



Welcome to the
**University of Europe
for Applied Sciences**



Prof. Benjamin Dickmann,
Programme Director for Film & Motion
Design, at a UE Berlin Campus Day

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Who we are

The University of Europe for Applied Sciences (UE), with campus locations in Dubai, Iserlohn, Berlin, Hamburg, and the UE Innovation Hub in Potsdam, is a state-accredited private university. For over two decades, UE has been successfully educating the innovators of tomorrow in the fields of Art & Design, Business & Sport, Tech & Software, Psychology and dual degree programmes.



UE has over 20 years of experience in economics, new technologies and design – a sought after combination of expertise in times of digital transformation.

Innovation Design Management students on a field trip with Prof. Johannes Kiessler in the area around the UE Innovation Hub.

The University of Europe for Applied Sciences has been recognised as a university at a 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.

Our locations

Berlin

The Berlin campus is located in the heart of the multicultural capital of Germany, right next to the bustling Potsdamer Platz. Thanks to modern digital technology, students from different cultural institutions can collaborate across borders. Moreover, the new campus creates the optimal environment for studying and exploring. Campus Berlin is indeed a hub for artistic and creative minds and hands, where students and professors from many different countries and disciplines come together.



UE Innovation Hub, Potsdam

The UE Innovation Hub is located in Potsdam, the capital of the German county Brandenburg and approx. 25 mins away from Berlin by public transport. The campus offers tech-focused programmes in a modern and state-of-the-art building. If you choose to study at the UE Innovation Hub, not only will you study close to international brands, but you will also experience an atmosphere that promotes creative potential and ideas. The highest percentage of scientists in Germany are located in Potsdam.



Hamburg

Right in the middle of Altona's creative scene and just a few steps away from the Elbe beach, you will find the campus of the University of Europe for Applied Sciences in Hamburg. The striking, historic building is equipped with modern technology and is the gateway to a wide world of agencies and publishers in the Hanseatic city. The campus is conveniently located directly at Altona's main train station, which is easy to reach by bus, city train, regional train, long-distance train, or bicycle.



Iserlohn

Teaching, living, and learning take place in a friendly atmosphere on our campus in Iserlohn. Short distances and a convenient combination of focused learning and living, shape the character of our beautiful campus in western Germany. The surroundings make the Iserlohn campus a place of exchange - regionally, nationally, and internationally. In addition to jogging and recreational opportunities, a riding stable, an ice rink, and a fitness studio are very close to our campus. Students come together for university sports in the gym on campus.

Dubai

At UE Dubai, we're breaking new ground as the first German university in the UAE and 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.

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. With licencing from the Knowledge and Human Development Authority (KDHA), and accreditation from Germany (Brandenburg), you'll receive the highest quality of education that's recognised worldwide.



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 an ideal place to study. Living costs are reasonable and in addition, you can work 20 hours per week alongside your studies, as long as you have secured a study visa. After graduation, international 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. Business & Sport, Psychology, Art & Design or Tech & Software, you can choose from a plethora of study programmes at UE that just work for you. Through different study modes such as part-time or full-time studies or selected courses which we are offering as a dual degree, you will acquire the exact skills you need to succeed in today's job market. 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 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 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.



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.



Study with the education award winner

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.

Programme overview

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

By combining creativity, entrepreneurship, digital thinking, and an international perspective, our various fields of study perfectly work with each other. Students benefit from joining classes with lecturers from areas relevant to their respective degrees. This interdisciplinary approach is the very core of our teaching and informs several research projects carried out at UE.



Psychologie

Art & Design

Our creative degrees are always taught with an emphasis on modern and digital techniques and methods. Therefore, our students benefit from strong hands-on teaching that enables them to land creative jobs in almost any industry.

Our professors, faculty, students, and alumni have won numerous awards and distinctions. Study in an environment where you can meet with fellow students and professors from all over the world and be encouraged to show your full creative potential allowing you to make a difference.



Selected bachelor's programmes

- Communication Design
- Film & Motion Design
- Game Design
- Illustration
- Photography & New Media

Specialisation

- eSports Studies (Game Design)

Selected master's programmes

- Photography
- New Media Design
- Communication Design



Business & Sport

We are proud to be among the TOP 10* private universities in Germany teaching business degrees.

Traditional business studies are combined with the topics of tomorrow. Digital modules, soft skills and interdisciplinary teaching form the core of our teaching and strengthens your vision for the future.

With a degree in sports, you can play an active role in shaping this exciting, dynamic and increasingly lucrative industry.

Learn from our experienced professors and benefit from a practical degree with an excellent international focus.

