



UE University of Applied
Sciences Europe
Iserlohn · Berlin · Hamburg

WELCOME TO THE UNIVERSITY OF APPLIED SCIENCES EUROPE

CREATE YOUR STORY **INSPIRE THE WORLD**



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WHO WE ARE?

The University of Applied Sciences Europe (UE) educates tomorrow's designers and decision-makers in business, psychology, media and communication, sports management, and art & design.

Since the merging of the renowned Business School BiTS and the BTK University for Design in 2017, the UE has now been able to access nearly 20 years of economics, new technologies, and design experience – a sought-after mix of 4.0-era expertise.

We are a state-accredited private university offering undergraduate and postgraduate programmes tailored to job market 4.0 requirements with campuses in Berlin, Hamburg, or Iserlohn (North Rhine-Westphalia).



WHY STUDY WITH US?

Germany not only is a vibrant and cosmopolitan country but also very safe with economic and political stability, making it the ideal place to study. The costs of living are reasonable and in addition, with a study visa, you can work 20 hours per week next to studying. After graduation, students are allowed to stay another 18 months to find their first full time job.

Study at the University of Applied Sciences Europe where global exchange, creativity, and digital thinking are united. Through our innovative study and skills programs, whether in business, media, sports or design, you acquire skills highly in demand for job market 4.0. Take advantage of our unique qualities to *create your story, and inspire the world!*



At UE, our students benefit from learning in an innovative and international environment. You too can take advantage of the following.



WORLDWIDE NETWORK

Make the world your campus! Do a semester or internship abroad with our partners around the globe. Or enjoy the international spirit on-campus with our lecturers and students coming from over 100 nations.



PRACTICAL STUDY AND INNOVATIVE ENVIRONMENT

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 and with the latest technologies.

STATE EXAMINED AND ACCREDITED

No matter which of our programmes you choose, all are state-accredited by FIBAA or ZEVA. The state North Rhine-Westphalia as well as the German Council of Science and Humanities accredited UE as an institution, too.



OUR RECOGNISED EXCELLENCE



U-Multirank by CHE ranks us TOP 10 in quality of teaching business studies.



U-Multirank by CHE ranks us TOP 25 worldwide in 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 competence development and practice-orientated, interdisciplinary teaching formats according to the highest international standards at the locations in Iserlohn, Berlin, and Hamburg.

Through the interaction between creative, entrepreneurial, and digital thinking, as well as an international perspective, the various fields of study mutually enrich each other and offer new approaches in teaching and research.

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



ART & DESIGN FACULTY

Professionalising your creativity with a digitally orientated degree in Art & Design disciplines will give you a firmer stand 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	<p>Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: September or March Duration: 7 semesters Credits: 210 ECTS</p>
Film + Motion Design	<p>Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English or German Start of studies: September or March Duration: 7 semesters Credits: 210 ECTS</p>
Game Design	<p>Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: English * or German Start of studies: September or March Duration: 7 semesters Credits: 210 ECTS</p>
Illustration	<p>Degree: Bachelor of Arts Campuses: Berlin & Hamburg Language: German Start of studies: September or March Duration: 7 semesters Credits: 210 ECTS</p>
Photography	<p>Degree: Bachelor of Arts Campuses: Berlin Language: English or German Start of studies: September or March Duration: 7 semesters Credits: 210 ECTS</p>

* in accreditation



MASTER PROGRAMMES

Innovation Design Management	<p>Degree: Master of Arts Campuses: Berlin Language: English Start of studies: September Duration: 2 semesters Credits: 60 ECTS</p>
Media Spaces	<p>Degree: Master of Arts Campuses: Berlin Language: English Start of studies: September Duration: 3 semesters Credits: 90 ECTS</p>
Photography	<p>Degree: Master of Arts Campuses: Berlin & Hamburg Language: English Start of studies: September Duration: 3 semesters Credits: 90 ECTS</p>
Visual & Experience Design	<p>Degree: Master of Arts Campuses: Berlin Language: English Start of studies: September Duration: 2 semesters Credits: 60 ECTS</p>

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 in addition to core competencies like in 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	<p>Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: September or March Duration: 6 semesters Credits: 180 ECTS</p>
Business Administration & Taxes, dual	<p>Degree: Bachelor of Science + Certified Tax Specialist, CCI Campuses: Hamburg & Iserlohn Language: German Start of studies: August Duration: 8 semesters Credits: 180 ECTS</p>
Business Administration with specialisation e-commerce, dual	<p>Degree: Bachelor of Science + E-Commerce Business Management Assistant, CCI Campuses: Iserlohn Language: German Start of studies: August Duration: 7 semesters Credits: 180 ECTS</p>

