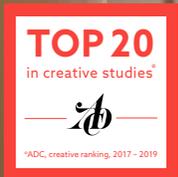


Study **Design Leadership MA** at the UE

Learn how to develop innovative design strategies for digital transformation and design user-centred solutions.



Why the UE?

During our Master's programme Design Leadership at the University of Europe for Applied Sciences (UE), you will develop the ability to seamlessly combine design thinking and influential leadership skills while specialising in key design-related subject matters.

Your focus will span digital transformation and you will enhance your ability to analyse and design digital workflows, platforms and technologies. The aim is for you to learn how to increase business efficiencies through innovative designs as well as to improve customer interactions.

The course material and modules are focussed on user-centered design, guiding you to investigate, analyse and design products, services and experiences with the end user. This will enable you to meet the needs and expectations of target audiences and to design exceptional user experiences.



Degree:
Master of Arts (MA)

Credits:
2, 3 or 4 semesters
60, 90 or 120 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** submit a portfolio with up to 8 samples, only if you have a Design background.



Perspectives at the UE

The Master's programme Design Leadership aims to develop advanced competencies and expertise in the field of visual communication, design and digital business. It is aimed at students who want to expand their knowledge and skills to lead complex design processes, develop innovative solutions and make strategic decisions in organisational contexts.

Our graduates will work - outside of the classic design professions - in interdisciplinary teams and lead them to support companies, organisations and institutions by developing design-driven strategies and concepts.

Potential career prospects are:

- Design Strategist
- Design Manager
- Design Operations Manager
- Innovation Designer
- Design Strategist User Experience

e.g. 4 semesters

1st semester	2nd semester	3rd semester	4th semester
<ul style="list-style-type: none"> • Design Operations • Strategic & Digital Marketing • Visual Identities • Project Management • Advanced Research Methodologies 	<ul style="list-style-type: none"> • UX/ UI Web/ AR/ VR/ AI • Dialogical Communication: Influencer, Social & Co. • Cultural Studies • Design Strategies • Interdisciplinary Elective 	<ul style="list-style-type: none"> • Capstone Project • Thesis Development • Implementation Management • Ethics in Design and Management 	<p>Master's thesis & Colloquium & discourses</p>

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

All advantages at a glance

- Economically strong creative industries in Hamburg as an environment for practical experience
- Support with applications and with job placement through our Career Development Center
- Professional equipment (Photo and Greenscreen Studios, VR Lab, Podcast Studio)
- Unique opportunity: UE Master's Reform full flexibility of 2, 3 or 4 semester study
- Practice-oriented teaching by experts
- The programme is supported with UE scholarships
- 100% taught in English by experienced professors

[Apply now](#)

Contact

Student Admissions for enquiries from applicants and prospects from Germany

Contact number: +49 30 338 539 710

Email address: study@ue-germany.com

Student Advice for enquiries from applicants and prospects from other EU and NON-EU countries

Contact number: +49 30 338 539 510

Email address: student.advice@ue-germany.com

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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