University of Europe for Applied Sciences



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



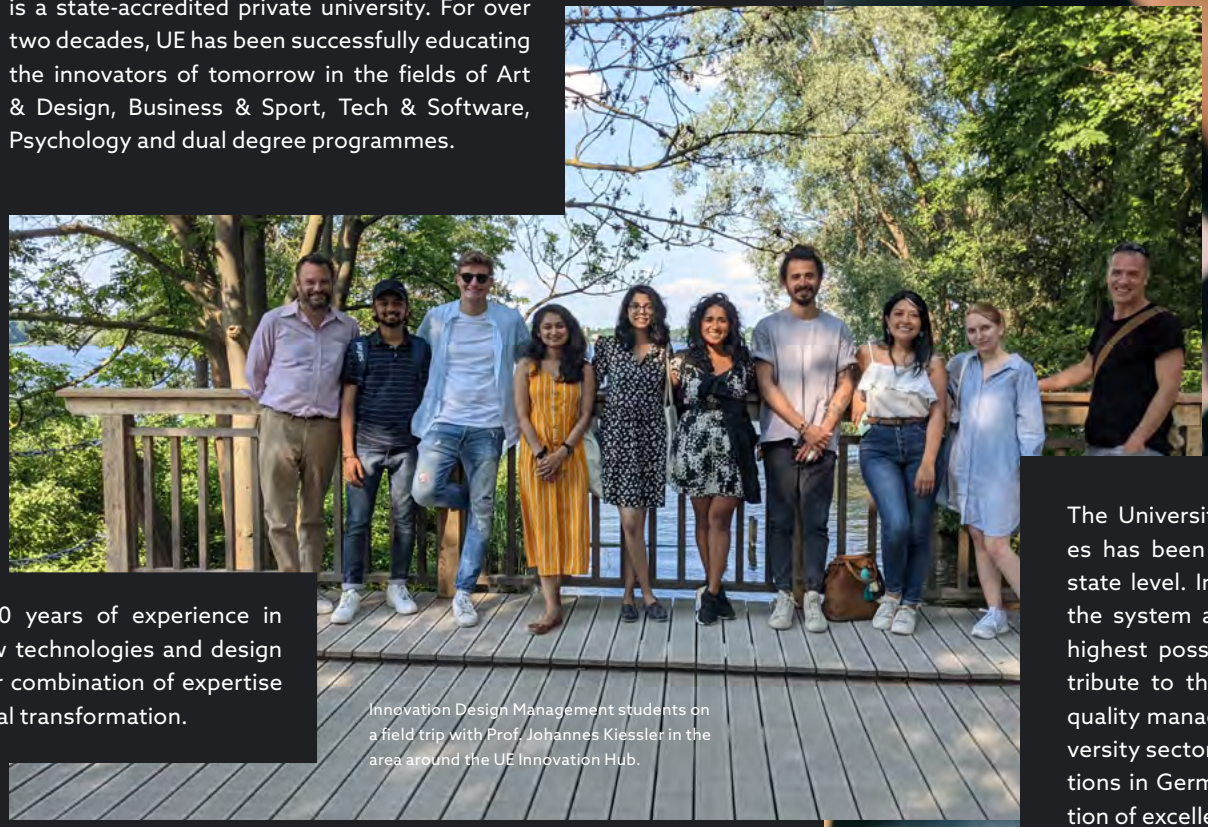
Prof. Benjamin Dickmann,
Programme Director for Film & Motion
Design, at a UE Berlin Campus Day

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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.



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

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

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.





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.

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.



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 at one of our German locations, 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

BEST
PROVIDER FOR FURTHER EDUCATION
among private universities with multiple locations*
* stern Ranking 2024/25

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

>90%
EMPLOYED
AFTER GRADUATION

A survey of our graduates from the past two years (2022–2024) has shown that over 90% of all UE students secure a job directly after completing their bachelor's or master's degree.

AACSB Business Education Alliance Member

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.

Programmes 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, Dubai, 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.

