



SUMMER SCHOOL

APPLY
BY:
1 JUNE

IN GERMANY! JULY/AUGUST 2020

ARE YOU A CREATIVE PERSON OR
AN ENTREPRENEURIAL THINKER?

We will help you develop your skills &
achieve your highest potential.



UE University of Applied
Sciences Europe
Iserlohn · Berlin · Hamburg

www.ue-germany.com



WELCOME TO UE

The University of Applied Sciences Europe – Iserlohn, Berlin, Hamburg educates the designers and decisions-makers of tomorrow in the three Faculties of Business or Sports, Media & Event and Art & Design.

The synergy of creativity, entrepreneurial digital thinking, and internationality enriches the faculties and leads to new perspectives in teaching and research, meeting the needs of the job market in the 4.0 era.

Our lecturers have access to the newest teaching content and research from our university network, thus keeping you up-to-date in your given field.

Our global network, embracing all cultures and continents, is the gateway to an exciting career in the global, digitalized workplace – whether as a manager or in your own company. We combine entrepreneurial, creative, digital, and international thinking under one roof – important skills that are in high demand in the workplace, whether for managers, consultants, entrepreneurs, designers, or artists. Take advantage of this interdisciplinary exchange and let yourself be inspired on campus.

WHO WE ARE

GENERAL INFORMATION

Classes take place Monday to Friday between 9am and 4pm. Each course contains a programme-relevant excursion and there will be cultural activities offered in the evenings. A light lunch will be served at the university on weekdays. A one-week programme is equivalent to 3 credit points (ECTS). Participants receive a Certificate of Attendance, including their grades, upon completion of the course.

PREREQUISITES

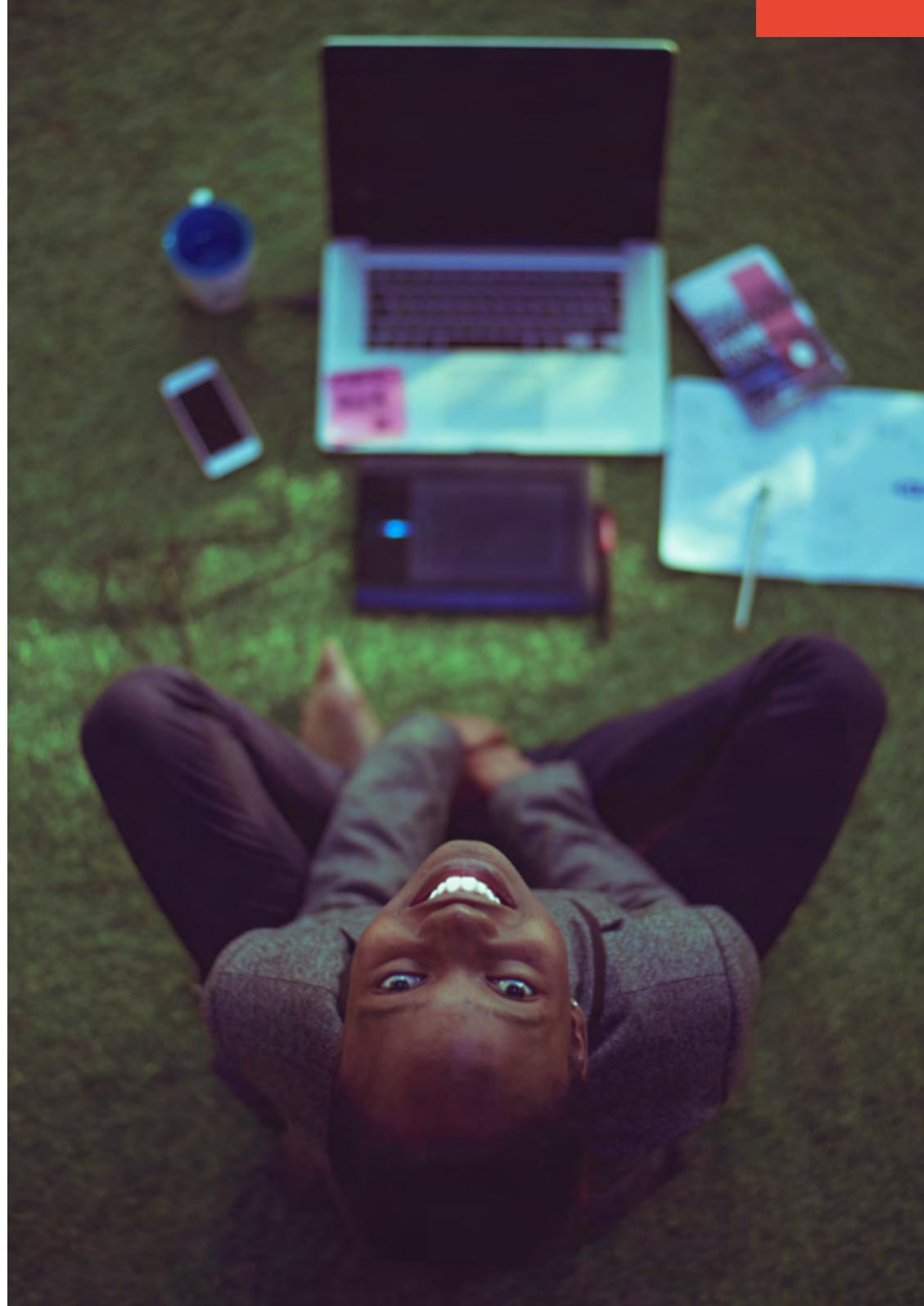
All courses are taught in English and suitable for all participants; no level of experience is required. Participants are recommended to have a level of B2 English (upper intermediate) to be able to follow classes and get the most out of them.