* According to "U-Multirank"

Selected bachelor's programmes

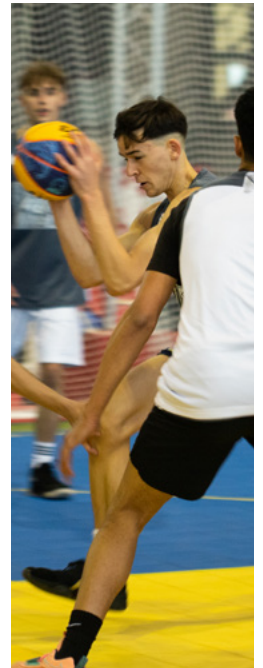
- Business & Management Studies
- Sport & Event Management

Specialisation

- eSports Studies (Sport & Event Management)
- Football Management (Sport & Event Management)

Selected master's programmes

- International Sport & Event Management
- MBA (Full-Time)
- International Business Management
- MBAs with specialisations in either Innovation and Technology Management, Sustainable Water Management, Diplomacy, Shipping & Logistics
- Marketing Management
- Asset Management M.Sc.
- International Logistics & Transportation Management
- International Public Health Management



Tech & Software

Design thinking and data automation are ever-present buzzwords that have become an integral part of our daily media, social networks or social debates, even before Tesla's or Google's self-driving techniques. This is due to the natural progress of our globalised society and innovation is at the very core of all these topics and new technologies. At our UE Innovation Hub near Berlin, we offer bachelor's and master's degree programmes that enable students to be part of this progress.



Selected bachelor's programmes

- Digital Business & Data Science
- Digital Media & Marketing
- Digital Product Management
- Software Engineering
- UX/UI Design

Specialisation

- eSports Studies (Digital Business & Data Science, Digital Media & Marketing)

Selected master's programmes

- Creative Computing
- Data Science
- Innovation Design Management
- Software Engineering
- Visual & Experience Design

Psychology

Psychology is the study of human behaviour and provides important insights for multiple areas of regional and global businesses as well as our personal lives. Whether in healthcare, market research, politics, or sports, the career opportunities for graduates with a psychology degree at UE are very diverse. With our accredited bachelor's and master's degree programmes in Psychology, you will learn from our experienced professors and benefit from a practice-oriented degree programme offering an excellent international orientation. With the UE Psychology Double Master's programme, you can combine two Psychology Master's programmes. This will allow you to obtain two master's degrees within three years.

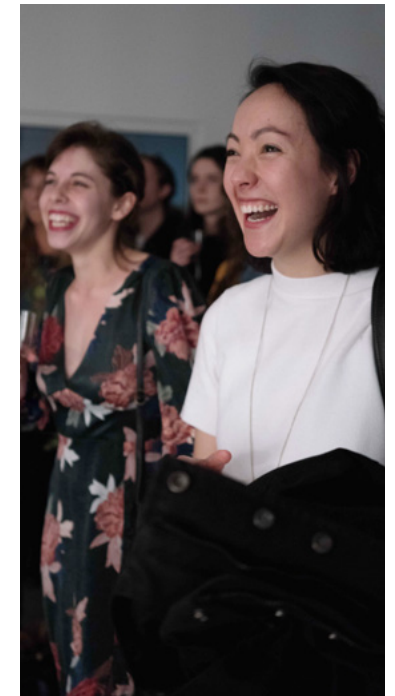


Selected bachelor's programmes

- Business Psychology
- Psychology

Selected master's programmes (in German)

- Clinical Psychology with a focus on Rehabilitation and Gerontopsychology
- Psychology with a focus on Coaching & Counselling
- Psychology Double Master's Programme



Get to know our dual bachelor's programmes

Studying alongside your apprenticeship? This is possible with our state-recognised dual bachelor's degree programmes with a specialisation in the areas of taxation or e-commerce. According to U-Multirank, UE is one of the TOP 10 universities in the field of business and attaches great importance to an international orientation.

A dual degree is characterised by the special link between theoretical and practical knowledge. Typically, dual students visit two places of learning - the university and their practice company thereby collecting the skills necessary for a successful start to professional life.



Career Prospects

A bachelor's degree at our university is your perfect start to a successful future in many different areas like business, media, sports, or technology. You will be able to work in established companies, as an employee or freelancer, or start your own company.

Our master's programmes give you additional opportunities to find your own direction and to develop and specialise in your personal skills.

Our international Career Development Centre utilises the contacts within our company and alumni network to personally support you in planning your individual career path and during the application phase.

In addition, we also offer foundation courses and pre-courses that allow you to gain the academic requirements you need to enrol into the UE bachelor's or master's programme of your choice.



