

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



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Who we are

The University of Europe for Applied Sciences (UE), with campus locations in Iserlohn, Berlin, Hamburg, and the UE Innovation Hub in Potsdam, is a state accredited private university. With study degrees in Art & Design, Business & Sport, Tech & Software, Psychology and Dual Programmes, the university is developing the innovators of tomorrow.



The 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 recognized as a university at the 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 metropolis, in the immediate vicinity of Potsdamer Platz. Thanks to modern digital technology, students from different cultural institutions can cooperate across the borders. Moreover the new campus creates the optimal environment for studying and exploring. Campus Berlin is indeed a meeting place for artistic and creative minds and hands, where students and professors from many different countries and disciplines – economics, art, and culture – meet and learn from one another.



UE Innovation Hub Potsdam

The UE Innovation Hub is located in Potsdam, few minutes away from Berlin by transport. The campus offers technology focused programmes in a modern and state-of-the-art building. If you choose to study at UE Innovation Hub not only will you study in close proximity 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 the Altona 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 (UE) in Hamburg. The striking historic building is equipped with state-of-the-art technology and is the gateway to the 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



The surroundings make the Iserlohn campus a place of exchange - regionally, nationally, and internationally. Added Value: in addition to jogging and recreational opportunities, a riding stable, an ice rink, and a fitness studio are located in the direct vicinity of the 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 the ideal place to study. The costs of living is reasonable and in addition, you can work 20 hours per weeks 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. Through our innovative study programmes, whether that be in Business & Sport, Tech & Software, Psychology or Art & Design - Fulltime or Dual programme - you will acquire skills that are in high demand for the job market of the future. Take advantage of our unique qualities to create your story and inspire the world!



Worldwide Network

Make the world 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 innovative ideas.



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

No matter which of our programmes you choose, all are state-accredited by FIBAA or 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 too.

Our Recognised excellence (excerpt)



U-Multirank, by CHE, ranks UE in the top 10 for quality of teaching in business studies.



U-Multirank, by CHE, ranks UE in the top 25 worldwide for international orientation.



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

What we offer?

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

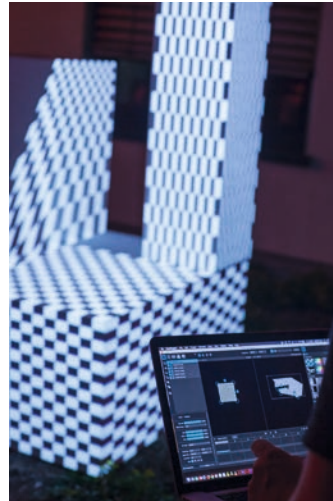
By combining creativity, entrepreneurship, digital thinking, and an international perspective, our various fields of study mutually enrich each other. They also offer new approaches to teaching and research. Take advantage of UE's unique qualities and let yourself be inspired!



Art & Design

You can make creativity your profession with a digitally-orientated degree in art and design disciplines. You will assure your place in the creative industries of tomorrow.

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



Selected Bachelor programmes

- Communication Design
- Film + Motion Design
- Game Design
- Illustration
- Photography

Spezialisierung

- eSports Studies (Game Design)

Selected Master programmes

- Photography
- New Media Design/Media Spaces

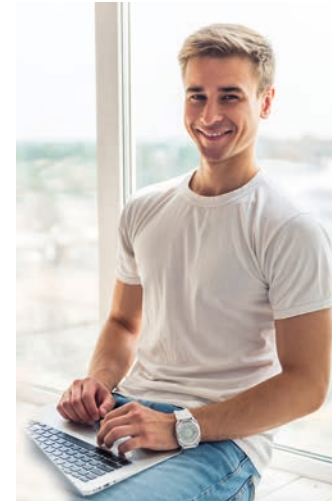
Business & Sport

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

Classic business studies are combined with the topics of tomorrow: digital modules, soft skills and interdisciplinary teaching, thus forming the core of our teaching and strengthening 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 renowned professors and benefit from a practical degree programme with an excellent international focus.