BOOKING OPTIONS

Each of our programmes run one week; however, students are welcome to book up to all four weeks of courses with us. You can choose between the 'course only' and our 'all-in package'.

We have reserved some rooms for our summer school participants and you might choose to book your accommodation directly through us. Depending on the location, you can either choose to stay in a single room, twin/double room or 3-, 4-, or 5-bed room.

	COURSE ONLY	ALL-IN
LECTURES	x	x
COURSE TRIPS / EXCURSIONS	x	x
SNACKS AND DRINKS	x	x
LIGHT LUNCH ON WEEKDAYS	x	x
CERTIFICATE OF ATTENDANCE	x	x
ACCOMMODATION		x



THE SUMMER SCHOOL PROGRAMMES TAKE PLACE ON OUR CAMPUSES IN BERLIN AND HAMBURG.

HAMBURG

The new city-campus is located very close to Germany's biggest port and the Elbe River. It offers cutting-edge equipment, a sunny courtyard and poignant elements of a century-old architecture.

A leading light in the Hanseatic League in the Middle Ages, Hamburg became a center of international trade, a legacy that continues today: it remains one of Germany's wealthiest cities and Hamburg's maritime spirit still infuses the entire city. Students will find themselves in the heart of traditional business. Additionally, there is no other German city, where media companies are as dominant and profitable. As a content city, Hamburg actively shapes the transformation of the media and digital industry. Innovative business models fall on fertile ground – enriched by creativity and strong merchant spirit.



BERLIN

The campus of the University of Applied Sciences Europe lies right at the heart of the multicultural metropolis, in the immediate vicinity of Potsdamer Platz. The campus creates the optimal environment for studying and exploring. Berlin is inarguably not just the capital city but also the creative center of Germany. Numerous events offer the chance to connect and network, and they are the beating heart of the city. The attraction to Berlin has gone beyond the borders of Europe a long time ago: The capital city draws worldwide attention in political, cultural, and sporting terms and creators, start-ups, founders, and entrepreneurs are moving to the city. The geographical position and international flair make Berlin the hub of market economy in Europe and beyond.