Selected dual bachelor's programmes (in German)

- Business & Taxes
- Business & E-Commerce
- Sport & Event Management
- Software Engineering
- Digital Media & Marketing
- Wirtschaftsinformatik & Data Science
- UX/UI Design

Specialisation

- Basketball Management (Sport & Event Management)
- Hotel Management



Graduation ceremony at the UE campus in Berlin

Art & Design

An Art & Design degree at UE is the entry point for graduates into the creative industry. We have over 15 years of experience in the fields of communication design, photography, illustration and film and motion design. With a focus on analogue and digital design, our study programmes prepare you for a variety of professions – wherever creative design is involved.

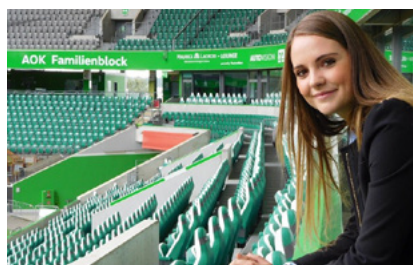


Career Prospects

Art Director | Creative Director |
Illustrator | Freelance Designer |
Photographer | Art Buyer | Game
Designer | Motion Designer |
Curator

Business & Sport

Our Business & Sport programmes enable you to access opportunities in the global market. You will be able to take on specialist and leadership roles in all sectors and companies of all sizes using your business know-how and strong social skills. The variety of programmes allows targeted promotions and support of personal strengths and interests for an individual career path.



Career Prospects

Corporate Consulting Advisor |
Assistant to Corporate
Management | Marketing and Sales
Manager | Start-up Entrepreneur |
Business Development Manager |
Sports Marketing and
Communication | Event Marketing |
Sponsoring and PR | Corporate
Marketing and Event Departments

Tech & Software

Graduates of our innovation and data-driven degrees will learn some of the most in-demand skills in today's job market and will be able to present complex interrelationships in a comprehensive way. Your professional competence and knowledge will make you a sought-after expert. Our graduates will be versatile in data automation, understanding economics as well as finding innovative and creative solutions to a variety of problems – all due to our interdisciplinary approach.



Career Prospects

Data Scientist Manager | Software
Engineer | Media Manager | Social
Media Manager | Marketing
Manager | PR Manager | Digital
Product Manager

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 therefore provide advice in a variety of fields including rehabilitation psychology, business consultancy, or industrial psychology.



Career Prospects

Certified Psychologist | Personnel
Developer or Recruiter | Market
Researcher | Management
Consultant | Health Manager | Social
Consulting (Addiction Counsellor)
| Diagnostician and Counsellor for
Mental Disorders | Counsellor
e.g. Parenting, General Life, or
Marriage

Dual Programmes

Whether it's Business, Data Science or Digital Media, – our dual degree programmes provide access to a variety of occupations that require specialist knowledge and interdisciplinary understanding.

Combined with work experience during your studies, you'll have the best possible career start – often directly with your practice partner. Dual programmes are a well-established study mode in Germany, where students earn a university degree and work for a company at the same time, therefore they are able to earn money while studying. At UE, we are constantly expanding our dual programme offering and rapidly expanding our partner network. As of now, the majority of our dual degrees are offered in German, however, please speak to your personal advisor and get the latest news around potential updates about dual study courses offered in English.



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



Collaboration partners for projects and internships

We work with a number of renowned partners who impart real-world skills to our students.



Entry requirements

Our student advisors are pleased 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 successfully complete your application.

We are also happy to help you with valuable tips on topics such as financing, BAföG, KfW student loans, scholarships, semesters abroad, internships, part-time jobs and many other areas.



