



WELCOME TO THE UNIVERSITY OF EUROPE FOR APPLIED SCIENCES

CREATE YOUR STORY **INSPIRE THE WORLD**



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WHO WE ARE

The University of Europe for Applied Sciences (UE), with campus locations in Iserlohn, Berlin, Hamburg and the newly opened UE Innovation Hub, is a state accredited private university. With programs in Business Management, Digital Business, Media & Data Science, Sports Management, Psychology and Design, the university is developing the innovators of tomorrow.

The UE has access to nearly 20 years of experience in economics, new technologies and design – a sought-after combination of expertise in times of digital transformation.

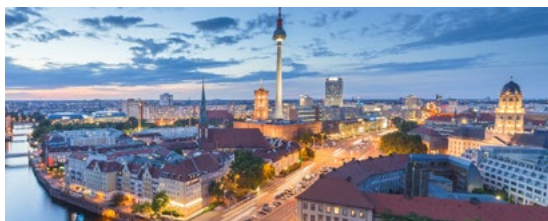
The University of Europe for Applied Sciences has been recognized as a university at the state level. In February 2021, UE was granted the system accreditation status which is the highest possible form of accreditation and a tribute to the highest standards for internal quality management processes within the university sector. Only a handful of private institutions in Germany have received such recognition of excellence.

BERLIN**ISERLOHN****HAMBURG****UE INNOVATION HUB**

OUR NEW UE INNOVATION HUB

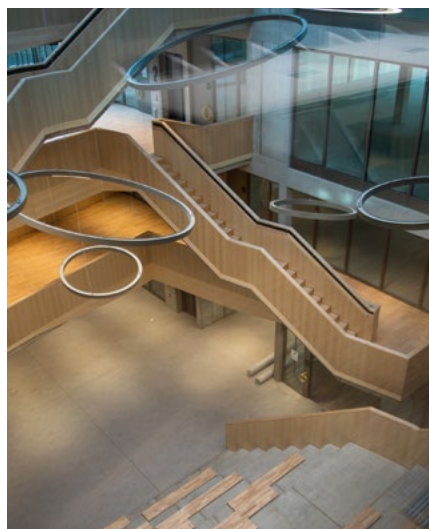
THE ENVIRONMENT FOR TECHNOLOGY FANS AND CREATIVES

Our Innovation Hub is located on the grounds of the SAP Think Campus, which is currently being developed into a tech centre in the Berlin region. The university location is therefore in close proximity to companies that are pioneers in the fields of technology, data and design.



TAKE ADVANTAGE OF BOTH WORLDS

Students at the Innovation Hub have the choice of living in a relaxed atmosphere in Potsdam or in the vibrant German capital of Berlin. The UE Innovation Hub is located in close proximity to Berlin's city centre. The lakes around the area invite students to relax with their peers, especially during the summer semester. Around 25,000 students are based within a 5km radius of the Innovation Hub, creating a vibrant student environment.



BUILD AN INTERNATIONAL NETWORK

Potsdam was selected in 2017 as one of 12 digital hubs in Germany: It's a cluster of world-leading companies in innovation such as the SAP Innovation Centre Network, Oracle and the Volkswagen Group Future Centre Europe (with designers, experience experts, software developers and IT professionals working on tomorrow's mobility). Our modern building not only offers enough physical space to develop, but also enough mental space to create ideas and concepts. The exchange with fellow students from different fields and countries is important for this. Internationality is a top priority at the Innovation Hub, which is why we always offer our degree programmes in English.



