berlin. international. university.

bachelor’s & master’s programs in design & business administration taught in english
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we are

Berlin International is a state-recognised university of applied sciences with a global outlook located in the heart of Berlin. Our programs are taught entirely in English and have been accredited by the German Council of Science and Humanities. We seek to provide an educational environment in which students are encouraged to realize their individual potential while also learning to work in an interdisciplinary and collaborative context.

As well as serving their academic needs, our staff are also interested in preparing students for the globalized world in which we live by promoting cross-cultural understanding through international academic co-operation and joint projects. Our core values include integrity, respect, excellence, innovation, and social responsibility. We strive to ensure that students feel at home in our international academic community while also being challenged to test their limits and experience new forms of collaboration.

we offer

Berlin International offers seven undergraduate degree programs and one postgraduate degree program within the faculties of business administration and design, all of which are taught in English. Upon completion, students will receive a Bachelor of Arts or a Master of Arts accordingly.

Our international university team of educators draws on a diverse range of teaching strategies and contemporary research methods to create well structured degree programs that encourage close collaboration with peers as well as focused individual project work. Each of our programs is accredited and meets German and European quality standards.
### study programs

#### design

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#### business administration

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Nowadays, design is everywhere—from everyday objects such as furniture and kitchen utensils to luxury items such as designer fashion and high-end vehicles. Design is also ever-present in the ways that we consume information: in social networks, physical publications, and the creative marketing that we see all around us. Furthermore, designers play an integral role in the way we perceive both brands and commercial entities as well as civic institutions. This means that anyone working in design needs to be able to work with people from a range of different disciplines and cultural backgrounds. Our design faculty offers study programs in architecture, interior design, product design, and graphic design and visual communication, in which students learn to provide innovative solutions to contemporary design challenges across many fields.

### Bachelor

**Programs**
- Architecture
- Interior Design
- Product Design
- Graphic Design & Visual Communication

**Duration**
- 6 semesters (Architecture: 8 semesters)

**Credits**
- 180 ECTS (Architecture: 240 ECTS)

**Qualification**
- Bachelor of Arts

**Admission**
- German university entrance qualification or equivalent, portfolio and interview

### Master

**Program**
- Interior Design

**Duration**
- 2 or 4 semesters

**Credits**
- 60 or 120 ECTS

**Qualification**
- Master of Arts

**Admission**
- Bachelor degree in related field, or equivalent, portfolio, motivation letter and interview
Our architecture program aims to provide students with the skills and specialized knowledge necessary to apply creative and responsible solutions in the field of architecture. The program assists students in understanding their role and responsibility as architects in any given physical and cultural context, whether that be local or international. Upon completing the program, graduates will be able to apply their understanding of spaces as a whole and use their knowledge of the relationships between built environments, technology, and geographical, social, sociocultural, and political contexts to solve complex architectural challenges. With a high teaching staff to student ratio that allows for plenty of individual consulting, as well as a carefully-designed curriculum, this program aims to enable students to graduate with a honed perspective and comprehensive plan for their future professional development.

### Semester 1
- Introduction to Architectural Design 1
- Materials and Systems
- Visualization 1
- Basic Design 1
- History of Architecture 1
- General Vocational Preparation

### Semester 2
- History of Architecture 2
- Study Presentation 1
- Introduction to Architectural Design 2
- Building Technology 1
- Structures 1
- Visualization 2
- Basic Design 2

### Semester 3
- Architectural Design Project 1
- Building Technology 2
- Structures 2
- Visualization 3
- Theory of Architecture 1

### Semester 4
- Theory of Architecture 2
- Architectural Design Project 2
- Building Technology 3
- Building Information Modelling
- Building Services
- Lighting Design

### Semester 5
- Interdisciplinary Design Studio – Temporary Structures
- Interdisciplinary Design Studio – Long-span Buildings
- Research Methods
- Urban Design

### Semester 6
- Study Presentation 2
- Architectural Design Project 3
- Project Management
- Departmental Electives Pool 2

### Semester 7
- Internship
- Colloquium for Internees
- General Vocational Preparation:
  - Academic Writing
  - Concept and Business Plan Development
  - German Language
  - Intercultural Communication
  - Presentation Skills
  - Professional Practice
  - Psychometric Assessment
  - Self-Organization
  - Social Practice

### Semester 8
- Bachelor Thesis and Colloquium
- Bachelor Design Project

### Departmental Electives
- Pool 1:
  - Advanced Visualization
  - Furniture Design
  - Landscape Design

- Pool 2:
  - Interior Design Project
  - Sustainable Material Practice
  - Urban Design 2
Our interior design program provides students with the professional skills necessary for the design, planning, and realization of new interior spaces as well as the remodelling of existing ones. Utilizing a practical and application-oriented approach, the program aims to give students the abilities and knowledge they need to apply to specific contexts in order to provide creative and conscious solutions that meet the needs of clients and users of a space. Following the completion of their studies, graduates will know how to develop projects from the conception and planning phase through to a project’s concrete, physical realization. Throughout their studies, students will learn to understand the relationship between an environment and its inhabitants and practice the application of design principles in a real-life context.

