

**UE | INNOVATION  
HUB** experience. innovation.

by the University of Europe for Applied Sciences



# 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

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester	5 <sup>th</sup> 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	Project Business Model Design	Project Products for Social Responsibility & Sustainability	6 <sup>th</sup> Semester
Human-Centered Design	Digital Product Innovation & Marketing			Documentation and Presentation Methods
Business Analytics & Data Driven Decision Making	Design Thinking & Project Management	Strategic Design	Start-up	BA Project
Digital Transformation	Soft Skills			

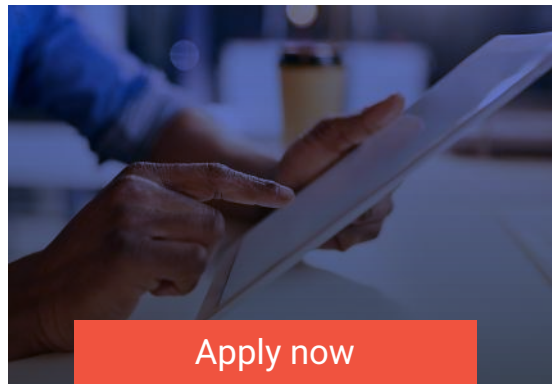
in conjunction with other UE study programmes

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 requirements of the job market 4.0.



Apply now

## Contact

International Student Admissions Team

Fon: +49(0)30 338539 510

E-Mail: [student.advice@ue-germany.com](mailto:student.advice@ue-germany.com)

National Student Admissions Team

Fon: +49(0)30 338539 710

E-Mail: [study@ue-germany.com](mailto:study@ue-germany.com)