COURSES AT THE UE INNOVATION HUB

Selected Bachelor Programmes

UI/UX Design

Degree: Bachelor of Arts
Language: English
Start of studies:
March & September
Duration: 6 semesters
Credits: 180 ECTS

Software Engineering

Degree: Bachelor of Science
Language: English
Start of studies:
March & September
Duration: 6 semesters
Credits: 180 ECTS

Selected Master Programmes

Innovation Design Management

Degree: Master of Arts
Language: English
Start of studies:
March & September
Duration: 2, 3 or 4 semesters
Credits: 60, 90 or 120 ECTS

Data Science

Degree: Master of Science
Language: English
Start of studies:
March & September
Duration: 2, 3 or 4 semesters
Credits: 60, 90 or 120 ECTS

WHY STUDY WITH US?

Germany is not only a vibrant and cosmopolitan country but also very safe in terms of economic and political stability making it the ideal place to study. The costs of living is reasonable and in addition, you can work 20 hours per weeks alongside your studies, as long as you have secured a study visa. After graduation, students are allowed to stay another 18 months to find their first full-time job.

Study at the University of Europe for Applied Sciences where global exchange, creativity, and digital thinking are united. Through our innovative study programmes, whether that be in business, media, sports or design, you will acquire skills that are in high demand for the job market of the future. Take advantage of our unique qualities to create your story and inspire the world!



WORLDWIDE NETWORK

Make the world your campus! Take a semester or internship abroad with our partners around the globe. Alternatively, enjoy the international spirit on-campus with our lecturers and students, all of whom have come from over 100 different nations.



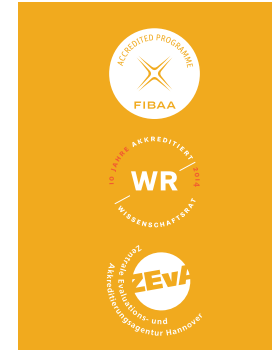
PRACTICAL AND INNOVATIVE STUDY

Create valuable contacts during your studies, gain practical experience and create the ideal conditions for your dream job. Embrace an environment that is demanding and that encourages innovative ideas.



INDIVIDUAL DEVELOPMENT

Your personality counts. We help you to develop your individual talents by teaching interdisciplinary subjects using the latest technologies.



STATE-EXAMINED AND ACCREDITED

No matter which of our programmes you choose, all are state-accredited by FIBAA or ZEvA. The Ministry of Science, Research and Culture of the State of Brandenburg as well as the German Council of Science and Humanities have also accredited UE as an institution too.

OUR RECOGNISED EXCELLENCE



U-Multirank, by CHE, ranks UE in the top 10 for quality of teaching in business studies.



U-Multirank, by CHE, ranks UE in the top 25 worldwide for international orientation.



UE is a member of AACSB's Business Education Alliance and therefore part of the world's largest network of business schools and business education organisations.

PROGRAMMES OFFERED

WHAT WE OFFER?

At UE, we stand for future-orientated development and practice-orientated, interdisciplinary teaching. We teach according to the highest international standards at locations in Berlin, Hamburg, Iserlohn, and at the UE Innovation Hub.

By combining creativity, entrepreneurship, digital thinking, and an international perspective, our various fields of study mutually enrich each other. They also offer new approaches to teaching and research.

Take advantage of UE's unique qualities and let yourself be inspired!



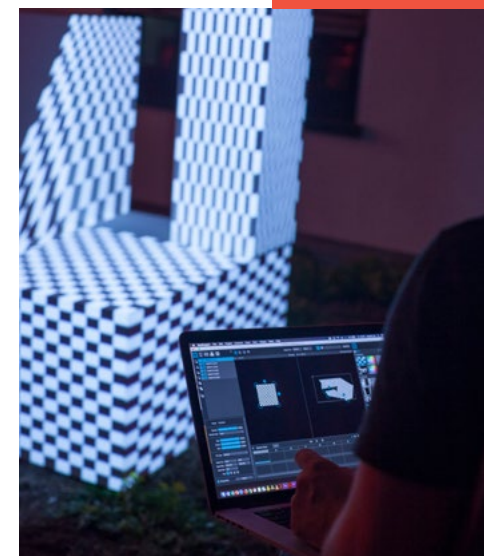
ART & DESIGN FACULTY

You can make creativity your profession with a digitally-orientated degree in art and design disciplines. You'll assert your place in tomorrow's creative industry.

