

The New UE Dubai Campus – The first German degree in Dubai!

**TOP GERMAN
EDUCATIONAL
PROVIDER**

FOR EXCELLENT
TEACHING

ntv Ranking
DEUTSCHES INSTITUT
FÜR SERVICE-QUALITÄT | 2022

TOP 20
in creative studies*



*ADC, creative ranking, 2017 – 2019

TOP 10
in Business
Studies

at private universities
in Germany.*

*multirank 2020

BEST
PROVIDER FOR
FURTHER EDUCATION

among private universities
with multiple locations*

*stern Ranking
2023/24



UE students on Campus Berlin

Who we are



Accredited by

The University of Europe for Applied Sciences (UE) is a German state-accredited private university with four campuses across Germany. With the launch of our Dubai campus, UE has opened up its first location outside of Europe - offering a German accredited degree for students based in the UAE. UE's focus on developing the innovators of tomorrow is reflected in its wide range of degree programmes, including highly regarded Business, Tech, and Design programmes. These programmes attract some of the best talents in international markets, emphasising practical learning and equipping students with the necessary skills to succeed in their careers.

UE is one of the most international universities in Germany, offering a wide portfolio of English-taught degrees. As a top-ranked private university, we have over 20 years of experience in providing high-quality education in Germany, enabling our students to achieve their career goals. We prepare students to pursue a successful career after their graduation, which is evident as 93% of our students are employed within 12 months of graduation. Our practical approach ensures that students are equipped with all the necessary soft and hard skills that help them to achieve their goals. Students benefit from our strong connections to key industry players and multinational companies in Germany, Dubai and beyond.



Innovation Design Management students on a field trip with Professor Johannes Kiessler in the area around the UE Innovation Hub (near Berlin).

German Campus

The University of Europe for Applied Sciences (UE) was established over two decades ago in Germany and currently has four German campuses in Berlin, Hamburg, Iserlohn and Potsdam (UE Innovation Hub near Berlin). UE has earned a prestigious reputation as an educational powerhouse with its German campuses leading the way in providing unparalleled academic excellence.

What makes UE unique is that each campus has a specific focus to cater to the needs of their respective industries. Iserlohn specialises in health-related programmes, while the Innovation Hub is focused on technology. Hamburg is the hub for creative, media, and business programmes, and Berlin gives a global perspective as the most international campus. And now, with our newly opened Dubai campus, students in the region will have access to UE's specialised programmes and expertise, tailored to meet the demands of the region.

