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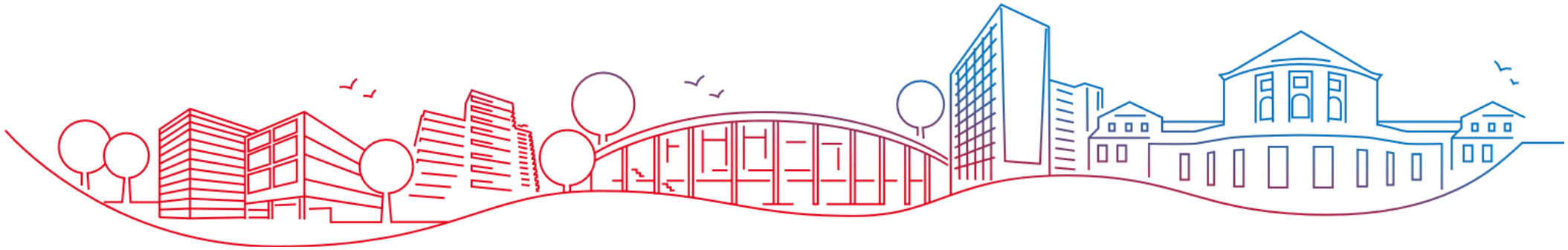
UNIVERSITY OF HAMBURG
BUSINESS SCHOOL



Welcome Day – Winter Semester 26/27
Master of Science in Business Administration

05.10.2026

Prof. Dr. Guido Voigt (chair of the examination board)

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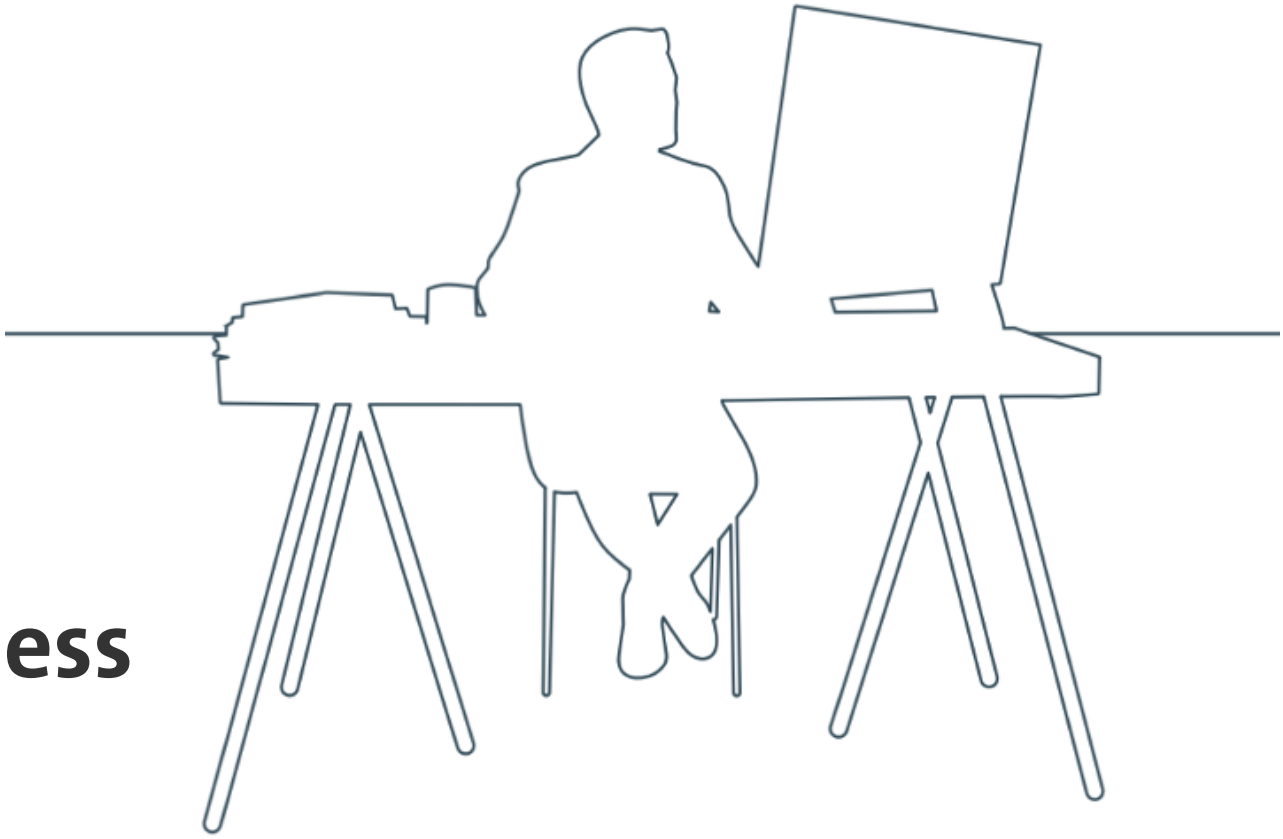
Organization and Structure – Master of Science in Business Administration