BACHELOR PROGRAMMES

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



MASTER PROGRAMMES

Business Psychology	<p>Degree: Master of Science Campuses: Iserlohn Language: German Start of studies: September or March Duration: 4 semesters Credits: 120 ECTS</p>
Corporate Management	<p>Degree: Master of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: September or March Duration: 2 or 4 semesters Credits: 60 or 120 ECTS</p>
Finance & Management	<p>Degree: Master of Science Campuses: Berlin & Iserlohn Language: English or German Start of studies: September or March Duration: 4 semesters Credits: 120 ECTS</p>
Marketing Management & PR	<p>Degree: Master of Science Campuses: Hamburg & Iserlohn Language: German Start of studies: September or March Duration: 4 semesters Credits: 120 ECTS</p>
Master of Business Administration	<p>Degree: MBA Campuses: Berlin, Hamburg, & Iserlohn Language: German Start of studies: Possible on several dates during the year Duration: 3 semesters Credits: 60 ECTS</p>

SPORTS, MEDIA & EVENTS FACULTY

The Sport, Media & Event 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 & events.

International exhibitions, a study abroad semester, and internships are a fixed part of your studies. Thanks to cooperations with major players on the market such as ALBA BERLIN, Facebook, Axel Springer SE and many more.



BACHELOR PROGRAMMES

Communication & Media Management	<p>Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: German Start of studies: September or March Duration: 6 semesters Credits: 180 ECTS</p>
Digital Business & Data Science	<p>Degree: Bachelor of Science Campuses: Berlin & Hamburg Language: English or German Start of studies: September or March Duration: 6 semesters Credits: 180 ECTS</p>

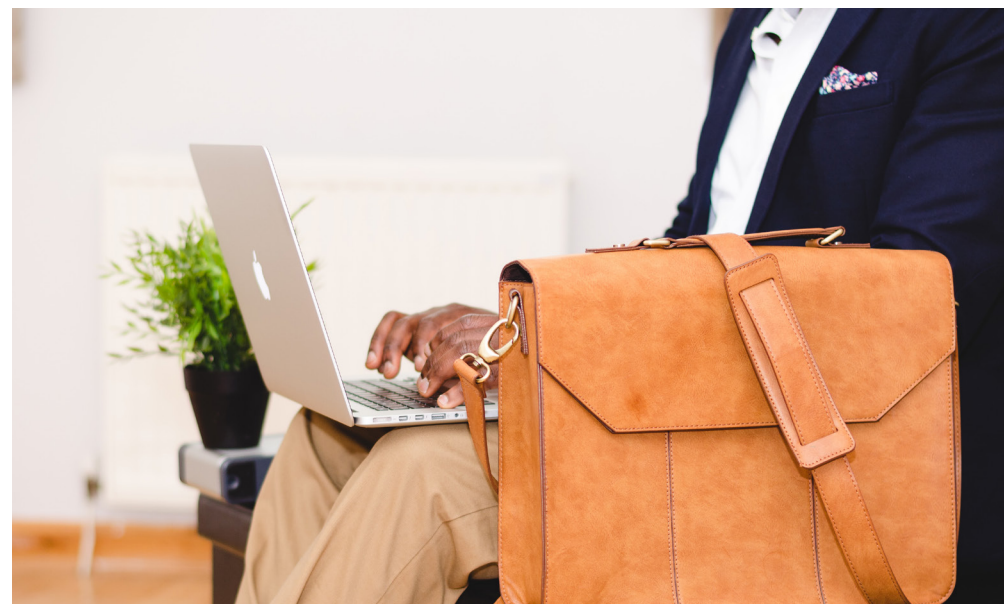
BACHELOR PROGRAMMES

Journalism & Business Communication	Degree: Bachelor of Art Campuses: Berlin, Hamburg, & Iserlohn Language: German Start of studies: September or March 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
Sport & Event Management	Degree: Bachelor of Science Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: September or March Duration: 6 semesters Credits: 180 ECTS

MASTER PROGRAMMES

International Sport & Event Management (Optional double degree at Real Madrid Graduate School)	Degree: Master of Science; opt. International MBA Campuses: Berlin, Hamburg, & Iserlohn Language: English or German Start of studies: September or March Duration: 4 semesters Credits: 120 ECTS
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CAREER PROSPECTS



A Bachelor's degree at our university is your perfect start to a successful future be it in business, media, sports, IT and technology, or in design, photography, illustration, animation or advertising, either in an established company or in your own business.

Our Master 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.

