Bachelor & Master Programs in Business Administration & Design
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**We are**

Berlin International is a state-accredited and internationally-oriented university of applied sciences located in the heart of Berlin whose programs are taught entirely in English. 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 is 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 both 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 draw on a diverse range of teaching strategies and contemporary research methods to create clearly structured degree programs that encourage close collaboration with peers as well as focused individual project work. Each of our programs is state-accredited and meets German and European quality standards. Continue reading to find out more about each individual faculty and its programs!
## Study Programs

### Design

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

**Master**
- Interior Design *

### Business Administration

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

* New program beginning October 2019, awaiting official approval.
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

**Programs**  
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 and interview

* New program beginning October 2019, awaiting official approval.
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.

### Architecture

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Departmental Electives: Pool 1: Advanced Visualization, Landscape Design, Furniture 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.

**General Vocational Preparation:**
- Presentation Skills, Concept and Business Plan
- Ethics, Languages Skills (English, German), Intercultural Communication, Professional Practice, Self-Organization

**Departmental Electives:**
- Pool 1: Sustainable Design, Furniture Design 2
- Pool 2: Temporary Structures, Branded Spaces
- Pool 3: Public Interiors, Private and Commercial Spaces

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Our master’s program in interior design aims to prepare students for a fast-paced and complex business context and also 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 MA program allows students to develop the ability to construct individualized approaches to interior design challenges and broaden their capacity for concrete creative expression.

**General Vocational Preparation:**
- Presentation Skills, Concept and Business Plan
- Ethics, Languages Skills (English, German), Intercultural Communication, Professional Practice, Self-Organization

**Departmental Electives:**
- Pool 1: Furniture Design and Fabrication, Interior Lighting and Acoustics, 3D Communication, Exhibition Design, Electives from other programs
- Pool 2: Histories and Theories of Interior Design, Communicating Interior Design
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.
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, and design consultancy—all of which have a huge impact on peoples’ daily lives and environments. Understanding their cultural, economic, and social consequences is crucial in becoming an effective designer and visual communicator. In this program, students will learn to use various software, develop research and problem-solving skills, and 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.
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

**Digital Business & Management**

**Business Administration:**
Organizational Psychology

**Business Administration:**
International Management & Marketing

**Duration**
6 semesters

**Credits**
180 ECTS

**Qualification**
Bachelor of Arts

**Admission**
German university entrance qualification or equivalent.
Given the impact of the digital economy, it is essential to understand the way that this 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, organizational psychology, and customer service.
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 students 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.

### Business Administration: International Management & Marketing

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**Major electives:** Marketing, Digital Marketing, Strategic Management

### Business Administration: Organizational Psychology

**BACHELOR OF ARTS**

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.

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**Major electives:** Marketing, Digital Marketing, Strategic Management

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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.

Grill Chill & Grow — recreational outdoor area at Die Arche Berlin designed and built by students

Students building a 11 drywall construction pavilion designed by them

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

Resting and reading cocoon for the children at Die Arche Berlin designed and built by students

Professional Partnerships
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!

Cosmopolitan and creative

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 campus
International

Our students come from all over the world—currently from over 60 countries that span six continents, making us a truly international community.
International Network

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 25 universities in Europe, a network which we are continuously expanding.
Admission

Application process

Applying for one of the study programs at Berlin International is simple and proceeds quickly. We encourage students from all over the world to join our international student body, and our staff offer support to all applicants on an individual basis. The application process is the same for German and international students. Anyone who has earned a German university entrance qualification or an international equivalent can apply for admission at Berlin International. Our website provides more information about the application process as well as the degrees and qualifications required to study with us, divided into sections for German and international students. Students who do not meet the English requirements are offered to enrol in our one-year English preparatory program either in Berlin or at one of our BAU Global campuses.

- Easy online application via our website
- Application deadline for the winter semester is in August
- No German language proficiency required
- Abitur or Fachabitur (German secondary school certificate) or international equivalent accepted

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. Whether it be administrative issues such as course registration or exam participation, obtaining financial support or paying student fees, or seeking out exchange opportunities and making the most of student life in Berlin, our staff are always there to lend a helping hand!