of employment opportunities for engineers in this field. These include, for instance, positions as production manager, head of a materials laboratory, specialist for materials in product development, specialist for automotive lightweight constructions or application engineer for composite materials.

This Master programme will start in winter semester 2009. For further details, please refer to our website.

4. Study Abroad Programme

Key facts	
Degree awarded	None
Duration	1 or 2 semesters
Commence	both winter and summer semester
Application deadlines	June 30 (winter semester) November 30 (summer semester)
Fees	35 EUR per semester (for students from partner universities)
Language of instruction	German / English

Within the Study Abroad programme, you can study at Hof University of Applied Sciences for one or two semesters. As an exchange student, you have several options regarding your course selection:

If you have sufficient knowledge to follow lectures taught in German, you can choose any undergraduate course from any faculty lectured in German. In addition, the seminar “Regional Studies: How does Germany work?” is specially organised for exchange students.

We also offer a wide range of courses lectured in English in the faculties Business, IT and Engineering. Every semester, courses worth at least 30 ECTS are lectured in English language. Among those courses that are taught regularly are:

Winter semester	**Summer semester**
International Trade	International Accounting
International Management I	International Tax
International Marketing	Leadership
European Union – History, Legal Framework and Economic Freedoms	Data Analysis
Managing Cultural Diversity	Legal English I
Legal English II	The new Asian Dragons – doing Business in Asia
Introduction to SAP ERP	Aviation Knowledge and Aviation Management
Doing Business in China	The Role of Women in Different Cultural Environments
Managing Cultural Diversity	

4. Study Abroad Programme

In addition, we offer **German language courses** on various levels. If you visit the advanced German course, you can even take the TestDaF examination (Test of German as a Foreign Language, a highly recognized language certificate) at the end of the semester.

You can also participate in any of our **foreign language courses** (see also 5.1, page 42)

For students participating in the Study Abroad Programme, we offer a **two-week German intensive course and orientation period** before the start of each semester. During this period, you will not only meet the other international students and get to know the university. We will also help you with all administrative issues needed for studying in Hof (e.g. registration with the Foreigner’s Office, enrolment, time table, rental contract, health insurance etc.). Thus, you can have a relaxed start when your actual lectures begin.

In order to be enrolled as an exchange student, you have to apply online and pay an administrative fee of 35,- EUR per semester. For details on the application process, please see section 6.2 on page 43.

At the end of your studies in Hof, you will receive a detailed Transcript of Records.

Perrine, exchange student from France:

I really enjoyed my time at Fachhochschule Hof. I will go back to France with a lot of memories, as the good atmosphere at school, the organised trips, the funny parties and also the efforts of the German people to make us discover their culture.

The International Team is very nice and always there if you need any help. Thank you for everything!

5. Language Programmes

5.1 Language Courses

All students enrolled at Hof University of Applied Sciences can participate for free in our language courses. Our Center for Languages and Intercultural Competence offers the following languages on different levels during the semester:

- German
- English
- Spanish
- French
- Italian
- Polish
- Czech
- Russian
- Chinese

These courses are open to all students enrolled in a Bachelor or Master programme. Of course, all exchange students in the Study Abroad programme are welcome to participate in the language courses.

5.2 German as a Foreign Language (TestDaF)

The TestDaF (Test Deutsch als Fremdsprache / Test of German as a Foreign Language) is a centralised language test which proofs proficiency in the German language.

For those who want to study in Germany in a full-time degree programme, TestDaF provides the universally recognised proof of the language skills required for admission to any German university.

Hof University of Applied Sciences is a **licensed test centre for TestDaF** so you can take the examination directly at our university.

We also provide **full-time preparation courses for the TestDaF** examination. Our courses prepare you especially for studying in Germany and take into account the requirements of the TestDaF examination.

Requirements, duration and costs
In order to participate in the TestDaF preparation course, you need to have at least an intermediate level in German (B1-B2 according to the Common European Framework). The courses consist of 21 contact hours per week and run parallel to the university semester, i.e. they start mid-September and 1st of March each year. The participation fee is 400,- EUR per semester (subject to change).