ENTREPRENEURSHIP & LEADERSHIP BERLIN



BUSINESS

13-17 JULY ENTREPRENEURSHIP AS A PROCESS

Learn how to start a new business venture and get it on the road. Gain basic and practical insights on how to identify and visualize a business idea. Using the Business Model Canvas, you will be able to present your business concept and further develop your start-up idea. You will learn to evaluate and design your business opportunities in a practical way. In this exciting week, you will be introduced to the tools to help you create your own business plan. At the end of the week, you will present your business concept with a team in pitch deck. No previous knowledge in the field is required - we simply invite you to take an interest in innovation, entrepreneurship and teamwork.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome reception	Intro to business tools	Excursion	Identifying your target & group stakeholders	Presentations
	Intro to Design Thinking	Canvas Business Model		Work on individual projects	
LUNCH					
AFTERNOON	Design Thinking Methodologies	Develop project individually or in groups	Budgeting	Marketing plan	Farewell & Certificate Ceremony
	Find your project		Work on individual projects	Finalize individual projects	

20-24 JULY LEADERSHIP

BUSINESS

Build confidence, inspire new visions, and learn to empower people through your leadership skills. Leaders are not born overnight - leadership is self-made; it can be learned, developed and improved. Therefore, this process begins with questioning ourselves and understanding how leaders and followers influence each other. You will learn the important tools, characteristics, and strategies fundamental to being a strong leader. Using leadership simulation games, you will discover your own individual leadership style and gain knowledge about which instruments are needed for effective team leadership. In topic-specific workshops, you will have the chance to further develop your communication, presentation, feedback and negotiation skills.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome reception	Intro Leadership Instruments	Offsite Meet-up	Onsite Meet-up	Presentations
	Intro Leadership	Leadership Simulation		Workshop presentation and negotiations	
LUNCH					
AFTERNOON	Leadership Simulation Intro	Leadership Simulation	Workshop Communication	Leadership Simulation	Farewell & Certificate Ceremony
	Leadership Psychology		Managing emotions and conflicts	Finalize teamwork presentation	

GLOBAL MANAGEMENT HAMBURG



BUSINESS

27-31 JULY INTERNATIONAL BUSINESS CULTURE

In this one-week course, students partake in an intensive training on international business culture awareness. You will analyze the global environment and identify opportunities and challenges of working in an intercultural workplace. Through active exchange, exercises for self-reflection and practical tasks such as role-play and case studies, students will strengthen their intercultural competencies and gain the necessary skills to become the leaders of tomorrow in a globalized world. Students will learn how companies apply concepts of leadership within intercultural work settings. A visit to DFDS – an international shipping company and one of the world’s leading ferry operators – completes the workshop.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome and getting to know each other	Communication models	Types of organizations	Company visit	People development
		Challenges of intercultural communication	Globalization		Leading an international team & leading remote teams
		Business Etiquette	Digitalization		Presentation
LUNCH					
AFTERNOON	Opportunities and Challenges of global working	Organisational hierarchies	Remote working	Leadership skills and aspects of leadership	Farewell & Certificate Ceremony
	Intercultural Competence at work	Effective communications at work in an international setting	Change in the business world: New Work		

03-07 AUGUST DIGITAL MARKETING

BUSINESS

You want to understand the ecosystem of branding and selling on the web? In this course, you will get an overview on digital branding and digital commerce, as well as an elaboration on specific digital channels that are essential for a modern marketing mix. After successfully completion of the course, you will be able to understand the operating system of digital marketing and prove your practical skills on how digital channels can be used to acquire and maintain customers. Relevant case studies and dedicated exercises will guide you through the week; an excursion to one of Hamburg’s top digital companies is included in the program.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome and organisation	Brand Marketing vs. Performance Marketing	Excursion	exercise/workshop social media marketing	Final exercise
	Digital marketing intro and basics	Digital marketing as part B2C and B2B business models		Deep-dive into affiliate marketing	Concept presentation and feedback
LUNCH					
AFTERNOON	Adapted communications behaviour in the digital age	Processes for digital marketing and e-commerce	The digital marketing mix today	Deep-dive into display & video marketing	Farewell & Certificate Ceremony
	Role and value of digital marketing	Let’s get practical: what’s the impact for business	Deep-dive into social media marketing	email marketing and search engine marketing	