The University of Hamburg – An Overview in Numbers

- one of the largest universities in Germany
- one of 12 Universities of Excellence in Germany since 19 July 2019

Faculties of the University of Hamburg

1. Faculty of Business Administration (Hamburg Business School)
2. Faculty of Psychology and Human Movement Science
3. Faculty of Mathematics, Informatics and Natural Sciences
4. Faculty of Humanities
5. Faculty of Education
6. Faculty of Medicine
7. Faculty of Business, Economics and Social Sciences
8. Faculty of Law

The Faculty of Business Administration

- established on 01 February 2014
- one of the largest business administration faculties in the German-speaking world with 29 professors and approx. 4 000 students
- the faculty chairs are organized into 8 areas of specialization or disciplinary groups, which are in charge of teaching, among other responsibilities

Our Faculty‘s Specializations

- Applied Statistics and Data Science
- Finance, Banking and Insurance
- Health Care Management
- Marketing
- Operations and Supply Chain Management
- Corporate Management
- Information Systems
- Auditing and Taxation

Degree Program Organization

- Vice dean for academic affairs
- Faculty council
- Committee for Teaching, Studies and Academic Reform
- Program director
- Chair of the examinations board
- Academic Office Team
- Examination regulations, , subject-specific provisions, module handbooks

Degree Program Accreditation

- The degree program Master of Science in Business Administration has been accredited as part of the quality assurance and improvement of bachelor‘s and master‘s degree programs at University of Hamburg since November 2021.
- In September 2026, the Faculty received again the world-renowned EQUIS accreditation, which is awarded to outstanding business schools. The master‘s degree program in Business Administration was designated a flagship program.

Foto: UHH/von Wieding

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Mission

Building on Hamburg's history as an **international trade metropolis**, we develop and teach **contemporary** approaches to business.

In our **research** and research-based education we focus on evidence-based decision-making.

We contribute valuable **data-driven** insights and foster **critical thinking** for a **sustainable future**.

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Vision

Our vision is to be a **leading Business School in Europe** for quantitative and empirical **research** with high economic and societal **impact** and for **research-based education** that develops future **leaders** to shape a **sustainable future**.

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Values

Our values are inspired by the **Hanseatic "honorable merchants"** who have shaped commerce in Hamburg for centuries. They are recognized as smart and successful **business leaders** with a **global network** and a pronounced sense of **responsibility** for their own companies, for society, and for the environment. Honorable merchants are trustworthy, down-to-earth, and unpretentious.

- **Excellence:** We are committed to excellence in everything we do.
- **Impact:** We contribute to society by generating innovative, relevant insights based on rigorous research and by educating critical thinkers who make a difference in the world.
- **Responsibility:** We uphold and encourage sustainable, socially responsible behavior.
- **Openness:** We engage openly with other disciplines, communities and cultures. We embrace diversity in all its forms.
- **Connectedness:** We are a collegiate and supportive community that fosters cooperation and gives researchers and students the autonomy to flourish.

LinkedIn: Follow us

Register as a

Student of the University of Hamburg Business School

And subscribe to our LinkedIn channel:

www.linkedin.com/company/university-of-hamburg-business-school/

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Newsletter

Subscribe to the newsletter of the

University of Hamburg Business School

https://www.bwl.uni-hamburg.de/ueber-die-fakultaet/newsletter.html

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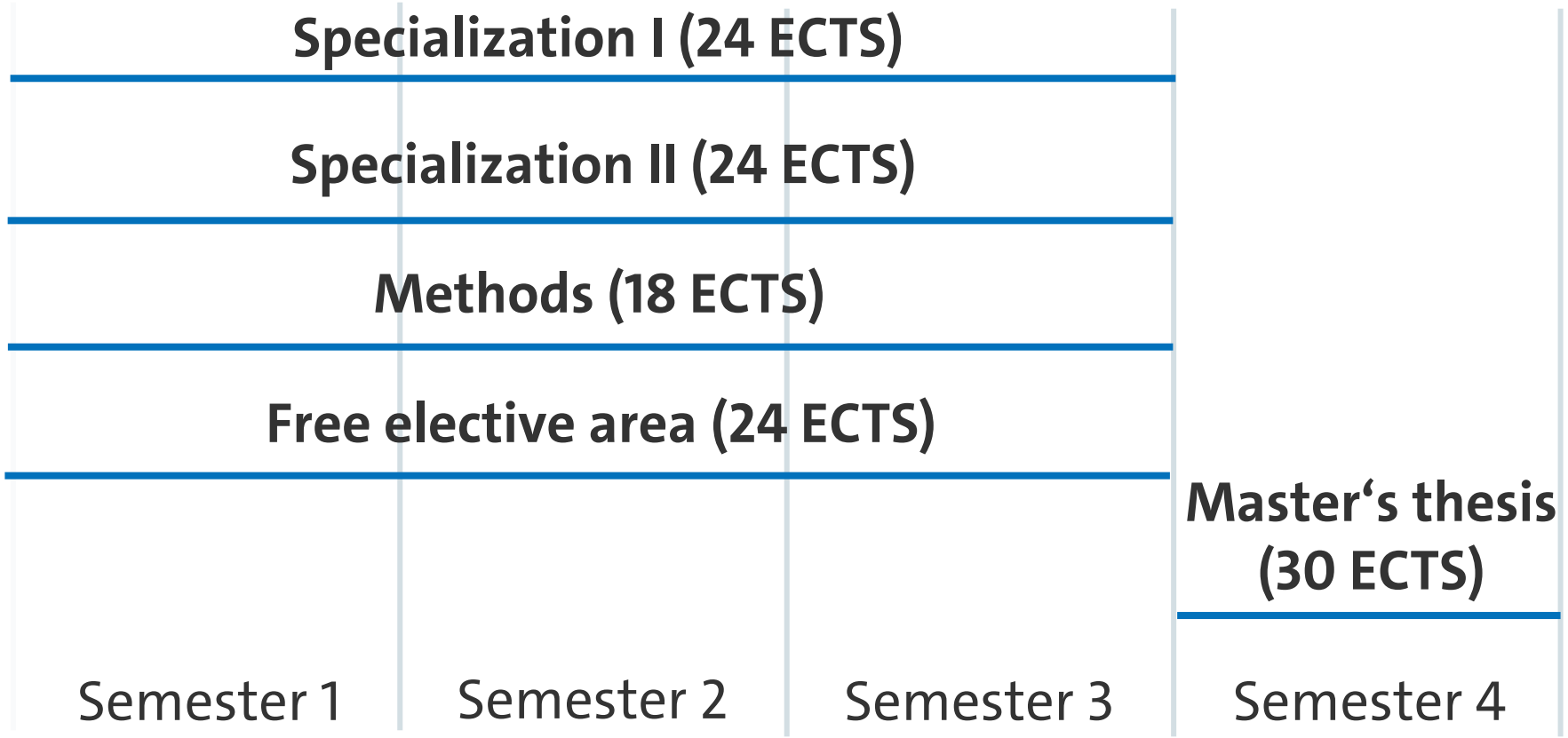
Degree Program Structure



Specializations (free choice of 2 out of 7):

1. Business Analytics (MA-BA)
2. Finance, Banking and Insurance (MA-FBI)
3. Health Care Management (MA-MiG)
4. Marketing (MA-MA)
5. Operations and Supply Chain Management (MA-OSCM)
6. Management (MA-MAN)
7. Auditing and Taxation (MA-WPSTEU)

Specializations in English

1. Business Analytics (MA-BA)
2. Finance, Banking and Insurance (MA-FBI)
3. Marketing (MA-MA)
4. Operations and Supply ChainManagement (MA-OSCM)

Selection of specializations

- Students must choose their specialization or specializations right at the beginning of their studies – before registering for their first courses!
- The purpose of today‘s presentation of all specializations is to help you make your choice within the first few days of your studies.

Combination of specializations

- Generally, there is no temporal overlap between specializations.

- The exceptions are WPSTEU and MIG as well as MAN and BA, which share the same time slot and should not be selected together if possible.

Time Slot Model

Time	Monday	Tuesday	Wednesday	Thursday	Friday
08 - 10	MAN/BA	OSCM	WPSTEU/MIG	FBI	MA
10 - 12	MAN/BA	OSCM	WPSTEU/MIG	FBI	MA
12 - 14	MAN/BA	METH	WPSTEU/MIG	FBI	MA
14 - 16	METH	OSCM	Committees	METH	METH
16 - 18	METH	METH	Committees	METH	METH

BA	Business Analytics
FBI	Finance, Banking and Insurance
MA	Marketing
MIG	Health Care Management
OSCM	Operations and Supply Chain Management
MAN	Management
WPSTEU	Auditing and Taxation
METH	Methods

Time Slot Model

- Time slots have been defined to ensure that there is little overlap between courses in all areas.
- Each time slot accomodates enough modules to obtain the necessary ECTS credits in the respective specialization over three semesters.
- Additional courses in one specialization as well as practical courses may be offered outside the outlined time slots.