UE student Jonas from the Dual study programme Business & Taxes

Entry Requirements Art & Design

	BACHELOR'S DEGREE	MASTER'S DEGREE
✓	COMPLETED 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'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)	
	PORTFOLIO - The following are supplementary requirements from the individual degree programmes.	
✓	<p>FILM & MOTION DESIGN: 5 - 8 work samples in which the moving image is the focus - be it filmed or animated, digital or analogue. All kinds of picture series (storyboards, flipbooks) and also other creative projects are welcome. Videos as MP4, Vimeo or YouTube links.</p> <p>COMMUNICATION DESIGN: About 8 - 12 work samples which show your strength in visual communication. E.g., drawings, sketchbooks, collages, photographs, moving images, interactive projects, websites, and other creative projects. Also sketchbooks are welcome. All work should be accompanied by a short text reflecting on the project or work.</p> <p>GAME DESIGN: 5 - 10 work samples made by you: Concept sketches, storyboards, collages, renderings and other design projects are welcome. Additionally either a digital game (.exe as ZIP) or a written game concept (1 page).</p> <p>ILLUSTRATION: 15 samples of work - in addition to illustrations and drawings, a sketchbook and other projects that demonstrate interest in the subject area are also welcome. We also like to see themed series and concept sketches.</p> <p>PHOTOGRAPHY: 2-3 series of photos and fewer individual images (all in all at least 20 images). The photographic projects can be supplemented by other media such as videos, drawings, and graphic design.</p> <p>UX/UI DESIGN: A portfolio with samples of work is welcome but not required.</p> <p>DIGITAL PRODUCT MANAGEMENT: A portfolio with samples of work is welcome but not required.</p>	<p>CREATIVE COMPUTING: Up to 10 examples of your best creative work. The Creative Computing 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> <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> <p>PHOTOGRAPHY: Your portfolio should consist of at least 20 photos. It is particularly desirable to see from the selection of images that the applicant works on a thematically coherent series.</p> <p>NEW MEDIA DESIGN: Up to 10 examples of works may focus on artistic, conceptual, formal, or technical capabilities. We accept a range of different fields: architecture, visual communication, product design, game design, exhibition-making, interior design, sound design, motion design, event installation, and performance.. Portfolio submissions may also demonstrate basic digital understanding in creative coding as well as analogue works (e.g. collage, sculpture and animation). Please include a short descriptive text with each work outlining your process and implementation.</p> <p>COMMUNICATION DESIGN: About 8 - 12 work samples which show your strengths in visual communication.</p>

*You will need to have a relevant occupational diploma and two years of professional experience.

Entry Requirements Business & Sport, Tech & Software, Psychology and Dual Programmes

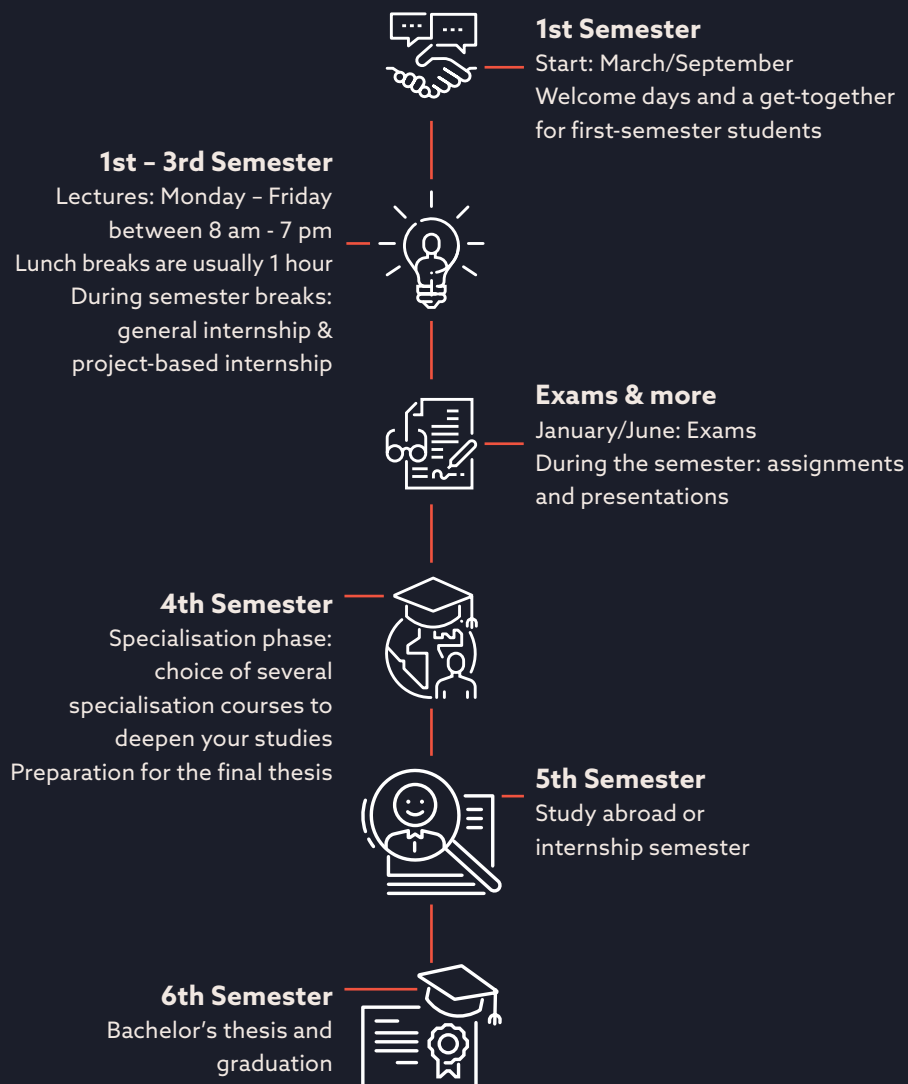
	BACHELOR'S DEGREE	MASTER'S DEGREE
✓	COMPLETED APPLICATION FORM	
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT - Or equivalent occupational diploma officially translated into English or German	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT - Undergraduate degree (bachelor's, MBA, or master's) officially 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
	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	
	ONCE THE APPLICATION IS COMPLETE, THE STUDENT IS REQUIRED TO UNDERTAKE A TEST:	
✓	ADMISSION TEST (ONLY FOR BACHELOR'S & NON-EU APPLICANTS) The online tests are an Intelligence Structure Test and Motivation test. The students are not required to study for this test.	

