Study Digital Product Management, BA at UE Innovation Hub

Our new Berlin-Potsdam campus
for digital pioneers of tomorrow.

Your career starts with **Digital Product Management, BA**

Why study this programme?

Studying Digital Product Management at the University of Europe for Applied Sciences (UE) will provide you with a highly dynamic and interdisciplinary education in one of the tech-industries' most relevant areas. You will acquire hands-on knowledge of your discipline through collaboration with industry partners and practical experiences. Our major / minor option will allow you to further tailor your professional profile by combining your core discipline with a range of specializations options (e.g., in Game Design or UX/UI Design).

Your career prospects

Digital Product Managers are highly requested professionals who can work in a wide range of organizations from Start-ups to corporations. As a Product Manager, you will be responsible for providing a vision for the company's product and for leading the team that develops it. Average salaries in Germany for a Product Manager are around € 65.000.

Degree:
Bachelor of Arts (BA)

Duration, Credits:
6 Semesters, 180 ECTS

Start of studies:
Winter semester - September
Summer semester - March

Language:
English

Location:
UE Innovation Hub near Berlin (English)

Admission requirement:
- **100% completed Online application form**
- **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.

Modules
Digital Product Management

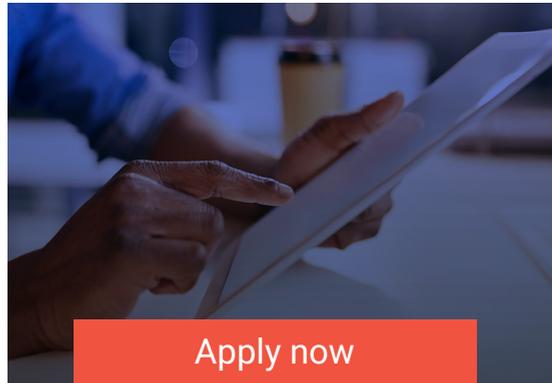| 1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester
Art, Design & Cultural Studies	Theories and Discourses in Media and Cultural Theory	Discourses of Aesthetics and Ethics	BA Proposal	Internship / Semester abroad
General Foundations	Studium Generale *	Project **Product Strategy**	Project **Organisational Design & Entrepreneurship**	
General Design Foundations	Agile Project Management			**6th Semester**
Human-Centered Design	Digital Product Innovation & Marketing	Project **Business Model Design**		Documentation and Presentation Methods
Business Analytics & Data Driven Decision Making	Design Thinking & Project Management		Project **Products for Social Responsibility & Sustainability**	BA Project
Digital Transformation	Soft Skills	Strategic Design	Start-up	

in conjunction with other UE study programmes Interdisciplinary modules Programme "Digital Product Management"

Your University - Your Partner!

The University of Europe for Applied Sciences (UE) is a state-approved private university that educates the designers and decision makers of tomorrow in the fields of business, psychology, media and communication, sport and event management and art and design. UE is located in Hamburg, Berlin, Berlin-Potsdam and Iserlohn and offers undergraduate and post-graduate programmes tailored to the require-ments of the job market 4.0.

Apply now

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experience. innovation.

by the University of Europe for Applied Sciences

Contact

International Student Admissions Team
Fon: +49(0)30 338539 510
E-Mail: student.advice@ue-germany.com

National Student Admissions Team
Fon: +49(0)30 338539 710
E-Mail: study@ue-germany.com

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