Selected Bachelor programmes

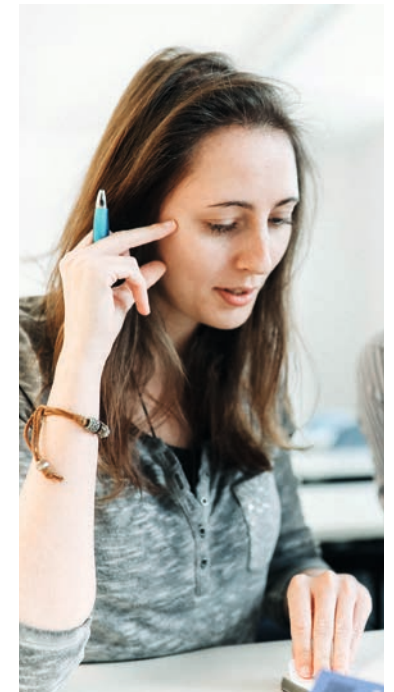
- Business & Management Studies
- Sport & Event Management
- Sport Science: Fitness & Health* (DE)
- Sport Science: Training & Performance* (DE)

Spezialisierung

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

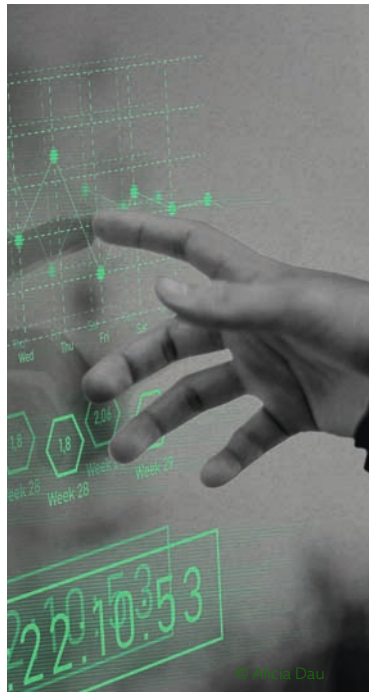
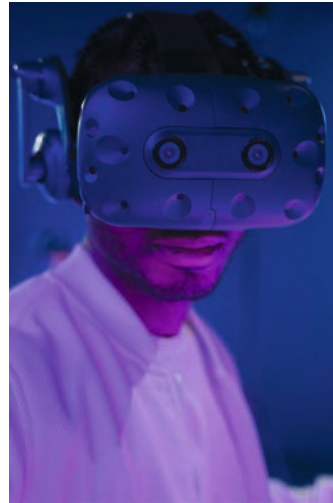
Selected Master programmes

- International Sport & Event Management
- Marketing Management (DE)
- Master of Business Administration (FT)
- Master of Business Administration (PT)



Tech & Software programmes

Design thinking and automation are ubiquitous buzzwords that have become an integral part of our daily media, social networks or social debates since Tesla or Google's self-driving car. This is due to the natural progress of our globalized society. Innovation - be it an idea, a process or a product - is an important driving force. At the new UE Innovation Hub, we offer bachelor's and master's degree programmes that enable students to be part of this progress.



Selected programmes

Bachelor

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

Spezialisation

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

Master

- 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 more and more areas of business and life. Whether in healthcare, market research, politics or sports - the career areas for graduates of a psychology degree programme at UE are diverse. With our highly accredited Bachelor's and Master's degree programmes in Psychology, you will learn from our renowned professors and benefit from a practice-oriented degree programme with an excellent international orientation.



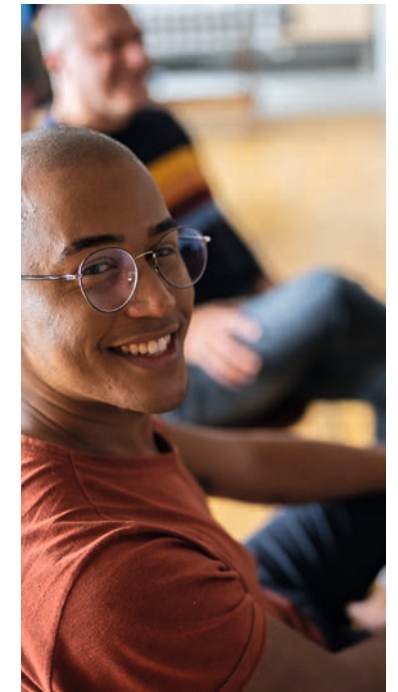
Selected programmes

Bachelor

- Business Psychology
- Psychology

Master

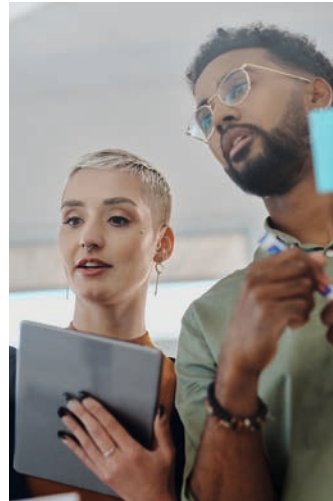
- Clinical Psychology with focus on Rehabilitation- and Gerontopsychology
- Psychology with focus on Coaching & Counselling



