

mdh

University of Applied Sciences

MASTER OF ARTS

3-5 SEMESTERS

FULL-TIME

or PART-TIME

**DIGITAL
LEADER-
SHIP
M.A.**

THIS IS WHAT THE MDH STANDS FOR

Our USP

Clever learning concept

We teach in modules where our students spend a day intensively studying the theory and practice of the given topic. A good compatibility of work and study is given.

Trendsetting

We know the competencies of the future and gear our offerings according to what the market needs. We keep close contacts with companies and offer real business know-how.

Personal contact

For 35 years we are entrepreneurial and family oriented. We attach great importance to quick decisions, individual support as well as small learning groups and personal contact with the lecturers.

Career network

We have a strong network in the film, game, media and fashion industry, from which our students and alumni benefit. Our active community gives security for the future career.

DIGITAL LEADERSHIP

1. AT A GLANCE

START DATE	1. APRIL 1. OCTOBER
LENGTH	3-5 SEMESTERS
DEGREE	MASTER OF ARTS

1.1. JOB PROFILE

The challenging and exciting activity in the culture and creative industry, which includes the music, film, television and games industry as well as the book market, art market and advertising market, requires a creative, communicative, responsible, adaptive and media-savvy personality, who shows pronounced leadership behavior, decision-making confidence and problem-solving skills. The master's degree in "Digital Leadership" qualifies graduates for leading positions in management both in companies in the creative industries and in companies in other media-related sectors in Germany and abroad. Graduates of the course work at the interface between "creativity" and "business" and find their professional future in multinational media groups that produce or sell creative content such as film, TV or VoD products or deal with production and marketing of games, music or digital print products. As well as in start-up companies that develop new technologies and formats in the creative industry.

There they are entrusted with varied and diverse tasks such as the control and monitoring of media production processes, the development of business strategies in the creative industries or the management of creative teams. A special focus of the course is devoted to the aspect of technological innovation, whereby the graduates are brought up to date in this extreme dynamic developing field.

1.2. STUDY GOAL

As part of the interdisciplinary master's degree at the Mediadesign Hochschule, students deepen and expand their management-oriented and media-related knowledge as well as their conceptual, scientific-methodical and practice-oriented skills. The aim of the course is to prepare graduates for management positions in the creative and media industries. During the course of study, they will acquire the skills in finding, communicating and implementing management-specific decisions for the safe handling of scientific methods as well as theoretical models, case studies and practice-related tasks and exercises. Another goal is to enable students to orientate themselves in the technical, technological, business and sociological complexity of the creative and media landscape. In the course of the program, the students will not only develop approaches for strategic management, but also the importance of corporate social responsibility, e.g. in relation to sustainability.

1.3. ADMISSION REQUIREMENTS

The prerequisite for admission is the achievement of a bachelor's degree or a comparable university degree (master's degree or diploma) in the field of management or design. The mdh offers the opportunity to start the course with 180 ECTS points and to graduate after four semesters. Extracurricular activities can also be credited if necessary. The team of student advisors helps with any further questions.

1.4. APPLICATION PROCEDURE

An English Essay concerning a specific topic determines acceptance. Detailed information is available at the student advisory team.

1.5. STUDY FEES

BERLIN	GERMAN-CITIZENS	EU-CITIZENS	NON EU-CITIZENS
Tuition fee*	685,00 EUR/month	4.110 EUR/semester	6.300 EUR/semester
One-time Registration Fee	490 EUR	490 EUR	490 EUR
One-time Examination Fee	1.050 EUR	1.050 EUR	inclusive

* With a prepayment option (per semester, per year, or in full), you will receive up to 3% discount on your tuition fees.

2. CONTENTS

2.1. SEMESTER 1

LEADERSHIP

LEADERSHIP IN ARTS

Leadership skills in the creative industry are subject to rapid change. In place of hierarchies and commands, there are creative networks that create creative media and art products with the help of a shared vision. The module Leadership in Arts shows the students how they, as future managers, can contribute to unleashing the creativity potential of the industry.

STRATEGIC MANAGEMENT

Creatives and artists often lack the necessary background knowledge and experience to successfully manage companies and projects. The Strategic Management module equips the students with an economic toolbox that helps the graduates to analyze individual projects and companies and to derive the appropriate strategic instructions from them.

CREATIVE INDUSTRIES

CONCEPTION & PRODUCTION

In this module the students learn creative techniques as well as the creation of professional and promising concepts and get an overview of the production processes in the creative industry.

PROJECTS

CONTENT CREATION

The students learn to design media projects independently, to plan them in a management-oriented manner and to control them in a team. They can implement creative processes in the production of media products in a results-oriented manner.

STUDIUM GENERALE

STUDY MODULE FROM THE ELECTIVE COURSE CATALOGUE

These modules give students the opportunity to deepen special interests during their studies. Here they can find topics such as "CSR and Sustainability" or "Interculturality and Diversity".

2.2. SEMESTER 2

STUDIUM GENERALE

SCIENTIFIC WRITING & PUBLISHING

The master's students deal with modern scientific research methods, literature analyzes and the publication of scientific research results. Questions relating to the choice of topic, the structure of the thesis, the search for sources and literature, the interpretation of sources, the efficient and effective organization of academic work are discussed and illustrated using numerous examples.

LEADERSHIP

INNOVATION & EMERGING TECHNOLOGIES

Digitization increases the demand for new ideas and products and that at an ever-faster pace. At the same time, successful innovations are often few and far between. Students of the Innovation & Emerging Technologies module learn how to release the innovation potential within companies and thus help creative companies to shape the digital future.

CREATIVE INDUSTRIES

DIGITAL BUSINESS STRATEGIES IN CREATIVE INDUSTRIES

Products and services are designed, developed and marketed differently on the Internet. Students of the module Digital Business Strategies in Creative Industries learn how to use the power of digital platforms and new IT technologies for their own projects.

DATA SCIENCE & AI

Artificial intelligence is already helping companies in the creative industry to adapt existing products to the needs of their customers. The end of this development is far from in sight. More and more creative processes will be co-developed by algorithms in the future. The Data Science and AI module lets students slip into the role of developers themselves. With the help of easily understandable models and processes, students learn how to deal with and work with large data sets and AI.

PROJECTS

BUSINESS STRATEGIES

Students create their own business models in cooperation with companies from the creative industry. Practitioners from the industry are at their side to help them implement the projects and evaluate and accompany the entire development process.

2.3. SEMESTER 3

MASTER-ABSCHLUSS

MASTER-THESIS UND KOLLOQUIUM

The students should develop and apply their independent scientific work. The theories, models and methods learned during the course are transferred to a specific, innovative question. The aim of the master's thesis is to demonstrate the ability to independently write extensive and qualified scientific texts.

A coherently structured work from the field of management in the creative industry is to be presented to the examination committee, in which the procedure and the results are logically structured and clearly presented.

In the research or application oriented final project, the students are able to independently develop adequate problem solutions for media-related or management-related issues, using scientific methods and scientifically sound decisions, economic, media-scientific and / or legal contexts based on the current state of research. Making it transparent in a clear and unambiguous way and showing a problem-oriented, critical understanding of area-specific or cross-genre knowledge from an interdisciplinary point of view, meanwhile presenting the corresponding relationships in the elaboration.