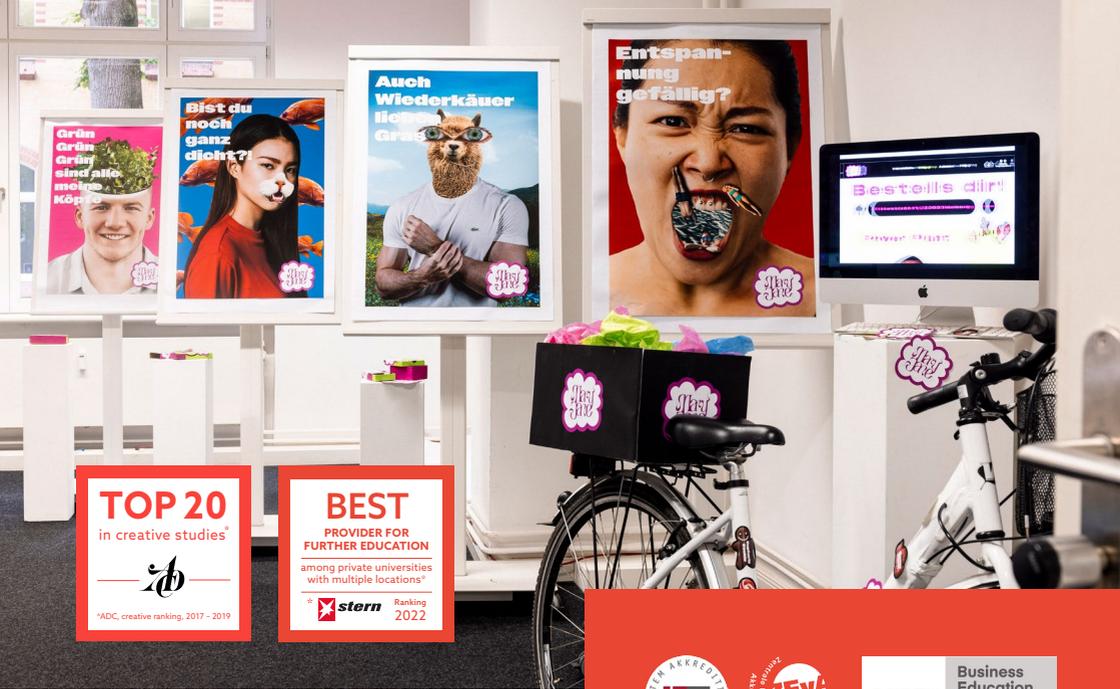




Study
**Design & Management
Studies, BA** at the UE

Unlock your creative future with Design & Management
Studies: Embrace the evolution!



Why the UE?

Are you ready to dive into a world where innovation and design converge? Our Design & Management Studies Bachelor programme at the University of Europe for Applied Sciences (UE) is your gateway to today's design landscape.

Say goodbye to the 'old' and join us in shaping the 'new'. During classes, we explore the top trends shaping our world - the technology-driven transformation of the workplace and digital media, and the merging of design and society. You'll take joint courses in collaboration with the business department, so diverse opinion pieces come together in your hands-on projects. We scrutinise existing and emerging structures, media forms and phenomena, challenging conventional norms in design and business. Our goal? To push boundaries, reinvent possibilities and develop concepts that work for everyone. This is where theory meets practice, intellect meets action.



Degree:

Bachelor of Arts (BA)

Credits:

6 semesters, 180 ECTS

Start:

Winter semester - September 2024

Summer semester - March 2025

Language:

English

Location:

Hamburg

Admission requirements:

- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 level**
- **Curriculum vitae (CV)**
- **Copy of passport** (scanned)
- **Motivation letter** (min. 500 words)
- **Portfolio** A portfolio with samples of work is welcome but not required.



Perspectives at the UE

What sets us apart

- **Diverse Curriculum:** Immerse yourself in a modern and interdisciplinary curriculum that balances theory with practical application.
- **Guided Excellence:** Benefit from personalised guidance and mentorship, ensuring you receive the attention you need to thrive academically and professionally.
- **Industry Connections:** Located in a hub of creative agencies and businesses, you'll have unparalleled opportunities to network, collaborate, and secure your place in a rapidly evolving digital economy.

Examples of possible fields of activity

- Design strategist
- Design Manager
- Design Operations Manager
- Innovation Designer

All advantages at a glance

- Economically strong creative industries in Hamburg as an environment for practical experience
- Professional equipment (Photo and Greenscreen Studios, VR Lab, Podcast Studio, Screen printing workshops)
- Internship or semester abroad at one of our partner universities
- Interdisciplinary studies
- Practice-oriented teaching by experts
- Support with applications and with job placement through our Career Development Center
- The programme is supported with UE scholarships
- 100% taught in English by experienced professors

1st + 2nd semester	3rd + 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> • Art, Design and Cultural Studies • Media Marketing • Design Thinking - Concepts, Scenarios, Strategies • Marketing, Sales, CRM • Management Basics • Publishing and Content Creation • Communication Strategies • Visualisation Basics • Workflow 	<p>Project specific works</p> <ul style="list-style-type: none"> • Design Case 1 + 2 • Management Case 1+ 2 • Discourses of aesthetics & ethics • (Digital and Analogue) Techniques • Start-up • BA Proposal 	<ul style="list-style-type: none"> • Internship or Semester abroad 	<p>Bachelor's thesis,</p> <ul style="list-style-type: none"> • Visualisation and documentation • Presentation methods

For more information, feel free to contact our student advisor.

[Apply now](#)

Contact

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More impressions

archiv.ue-germany.com (graduate projects)

UE is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 15,000 students at locations in Germany, Europe and beyond. For more information please visit the website www.gusgermany.com



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