Your Study Cycle

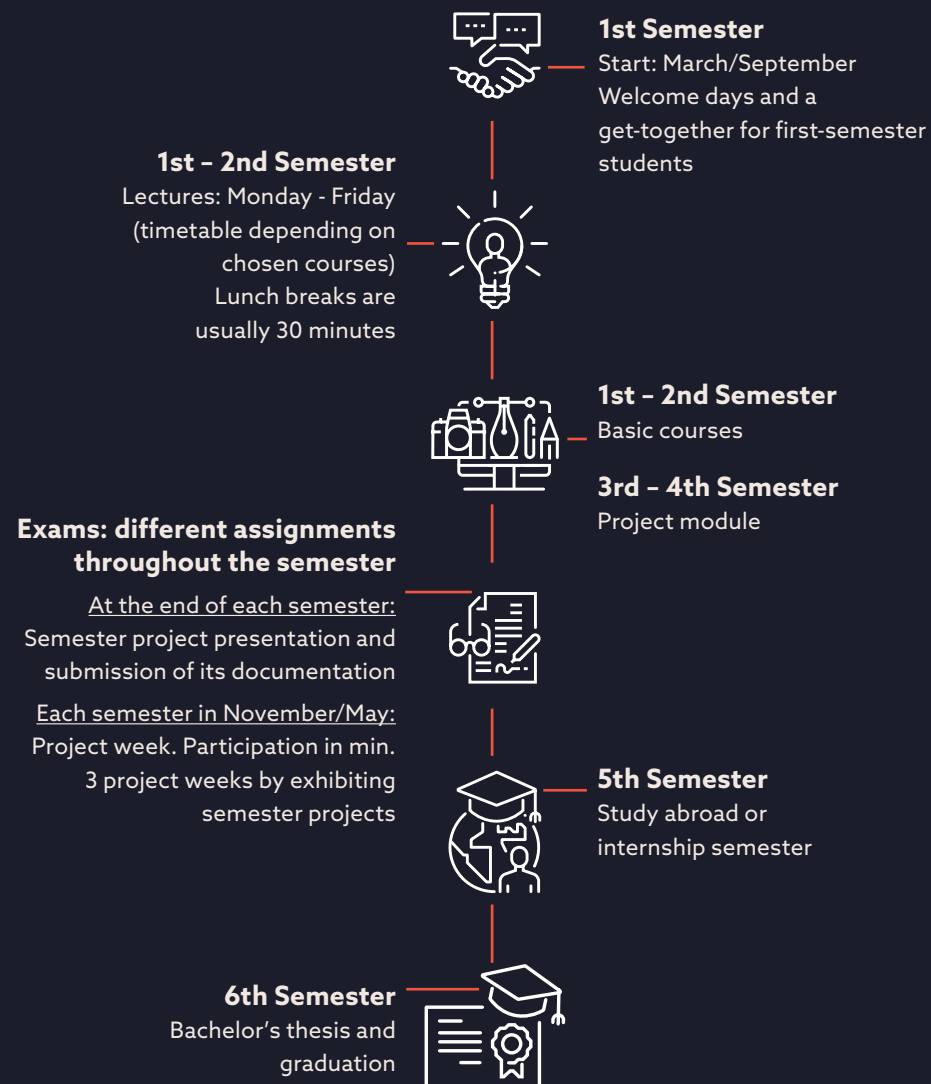
The path to your degree at the University of Europe for Applied Sciences varies depending on what programme and in which faculty you'll study. On the following page, we have prepared an overview that allows you to understand your study progression when you enrol into one of our bachelor's or master's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