Make the University of Applied Sciences Europe the stepping stone for your career and put something big in motion!

You may kick-start your career journey in any of the fields below relevant to the programme you choose.



BUSINESS ADMINISTRATION & MANAGEMENT

The business world is open to you: industrial or SME sector, business or financial sector. You can take on specialist and leadership roles in all sectors and at companies of all sizes with your business know-how and strong social skills.

Be the one in charge of managing the budgets and staff and making sure that the company remains competitive. With this programme and its multitude of possibilities it gives you, you can choose a career that matches your personality and interests.

Programmes:

- Business & Management Studies, **B.Sc.**
- Business Administration & Taxes, **B.Sc. dual**
- Business Administration in e-commerce, **B.Sc. dual**
- Business Administration in industry, **B.Sc. dual**
- Corporate Management, **M.Sc.**
- Finance & Management, **M.Sc.**
- Master of Business Administration, **M.B.A**



CAREER PROSPECTS

Corporate consulting advisor (national and international) | Assistant to corporate management | Marketing and sales manager | Start-up entrepreneur | Business development manager | Economist | Project Manager | Business analyst

COMMUNICATIONS & MEDIA

Communication and media managers have a broad professional base and are able to present complex interrelationships in a generally comprehensible way. Your professional competence and your interface knowledge make you a sought-after expert.

Graduates of the degree programme are actively involved in all process phases in their future careers - from conception to final implementation - and are involved on many levels, as they feel at home in both the creative and economic spheres.

Programmes:

- Communications & Media Management, **B.Sc.**
- Journalism & Business Communication, **B.Sc.**
- Digital Business & Data Science, **B.Sc.**
- Communication Design, **B.A.**
- Game Design, **B.A.**
- Marketing Management & PR, **M.A.**
- Media Spaces, **M.A.**



CAREER PROSPECTS

Business communication | Publishing director | Communication and media manager | press spokesman | Public relations manager | TV production manager | Communication consultant | Social Media Manager | Reporter Editor

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 like rehabilitation psychology, business consultancy, or industrial psychology.

Programmes:

- Psychology, **B.Sc.**
- Business Psychology, **B.Sc.**
- Business Psychology, **M.Sc.**



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

SPORT & EVENT MANAGEMENT

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

From football to fashion, concerts to trade shows – live events shape the world and are of enormous economic significance. With its international focus, the master's degree program ideally prepares you for managerial roles in the branches of booming sports and events.

Programmes:

- Sport & Event Management, **B.Sc.**
- Sport & Event Management, **B.Sc. dual**
- International Sport & Event Management, **M.A.**



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

PHOTOGRAPHY

Working with photos doesn't automatically mean you have to be an independent photographer. A degree in photography opens up a whole world of career opportunities for you. Of course, you can also work as a photographer in advertising, publications, corporate communications and events, or as an artist. In most cases though, you will work as a freelancer.

Programmes:

- Photography, **B.A.**
- Photography, **M.A.**



CAREER PROSPECTS

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



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
	Score	Minimum level I (additional check by professor in the interview)
	IELTS	5.5 or higher
✓	TOEFL iBT	72-79
	Cambridge exam	First (FCE) Grade C or higher
	PASSWORD	5.5 or higher
	EF SET	51 or higher
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER	
✓	BACHELOR'S QUESTIONNAIRE	MASTER PROPOSAL

ONCE THE APPLICATION IS COMPLETE, STUDENTS ARE REQUIRED TO UNDERTAKE AN ADMISSION INTERVIEW AND SUBMIT THEIR PORTFOLIO:

✓	ADMISSION INTERVIEW Through Skype. It takes about 30 to 45 minutes and includes a general discussion about the student's motivation.
✓	PORTFOLIO Including 15 to 20 of the student's artworks which can 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 certain cases, you may also be able to study without a high school diploma. In such cases you will need to have a minimum of three year's professional experience, and be enrolling in 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
	Score	Minimum level I (additional check by professor in the interview)
	IELTS	5.5 or higher
✓	TOEFL iBT	72-79
	Cambridge exam	First (FCE) Grade C or higher
	PASSWORD	5.5 or higher
	EF SET	51 or higher
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER	
✓		MASTER'S QUESTIONNAIRE

ONCE THE APPLICATION IS COMPLETE, THE STUDENT IS REQUIRED TO UNDERTAKE AN ENTRANCE/ ADMISSION TEST AND AN ADMISSION INTERVIEW:

✓	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.
✓	ADMISSION INTERVIEW Will be performed over Skype and takes about 30 to 45 minutes and includes a general discussion about the student's motivation and the admission/entrance test results.