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<td>Visual Media in Interior Design</td>
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<td>Digital Media in Interior Design 2</td>
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<td>Materials, Systems and Structures</td>
<td>Interior Construction 1</td>
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<td>General Vocational Preparation</td>
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<td>Departmental Electives Pool 2</td>
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<td>Scientific Work</td>
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<tr>
<td>Internship</td>
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General Vocational Preparation: Academic Writing; Concept and Business Plan Development; German Language; Intercultural Communication; Presentation Skills; Professional Practice; Psychometric Assessment; Self-Organization; Social Practice

Departmental Electives: Pool 1: Furniture Design 1; Sustainable Design
Pool 2: Branded Spaces; Temporary Structures
Pool 3: Private and Commercial Spaces; Public Interiors
Our product design program is tailored to give students the knowledge and ability to understand the challenges of designing products that can be used in every aspect of our lives. We encourage students to invest their time in research in order to identify real and meaningful needs and then develop products that will meet them. Working with industry partners, we seek to foster an understanding of design’s social responsibility and the development of viable and user-centered products. On a practical level, our program also explores sustainable design and the use of innovative materials, as well as technological advances such as connected devices (IoT), human-machine interaction, and mixed-reality applications. Through this, we empower students to express themselves and develop projects from ideation to implementation.

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<td>Basic Design 1</td>
<td>Basic Design 2</td>
<td>Product Design Project 1</td>
<td>Product Design Project 2</td>
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<tr>
<td>Introduction to Product Design 1</td>
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<td>Material Design</td>
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<td>Model Making</td>
<td>Digital Media in Product Design 2 — CAD</td>
<td>Motion Graphics and Animation</td>
<td>Departmental Electives</td>
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<tr>
<td>Development of Art and Design</td>
<td>Markets and Consumers</td>
<td>Digital Media in Product Design 3 — Rapid Prototyping</td>
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<tr>
<td>General Vocational Preparation</td>
<td>Study Presentation 1</td>
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<td>Interdisciplinary Project Studio</td>
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<td>Internship</td>
<td>General Vocational Preparation: Academic Writing; Concept and Business Plan Development; German Language; Intercultural Communication; Presentation Skills; Professional Practice; Psychometric Assessment; Self-Organization; Social Practice</td>
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<td>Departmental Electives: Design and Ecology; Furniture Design; Interaction and Interface Design; Photography and Image Processing; Typography and Layout</td>
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<td></td>
<td>Non-departmental Electives: Methods of Market Research for Designers; Patents, Rights and Contracts; Unfolding Berlin; Visual Perception</td>
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Our graphic design and visual communication program is ideal for students who wish to pursue a future career in fields such as brand design, advertising, interaction design, motion graphics, and design consultancy—all of which have a huge impact on peoples’ daily lives and environments. Understanding cultural, economic, and social contexts is crucial in becoming an effective designer and visual communicator. In this program, students will learn to use various software and analogue practices, facilitate collaborative projects, and develop research and problem-solving skills. They will also practice applying creative techniques to a range of situations, with typography and information design a core focus. Alongside learning practical skills, the program also involves visits to design studios, communication agencies, and relevant exhibitions, through which students will meet leading designers and facilitators.

**Semester 1**
- Basic Design 1
- Introduction to Graphic Design 1
- Introduction to Multimedia Design
- Typography and Layout
- Development of Art and Design
- General Vocational Preparation

**Semester 2**
- Basic Design 2
- Introduction to Graphic Design 2
- Basics of Web Design
- Word and Image
- Markets and Consumers
- Photography and Image Processing
- Study Presentation 1

**Semester 3**
- Graphic Design Project 1
- Interaction and Interface Design
- Strategy Making
- Motion Graphics and Animation

**Semester 4**
- Graphic Design Project 2
- Intercultural Design Studies
- Theory of Design
- Departmental Electives

**Semester 5**
- Interdisciplinary Project Studio
- Scientific Work
- Study Presentation 2
- Internship

**Semester 6**
- Departmental Electives
- Non-departmental Electives
- Bachelor Thesis

**General Vocational Preparation**
- Academic Writing
- Concept and Business Plan Development
- German Language
- Intercultural Communication
- Presentation Skills
- Professional Practice
- Psychometric Assessment
- Self-Organization
- Social Practice