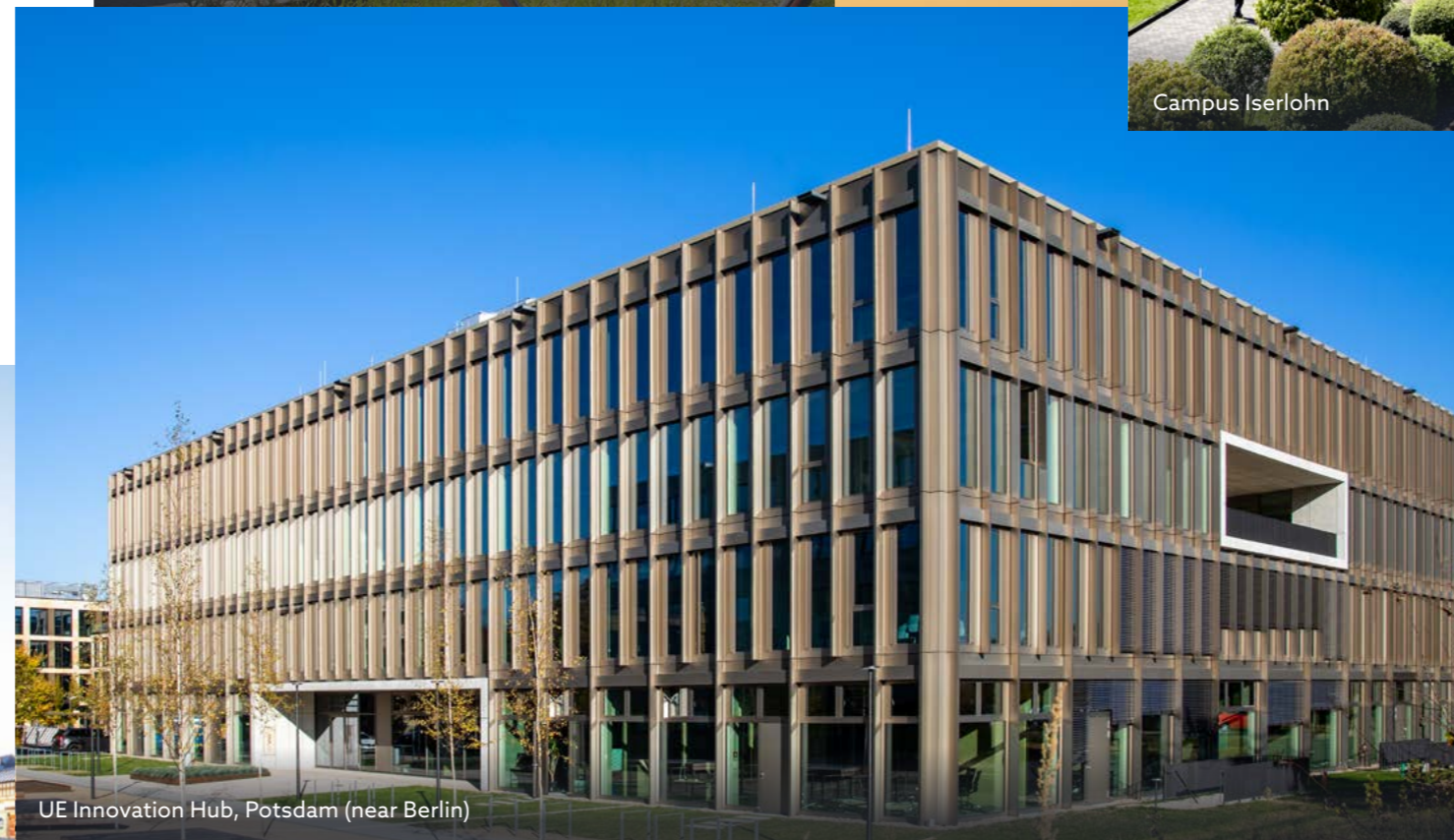
UE's commitment to excellence remains steadfast across all campuses, ensuring that students receive a world-class education regardless of their location.



Campus Berlin



Campus Iserlohn



UE Innovation Hub, Potsdam (near Berlin)



Campus Hamburg

Our Dubai Campus

Located in the heart of Dubai's bustling central business and financial district at One Central, Dubai World Trade Centre, UE's state-of-the-art Dubai campus boasts cutting-edge digital technology, providing an unparalleled environment for growth and development. For over four decades, Dubai World Trade Centre has been the hub for business and trade. The Dubai campus is the meeting place for business, art and culture, where students and professors from many different countries and disciplines learn from each other. It is a five-minute walk to the metro station where you can get to all the main attractions in Dubai such as the Burj Khalifa.



UE Dubai campus



UE Dubai campus, side view



One Central, Dubai World Trade Centre



Why **UE** Dubai

Dubai is an extraordinary city, pulsating with life, innovation, and opportunity. A dream destination for students who aspire to global success, Dubai provides the ultimate backdrop for students to live and learn. From its dynamic culture to its limitless possibilities, Dubai promises to exceed your wildest aspirations.

The German edge in the city of innovation:
At UE Dubai, we're breaking new ground as
the first German university in the UAE.

Experience the best of both worlds by gaining a top-quality German education while studying in the heart of one of the fastest-growing cities in the world. Our programmes in tech and business will prepare you for the most in-demand jobs in the city. We are permitted by the **Knowledge and Human Development Authority (KHDA)** as well as state-accredited in Germany (Brandenburg). Thus, you'll receive the highest quality of education that's recognised worldwide.

\$8.7T
economic plan
for next decade

4th
most popular destination worldwide

0% income tax for international workers



Why study with us?

Study at the University of Europe for Applied Sciences where global exchange, creativity, and digital thinking are united. Business, Design or Tech - during your studies at UE you will acquire the skills you need in today's job market. You can choose from a plethora of study programmes at UE that just work for you. Take advantage of our unique study options to create your story and inspire the world!



Worldwide network

The world can be 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 many 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 innovation.



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



In addition to having obtained the system-accredited status, we are proud to also be examined and approved by FIBAA and 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.

Our recognised excellence



Stern magazine ranks UE as the best provider of further education among private universities with multiple locations.

Study at an award-winning institution



UE stands out for its exceptional teaching and quality, which is why we received the German Education Award 2022 from the German Institute for Service Quality and ntv.

Our network



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.

Our Programmes

Business, Tech & Design

According to "U-Multirank", our university is one of the TOP 10 private universities in the field of business.

