

Offering a Bright Future

Great Expectations

Germany is one of India's most vital trading partners and German companies strive to contribute to the fascinating development and success story of India's growth and development. The vibrant economy of India therefore attracts a lot of German companies which are currently setting up in India or are considering massive direct investments. Various joint ventures are established, German companies are setting up their own export organizations or are working on cooperations with local distributors in India.

Similarly, Indian companies are becoming increasingly aware of the opportunities that the German market offers for operating businesses based on German technological know-how as well as partnering with German businesses and reaching out to potential German customers. Therefore, Indian companies are looking forward to exploiting the German market by establishing own branches there.

Great opportunities

These economic developments offer great opportunities particularly for young and determined academics in the field of engineering, predominantly engineering based on manufacturing of technical components. German as well as Indian companies require highly qualified employees and/or entrepreneurs to support their business expansion plans to or from India. Therefore, they are in great need of people acquainted with both, the business expertise as well as cultural understanding of customs in these countries.

About ...

... Hof and Hof University

The town of Hof, Germany, is the home town of 50,000 citizens. It is located in the heart of Europe with 3 hours by car to Munich, Berlin, Frankfurt. Hof University, a state-funded university located in the town of Hof, offers a positive learning environment with small classes and an ideal student to lecturer ratio of 1 : 25. It is equipped with modern facilities, a safe, clean campus and 24-hour access to library and computer labs. Intensive personal support is offered for international students.

... Coimbatore and PSG Institutions

Coimbatore with a population of over 1.6 million is the second largest city of Tamil Nadu. It is an industrial city with textile factories, engineering firms, automobile parts manufacturers, health care facilities and educational institutions. PSG & Sons Charities played an important part in the development of Coimbatore with 23 institutions teaching from kindergarten to doctoral education in various subjects of academic pursuit. Since 1926, PSG is devoted to empowerment and social change through technical education in India. In this process, it has educated over 300,000 students and has an annual intake of more than 6000 students.



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 hof
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Education Made in Germany

Master Programme (M.B.A.)

German-Indian Management Studies

Indo-German Business Relations



The relationship between India and Germany has traditionally been close and amicable. Particularly in the area of business both countries can look back on more than 500 years of intensive Indo-German trade relations. Over the centuries, India as well as Germany experienced mutual benefits due to a substantial exchange of goods and services.

As the second leading export nation in the world (behind China), Germany is highly interested in expanding the business relationships with India. Since the beginning of reforms in India in 1991, the Indo-German trade volume has increased to 15.5 billion Euro in 2010.

Although this trade volume currently represents less than 1% of Germany's total exports, the annual growth rate of more than 12% of Indo-German trade elevates fast-growing India to one of Germany's future top export markets and Indian companies to preferred trading partners.

Currently Indian exports to Germany comprise particularly textiles and leather products as well as electro-technical products, pharmaceuticals and machinery, while German exports to India primarily include machinery, electrotechnology, automobile products and components.

Due to the aforementioned developments, both German and Indian companies are in need of adequately skilled future employees. Therefore Hof University, Germany, offers – in cooperation with PSG Institute of Advanced Studies, Coimbatore, India – this innovative MBA programme German-Indian Management Studies (GIMS). The MBA addresses Indian engineers with the following specialisations:

- mechanical engineering
- electrical engineering
- environmental engineering
- process engineering
- materials and surface engineering
- as well as other engineering disciplines

The focus of the Master Programme is to prepare the graduates for a management position in a variety of functions within German companies operating in India as well as for Indian companies operating a subsidiary in Germany. The main focus of the MBA programme lies on marketing and sales aiming at qualifying the students for the following positions:

- technical marketing and sales manager
- key account manager
- project manager
- procurement manager
- branch or regional manager

The GIMS-MBA programme takes two years (four semesters) to complete. The first semester takes place at our partner institution PSG Institute of Advanced Studies in Coimbatore, India; the second and third semester are spent at Hof University in Hof, Germany; and the fourth semester is conducted as a paid internship at a company located either in India or Germany, which may be chosen by the student, qualifications pending. The Master thesis is conducted during this time.



Graduates of the GIMS earn a “Master of Business Administration” of Hof University. This MBA degree permits students to apply for an appropriate job within Germany.

The main objective of the GIMS programme is to develop and foster the Indo-German understanding. Therefore, a core aspect of the education is the cultural and language integration of the Indian students. However, classes are predominantly taught in English to ensure that all students are able to understand the academic content. Later on, some classes are taught in German to familiarize foreign students with German business terminology.

Admission and Selection Process

The admission and selection process is a joint effort between PSG Institute of Advanced Studies and Hof University.

Application Requirements and Dates

Eligibility for admission is based on the completion of degree examination of any recognized university or equivalent thereto and a minimum composite score of 600 in the Management Aptitude Test (MAT) conducted by All India Management Association (AIMA) or an equivalent test.

Issue of Application Forms: Feb 15th onwards

Last date for Receipt

of Application Forms: April 15th (1st round)
June 2nd (2nd round)

Applications must be submitted to GIMS Programme, PSG Institute of Advanced Studies, Coimbatore- 641 004, India.

Selection Process and Period

The selection process involves the following steps:

1. Written test for English language comprehension and purpose of study
2. Group discussion
3. Personal interview

The selection takes place

April – May (1st round) and June – July (2nd round).

Course Commences

PSG Institute, India August

Hof University, Germany March

Tuition Fees / Costs of Living

The tuition fees are 3750 € per semester for 3 semesters at Hof and Rs.1,50,000 for one semester at PSG. This includes organizational support from PSG during the visa application process and assistance during the search for apartments in Germany by Hof University. Further, it includes organization of student excursions to various companies and field trips to cultural sights or events in Germany. Accommodation and living expenses in Germany are estimated at 700 € per month, including rent and food.

Semester	Period	Courses	Credits	Location
1	1 st Semester: Aug -Jan	<ul style="list-style-type: none"> Principles of Marketing Corporate Finance Human Resources German I Intercultural Training 	5 5 5 12 3	PSG Institute
2	2 nd Semester: March - Sep	<ul style="list-style-type: none"> Industrial Marketing Management Logistic and Supply Chain Management Project Management Negotiation Strategies and Styles German II Business German and Cultural Training I 	5 5 5 5 5 5	Hof University
3	3 rd Semester: Oct - Feb	<ul style="list-style-type: none"> International Marketing Corporate Leadership Cost Accounting Contracting Law German III Business German and Cultural Training II 	5 5 5 5 5 5	Hof University
4	4 th Semester: March - Sep (Internship Semester)	<ul style="list-style-type: none"> Preparation Seminar Masterthesis 	5 25	Either in Germany or India