DIGITAL TRANSFORMATION BERLIN



ART & DESIGN

13-17 JULY INTRODUCTION TO DESIGN THINKING

In this course, you will explore design thinking methods and processes through a design brief. You will be guided through the design process including areas such as primary research methods, strategy, idea generation and design development. This hands-on course will get you out into the city to experiment with primary research methods, engage with users to understand their experiences and needs and develop key insights that can be utilized in the development of design responses. You will develop communication and presentation skills through sketching and 3D prototyping. You will engage with all stages of the design process as well as produce many drawings and experiment with three-dimensional forms through model making.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome to UE Project Briefing	Primary research methods in 'out in the field'	Formative Design	Refining design	Summative presentation
LUNCH					
AFTERNOONS	Exploring research methods	Synthesis and Insights	Design Iterations	Final design and presentation development	Farewell & Certificate Ceremony

ART & DESIGN

20-24 JULY DESIGNING FOR PUBLIC SPACE

This course will ask students to explore public space in Berlin and to develop new ideas to make public space inviting, safe and comfortable. Students will be asked to go out into the city and investigate different notions of public space and how people use and potentially misuse these spaces in order to identify opportunities for a design intervention. This week's course has an intensive focus on understanding user behaviours in public space, developing ideas through both 2D and 3D sketching and making prototypes. Students will also investigate materials and manufacturing processes that are suitable to make their design ideas a reality.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNINGS	Welcome to UE Project Briefing	Synthesis and Insights	Idea Generation	Design Development	Summative Presentations
LUNCH					
AFTERNOONS	Initial Research	Excursion	Developing Presentations	Design Development	Farewell & Certificate Ceremony

GAME DESIGN BERLIN



ART &
DESIGN

27-31 JULY CREATING A GAME CONCEPT

This course focuses on game development basics; during the week, students will be guided through the creative process and have the opportunity to make their first experiences with the different stages of game development. Students will be introduced to design thinking, project conception, and 3D modelling. Students will look for inspiration while visiting a 'Lost Place' in Berlin. Afterwards, students will brainstorm together to decide on a group vision for a game concept. While working individually as part of a bigger team, students will develop their parts of the game by creating mood boards and building 3D models for the game concept.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Welcome to UE	Excursion	Introduction to Stand up and Teamwork. Develop Mood Boards	Work further with Stand up	Asset Modelling and work with Stand up
	Introduction to Blender and Unreal				
LUNCH					
AFTERNOON	Introduction to Design and Art	Develop a Concept	Work with Blender and basic 3D Modelling	Asset Modelling	Farewell & Certificate Ceremony

ART &
DESIGN

03-07 AUGUST 3D LEVEL DESIGN

The second week builds off the results from week one; however, new participants are encouraged to join even if they have not participated in the first week. As a team, students will further develop the game based on the concepts and 3D art from week one. Students will learn the fundamentals of coding and programming- they will be introduced to programmes such as the game engine Unreal and its scripting tool Blueprint. A sound designer - as a special guest - will introduce students to the basics of sound design and composition. Students will then incorporate a sound into their project. The course relevant excursion rounds up the week, students will visit a game studio in Berlin where they will meet professional 3D artists.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Welcome to UE	Intro to Project. 3D Level Design	3D Level Design	Sound Design	Visit Game Studio
	Course Info Introduction to Unreal				
LUNCH					
AFTERNOON	Intro to coding principles and blueprints	3D Level Design	3D Level Design	Polish Project. Incorporate Sound and Music	Farewell & Certificate Ceremony

PHOTOGRAPHY HAMBURG



ART &
DESIGN

27-31 JULY EDITORIAL PORTRAIT PHOTOGRAPHY

Throughout this course, students will learn the different methods of portrait photography. In addition, students will be introduced to the technical equipment available to them to encapture their vision. Students will aim to illustrate as much relevant information about their subject as possible to properly convey their story. A photo shoot at the harbour and other select locations will challenge student to decide which light and techniques are best suited to capture the best shot. Finally, students will have the opportunity to visit one of Germany's largest news magazines, „Der Spiegel“ – this will give students an insight into the life and workflow of a professional photographer.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Welcome to UE	Photo Studio and Equipment	Shoot at Hamburger Hafen	Shooting in studio	View and edit presentation of results
	Course Info and project briefing				
LUNCH					
AFTERNOON	Brainstorming and initial research	Excursion to publishing house „Der Spiegel“	Shooting	Shooting	Farewell & Certificate Ceremony