You will be a leader in today's lucrative and dynamic industries by studying business, tech, or design at our practice-oriented, internationally-focused degree. Our curriculum emphasises design thinking and data automation, preparing you to thrive in a rapidly evolving technological landscape. Combining classic business studies with digital modules, soft skills, and interdisciplinary teaching, you'll gain a comprehensive education that strengthens your perspective for the future. At our Dubai campus, you'll benefit from an excellent international orientation and gain hands-on experience with cutting-edge technology.

Join us and be part of the global innovation movement, as we launch our innovation-focussed under- and postgraduate degrees.



The following programmes are open for applications.

Starting in January, March, September 2024:

- MBA 60 ECTS

Starting in March and September 2024

- BSc Business & Management Studies
- BSc Digital Business & Data Science
- MA Innovation Design Management
- MA Visual & Experience Design
- MSc Data Science
- MSc Software Engineering
- MBAs +LSBF 90 ECTS (with various specialisations)

Please note: You can apply for any of our Master's programmes for either 1, 1.5 or 2 years - depending on your pre-existing experience. Our MBA with specialisations are typically offered for 1.5 years.



Entry requirements

Our student advisors are happy to help you with the application process.

The University of Europe for Applied Sciences would like to offer you the best possible support during your application. If you have any questions about the requirements listed below for studying at UE or if you do not have the required documents at the time of your application, don't worry. Please feel free to contact our competent student advisors who will be happy to help you.

You have questions about funding your studies, student loans, scholarships, a semester abroad or any other area? These are also typical topics you can discuss with your personal advisor.



Entry Requirements Art & Design programmes

	MASTER'S DEGREE	
✓	COMPLETED APPLICATION FORM	
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT - Undergraduate degree (Bachelor's, MBA, or Master's) officially translated into English or German	
✓	LANGUAGE PROFICIENCY - English language certificate	
	IELTS	5.5 overall
	TOEFL IBT	72
	TOEFL ITP (paper-based)	543
	Pearson test of English (Academic)	59
	Pearson test of English (General)	Level 1
	Cambridge English	Advanced and Proficiency 160 overall
	Cambridge Exam	First (FCE)
	TOEIC	Listening/reading 785, Speaking 160, Writing 150
	PASSWORD	5.5 (no less than 5.0 in each component)
	EF SET (50 min. Test)	51 (only for students applying with an MOI letter)
	Duolingo	90
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER (MIN 500 WORDS)	
✓	<p>PORTFOLIO - The following are supplementary requirements from the individual degree programmes.</p> <p>VISUAL & EXPERIENCE DESIGN: Up to 10 examples of your best creative work – commercial and/or non-commercial. The programme accepts applicants from a wide variety of fields including graphic/communication design, advertising, digital product design, architecture, fine arts, exhibition design, visual and sound design, etc.</p> <p>INNOVATION DESIGN MANAGEMENT: Up to 10 examples of your best creative work. The programme 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 for admittance.</p>	

Entry Requirements Business & Tech programmes

	BACHELOR'S DEGREE	MASTER'S DEGREE
✓	COMPLETED APPLICATION FORM	
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT - Or equivalent occupational diploma officially translated into English or German	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT - Undergraduate degree (bachelor's, MBA, or master's) officially translated into English or German
✓	LANGUAGE PROFICIENCY - English language certificate	
	IELTS	5.5 overall
	TOEFL IBT	72
	TOEFL ITP (paper-based)	543
	Pearson test of English (Academic)	59
	Pearson test of English (General)	Level 1
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	EF SET (50 min. Test)	51 (only for students applying with an MOI letter)
	Duolingo	90
✓	CURRICULUM VITAE (CV)	
✓	COPY OF PASSPORT (SCANNED)	
✓	MOTIVATION LETTER	
✓	<p>ONCE THE APPLICATION IS COMPLETE, THE STUDENT IS REQUIRED TO UNDERTAKE A TEST:</p> <p>ADMISSION TEST (ONLY FOR BACHELOR'S APPLICANTS) The online tests are an Intelligence Structure Test and Motivation test. The students are not required to study for this test.</p>	

Your Study Cycle

The path to your degree at the University of Europe for Applied Sciences varies depending on the study programme. On the following page, we have prepared an overview that allows you to understand your study progression when you enrol into one of our bachelor's or master's programmes.