Our Dual Bachelor's

Studying alongside your apprenticeship? Yes, this is possible with our state-recognised dual Bachelor's degree programmes with 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 - and thereby collect the skills necessary for a successful start into professional life.



Selected Dual Bachelor programmes

- Business & Taxes, dual
- Business & E-Commerce, dual
- Business & Industry, dual
- Sport & Event Management, dual
- Software Engineering, dual
- Digital Media & Marketing, dual
- Digital Business & Data Science, dual

Spezialisierung

- Basketball Management
(Sports & Event Management, dual)

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 your personal skills.

The International Career Center utilises the contacts within our company and alumni network to personally support you in planning your individual career path and during the application phase.



Art & Design

An Art & Design degree at UE is the entry point for graduates into the creative industry. We look back on over 15 years of experience in the fields of communication design, photography, illustration or film and motion design. With a focus on time-based design, the study programme prepares you for a variety of professions - wherever creative design is involved, you'll be at the starting line.



Career Prospects

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

Business & Sport

Our Business & Sport programmes open up opportunities for you in the global labour market. You will be able to take on specialist and leadership roles in all sectors and within companies of all sizes using your business know-how and strong social skills. With these programmes and the multitude of opportunities they can open up for you, you can choose a career that matches your personality and interests perfectly.



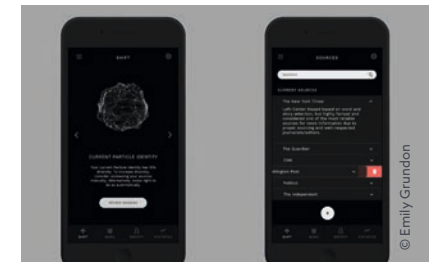
Career prospects

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

Alumni of our Design & Innovative and Tech & Software programmes have a broad professional base and are able to present complex interrelationships in a comprehensive way. Your professional competence and knowledge will make you a sought-after expert.

Graduates are involved on many levels, as they feel at home in both the creative and economic spheres.



Career Prospects

E-Commerce Manager | Marketing
Manager | Business Consultant
| Key Account Manager | Data
Analyst | Web Developer | Software
Developer | Sports & Event
Manager | Tax Consultant

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 thus 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
like Addiction Counselor |
Diagnostician and Counsellor for
Mental Disorders | Counsellor for
e.g. Parenting, General Life, or
Marriage

Dual programmes

Whether Business, Data Science or Digital Media- Dual degrees provide access to a variety of occupations that require specialist knowledge and interdisciplinary understanding. Combined with the work experience during your studies you'll have the best possible career start – often directly with your practice partner.



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 in the application process. 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 application, this is no problem at all. Please feel free to contact our competent student advisors, who will be happy to help you successfully complete the application process.

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



Entry Requirements Art & Design



	BACHELOR'S DEGREE		MASTER'S DEGREE
✓	APPLICATION FORM Complete the application form		APPLICATION FORM Complete the 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) officially translated to English or German
✓	IELTS	5.5 overall (no less than 5.0 in each components)	
	TOEFL iBT	72	
	TOEFL iTP (paper based)	500-547 (290-300 listening, 280-300 language form, 280-300 reading)	
	Pearson test of English (Academic)	59	
	Pearson test of English (General)	Level 3	
	Cambridge English	Advanced and Proficiency 162 overall	
	Cambridge Exam	First (FCE) Grade C	
	TOEIC	Listening/reading 785, Speaking 160, Writing 150	
	PASSWORD	5.5 (no less than 5.0 in each components)	
	EF SET (50 min. Test)	B2 Upper intermediate	
✓	CURRICULUM VITAE (CV)		
✓	COPY OF PASSPORT (SCANNED)		
✓	MOTIVATION LETTER		
✓	BACHELOR'S QUESTIONNAIRE		

