

information sheet course of study

Cooperative Master Programmes

Human Resource Management (FH Regensburg)

The operational personnel management is facing many difficult tasks in regards of technological, economical and social changes. Only by an increasing professionalization in human resources, the future challenges will be coped with.

Goal of this programme is to train the skills of an autonomous and independent application of scientific knowledge and methods as regards operational personnel management.

The programme is a full-time course of study and three semesters in duration containing following modules:

- Strategic and International Human Resource Management (HRM)
- Judicial and Administrative Questions of HRM
- Instruments of Personnel Policy
- Human Being and Organisation

Target Group:

- Graduates of a first academic degree of business studies as well as other programmes
- career changers with professional experience and with a first academic degree

This innovative programme is unique in Bavaria and is carried to the same extent by the universities of applied sciences in Amberg-Weiden, Deggendorf and Regensburg. Central place of study is the UAS Regensburg during the total duration of the programme.

It will end with the awarding of „**Master of Arts (M.A.)**“.

Contact

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Marketing Management (FH Hof)

Tasks in marketing and distribution belong to the most important jobs of graduates with business or related programmes. Companies over and over again utter their demand for graduates with a solid education in both these areas. This demand in a business programme can only be satisfied to a certain extend. The master programme marketing management should close this gap.

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

The programme is a full-time course of study and three semesters in duration containing following modules:

- Specialisation in the sectoral marketing
- Application of Marketing Skills
- Additional Marketing Competences

Target Group:

The programme is for graduates of all courses of study whereas there is a gradual entry depending on pre-qualifications.

The programme is part of a cooperation between the universities Hof and Amberg-Weiden, the lectures will be at the location in Hof. It ends with the awarding of „**Master of Arts (M.A.)**“.

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