For further details, upcoming courses and examination dates, please contact us: international@fh-hof.de.

6. Studying in Hof

6.1 Academic calendar

In Germany, the academic year starts in October and is divided into two semesters:

Winter semester (semester 1):

Duration of the semester:	01.10. – 14.03.
Lecture period:	01.10. – 25.01.
Examination period:	26.01. – 14.02.
Lecture-free time:	24.12. – 07.01.
Holidays:	15.02. – 14.03.

Summer semester (semester 2):

Duration of the semester:	15.03. – 30.09.
Lecture period:	15.03. – 10.07.
Examination period:	11.07. – 31.07.
Holidays:	01.08. – 30.09.

For students participating in the Study Abroad Programme, we offer a **two-week German intensive course and orientation period** before the start of each semester (2nd and 3rd week of September; 1st and 2nd week of March).

6.2 How to apply

You can choose to study in Hof as an exchange student, or you can come to Hof as a full-time student and do a complete degree programme.

Study Abroad programme
Within the Study Abroad Programme, you can study at Hof University of Applied Sciences for one or two semesters. For this programme, students are normally nominated by their home institution. An exchange agreement is required between the two universities. It is possible to study in Hof within the framework of the ERASMUS programme.

In order to apply, please fill in the online application on our homepage, have the application form signed by your International Office and send it to us by post.

Application deadlines:

- for the following winter semester: June 30
- for the following summer semester: November 30

If you have further questions, please contact us on international@fh-hof.de.

Full-time students:
Undergraduate programmes

1. Approval of foreign certificates
You have acquired your university entrance certificate abroad? Before you can apply in Hof, your certificate must first be approved by the “Zeugnisanerkennungsstelle”, the central approval authority for foreign degrees in Bavaria. They will also assess your overall average grade.

In order to get your certificates approved, please send the originals to this address:

Zeugnisanerkennungsstelle für den
Freistaat Bayern
Pündterplatz 5
80803 München
Fon: +49 89 / 383849-0
http://www.stmuk.bayern.de/km/schule/schularten/berufliche/zeugnisanerkennung/index.shtml

We advise you to send your certificates for approval as early as possible to make sure that you can complete your application documents in time.

2. German language skills
As all our undergraduate programmes are taught in German, you are obliged to provide of proof your German language skills at the time of enrolment at the latest. We for instance accept TestDaf (3x4, 1x3) or DSH (Level 2).

3. Online application
You need to apply online for your desired degree programme. Please note that your application is only complete if you have printed the online form and sent it along with the required documents to us by post within the application period.

Application period:
- 01.05.–15.06. (for the winter semester)
- 15.11. – 15.01. (for the summer semester - higher semesters only)

Applications that arrive in Hof after the application deadline cannot be considered. Certificates like the verification by the "Zeugnisanerkennungsstelle" can be handed in until July 27.

Full-time students:
Postgraduate programmes

For the Master programmes, you also need to apply online and send in your documents to us by post. However, you do not need to have your certificates authorised by the "Zeugnisanerkennungsstelle".

For all our Master programmes except the Master Software Engineering, you should provide proof your German language skills at the time of enrolment at the latest. We for instance accept TestDaf (3x4, 1x3) or DSH (Level 2).

Application period:
- 01.05.–15.06. (for the winter semester)
- 15.11.–15.01. (for the summer semester)

Application deadlines for Master Software Engineering:
- May 15 (for the winter semester)
- November 30 (for the summer semester)

Admission requirements vary according to the programme. Please check our website for details.

6.3 Financial matters

Tuition fees
If you study in Hof for one or two semesters within the Study Abroad programme, you do not have to pay tuition fees. Only a fee of 35,- EUR is mandatory to cover various administrative costs.

For all undergraduate programmes and most Master programmes, the tuition fees are currently 400,- EUR per semester plus an administrative fee of 35,- EUR.

The Master programme "Software Engineering for Industrial Applications" charges 2.535,- EUR per semester.