We're always here to help you compile your application portfolio.

Our professors, faculty, students, and alumni have won numerous awards and distinctions.

Get excited about an environment where you can mix with fellow students and professors from all over the world and be encouraged to show your full creative potential and make a difference.



BACHELOR PROGRAMMES

Communication Design	Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Digital Product Management	Degree: Bachelor of Arts Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Digital & Interaction Design	Degree: Bachelor of Arts Campuses: Hamburg Language: German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Film + Motion Design	Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Game Design	Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Illustration	Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS

Photography	Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
UI/UX Design	Degree: Bachelor of Arts Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS



MASTER PROGRAMMES

Creative Computing	Degree: Master of Arts Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Innovation Design Management	Degree: Master of Arts Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Media Spaces	Degree: Master of Arts Campuses: Berlin Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Photography	Degree: Master of Arts Campuses: Berlin Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Visual & Experience Design	Degree: Master of Arts Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS



BUSINESS FACULTY

Our focus is on developing your talents. This is why our students have the opportunity to choose out of several special electives such as corporate management, marketing, controlling, finance, e-business, entrepreneurship, or logistics. These are in addition to core competencies such as business administration, economics, taxes, or law. Therefore, you are able to shape your studies according to your career desires.

With our specialisations, you can plan your education even more precisely according to your individual goals. In addition to two internships lasting several weeks, you have the opportunity to deepen your knowledge on an international level during your semester abroad.



BACHELOR PROGRAMMES

Business & Management Studies	Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Business Administration & Taxes, dual	Degree: Bachelor of Science + Certified Tax Specialist, CCI Campuses: Hamburg & Iserlohn Language: German Start of studies: March & September Duration: 8 semesters Credits: 180 ECTS
Business Administration with a specialisation e-commerce, dual	Degree: Bachelor of Science + E-Commerce Business Management Assistant, CCI Campuses: Iserlohn Language: German Start of studies: March & September Duration: 7 semesters Credits: 180 ECTS

Business Administration with specialisation industry, dual	Degree: Bachelor of Science + Industrial Business Management Assistant, CCI Campuses: Iserlohn Language: German Start of studies: March & September Duration: 7 semesters Credits: 180 ECTS
Business Psychology	Degree: Bachelor of Science Campuses: Hamburg & Iserlohn Language: German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Psychology	Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS



MASTER PROGRAMMES

Corporate Management	Degree: Master of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Finance & Management	Degree: Master of Science Campuses: Berlin Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Marketing Management & PR	Degree: Master of Arts Campuses: Iserlohn Language: German Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Master of Business Administration	Degree: MBA Campuses: Berlin, Hamburg, & Iserlohn Language: English Delivery: Full-Time or Part-Time Start of studies: March & September Duration: 2 or 4 semesters Credits: 60 or 120 ECTS
Smart City Management	Degree: Master of Arts Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS

SPORTS, MEDIA & EVENTS FACULTY

The Sports, Media & Events department is fast-paced and active. Incorporating the latest developments into the curriculum is as much a part of our policy as collaborating with universities and companies around the world. The focus here is on practical research, with the aim of thoroughly exploring global developments in the field of media and communications as well as sports and events.

International excursions, a study abroad semester, and internships are a fixed part of your studies. You'll benefit from our cooperations with major players on the market such as ALBA BERLIN, Facebook, Axel Springer SE, and many more.