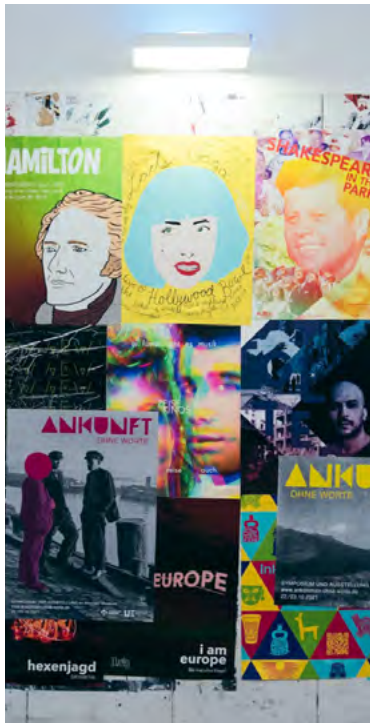


Art & Design

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
- UX UI Design
- Visual Communication

Selected master's programmes

- Photography
- New Media Design
- Communication Design
- Innovation Design Management
- Visual und Experience Design



Business & Sport

We combine classical business administration with the topics of tomorrow: digital tools, soft skills, and interdisciplinary thinking are at the core of our curriculum.

In the sports programme at UE, you take an active role in a growing and dynamic industry. Learn from experienced professionals and benefit from hands-on teaching.

You'll learn to think strategically, understand digital developments, and apply them in business or sports context.

Selected bachelor's programmes

- Business & Management Studies
- Digital Media und Marketing
- Health Management
- Sport & Event Management
- Sports Science Training & Performance
- Sports Science Fitness & Health

Specialisation

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

Selected master's programmes

- International Sport & Event Management
- International Business Management
- Marketing Management
- Prevention & Therapy Management



MBA programmes

Our MBA programmes offer multiple benefits for your career, from broader perspectives to in-depth expertise in management, finance, marketing, operations, strategy and more. This expertise is crucial to successfully tackle complex business challenges.

During an MBA programme, you also have the opportunity to build valuable networks. By working with colleagues from different industries and countries, you can benefit from these networks not only during your studies, but also throughout your professional career.

An MBA enables you to advance to higher positions or move into new industries or functions.

At the UE, students can choose between our full-time MBA (1 year) or one of our several MBA specialisations (1.5 years).

Our MBA programmes

- Master of Business Administration
- MBA Diplomacy
- MBA Digital Technology
- MBA Shipping & Logistics
- MBA Sustainable Water Management
- MBA Financial Management
- MBA Investment Banking
- MBA Marketing Management
- MBA Project Management
- MBA Sales Management
- MBA Financial Risk Management
- MBA International Business
- MBA Management Consulting
- MBA Health Service Management
- MBA Health and Safety Leadership
- MBA Digital Health Transformation
- MBA Sports 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, and our Dubai campus 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)

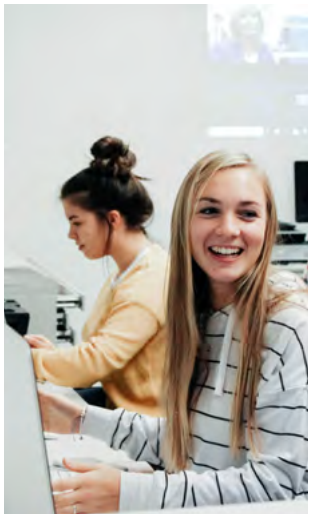
Selected master's programmes

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



Health & 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
- Health Management
- Sports Science Training & Performance
- Sports Science Fitness & Health
- 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 an apprenticeship?

That's possible with our state-recognised dual bachelor's degree programmes.

A dual study programme combines academic knowledge with hands-on experience in a company. Students regularly alternate between university and their practical placement, gaining valuable skills for entering the workforce.

By combining theory and practice, they contribute to real projects from day one. This not only enhances their CV but also increases the chances of being offered a permanent position after graduation.

Selected dual bachelor's programmes

- Business & Taxes
- Digital Media & Marketing
- Software Engineering
- Sport & Event Management
- Hotel Management

Specialisation

- Basketball Management (Sport & Event Management)





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.



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

A Business & Sport degree at UE prepares you specifically for a career in an international environment. You will gain practical knowledge for specialist and leadership roles across a wide range of industries – from start-ups to multinational corporations.