For scholarship opportunities from various organisations and foundations, please check the scholarship database of the German Academic Exchange Service (DAAD) on www.daad.de. If you are a citizen of a Eastern European country, please check www.bayhost.de for current scholarship offers. Please note that some of the scholarships require very elaborate applications with up to one year lead time. For most scholarships, you have to apply before leaving your home country.

6. Studying in Hof

Living expenses
The cost of living in Hof is generally lower than in other German cities. We recommend single students to budget between 500,- and 600,- EUR per month to meet personal expenses (accommodation, living, health insurance, books, etc.). This amount is in addition to airfares and visa fees and will vary depending on your lifestyle and preferences.

Here are some examples for living expenses in Germany:

Groceries	quantity	Price in EUR
Bananas (seasonal)	1,0 kg	from 0,69
Beer	0,5 l	from 0,39
Bread	1,0 kg	from 1,59
Butter	250 grams	from 0,85
Chicken (deep frozen)	1,0 kg	from 2,39
Chocolate	100 grams	from 0,39
Coca Cola	1,0 l	from 0,89
Coffee	500 grams	from 3,49
Eggs	10 pieces	from 0,59
Jam	450 grams	from 0,79
Joghurt with fruits	150 grams	from 0,25
Milk	1,0 l	from 0,49
Noodles	1,0 kg	from 0,69
Pizza (deep frozen)	1 piece	from 0,99
Potatoes	10 kg	from 2,99
Rice	1,0 kg	from 0,89
Water	1,5 l	from 0,39
Wine	0,75 l	from 1,59

6. Studying in Hof

6.4 Health insurance

The German government and the European Union have made it mandatory for all foreign students to have health insurance for the entire duration of their studies in Germany.

This health insurance is essential for a student:

- to enrol as an authorized student of the university
- to get a Residence Permit
- to do an internship or a part-time job

Students from the EU or from other countries with which Germany has a health insurance agreement may maintain the health insurance from their home country by taking out an E 128 / E 111 form.

All other international students are required to take out a health insurance by a state health insurance provider located in Germany. The German student insurance has standard price slabs (about 65 EUR per month) and it is highly subsidized by the state especially for the students to ease their financial burden.

Adequate health insurance coverage is a pre-requisite for enrolment.

6.5 Services for international students

We continually strive to improve our services for international students. When you decide to come to Hof, we will assist you all the way from your application to your first weeks in Hof and beyond. Amongst others, we provide the following services for you:

- pick-up service
- help with finding accommodation
- intensive social and academic guidance
- free intensive German and foreign language courses
- 24-hours access to computer labs and library
- assistance with administrative issues
- outstanding free sporting facilities
- organization of special social and cultural activities
- network with more than 50 partner universities

6.6 Accommodation

In Hof, student accommodation is easily available. Accommodation can be found in our student residence or on the private market. For rent, you have to calculate around 200 EUR per month, which is pretty cheap in comparison to other German cities.

If you need assistance with finding accommodation, please get in touch with us: international@fh-hof.de.

6. Studying in Hof

6.7 Location: The city of Hof

Hof is a middle-sized town located in the heart of the enlarged Europe right between Berlin, Munich and Prague. Hof has a population of about fifty thousand and is an appealing 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 - along with the Berlinale one of the most important German film festivals, taking place every year in October.

The city of Hof is surrounded by beautiful nature. The town is located between the low-mountain regions of the Fichtelgebirge and the Franconian Forest on the banks of the river Saale. Therefore you will find excellent possibilities for all outdoor sporting activities such as cycling, hiking, climbing and skiing (both cross-country and down-hill).

Due to its location close to the former German-German border, Hof became closely involved in the most important event in Germany's recent history: the German reunification in autumn 1989. At this time, a new era began for Hof and the region. Since then, the city has experienced a real development spurt.


internationale
HOFER
CK
Central-Kino
Wurst

Contact

If you have any questions or problems, please do not hesitate to get in touch with us! We are always happy to help!

international@fh-hof.de
www.fh-hof.de

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Published by:

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May 2009