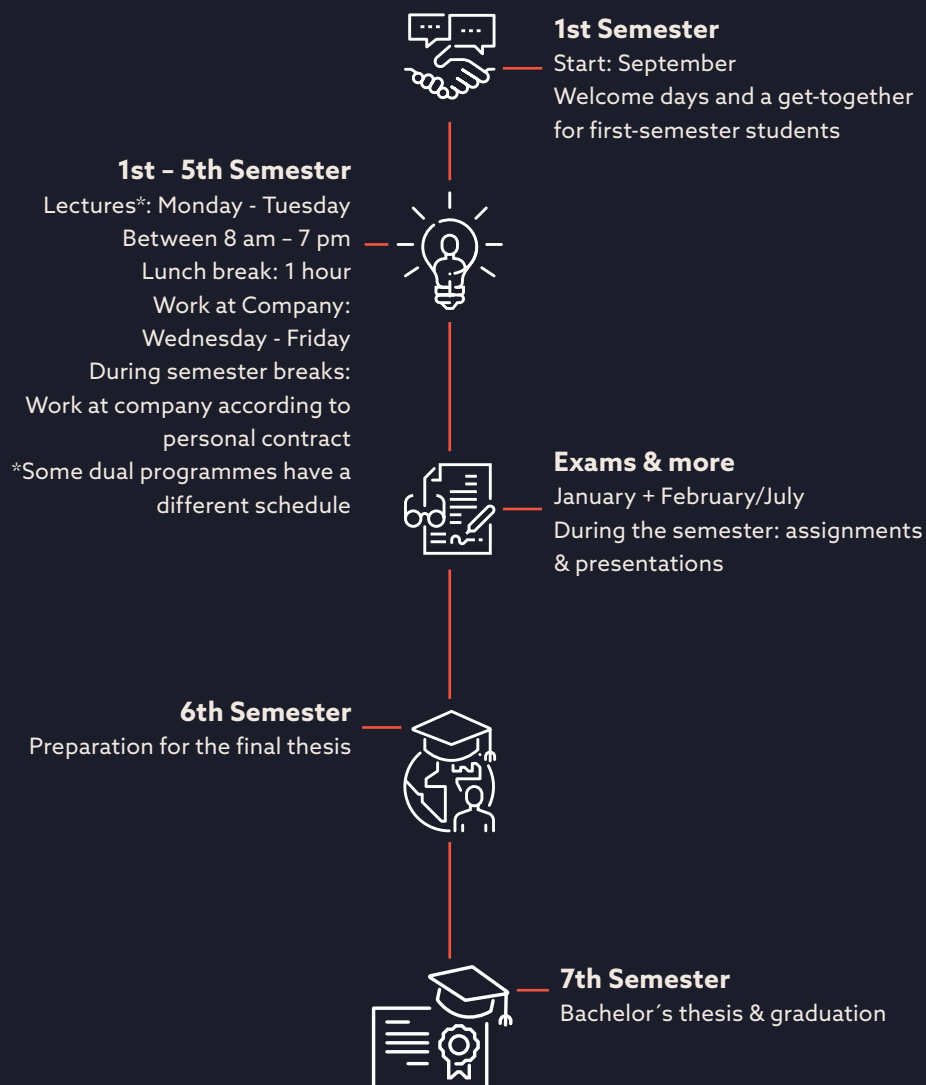
Bachelor's programmes Business & Sport, Tech & Software and Psychology



