

# Study **Digital Business & Data Science, BSc** at the UE

Become a pioneer of digital transformation for global companies.



**TOP 10**  
in Business  
Studies

at private universities  
in Germany\*

\* multitrack 2020

**BEST**  
PROVIDER FOR  
FURTHER EDUCATION

among private universities  
with multiple locations\*

Ranking  
**stern**  
2022



**AACSB** Business  
Education  
Alliance  
Member

## Why the UE?

Rapid change and globalisation are making ecosystems increasingly innovative and valuable. Studying the digital technology revolution as a driving force is key to understanding future social, educational and cultural changes, as well as the transformation of digital businesses and the optimisation of e-government models. The Digital Business & Data Science (B.Sc.) degree programme is specifically designed for those interested in understanding and shaping this technology revolution in the future.

Big data and data analysis are the basis for the success of global companies like Google, Facebook and Amazon. With our business informatics study programme, you will gain the skills to experience and control an increasingly important business world, preparing you for an international career.

You will programme your own ideas from day one and develop your skillset to become a sought-after developer and entrepreneur. Therefore, our professors teach you specific content from practice-oriented real-world scenarios.

Degree:  
**Bachelor of Science (BSc)**

Duration and credits:  
**6 semesters, 180 ECTS**

Start:  
**Summer semester - March**  
**Winter semester - September**

Language:  
**English**

Locations:  
**Hamburg and UE Innovation Hub**

- Admission requirements:
- **100% completed Online application form**
  - **High school/Bachelor diploma and transcript**
  - **Language qualification, B2 Level**
  - **Curriculum Vitae (CV)**
  - **Copy of Passport (scanned)**
  - **Motivation letter (min. 500 words)**
  - **Admission test**

**Apply now**



## Perspectives at the UE

The entire programme is taught in English and can be completed at two locations, in Hamburg and at the UE Innovation Hub in Potsdam near Berlin. You will benefit from a range of freely selectable specialisations, practice-based projects and internships. In addition, you will have the option to take one specialisation module per semester in the field of eSports. This additional digital format covers the expansion of your knowledge in the areas of marketing, event planning and game design.

This study programme aims to provide you with substantial knowledge in business informatics with direct references to digital business models and products. There is a huge demand for specialists at the intersection of digital business, informatics and data analysis and this course offers our students a prospective career in consulting, e-commerce, product development and online marketing.

## All advantages at a glance

- Interdisciplinary studies in English
- Additionally selectable specialisations in the area of eSport Studies
- Unique opportunities to build up practical contacts during your studies
- Practice-oriented teaching by experts from science and industry
- Building an international network and contacts via our collaboration partners
- Support with applications and job recruitment through our Career Dev. Center
- Foundation Diploma: be optimally prepared for our Bachelor's study programme. Gain all skills needed and improve your english level to meet the admission requirements in just one semester and start your Bachelor's degree. The semester fee for the Foundation Diploma will be rewarded as a credit for the 6th semester fee of your Bachelor's programme.

## Short Curricula

1st – 2nd semester	3rd – 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> <li>• Programming</li> <li>• Management Basics</li> <li>• Economic</li> <li>• Mathematics &amp; Statistics</li> <li>• Marketing, Sales &amp; CRM</li> <li>• Big Data &amp; Analytics</li> <li>• Human Resources &amp; Organisation</li> <li>• Financial Accounting &amp; Reporting</li> <li>• Digital Media &amp; Communication</li> <li>• Employability: Soft Skills</li> <li>• Quantitative &amp; Qualitative Methods</li> </ul>	<ul style="list-style-type: none"> <li>• IT Platforms</li> <li>• IT Agile Development</li> <li>• IT Security and Crypto Technology</li> <li>• Advanced Programming</li> <li>• Artificial Intelligence</li> <li>• Digital Transformation</li> <li>• Agile &amp; Creative Methods</li> <li>• Digital Work</li> <li>• Applied Research Project</li> <li>• Controlling &amp; Cost Accounting</li> <li>• Law &amp; Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Internship or semester abroad</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor Thesis and Colloquium</li> </ul>

For more information, please reach out to your personal student advisor.

# Contact

## **Student Admissions for enquiries from applicants and prospects from Germany**

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## **Student Advice for enquiries from applicants and prospects from other EU and NON-EU countries:**

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