Thanks to our specialised programmes and personalised support, you can develop your strengths purposefully and actively shape your own career path.

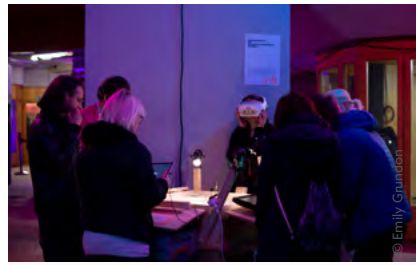
Whether it's management, marketing, sports business, or consulting – numerous opportunities await you.

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

Health & Psychology

Our programmes in Health & Psychology prepare you for a career in a socially significant and expanding field. You will gain scientifically grounded and practical knowledge to support people professionally and actively promote health.

Whether in counselling or healthcare management, your degree will equip you well for responsible roles in hospitals, businesses, or social organisations.

At UE, we support your personal development and help you to purposefully apply your strengths for your future career.



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, Event Management or Digital Media, – our dual degree progammes 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. Students have the option to study some dual degrees in German and some in English. Please speak to your personal advisor for more details.

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



MBA Programmes

Today's business world is characterised by constant change and increasing demands on managers. With an MBA degree, you will be optimally prepared to meet these challenges and develop innovative solutions. You will not only acquire in-depth knowledge in the areas of management, strategy and leadership, but also important soft skills such as communication, teamwork and problem-solving skills.

Depending on your MBA specialisation, career opportunities are also open to you in sectors such as healthcare, logistics or IT.

Career Prospects

Corporate Consulting Advisor | Assistant to Corporate Management | Marketing and Sales Manager | Start-up Entrepreneur | Business Development Manager

CAREER PROSPECTS



Collaboration partners for **projects and internships**

As an educational institution, our aim is not only to provide our students with an excellent academic education, but also to connect them with the real world. An important part of this connection is our co-operation partners, who enable our students to gain valuable experience, build networks and prepare for a successful future.

Our co-operation partners span a wide range of industries and companies, both nationally and internationally. These partnerships offer our students the opportunity to complete internships, work on projects and gain direct access to leading experts in their respective fields.

Why are our co-operation partners important to you? Quite simply - they provide a bridge between the lecture theatre and the professional world. Through our partner companies, our students have the opportunity to apply their theoretical knowledge in practice, gain valuable insights into the world of work and explore potential career paths.



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

	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
	GERMAN LANGUAGE CERTIFICATE: IF NOT A NATIVE SPEAKER (no older than 2 years)	
Deutsch	B2 according to the CEFR (Common European Framework of Reference for Languages)	
DSH	1	
TestDaf	TDN3	
Goethe Institute Certificate	B2	
telc gGmbH	B2	
	ENGLISH LANGUAGE PROFICIENCY - English language certificate	
IELTS	5.5 overall	6.0 overall / B2 level
TOEFL IBT	60	72
TOEFL ITP (paper based)	498	543
Pearson test of English (Academic)	56	59
Pearson test of English (General)	Level 1	Level 1
Cambridge English Advanced (CAE)	162 overall	169
Cambridge Exam	B2 CEFR.= First (FCE), 160	B2 CEFR.= First (FCE), 160
TOEIC	B2 CEFR = Listening 400, Reading 385, Speaking 160, Writing 150	B2 CEFR = Listening 400, Reading 385, Speaking 160, Writing 150
PASSWORD	5.5 overall	6.0
Duolingo	100	105
✔	**CURRICULUM VITAE (CV)** (DATED AND SIGNED)	
✔	**COPY OF PASSPORT** (SCAN FROM BOTH SIDES)	
✔	**MOTIVATION LETTER (MIN 500 WORDS)** (BUSINESS, PSYCHOLOGIE, TECH & SOFTWARE, SPORT UND (DUAL)) **MOTIVATION LETTER + PORTFOLOIO** (ART & DESIGN)	

For detailed information on the admission requirements for each individual UE degree programme scan the QR code