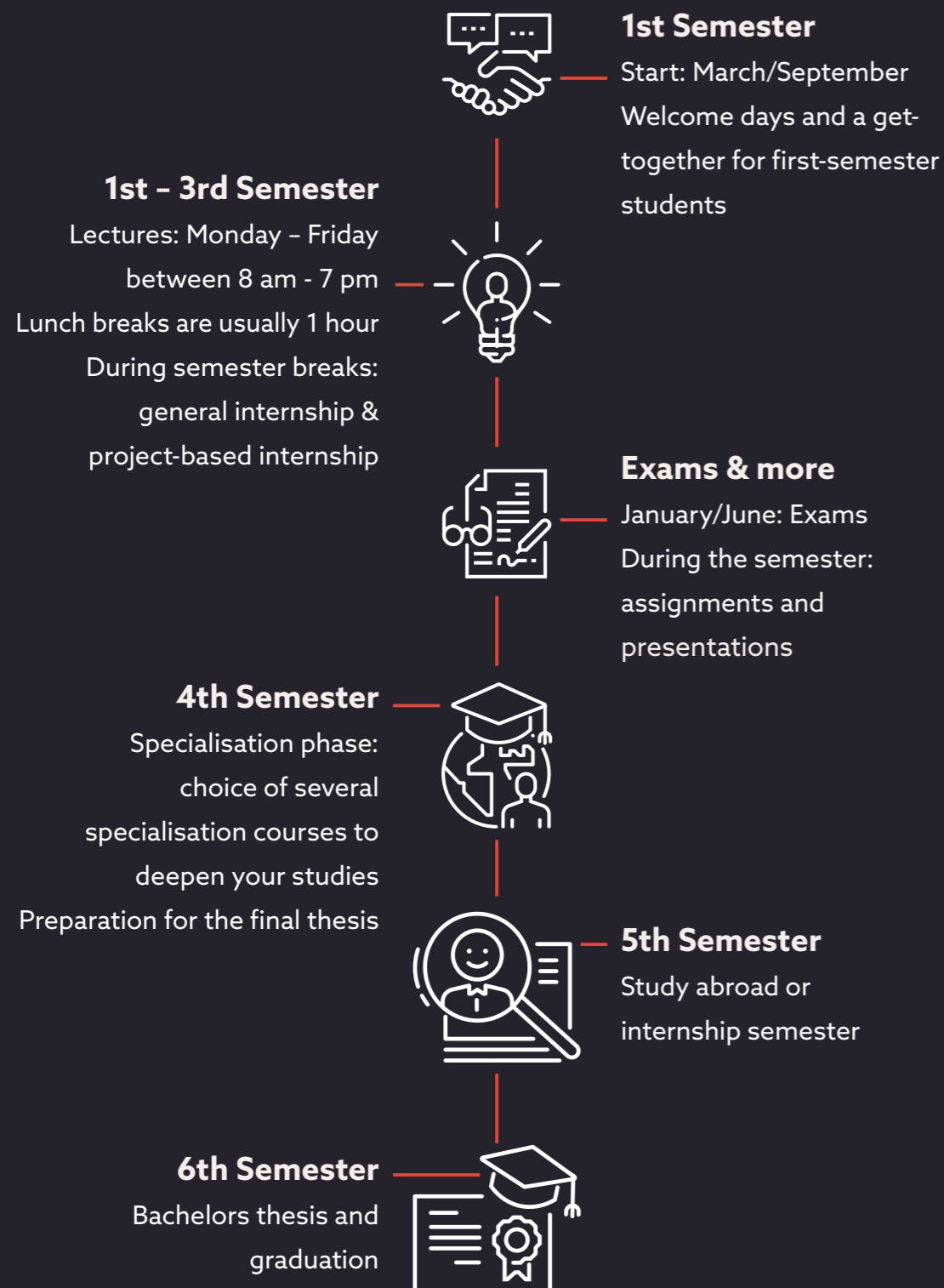


UE Campus Dubai, rendering preview



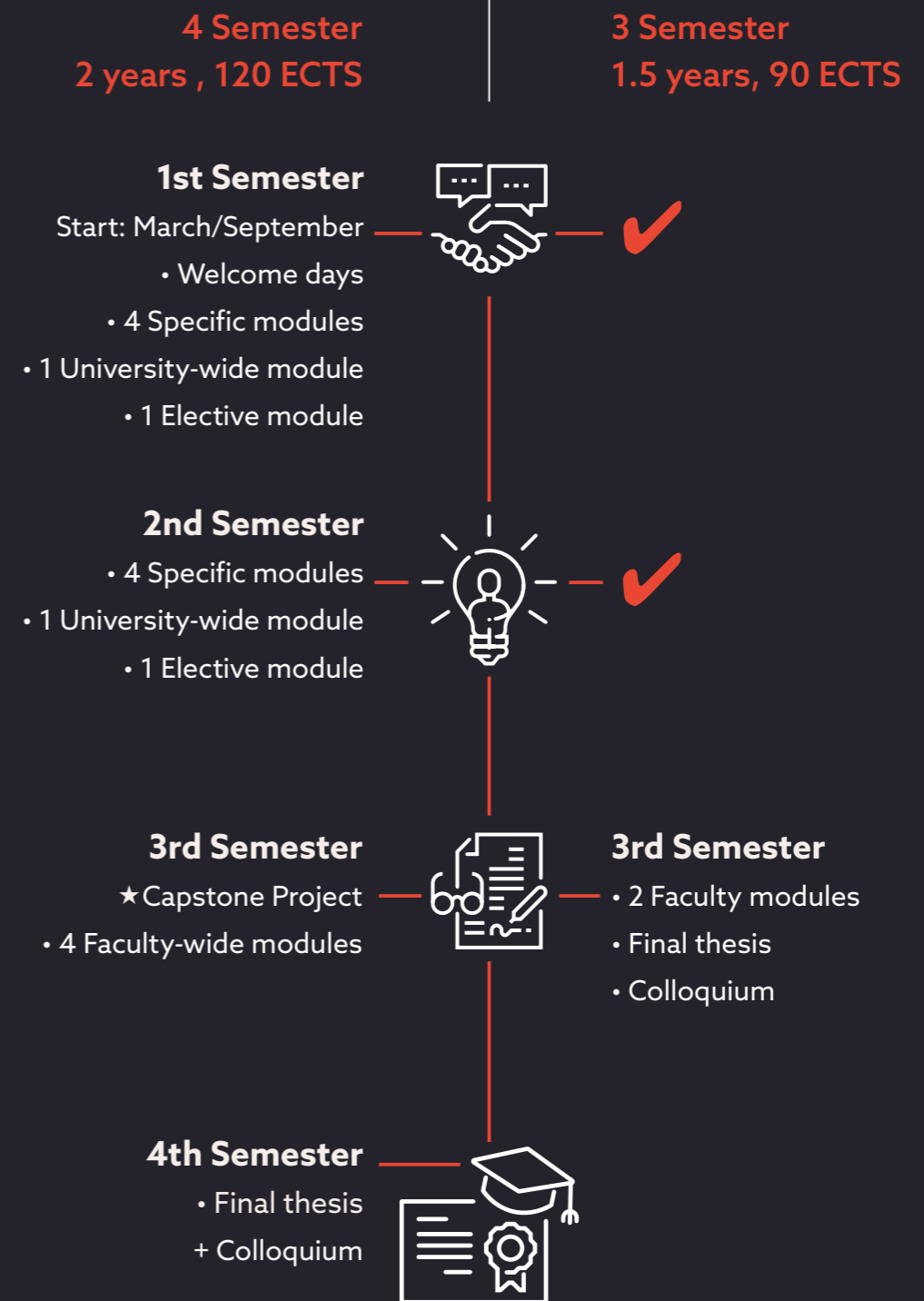
Bachelor's programmes

Business & Tech



Master's programmes

Business, Tech & Design



UE Student Testimonials

Yuvraj, Alumni

MA Innovation Design
Management

He is now an UX designer at



"The course helped me acquire a more in-depth knowledge of design which I didn't have before. It also helped me to match the design aspect with the business field which I had a background in."

"Make use of the opportunities that this course offers, in terms of workshops, group projects and also company collaborations, because it is the best way to get a hands-on approach to the work."

"It's not just theory. All my classes have had a really big impact on me."

"What interested me was UE's choices of modules and curricula compared to other universities. I didn't find any other university with the same extensive programmes and modules than at UE."



Sarah, Student

BSc Business &
Management Studies,
Campus UE Berlin



Contact

Student Admissions Team

Phone: +971 4 2499300

E-Mail: student.advice@ue-germany.com

UE University
of Europe
for Applied Sciences

D U B A I

Permitted by the Knowledge and Human Development Authority. The academic qualifications granted by this institution and certified by KHDA shall be recognised in the Emirate of Dubai by all public and private entities for all purposes.

Disclaimer: opening and operations are subject to the completion of the building and final approval by KHDA