



# **Study Innovation Design Management MA at the UE Innovation Hub**

Bringing Design Culture to Business.

# Your career starts with **Innovation Design Management, MA**

## Why study this programme?

Studying Innovation Design Management at the University of Europe for Applied Sciences (UE) will provide you with a highly dynamic and interdisciplinary education in one of the creative industries' most relevant areas. You will acquire hands-on knowledge of your discipline through collaboration with industry partners and practical experiences. More and more companies are understanding the substantial value that design can bring to them.

## Your career prospects

Therefore, the market needs experts who have a strong standing in design and in business and who can successfully organise design both as strategy and as process. Typical areas of work include leading positions could be (e.g.): Design & Product Management, Design Research & Strategy, Corporate Culture & Strategic Brand Management and New Business Development.



Degree:  
**Master of Arts (MA)**

Credits, Duration:  
**4 Semesters, 120 ECTS**  
**3 Semesters, 90 ECTS**  
**2 Semesters, 60 ECTS**

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

Language:  
**English**

Location:  
**Berlin - Potsdam UE Innovation Hub**

Admission requirement:

- **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)
- **Portfolio** Up to 10 examples. We accepts applicants from a wide variety of fields, but is most suited to those who already have a digital design background. Due to the technical nature of the programme, coding skills are a plus, but not necessary.

# Modules

Innovation Design Management

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
Strategic Branding	Business Model Design	Capstone Project <small>individual project / industry-infused project / professional experience / study abroad / research project / group project / student exchange project / certificate etc.</small>	Thesis & Colloquium
Product Strategy	Entrepreneurship	Thesis Development & Curatorial Practice & Writing Lab	
Business Management & Marketing	Managing Change by Design	Speculative Futures	
Atlas of Design	Comparative Cultural Studies <small>Learn how to work and communicate in heterogeneous teams with members of different cultural, social, ideological and disciplinary backgrounds / inclusiveness / global collaboration.</small>	Contemporary Leadership Culture <small>modern leadership qualifications / soft skills / empathy / strategic thinking / creativity / flexibility / tolerance for ambiguity / inclusiveness</small>	
Research Methodologies	Interdisciplinary Elective <small>(pick any module from any other PG programme except yours)</small>		

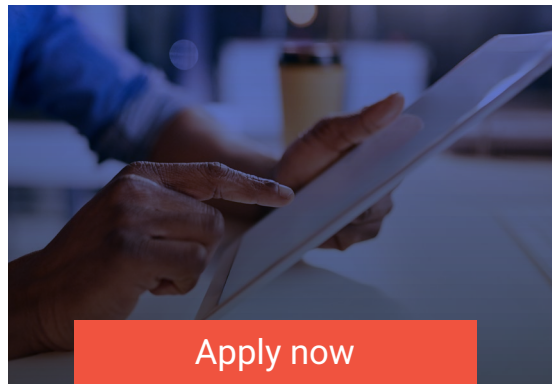
Specialized Modules
  Faculty-wide Modules
  University-wide Modules
  Another UE Faculty's Module

**Please note: modules for curricula with 60, 90, 120 ECTS different**

For more information, feel free to contact our student advisor.

## Your University - Your Partner!

The University of Europe for Applied Sciences (UE) is a state-approved private university that educates the designers and decision makers of tomorrow in the fields of business, psychology, media and communication, sport and event management and art and design. UE is located in Hamburg, Berlin, Berlin-Potsdam and Iserlohn and offers undergraduate and post-graduate programmes tailored to the requirements of the job market 4.0.



**Apply now**

## Contact

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