



University of Europe for Applied Sciences (Innovation Hub) Digital Product Management

Study details

Course type: Bachelor's degree

Degree: BA in Digital Product Management

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 12 700 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**
Or equivalent occupational diploma officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **PORTFOLIO**
The following are supplementary requirements from the individual degree programmes.

Film & Motion Design

5 – 8 work samples in which the moving image is the focus – be it filmed or animated, digital or analogue. All kinds of picture series (storyboards, flipbooks) and also other creative projects are welcome. Videos as MP4, Vimeo or YouTube links.

Communication Design / Visual Communication

Submit 8-12 work samples showcasing your strengths in visual communication, such as drawings, sketchbooks, collages, photographs, moving images, interactive projects, websites, and other creative endeavors. Include a brief reflective text for each work. Sketchbooks are also welcome.

Digital Product Management / Design & Management Studies / UX/UI Design

A portfolio with samples of work is welcome but not required.

Game Design

5 – 10 work samples made by you: Concept sketches, storyboards, collages, renderings and other design projects are welcome. Additionally either a digital game (.exe as ZIP) or a written game concept (1 page).

Illustration

15 samples of work – in addition to illustrations and drawings, a sketchbook and other projects that demonstrate interest in the subject area are also welcome. We also like to see themed series and concept sketches.

Photography & New Media

2-3 series of photos and fewer individual images (all in all at least 20 images). The photographic projects can be supplemented by other media such as videos, drawings and graphic design.

English language certificate

- IELTS 5.5 overall
- TOEFL iBT60
- TOEFL ITP (paper based) 498
- Pearson Test of English (Academic) 56
- Pearson Test of English (General) Level 1
- Cambridge English Advanced and Proficiency 162 overall
- Cambridge Exam First (FCE) B2 CEFR, First (FCE), 160
- TOEIC Listening, 400, Reading 385, Speaking 160, Writing 150
- PASSWORD 5.5 overall (no less than 5.0 in each component)
- EF SET (50-minute Test) 51 (only for students applying with a MOI letter)
- Duolingo 100

Accommodation

Speciality

After studying a digital product management course, graduates can pursue roles such as Product Manager, Digital Product Manager, Product Owner, Chief Product Officer and VP of Product Management.

Additional information

Product Management, Innovation and Marketing

The **Digital Product Management** (BA) programme provides students with an academic foundation in the subject areas of **digital product management**, digital product innovation and marketing, agile project management and practical skills in the areas of product strategy, business model design, organisational design, design thinking and entrepreneurship.

Graduates can apply knowledge of contemporary tools and technologies for product management. In addition, our students will learn all aspects of the development of digital products, enabling them to analyse consumers and market events using the methods of the subject and to derive strategies for innovative digital products from this.

Studying Digital Product Management at 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. In the elective subjects, students can develop individual subject specialisations in the areas of Digital workflow, User Research & Insight Generation as well as Strategic Design and Start-Up Culture.

Career options with a degree in Digital Product Management

Possible job titles for our graduates of Digital Product Management can be: Product Manager, Digital Product Manager, Product Owner, Chief Product Officer, VP Product Management. The knowledge you will gain:

- Develop and manage one or a series of digital products (e. g. web-based or mobile applications, user-specific and customised products).
- Conduct strategic market analysis to generate a competitive advantage
- Understand user and buyer personas and develop unique value propositions for both.
- Analyse and continuously improve existing digital products.
- Increase retention rates (customer loyalty) and customer lifetime value (LTV).
- Create and prioritise strategic product roadmaps.
- Work in close exchange with UX and CX designers.