**Departmental Electives**
- Consolidation Advertising Design
- Consolidation Interaction Design
- Data Visualizations
- Print Technologies

**Non-departmental Electives**
- Patents, Rights and Contracts
- Research Methods for Designers
- Unfolding Berlin
- Visual Perception
Our master’s program in interior design aims to prepare students for a fast-paced and complex business context and provide them with the skills to take on a leading role in interdisciplinary design environments. Utilizing a combination of analysis and theoretical debate, the program tackles a wide range of design questions influenced by social, technical, ethical, economical, sustainable, and communicative factors. With a strong focus on design and conceptual strategies the master’s program allows students to develop individualized approaches to interior design challenges and broaden their capacity for concrete creative expression.

**Departmental Electives:**

**Pool 1:**
- 3D Communication
- Exhibition Design
- Furniture Design and Fabrication
- Interior Lighting and Acoustics
- Electives from other programs

**Pool 2:**
- Communicating Interior Design
- Histories and Theories of Interior Design

**Semester 1**
- Design Project 1 – Public Spaces
- Research Seminar 1
- Seminar Advanced Visualization and Presentation
- Charette 1
- Charette 2

**Semester 2**
- Design Project 2 – Private/Commercial Spaces
- Research Seminar 2
- Departmental Electives Pool 1

**Semester 3**
- Design Project 3 – Narrative Spaces
- Research Seminar 3
- Departmental Electives Pool 2
- Charette 3
- Charette 4

**Semester 4**
- Master Thesis Research and Master Thesis Project

Option A

Option B
Globalization, one of the central aspects that shapes today’s business environment, has led to huge changes in the ways that future managers and executives are trained. Knowing how to work in intercultural and interdisciplinary teams is now of central importance for anyone wishing to work in the field of management. Accordingly, the programs in our business administration faculty seek to prepare students for careers in an increasingly globalized market.

Utilizing both foundational and emerging theoretical understandings of this context, as well as career-oriented professional training and intercultural awareness, our programs provide students with the skills to adapt to the challenges of this continuously-changing environment in order to equip them to thrive in today’s interconnected business world.

**Bachelor Programs**

- **Business Administration: International Management & Marketing**
- **Business Administration: Organizational Psychology**
- **Digital Business & Management**

**Duration**

6 semesters

**Credits**

180 ECTS

**Qualification**

Bachelor of Arts

**Admission**

German university entrance qualification or equivalent.
The global nature of today’s market is crucial in the context of management and marketing. This program will provide students with a sound foundation of business knowledge in areas such as digital marketing, strategic management, international management, finance, organizational behavior, and human resource management. Alongside this, reflective and critical thinking skills and problem-solving and decision-making strategies will also be developed to enable to participate in dynamic market environments and develop sustainable solutions. This program also includes a strong practical component, including extensive case study analysis and an internship placement, to allow students to practice applying their knowledge in the real world.
Our organizational psychology program will prepare students to enter the fields of international management and human resources by helping them understand employee behavior and how organizations function. The fundamentals of recruitment and the effective implementation of employee training, development, and retention will also be covered, along with leadership skills and the core aspects of business administration. Through this, students will learn how to engage and motivate employees while creating safe and rewarding work environments that respect and encourage diversity. Alongside this, a practical internship placement will allow students to hone their skills in a real-life business environment and prepare for their future careers.

Semester 1
- Management
- Marketing
- International Business
- Accounting I
- Research Methods I: Basics
- Law I
- History and Culture
- Introduction to Economics
- General Vocational Preparation I
- General Vocational Preparation 2: Psychometric Assessment

Semester 2
- Human Resource Management
- Organization
- Finance & Investment
- Foundations of Organizational Psychology
- Topics of Organizational Psychology
- Accounting 2
- Management Accounting
- Business Culture
- Research Methods 2: Statistics
- Law 2
- Microeconomics

Semester 3
- Market-oriented Management Cases
- Managing Quality
- Strategic Management
- Personnel Psychology
- Performance Management
- Macroeconomics
- Behavioral Economics
- International Law
- Business Ethics
- Cases in Business Ethics
- Non-departmental Elective

Semester 4
- Business Case Studies
- Business Seminar
- International Management
- Change Management in an International Context
- International Economics
- Organizational Psychology I

General Vocational Preparation:
- Academic Writing
- Concept and Business Plan Development
- German Language
- Intercultural Communication
- Presentation Skills
- Professional Practice
- Psychometric Assessment
- Self-Organization
- Social Practice