ONCE THE APPLICATION IS COMPLETE, STUDENTS ARE REQUIRED TO SUBMIT THEIR PORTFOLIO.
IN SOME CASES THEY NEED TO UNDERTAKE AN ADMISSION INTERVIEW, READ INFO BELOW:

✓	<p>PORTFOLIO This should include 15 to 20 pieces of artwork created by the student and should be sent through "WeTransfer", a website, Instagram, etc. It may include drawings, paintings, sketchbooks, photographs, computer graphics, websites, short films, as well as text-based projects such as concepts for campaigns. Large sculptural projects and 3D objects should be presented in the form of photographs or as a digital file.</p> <p>!In case the submitted work does not show sufficient qualification, an Admission Interview may be conducted in some cases. It will be performed online and will take approximately 30 to 45 minutes. The interview will contain a general discussion around the student's motivation.</p>
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* In certain cases, you may also be able to study without a high school diploma. In such cases, you must have at least three years' professional experience and apply for a programme relevant to that experience.

** If your GPA does not meet the requirements, a letter of recommendation from your previous university will be required.

Entry Requirements Business & Sport, Tech & Software and Psychology



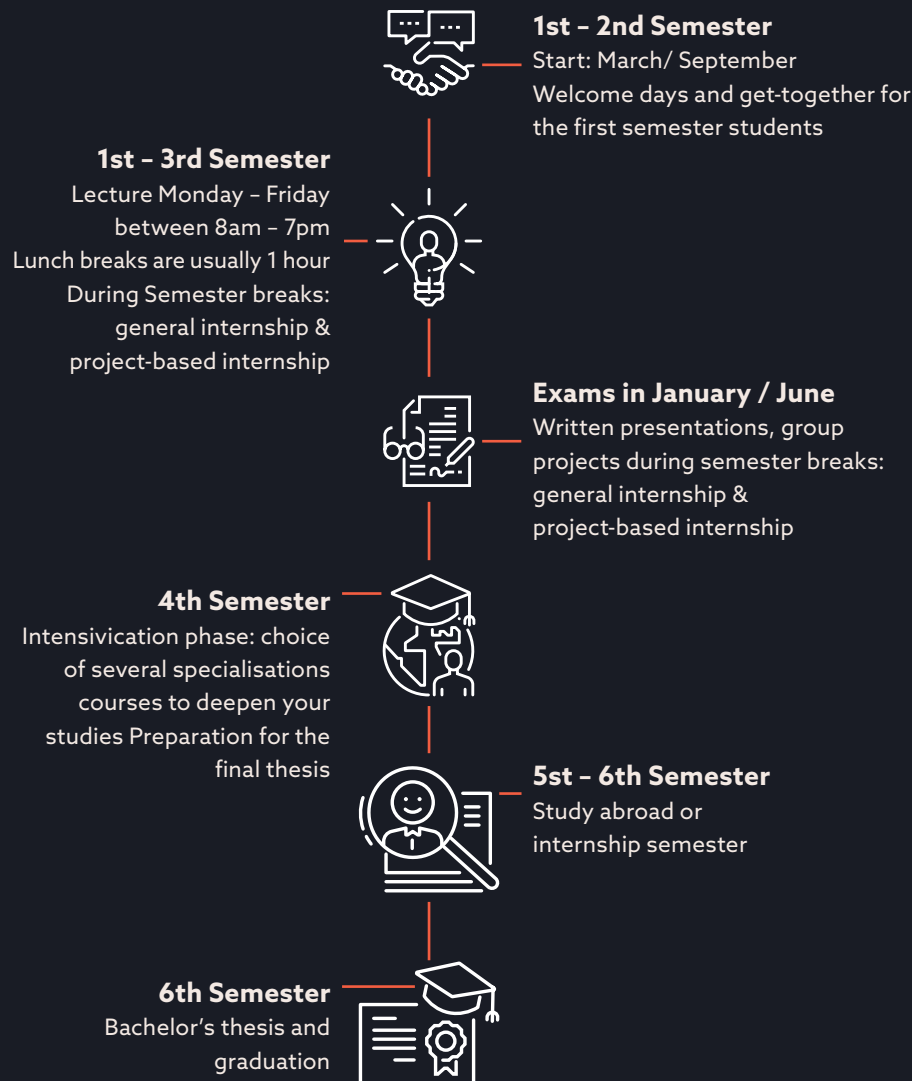
	BACHELOR'S DEGREE		MASTER'S DEGREE
✓	APPLICATION FORM Complete the application form		APPLICATION FORM Complete the application form
✓	HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT* Or equivalent occupational diploma officially translated to English or German		HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT** Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German
✓	IELTS	5.5 overall (no less than 5.0 in each components)	
	TOEFL iBT	72	
	TOEFL iTP (paper based)	500-547 (290-300 listening, 280-300 language form, 280-300 reading)	
	Pearson test of English (Academic)	59	
	Pearson test of English (General)	Level 3	
	Cambridge English	Advanced and Proficiency 162 overall	
	Cambridge Exam	First (FCE) Grade C	
	TOEIC	Listening/reading 785, Speaking 160, Writing 150	
	PASSWORD	5.5 (no less than 5.0 in each components)	
	EF SET (50 min. Test)	B2 Upper intermediate	
✓	CURRICULUM VITAE (CV)		
✓	COPY OF PASSPORT (SCANNED)		
✓	MOTIVATION LETTER		
✓	ADMISSION TEST (ONLY FOR BACHELOR) The online tests are an Intelligence Structure Test and Motivation test. The students are not required to study for this test.		