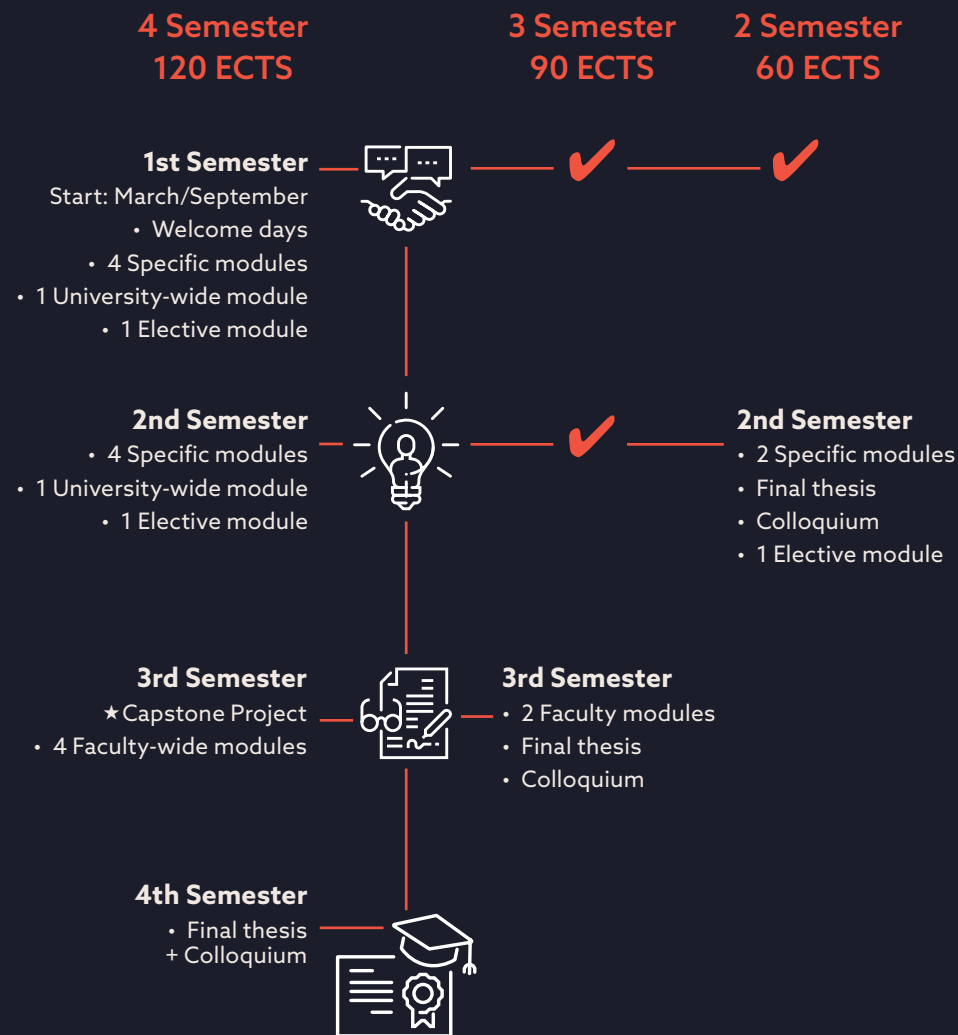
Bachelor's programmes Art & Design



Dual programmes



Master's programmes Business & Sport, Tech & Software, Psychology and Art & Design



Please note that the MBA (full-time) in Berlin will also start each year in January and June as well as March and September.

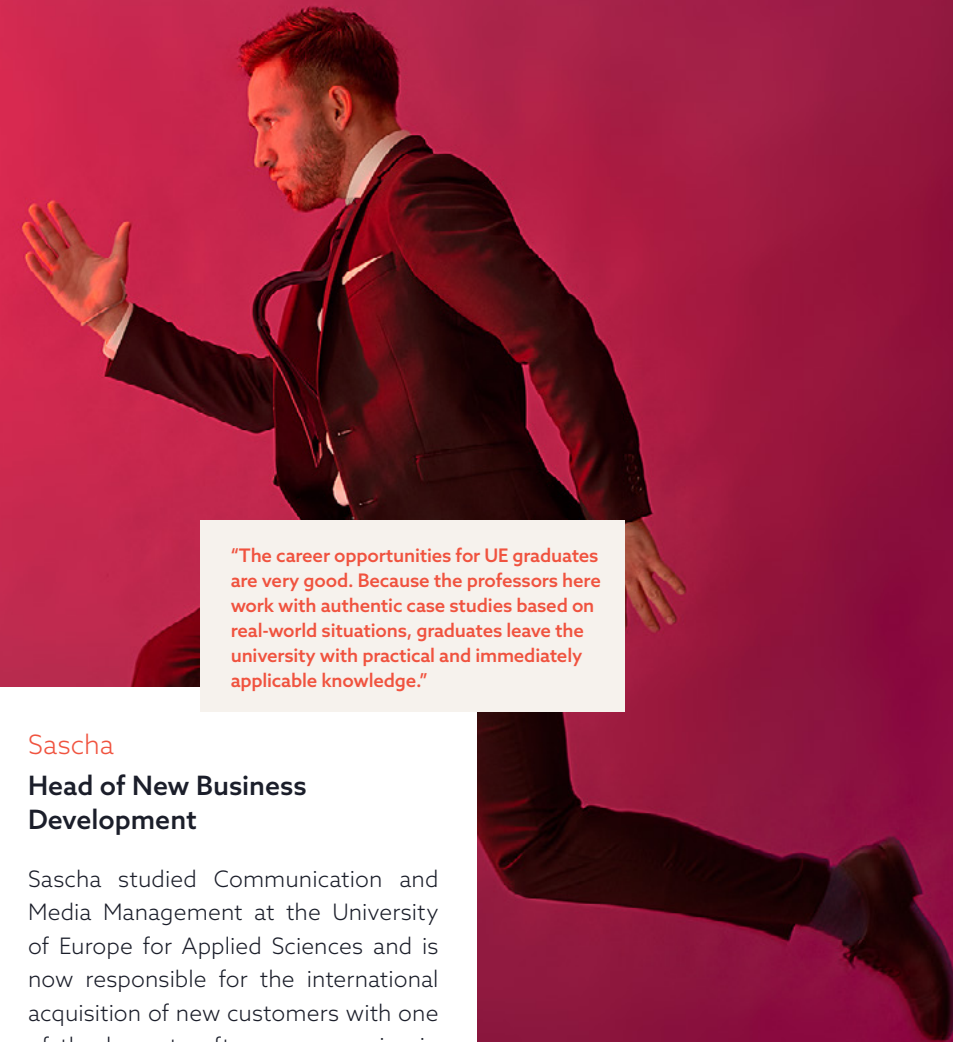
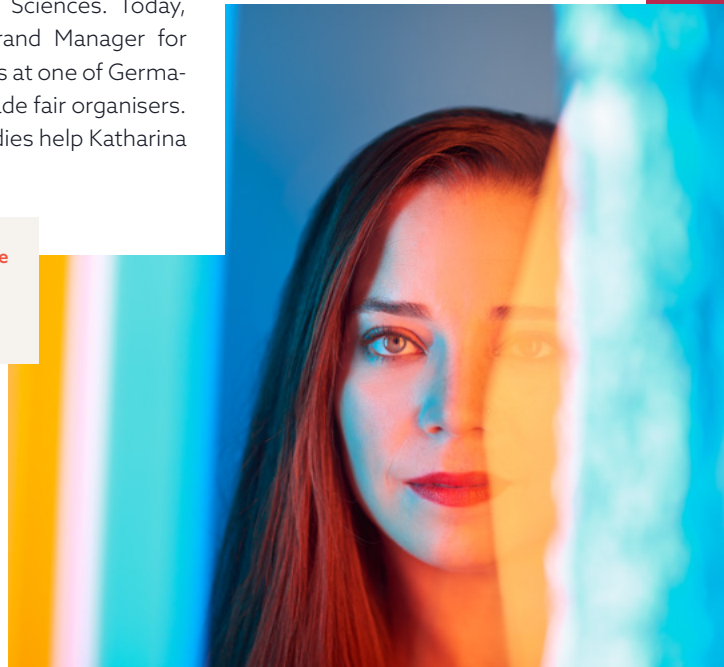
Our Alumni success stories

