

UE | **INNOVATION
HUB** experience. innovation.

by the University of Europe for Applied Sciences

Study Digital Transformations, MA at the UE Innovation Hub

Elevate your career with our Master's programme at UE.



Your career starts with **Digital Transformations, MA**



Why study this programme?

Our Master's programme at the University of Europe for Applied Sciences (UE) offers practical expertise and conceptual confidence. It covers interdisciplinary skills for digital conception, design, transmission, use, and data storage comprehensively. Graduates are prepared to critically engage with digital and societal changes, developing new virtual communication strategies and technologies. They can support globalisation, digital networking, and enhance organisational communication through social technologies. Moreover, they can implement digital concepts in cultural institutions and actively drive digital changes.

Career fields

E. g. work as a data scientists and /or analyst, in digital curation, own cloud architectures for large cooperations, work in digital process management for global companies, etc.

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:

UE Innovation Hub near Berlin

Admission requirement:

- High school/Bachelor diploma and transcript
- Language qualification, B2 Level
- Curriculum Vitae (CV)
- Copy of Passport (scanned)
- Motivation letter (min. 500 words)

Modules

Digital Transformations

1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Digital Transformation The seminar's content spans from the history and development of digital media in the humanities to implementing knowledge representation in various media and modalities.	Media Informatics Students learn about the fundamental concepts, applications, architecture of databases, and procedural models for creating database systems and corpora.	Capstone Project Individual project / industry-infused project / professional experience / study abroad / research project / group project / student exchange project / certificate etc.	Thesis & Colloquium
Data Analytics The course covers data analytics principles, data preprocessing, transformation, data exploration, and data mining methods including regression, classification, clustering, predictive analytics, and ensemble techniques.	Marketing Analytics All about Introduction to Marketing Analytics, Web Analytics, Marketing tools and Digital Marketing Strategies.	Man-Machine Interaction Cognitive-psychological basics of knowledge modeling (declarative, procedural knowledge, mental models, schemata, mental rotation, problem-solving processes).	
Managing Innovation Students will acquire practical insights and tools for driving innovation, enabling them to navigate the dynamic landscape of innovation management effectively.	Agile Development This course is an immersive experience in agile software development. The study examined both the technical and socio-cultural aspects of agile, including practices such as grooming, reframing, and screening.	Speculative Futures The course focuses on framing technological innovation through creative speculation, exploring futuristic scenarios to emphasize technology's implications for humankind.	
Digital Interactive Media Students will have the opportunity to experiment with the application of different digital media and applications and thus reflect upon practical workflows.	Machine Learning Students learn advanced machine learning techniques and algorithms and how to package and deploy models to a production environment.	Advanced Research Methodologies Quantitative research methods and deductive approaches / Hypothesis formulation and falsifiability / Research design, data collection, and sample representation / Survey design and evaluation planning / Data evaluation within specific contexts / Descriptive data presentation and result communication / Principle of hypothesis testing / Parametric vs. non-parametric methods / Multiple regression and structural equation modeling	
Entrepreneurial Thinking & Digital Models Reflecting and training entrepreneurial thinking in case studies and self-reflective reports.	Comparative Cultural Studies Learn how to work and communicate in interdisciplinary teams with members of different cultural, social, ideological & disciplinary backgrounds/inclusiveness, global collaboration		
Contemporary Leadership Culture Introduction to the psychological and neurological foundations of social skills and their importance for group processes like leadership.	Interdisciplinary Elective (pick any module from any other PG programme except yours)		

Specialized Modules

Faculty-wide-Modules

University-wide Modules

Another UE Faculty's Modules

Please note: modules for curricula with 60, 90, 120 ECTS differ from each other

Your University - Your Partner!

The University of Europe for Applied Sciences (UE) is a state-recognized private university that educates the designers and decision makers of tomorrow in the fields of business, psychology, media and communication, sport and event management as well as art and design. UE is located in Hamburg, Berlin, Potsdam (near Berlin), Iserlohn and Dubai (UAE). We offer undergraduate and postgraduate programmes tailored to the requirements of the today's job market.

This Master's programme is aimed at students seeking a degree in a business, social, or humanities-related field.

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