How will I study at UE?

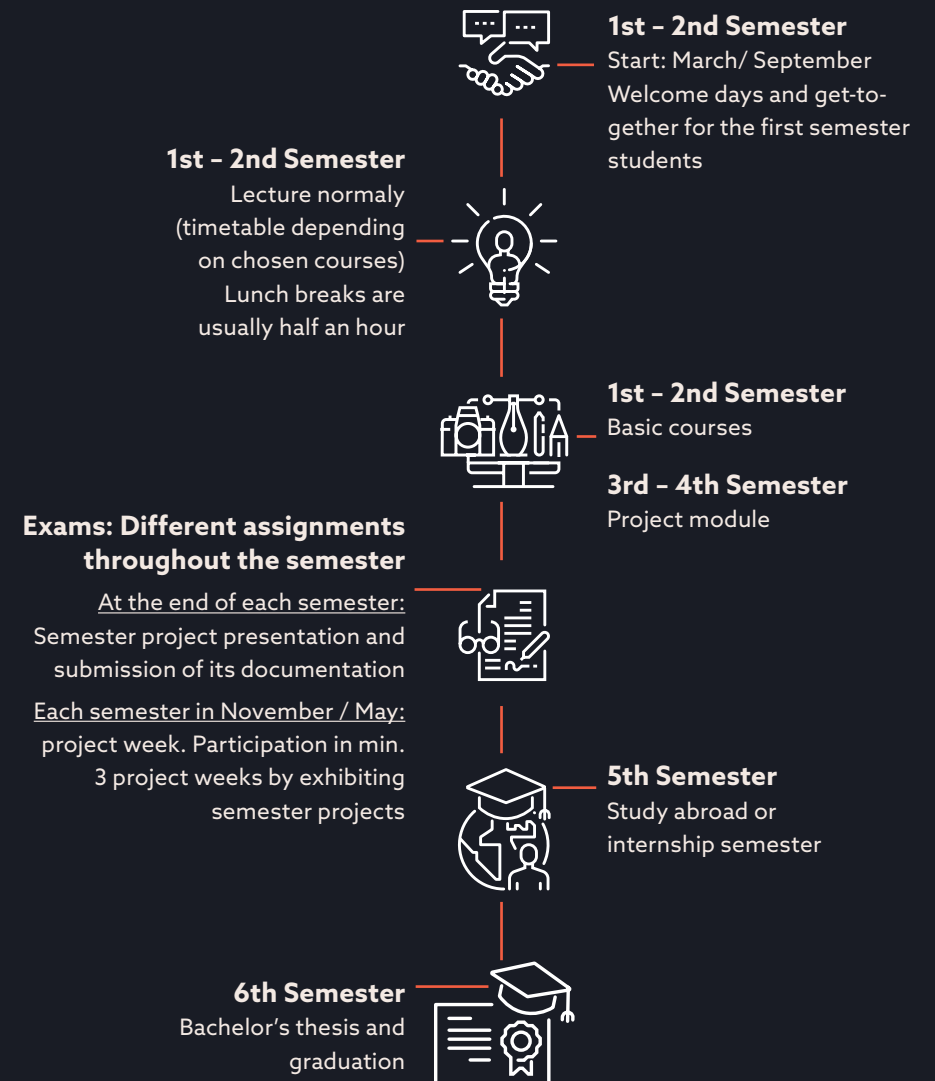
The path to your degree at University of Europe for Applied Sciences varies depending on what programme and in which faculty you'll study. In the following, you will find graphical overviews of exemplary courses of study for the bachelor and master programmes at UE.