Methods Component

- Modules covering methodological, statistical and analytical content
- Offer of required elective modules as specified in the module handbook
- Module code: BWL-MA-METH XY
- Scope: 18 ECTS. A maximum of 12 ECTS can be credited from specializations modules.

Methods – Credits from specializations (max. 12 ECTS)

- BWL-MA-BA1, Statistical Programming
- BWL-MA-BA5, Choice Based Optimization
- BWL-MA-BA9, Deep Learning – An Introduction
- BWL-MA-OSCM3, Advanced Topics in Operations Research

Free Elective Area

- Scope: 24 ECTS
- Elective modules have to be passed. Grades are not reported in your transcript.
- Modules from the Master of Science in Business Administration (except seminars)
- Language courses from the University Language Center (at least C1)
  - Except German in the General Track
  - Except English in the English Track
- Various courses offered by other faculties (such as WISO or MIN)

Any unanswered questions at this point

We wish you a good start to your studies!

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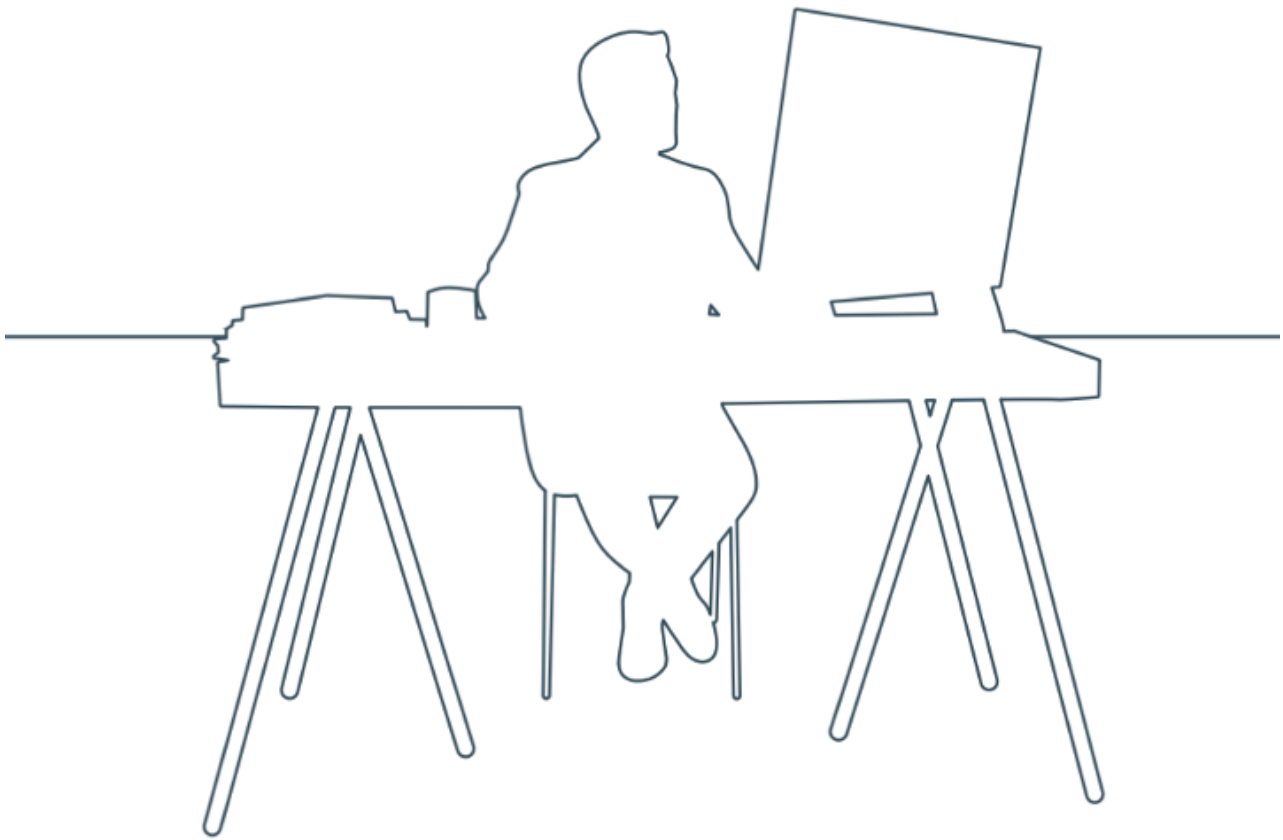
Presentation of the specializations – Master of Science in Business Administration



in a separate presentation