PFH | PRIVATE UNIVERSITY
of Applied Sciences

User Experience Management & Design

Master of Science | 90 ECTS
3 Semesters | Full-time

UX Design – The Biggest Contributor to Customer Satisfaction!

You want to learn how to design websites, apps and software in a user-friendly way? Do you want users to be enthusiastic and find their way around your products quickly and easily?

Then our hybrid Master's degree programme in UX Design is right for you. It was developed based on the **role** ideal of the "digital designer" which is - according to the industry association Bitkom - one of three most promising job profiles of the future. Numerous companies are already looking for qualified specialists like UX Designers, Innovation Managers, UX Strategists, UX Officers, Product Managers, Strategic Planners, Digital Information Managers (DIO/DIM), Digital Marketing Managers, Product Owners, Usability/UX Engineers etc.

It is possible to work while studying, as lectures are held on a maximum of three days per week during the semester and some modules are taught in self-study format.

Like few other universities in the German-speaking world, PFH offers you an innovative teaching concept tailored to the specific interdisciplinary requirements. It was created by the most experienced players from the PFH departments Management, Business Informatics, Psychology and Business Psychology who have been working together closely for a long time. In order to make the studies as practice-oriented as possible, cooperations with various corporate partners are continuously promoted.

Our job guarantee! The university undertakes to repay 20% of the tuition fees if you have not found an adequate job after six months despite your own initiative and with the assistance of the university's own Career Service. If you have completed your Master's degree at PFH as a supplement to a Bachelor's degree, you will receive a full refund of your tuition fees for one year. With this job guarantee, PFH has been committed to measurable success indicators since 1999, the first university in Germany to do so, underscoring its commitment to private-sector responsibility.

Study Programme in Short

Qualification Master of Science

Credits 90

Length of Study 3 Semesters

Start Dates 1. April or 1. October

Entry Requirements Completed university degree in economics, psychology, business-psychology or business informatics or a related subject

Application Procedure Written or online application & admissions interview

Application Documents PFH application form, letter of motivation, CV, copies of all official university diplomas and internship certificates, letter of reference from university and/or research center and/or company, copy of passport, digital photo

Study Location Göttingen

Tuition Fees

700,- Euro tuition monthly for students and alumni of PFH

800,- Euro tuition monthly for all other applicants

Enrolment Fee 420,- Euro

Examination Fee 1.000,- Euro

Admin Fee 520,- Euro
(only for international students)

Application to
pfh-university.com/application/

Putting Theory into Practice by Working on Your Own Projects

The project focus is on various theoretical, analytical and conceptual design issues in the area of user-centered digital product and product development. In addition to this, you will acquire new and interdisciplinary competencies from the fields of psychology, business and management, which are necessary for creating a successful digital product.

Benefits

- Interdisciplinary study programme that includes computer science, management and psychology
- Putting theory into practice through numerous projects and case studies
- Completely in English and according to the latest industry requirements
- Up-to-date content provided by professors with practical experience and lecturers from the industry
- Individual support in small learning groups
- Hybrid programme with lectures held on only three days per week and self-study modules

Curriculum Structure

The full-time Master's study programme takes place at the PFH Campus in Göttingen. The study programme lasts for 3 semesters with a total of 90 ECTS. It is completely held in English according to the latest industry requirements. Working in small learning groups, you will be getting individual support from our professors and lecturers from the business side. The curriculum was designed in a way that students can balance both, their job and their studies.

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Module 1: Digital Business Modeling, Strategy and Marketing
Digital marketing, digital platforms, digital user-centered business models and strategies

Module 2: Competence adjustment I (Module 2 is completely held online.)
Two modules are to be chosen according to the previous Bachelor study programme.

Module 2.1: **The User in the Society**	**Module 2.2:** **Information Architecture**	**Module 2.3:** **International Management**
Personality and Behavior, Self and Society	Technologies of Digital Systems, Development of Digital Systems	International Human Resource Management, International Controlling

Module 3: UX Evaluation I
Human-Computer-Interaction, Analysis of user Interaction, Usability und User Experience Evaluation

Module 4: Psychology and UX Design
Persuasive Design, Experience

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Module 5: Conception and Prototyping
UX Design Process, Ideation and Creation

Module 6: UX Evaluation II
Market Research, Requirements Engineering, Ethics

Module 7: Design
Interaction Design, Interface Design

Module 8: Competence Alignment II (Module 8 is completely held online.)
Two modules are to be chosen according to module 2.

Module 8.1: **Controlling Behavior of the User**	**Module 8.2:** **Data Analytics and Security**	**Module 8.3:** **Innovation and Customer Management**
Decisions and Attitudes, Social Behavior and Interaction	Data and Security	Innovation Management, Customer Relationship Management

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Module 9: Practical Project
The practical project must be completed in interdisciplinary teams at PFH or in an approved company.

Module 10: Master's Thesis
Master's Thesis Defense

About PFH

PFH Private University of Applied Sciences, established in 1995, is a state-recognized university that focuses on training and educating future managers and specialists in key technologies. Employability is at the centre of all its endeavours. The university's philosophy is that personal mastery, academic excellence, and practical knowledge and experience are essential to becoming a responsibly-acting professional. This may only be achieved through individual attention combined with theoretically founded and practice-oriented teaching. With career and coaching services as well as individual mentoring embedded into the university's structure, all study programmes are characterized by their practical and economic relevance, their internationality and a pronounced orientation towards careers.

Questions – always welcome

Do you have questions about your studies?
I will be happy to assist you as your personal contact person.

Elisa Oxe
International Student Recruitment

📞 **Call** +49 551 54700-600

💬 **WhatsApp Chat** +49 172 2644144

✉ **EMail** study@pfh.de

You can reach me: Mon - Thurs 08:00 - 17:00 and Fri 08:00 - 14:00

We Check Your Preliminary Work Without Obligation

We will be happy to check your previous achievements individually for credits in your desired course of study. Please send an e-mail to study@pfh.de, briefly describing your request and enclosing supporting documents.
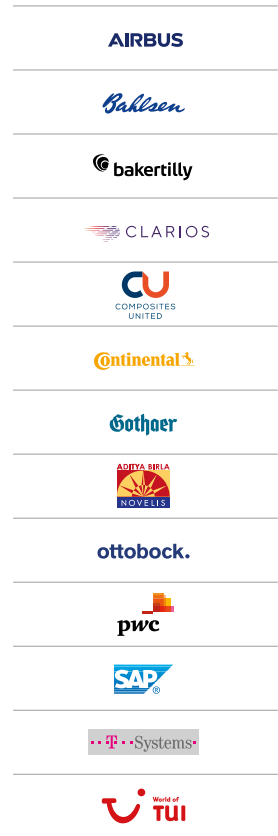
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