Bachelor Programmes Business & Sport, Tech & Software and Psychology



Bachelor Programmes Art & Design



Master Programmes

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

4 Semester 120 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



3rd Semester

- ★ Capstone Project
- 4 Faculty wide modules



4th Semester

- Final thesis + Colloquium



3 Semester 90 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



3rd Semester

- 2 Faculty wide modules
- Final thesis + Colloquium



2 Semester 60 ECTS

1st Semester

Start: March/ September
Welcome days

- 4 Specific modules
- 1 Faculty wide module



2nd Semester

- 2 Specific modules
- Final thesis + Colloquium
- 1 Elective module



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 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.

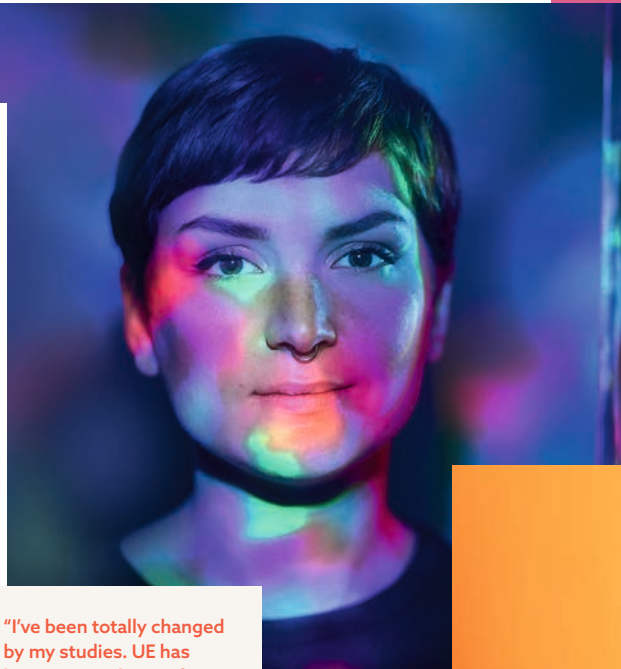


Lea

Digital Creative Art Designer

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

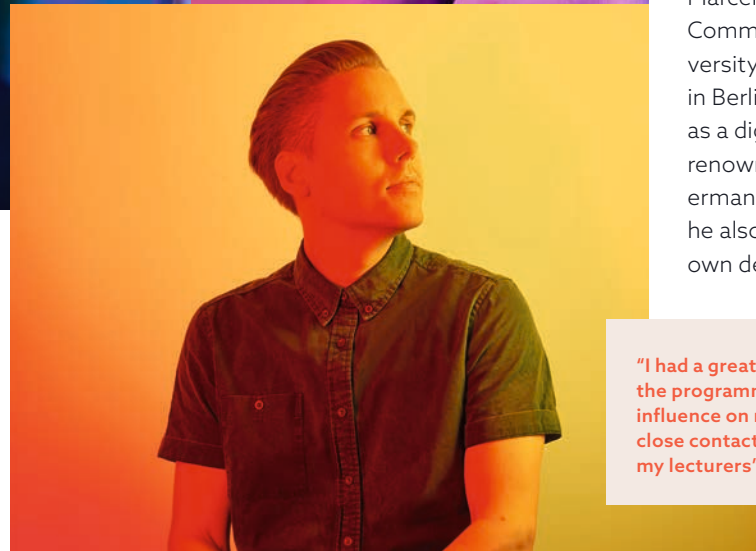


Marcel

Digital Editorial Designer

Marcel holds a Bachelor's degree in Communication Design from the University of Europe for Applied Sciences in Berlin and today works successfully 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