* In certain cases, you may also be able to study without a high school diploma. In such cases you will need to have a minimum of three year's professional experience, and be enrolling in 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 Applied Sciences Europe 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 of the Bachelor and Master programmes at UE.

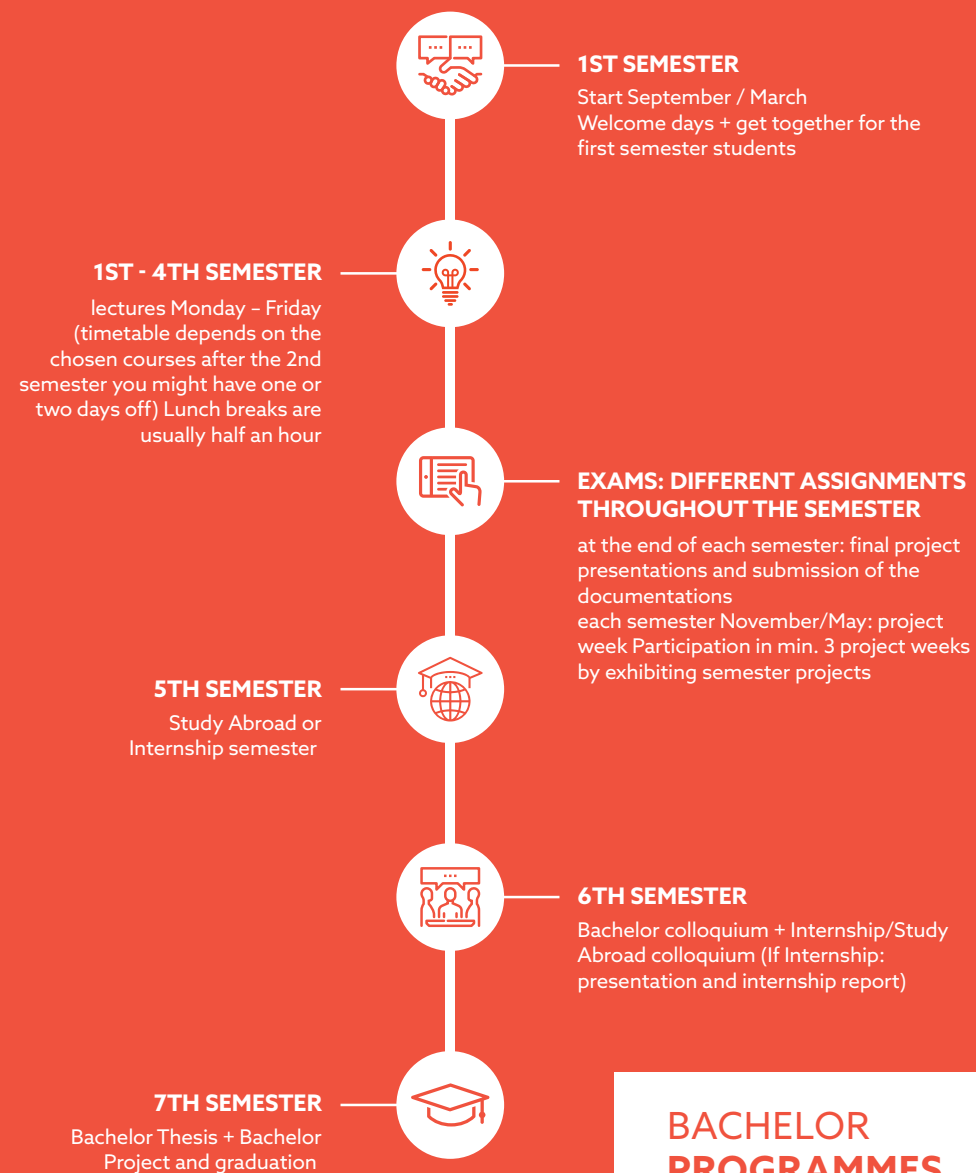
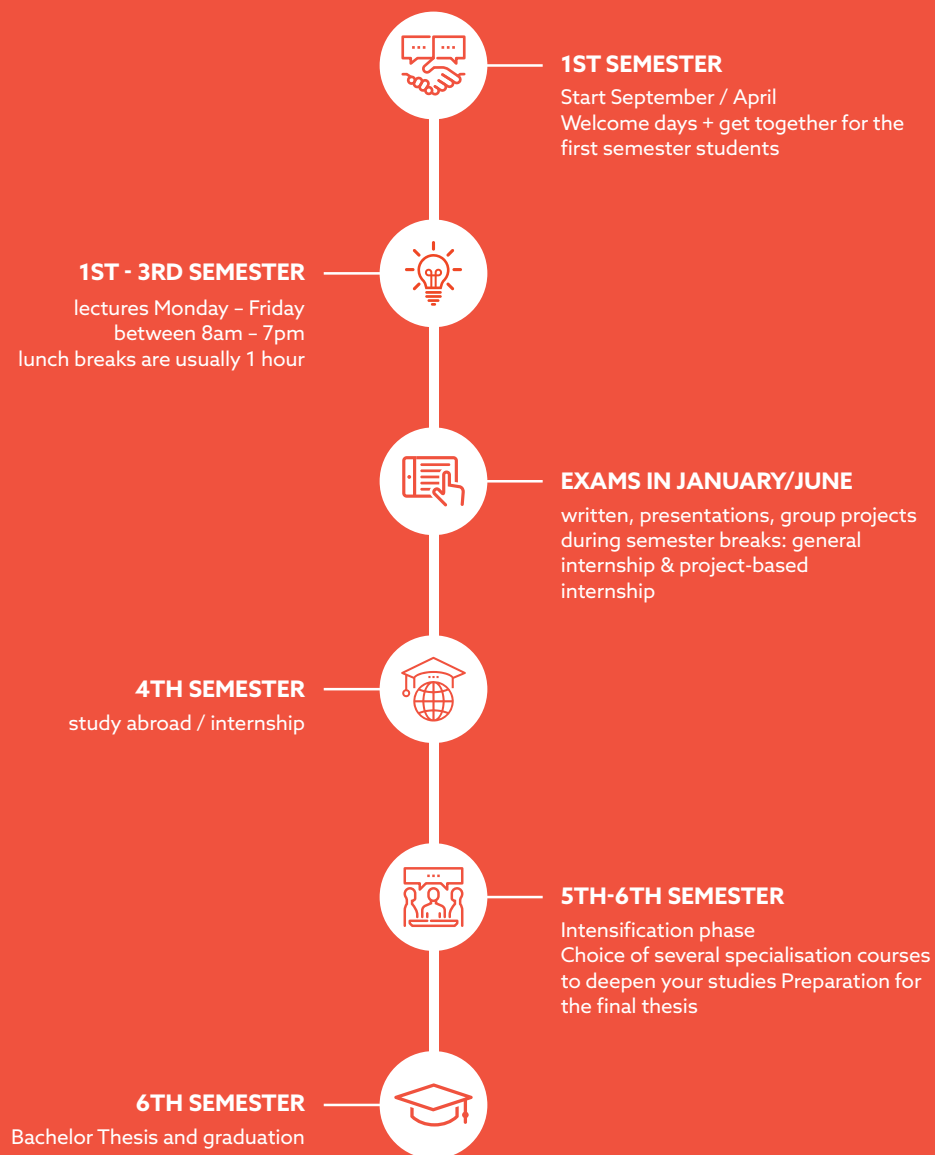