Semester 5
- Projects of International Management
- Specific Issues of International Management
- Intercultural Business Communication
- Internship
- Organizational Psychology 2

Semester 6
- Business Simulation
- Thesis
- Seminar
- Organizational Psychology 3
- Non-departmental Elective
digital business & management

BACHELOR OF ARTS

Given the impact of the digital economy, it is essential to understand the way that digitization has impacted business-model development, logistics, customer service, and marketing. Students in our digital business and management program will learn how to navigate the new structures that govern the interactions between producers, customers, suppliers, and co-operation partners, and develop an understanding of platform integration and strategic management. In addition, students will also become competent in areas such as finance, human resource management, and customer service. They will also develop strong interpersonal skills and learn to facilitate collaborative working methods in project management.
cooperation partners

Practical experience is a key aspect of all of our programs at Berlin International. Alongside developing a strong theoretical understanding of their field, we believe it is crucial for students to understand how this can be applied and utilized in the professional world. For this reason, we have a number of professional partnerships with businesses and organizations that work with us to help students gain real-world experience.

Students building a 1:1 drywall construction pavilion designed by them

Students finishing CNC manufactured parts at the workshop of our partner Archimedes Exhibitions

Students building a 1:1 drywall construction pavilion designed by them
facilities & technology

Our modern and spacious campus is equipped with computer labs, workshops, and a well-stocked library—everything our students need to excel in their studies. Students have access to a range of modern technology and tools to assist them in their projects. Alongside lecture halls and generously-sized seminar rooms, the campus also has a range of smaller rooms where students can focus and complete group work. In addition, we also offer a cafeteria where students can take a break and enjoy their meals between classes.
Due to its cosmopolitan character, affordability, vibrant cultural scene, and reputation as a hub for creatives and start-ups, Berlin is one of the most popular cities in Europe to work, study, and live—especially if you are interested in being involved in an open and international community. With great public transport, large amounts of green open space, endless opportunities for cultural exploration, and one of the world’s best nightlife, Berlin certainly has enough to keep you occupied alongside your studies!

Our modern and spacious campus is located in the heart of the university district in Charlottenburg. Easily reachable by public transport, it is also surrounded by canals and green spaces and is only a short walk from Berlin’s largest park, the Tiergarten. Nearby, students can also find Kantstraße (one of the best streets for Asian food in Berlin), a number of galleries and cultural venues, and the Kurfürstendamm, Berlin’s oasis for high street fashion.
Our students come from all over the world—currently from over 60 countries that span 6 continents, making us a truly international community!
Berlin International is committed to providing students with opportunities to study abroad in order to facilitate knowledge exchange and prepare students for careers in a globalized work environment. Our network spans Europe, North America, and Asia and gives students the opportunity to spend part of their studies in cities such as Washington D.C. and Istanbul, as well as many others. In addition, we are proud to be a holder of the Erasmus Charter for Higher Education, and have Erasmus agreements with over 25 universities in Europe, a network which we are continuously expanding.
admission

student affairs

Our student affairs team supports students throughout the entirety of their time at Berlin International, from the first steps of the application and admission process to graduation. They will issue your official documents, help you with administrative matters, listen to your concerns, and offer guidance on every aspect of student life. Our staff are always there to help out!

application process

Applying to study at Berlin International is simple and proceeds quickly. We encourage students from all over the world to apply, and the application process is the same for all students, whether German or international. If you are eligible to study at a post-secondary level in Germany, you can apply for admission at Berlin International. Our staff are always happy to help guide you through the process!

English is the language of instruction for all of our programs. Students who do not meet the English requirements are offered admission to a one-year English preparatory program, either in Berlin or at one of our BAU Global campuses. Applications for the winter semester are accepted up to and including the month of August. Apply now and begin planning your future in Berlin!

application steps

1. Sign up in the application portal: application.berlin-international.de/auth/register
2. Confirm your registration by clicking on the link sent to your email address
3. Complete the online application form and upload the following documents:
   a. High school diploma and transcript
   b. University degrees and transcripts
   c. University module descriptions
   d. Copy of passport or EU ID
   e. English Language Test Certificate
   f. Motivation letter (Master’s only)
4. Submit your application

what happens next?

Once we have received your application, the admissions team will evaluate your eligibility to study in Germany. Applicants for design programs will have their portfolios reviewed by the design faculty, and will be asked to partake in a short interview either in person or via Skype. Once your application has been approved at the faculty level, we will offer you admission into your chosen program!
Berlin International
University of Applied Sciences
Salzufer 6, 10587 Berlin
+49 30 81 05 80 80
contact@berlin-international.de
www.berlin-international.de