ART &
DESIGN

03-07 AUGUST FASHION PHOTOGRAPHY

This course will introduce students to studio photography. Students will learn the complete workflow of a professional fashion shoot – from conception, to production, to realization. This hands-on course will allow students to create and envision an entire fashion story. Going through the process themselves, students will learn how a professional fashion shoot is planned, organized, and thus carried out. Additionally, students will become familiar with the different "positions" that make up a professional team: photographers, assistants, stylists, make-up artists, and models.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Welcome to UE	Idea-making and moodboards	Shooting	Shooting	View and edit presentation of results
	Introduction and team building				
LUNCH					
AFTERNOON	Photo studio and equipment	Production / organisation	Shooting	Shooting	Farewell & Certificate Ceremony

ACCOMMODATION

BERLIN

B&B Hotel Potsdamer Platz

You will stay here if you choose the single room option. Accommodation includes breakfast.

The hotel belongs to the French hotel chain, Groupe B&B Hotels, which has approximately 130 hotels in Germany. This hotel is located just a short walk from the university, Potsdamer Platz and Ku'damm, Berlin's most famous shopping street.

<https://www.hotelbb.de/en/berlin-potsdamer-platz>

Three Little Pigs Hostel

You will stay here if you choose the twin-, 3-, or 5-bed room.

Twin rooms have their own bathrooms, if you stay in a 3- or 5-bed dorm, you will share the bathroom with other guests in the hall.

Accommodation here includes an all-you-can-eat breakfast buffet.

Accommodation with history; built in 1910, the building served as a military hospital during World War I and was confiscated by Gestapo SS due to "anti-state activities of the clergy" in 1942. After this, the building served as a transit camp for refugees, displaced people & returnees before hosting, a day care for children and a migration center of Caritas (among others). Since 2006 the building is home to the Three Little Pigs Hostel, which takes its name from a fairy tale in which a brick house gives shelter and protection from a bad wolf. <https://www.three-little-pigs.de/>

PRICES BERLIN

	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS
COURSE ONLY FEE	999€	1.699€	2.099€	2.199€
ALL-IN PACKAGE*				
SINGLE ROOM IN HOTEL	1.469€	2.629€	3.489€	4.049€
TWIN-ROOM IN HOSTEL	1.329€	2.349€	3.489€	4.049€
3-BED ROOM IN HOSTEL	1.269€	2.229€	2.889€	3.249€
5-BED ROOM IN HOSTEL	1.229€	2.149€	2.769€	3.089€

HAMBURG

Superbude Hotel/Hostel in St. Pauli

At this trendy accommodation we have reserved 4-bed rooms including allergy friendly sheets, a flat screen TV, high speed wifi, a private bathroom with a rain shower, a WC and heating lamps as well as towels, hairdryer and daily handmade soap. A lovely breakfast with vegetarian and vegan options is also included. If you are interested in other room options (eg. Double or 3-bed rooms) please check for availability directly with Superbude.

The hotel is located in one of Hamburg's hippest neighbourhoods with lots of cafés and bars in the area. The friendly staff is happy to give you tips regarding food, music, art and life style. The university campus is only a short bus ride away.

<https://www.superbude.com/en/>

PRICES HAMBURG

	1 WEEK	2 WEEKS
COURSE ONLY FEE	999€	1.699€
ALL-IN PACKAGE*		
4-BED ROOM	1.299€	2.299€

*Additional Information upon request



GET IN CONTACT WITH US NOW!

BERLIN

International.office.berlin@ue-germany.de
+49 (0)30 338 539 730

HAMBURG

International.office.hamburg@ue-germany.de
+49 (0)40 181 3002 34

WEBSITE

<http://www.bits-hochschule.de/en/summer-school/>
<http://www.btk-fh.de/en/summer-school/>