April 2025



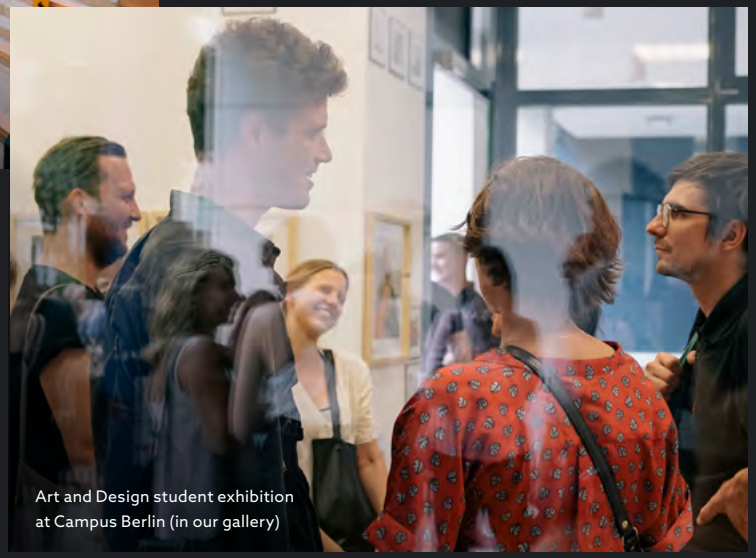
Graduation ceremony at the UE Innovation Hub in Potsdam (2024)

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.



Entrance hall at the UE Innovation Hub in Potsdam



Art and Design student exhibition at Campus Berlin (in our gallery)

Bachelor's programmes

Business & Sport, Tech & Software and Psychology

1st Semester
Start: March/September
Welcome days and a get-together for first-semester students

1st – 3rd Semester
Lectures: Monday – Friday between 8 am - 7 pm
Lunch breaks are usually 1 hour
During semester breaks: general internship & project-based internship

Exams & more
January/June: Exams
During the semester: assignments and presentations

4th Semester
Specialisation phase: choice of several specialisation courses to deepen your studies
Preparation for the final thesis

5th Semester
Study abroad or internship semester

6th Semester
Bachelor's thesis and graduation

Bachelor's programmes
Art & Design



1st Semester
Start: March/September
Welcome days and a get-together for first-semester students

1st – 2nd Semester
Lectures: Monday - Friday (timetable depending on chosen courses)
Lunch breaks are usually 30 minutes





1st – 2nd Semester
Basic courses

3rd – 4th Semester
Project module

Exams: different assignments throughout the semester

<u>At the end of each semester:</u>
Semester project presentation and submission of its documentation

<u>Each semester in November/May:</u>
Project week. Participation in min. 3 project weeks by exhibiting semester projects





5th Semester
Study abroad or internship semester



6th Semester
Bachelor's thesis and graduation

Dual programmes



1st Semester
Start: September
Welcome days and a get-together for first-semester students

1st – 5th Semester
Lectures*: Monday - Tuesday
Between 8 am – 7 pm
Lunch break: 1 hour
Work at Company:
Wednesday - Friday
During semester breaks:
Work at company according to personal contract
*Some dual programmes have a different schedule





Exams & more
January + February/July
During the semester: assignments & presentations

6th Semester
Preparation for the final thesis





7th Semester
Bachelor´s thesis & graduation

Master's programmes

Business & Sport, Tech & Software, Psychology and Art & Design

4 Semester 120 ECTS	3 Semester 90 ECTS	2 Semester 60 ECTS
1st Semester Start: March/September • Welcome days • 4 Specific modules • 1 University-wide module • 1 Elective module	✔	✔
2nd Semester • 4 Specific modules • 1 University-wide module • 1 Elective module	✔	**2nd Semester** • 2 Specific modules • Final thesis • Colloquium • 1 Elective module
3rd Semester ★Capstone Project • 4 Faculty-wide modules	**3rd Semester** • 2 Faculty modules • Final thesis • Colloquium	
4th Semester • Final thesis + Colloquium		