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 a 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."



"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."

Sascha

Head of New Business Development

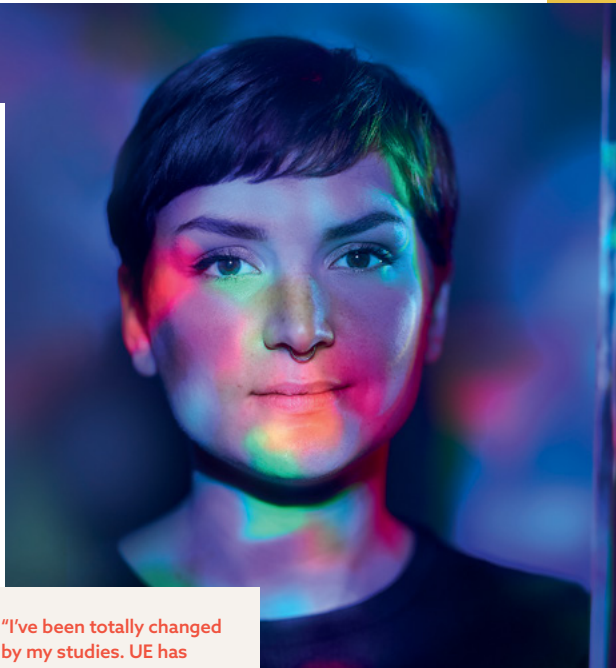
Sascha studied Communication and Media Management at the University of Europe for Applied Sciences and is now responsible for the international acquisition of new customers with one of the largest software companies in the world. He says he owes his current career to his studies at UE.

Lea

Digital Creative Art Designer

Lea holds a bachelor's degree in Film & Motion Design from the University of Europe for Applied Sciences. She is now working as an animation artist for a Berlin agency. Her main focus is on 2D animation and she likes to push the boundaries of reality. She says that her time at UE, 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."



Marcel

Digital Editorial Designer

Marcel holds a Bachelor's degree in Communication Design from the University of Europe for Applied Sciences in Berlin. Today, he works 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."

Contact

Student admissions for enquiries from applicants and prospects from **Germany:**

Berlin Campus & Innovation Hub

Contact number: **+49 (0)30 338 539 710**

E-Mail address: **study@ue-germany.com**

Hamburg Campus

Contact number: **+49 (0)40 181 300 240**

E-Mail address: **study@ue-germany.com**

Iserlohn Campus

Contact number: **+49 (0)30 338 539 710**

E-Mail address: **study@ue-germany.com**

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

Contact number: **+49 (0)30 338 539 510**

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



www.ue-germany.com