BACHELOR PROGRAMMES

Digital Media & Marketing <small>(formerly Communication & Media Management)</small>	Degree: Bachelor of Science Campuses: Hamburg, Iserlohn & UE Innovation Hub Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Digital Business & Data Science	Degree: Bachelor of Science Campuses: Hamburg, UE Innovation Hub Language: English Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Sport & Event Management with ALBA BERLIN, dual	Degree: Bachelor of Science Campuses: Berlin Language: English Start of studies: August Duration: 8 semesters Credits: 180 ECTS

BACHELOR PROGRAMMES

Sport & Event Management	Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS
Software Engineering:	Degree: Bachelor of Science Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 6 semesters Credits: 180 ECTS

MASTER PROGRAMMES

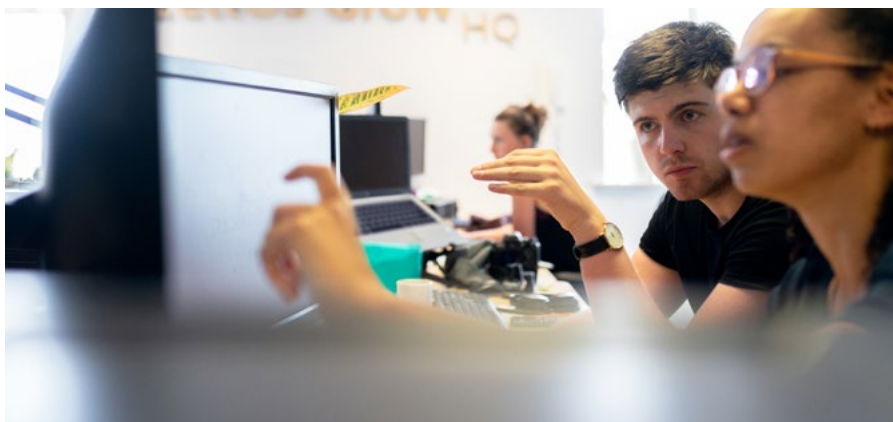
Data Science	Degree: Master of Science Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
International Sport & Event Management	Degree: Master of Arts Campuses: Berlin Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS
Software Engineering	Degree: Master of Science Campuses: UE Innovation Hub Language: English Start of studies: March & September Duration: 2, 3 or 4 semesters Credits: 60, 90 or 120 ECTS

CAREER PROSPECTS

A bachelor's degree at our university is your perfect start to a successful future be it in business, media, sports, or technology. Alternatively, you can study photography, illustration, animation, or advertising, either in an established company or in your own business.

Our master's programmes give you additional opportunities to find your own direction and to develop and specialise your personal skills. The International Career Center utilises the contacts within our company and alumni network to personally support you in planning your individual career path and during the application phase.





BUSINESS ADMINISTRATION & MANAGEMENT

The business world is open to you whether that be in the industrial, financial, or business sector. You will be able to take on specialist and leadership roles in all sectors and within companies of all sizes using your business know-how and strong social skills.

With these programmes and the multitude of opportunities they can open up for you, you can choose a career that matches your personality and interests perfectly.

Programmes:

- Business & Management Studies, **BSc**
- Business Administration & Taxes, **BSc, dual**
- Business Administration in E-commerce, **BSc, dual**
- Business Administration in Industry, **BSc, dual**
- Corporate Management, **MSc**
- Finance & Management, **MSc**
- Master of Business Administration, **MBA**



CAREER PROSPECTS

Corporate consulting advisor | Assistant to corporate management | Marketing and sales manager | Start-up entrepreneur | Business development manager | Economist | Project manager | Business analyst | Controller | Tax consultant | Accountant

DESIGN & MEDIA

Alumni of our Communications & Media programmes have a broad professional base and are able to present complex interrelationships in a comprehensive way. Your professional competence and knowledge will make you a sought-after expert.

Graduates are involved on many levels, as they feel at home in both the creative and economic spheres.