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



YOUR STUDY CYCLE

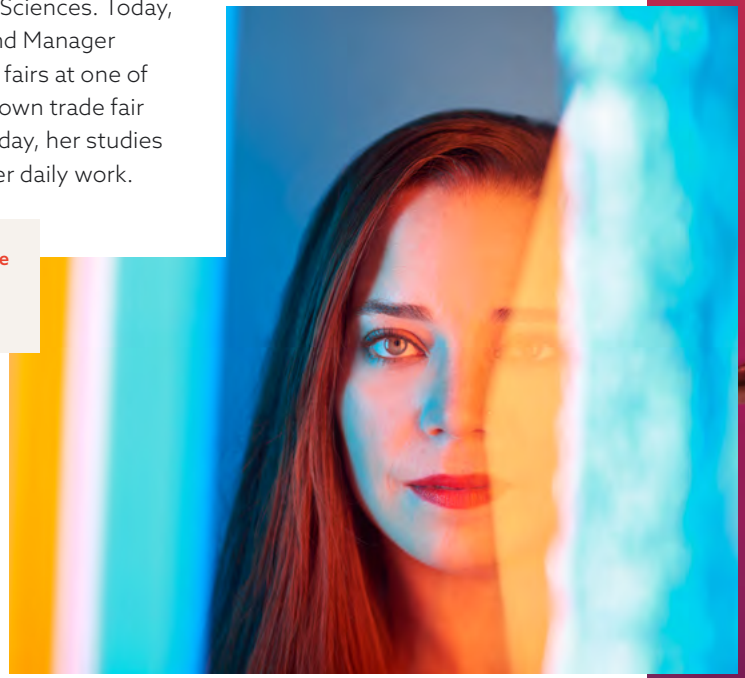
Our Alumni **success stories**

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."



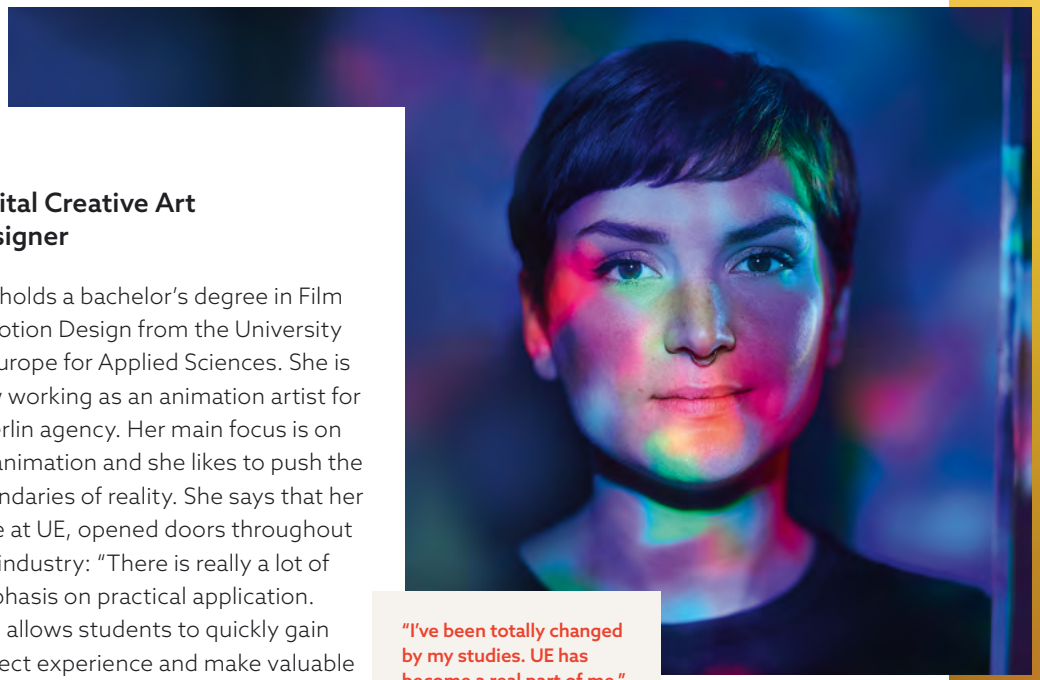


"The career opportunities for UE graduates are very good. Because the professors here work with authentic case studies based on real-world situations, graduates leave the university with practical and immediately applicable knowledge."

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."

OUR ALUMNI SUCCESS STORIES

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**

Dubai Campus
Contact number: **+971 4 249 9300**
E-mail address: **student.advice@ue-germany.com**

University of Europe for Applied Sciences

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