BUSINESS / SPORTS, MEDIA & EVENT



ART & DESIGN



**BACHELOR
PROGRAMMES**



BUSINESS / SPORTS, MEDIA & EVENT



ART & DESIGN



1ST SEMESTER

Start September / April
Welcome days + get together for the first semester students



1ST - 4TH SEMESTER

2.5 days week lectures
Wednesday afternoon –
Friday/Saturday evening
lunch breaks are
usually 1 hour



EXAMS IN JANUARY/JUNE

written, presentations, group projects,
case studies



2ND - 3RD SEMESTER BREAKS

International experience,
e.g. Summer School, company
training, research project



4TH SEMESTER

Preparation for the final thesis
Master Thesis and graduation



1ST SEMESTER

Start September / April
Welcome days + get together for the first semester students



1ST - 2ND SEMESTER

2.5 days week lectures
Wednesday afternoon –
Friday/Saturday evening
Project-centred working



EXAMS

Research, planning and conception,
realisation, documentation, and
presentation
Choice of elective subjects and/or
workshop weeks



3RD SEMESTER

Preparation for the final thesis
Master Thesis and graduation

MASTER
PROGRAMMES

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 Applied Sciences Europe. 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 Applied Sciences Europe 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

www.marcelbachran.de

Marcel holds a Bachelor's degree in Communication Design from the University of Applied Sciences Europe in Berlin and today works successfully as a digital editorial designer for the renowned design agency Edenspiekerman 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

www.annaleaschmitt.com

Lea holds a Bachelor's degree in Film + Motion Design from the University of Applied Sciences Europe 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