Programmes:

- Communication Design, **BA**
- Digital Business & Data Science, **BSc**
- Digital Media and Marketing, **BSc**
- Digital Product Management, **BA**
- Game Design, **BA**
- Innovation Design Management, **MA**
- Media Spaces, **MA**
- Marketing Management & PR, **MA**
- UI /UX Design, **BA**



CAREER PROSPECTS

Business communication | Publishing director | Media manager | Public relations manager | Social media manager | Data scientist manager | Digital business leader and strategist | Game designer | Game writer or artist | UX/UI Designer | Creative or art directors | Marketing or PR manager | Digital product manager

PHOTOGRAPHY

Working in photography means you can take on a number of different industries. You could explore the worlds of advertising, publications, corporate events or even art. In most cases, you will have freedom to work for yourself.

Programmes:

- Photography, **BA**
- Photography, **MA**



CAREER PROSPECTS

Photographer for advertising and magazines, company communications, and events | Photographic artist | Image editor | Art buyer | Retoucher | Curator | Freelance photographer

SPORT & EVENT MANAGEMENT

As the sports industry continues to expand, so do new career opportunities. As more and more interest builds up and investment is pouring into the sports sector, sports teams and facilities are looking for qualified specialists.

From concerts to trade shows – live events shape the world and are of enormous economic significance. With their international focus, our programmes prepare you for managerial roles in the booming fields of sports and events.

Programmes:

- Sport & Event Management, **BSc**
- Sport & Event Management, **BSc, dual**
- International Sport & Event Management, **MA**



CAREER PROSPECTS

Sports marketing and communication | Event marketing | Sponsoring and PR | Corporate marketing and event departments | Activities in sports associations and clubs as well as the sporting goods industry and trade | Management at commercial sports providers | Exhibitions and conferences

PSYCHOLOGY

With a degree in psychology and human resources management, you will become indispensable for growth-orientated companies. You will be able to skilfully combine your psychological understanding with business management factors and thus provide advice in a variety of fields including: rehabilitation psychology, business consultancy, or industrial psychology.

Programmes:

- Psychology, **BSc**
- Business Psychology, **BSc**



CAREER PROSPECTS

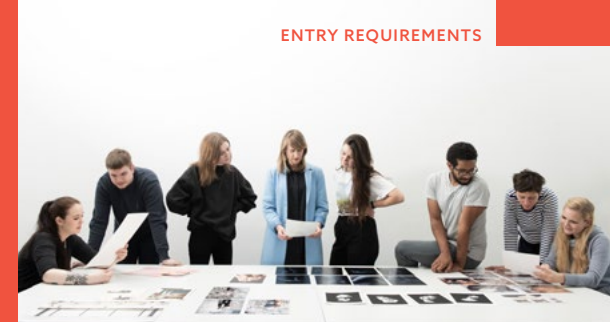
Certified psychologist | Personnel developer or recruiter | Market researcher | Management consultant | Health manager | Social consulting like addiction counselor | Diagnostician and counsellor for mental disorders | Counsellor for e.g. parenting, general life, or marriage

COLLABORATION PROJECTS AND INTERNSHIPS

WE WORK WITH A NUMBER OF RENOWNED PARTNERS WHO IMPART REAL-WORLD SKILLS TO OUR STUDENTS.



ENTRY REQUIREMENTS ART & DESIGN



	BACHELOR'S DEGREE	MASTER'S DEGREE
✓	APPLICATION FORM Complete the application form	APPLICATION FORM Complete the application form
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT* Or equivalent occupational diploma officially translated to English or German	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT** Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German
	IELTS	5.5 overall (no less than 5.0 in each components)
	TOEFL iBT	72
	TOEFL iTP (paper based)	500-547 (290-300 listening, 280-300 language form, 280-300 reading)
	Pearson test of English (Academic)	59
✓	Pearson test of English (General)	Level 3
	Cambridge English	Advanced and Proficiency 162 overall
	Cambridge Exam	First (FCE) Grade C
	TOEIC	Listening/reading 785, Speaking 160, Writing 150
	PASSWORD	5.5 (no less than 5.0 in each components)
	EF SET (50 min. Test)	B2 Upper intermediate
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER	
✓	BACHELOR'S QUESTIONNAIRE	

ONCE THE APPLICATION IS COMPLETE, STUDENTS ARE REQUIRED TO SUBMIT THEIR PORTFOLIO.
IN SOME CASES THEY NEED TO UNDERTAKE AN ADMISSION INTERVIEW, READ INFO BELOW:

- ✓ **PORTFOLIO**
This should include 15 to 20 pieces of artwork created by the student and should be sent through "WeTransfer", a website, Instagram, etc. It may include drawings, paintings, sketchbooks, photographs, computer graphics, websites, short films, as well as text-based projects such as concepts for campaigns. Large sculptural projects and 3D objects should be presented in the form of photographs or as a digital file.
- !In case the submitted work does not show sufficient qualification, an **Admission Interview** may be conducted in some cases. It will be performed online and will take approximately 30 to 45 minutes. The interview will contain a general discussion around the student's motivation.

* In certain cases, you may also be able to study without a high school diploma. In such cases, you must have at least three years' professional experience and apply for a programme relevant to that experience.

** If your GPA does not meet the requirements, a letter of recommendation from your previous university will be required.



ENTRY REQUIREMENTS BUSINESS, SPORTS, MEDIA AND EVENT



	BACHELOR'S DEGREE	MASTER'S DEGREE
✓	APPLICATION FORM Complete the application form	APPLICATION FORM Complete the application form
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT* Or equivalent occupational diploma officially translated to English or German	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT** Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German
	IELTS	5.5 overall (no less than 5.0 in each components)
	TOEFL iBT	72
	TOEFL iTP (paper based)	500-547 (290-300 listening, 280-300 language form, 280-300 reading)
	Pearson test of English (Academic)	59
✓	Pearson test of English (General)	Level 3
	Cambridge English	Advanced and Proficiency 162 overall
	Cambridge Exam	First (FCE) Grade C
	TOEIC	Listening/reading 785, Speaking 160, Writing 150
	PASSWORD	5.5 (no less than 5.0 in each components)
	EF SET (50 min. Test)	B2 Upper intermediate
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER	

ONCE THE APPLICATION IS COMPLETE, STUDENTS ARE REQUIRED TO UNDERTAKE AN ENTRANCE/ADMISSION TEST:

✓	ADMISSION TEST (ONLY FOR BACHELOR) The online tests are an Intelligence Structure Test and Motivation test. The students are not required to study for this test.
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* In certain cases, you may also be able to study without a high school diploma. In such cases, you must have at least three years' professional experience and apply for a programme relevant to that experience.

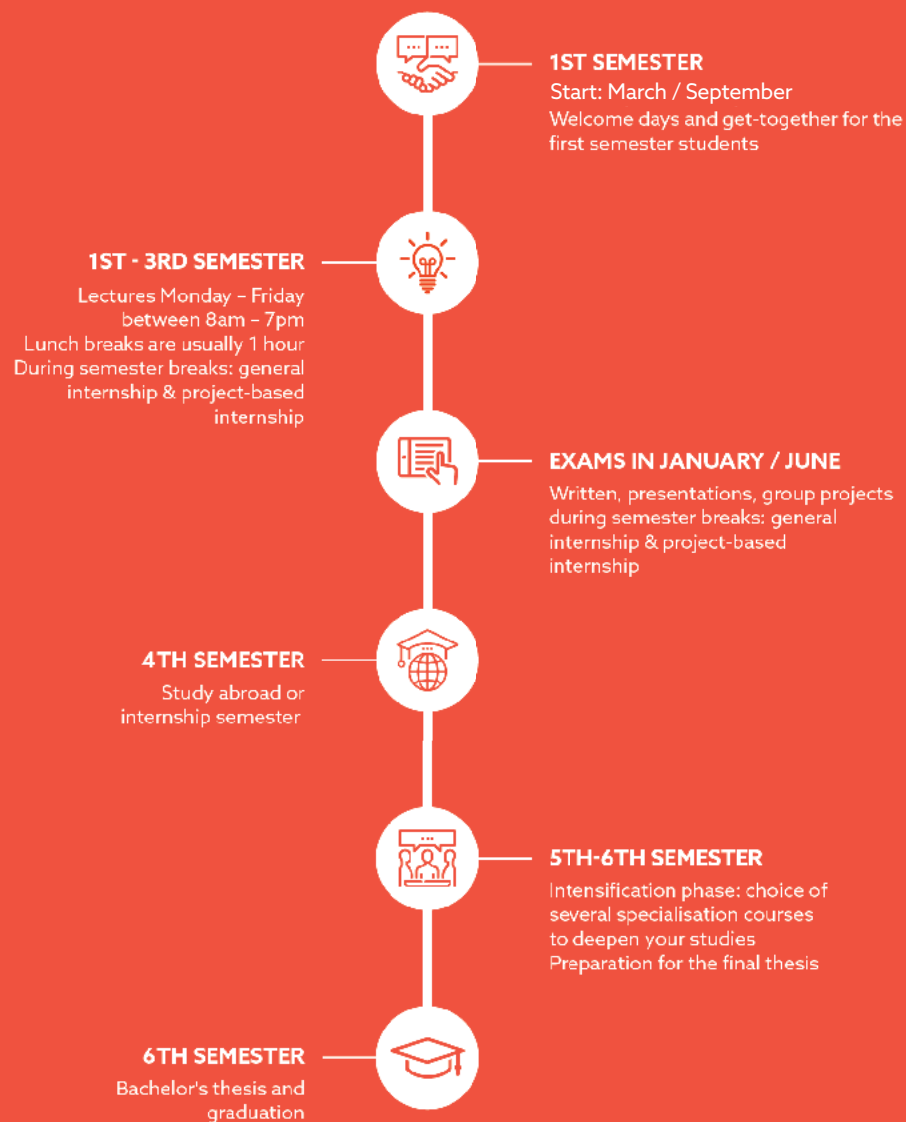
** If your GPA does not meet the requirements, a letter of recommendation from your previous university will be required.

HOW WILL I STUDY AT UE?

The path to your degree at University of Europe for Applied Sciences varies depending on what programme and in which faculty you'll study. In the following, you will find graphical overviews of exemplary courses of study for the bachelor and master programmes at UE.



BUSINESS / SPORTS, MEDIA & EVENT*



ART & DESIGN





BUSINESS / SPORTS, MEDIA & EVENT / ART & DESIGN

4 SEMESTER 120 ECTS

1 ST SEMESTER

Start: March / September
Welcome days
- 4 Specific Modules
- 1 Faculty wide Modul
- 1 University wide Modul



2 ND SEMESTER

- 4 Specific Modules
- 1 University wide Modul
- 1 Elective Modul



3 RD SEMESTER

★ Capstone Project
- 3 Faculty wide Modules



4 TH SEMESTER

- Final Thesis + Colloquium



Master Graduation

3 SEMESTER 90 ECTS

1 ST SEMESTER

Start: March / September
Welcome days
- 4 Specific Modules
- 1 Faculty wide Modul
- 1 University wide Modul



2 ND SEMESTER

- 4 specific courses
- 1 University wide Modul
- 1 Elective Modul



3 RD SEMESTER

- 2 Faculty wide Modules
- Final Thesis + Colloquium



Master Graduation

2 SEMESTER 60 ECTS

1 ST SEMESTER

Start: March / September
Welcome days
- 4 Specific Modules
- 1 Faculty wide Modul



2 ND SEMESTER

- 2 Specific Modules
- Final Thesis + Colloquium
- 1 Elective Modul



Master Graduation

OUR ALUMNI SUCCESS STORIES



KATHARINA GLOBAL BRAND MANAGER

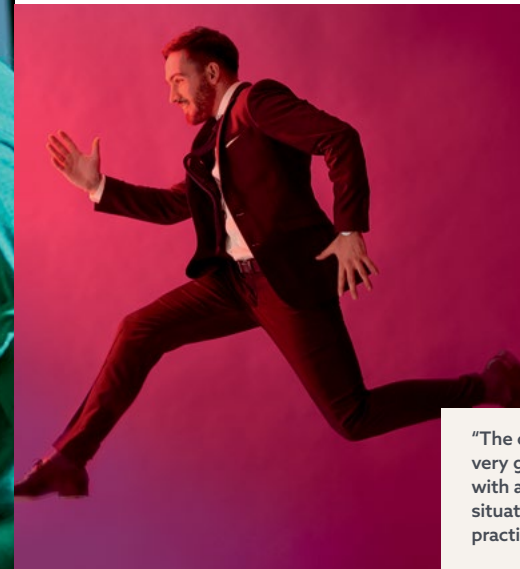
Katharina holds a Bachelor's degree in Sport & Event Management and a master's degree in Corporate Management from the University of Europe for Applied Sciences. Today, she is Global Brand Manager for food-tech trade fairs at one of Germany's best known trade fair organisers. To this day, her studies help Katharina in her daily work.

"Above all, practical training is a huge advantage; most other universities are far too focused on theory."



SASCHA HEAD OF NEW BUSINESS DEVELOPMENT

Sascha studied Communication and Media Management at the University of Europe for Applied Sciences and is now responsible for the international acquisition of new customers with one of the largest software companies in the world. He says he owes his current career to his studies at UE.

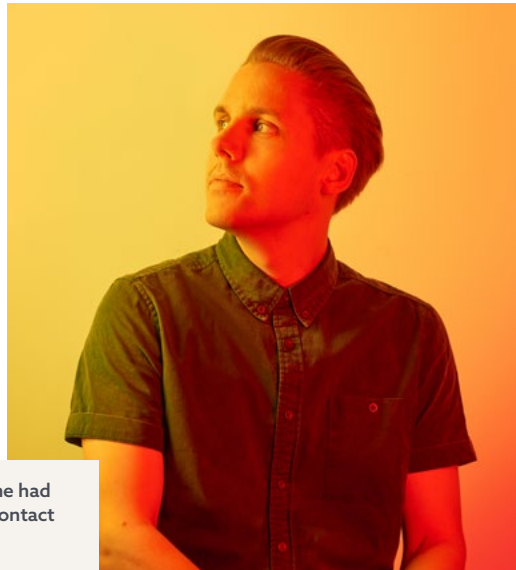


"The career opportunities for UE graduates are very good. Because the professors here work with authentic case studies based on real-world situations, graduates leave the university with practical and immediately applicable knowledge".

MARCEL

DIGITAL EDITORIAL DESIGNER

Marcel holds a Bachelor's degree in Communication Design from the University of Europe for Applied Sciences in Berlin and today works successfully as a digital editorial designer for the renowned design agency, Edenspiekermann, in Berlin. In his spare time, he also designs and manufactures his own designer furniture.



"I had a great time at UE and the programme had a great influence on me. I am still in close contact with many of my lecturers".



LEA

DIGITAL CREATIVE ART DESIGNER

Lea holds a Bachelor's degree in Film + Motion Design from the University of Europe for Applied Sciences and now works successfully as an animation artist for a Berlin agency. Her main focus is on 2D animation and she likes to push the boundaries of reality. Her time at UE, she says, opened doors throughout the industry: "There is really a lot of emphasis on practical application. This allows students to quickly gain project experience and make valuable contacts".

"I've been totally changed by my studies. UE has become a real part of me".





CREATE
YOUR STORY
INSPIRE
THE WORLD

www.ue-germany.com