



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Management of Creative Industries (MCI)

bbw Hochschule - University of Applied Sciences • Berlin



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	All modules in the study programme are taught in English.
Mode of study	Less than 50% online
Programme duration	4 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	<p>Start summer semester: 1 April Start winter semester: 1 October</p> <p><b>Teaching will take place on Friday and Saturday (block schedule).</b></p> <p><b>Study while working!</b></p> <p>First-year students always start with "Orientation Days". There is a six-week holiday scheduled for each year of study. Twenty-five percent of the programme can be studied online.</p>
Application deadline	<p>For applicants from non-EU countries:</p> <ul style="list-style-type: none"><li>15 February for the summer semester</li><li>15 August for the winter semester</li></ul>
Tuition fees per semester in EUR	3,840 EUR
Additional information on tuition fees	For the verification of documents of non-EU citizens, we ask for an application fee of 250 EUR.
Combined Master's degree / PhD programme	No

Joint degree / double degree programme

No

#### Description/content

As the first German university of applied sciences to offer a Master's programme dedicated to the management of creative industries as a whole, bbw University of Applied Sciences uses a holistic approach that offers the advantage of training professionals to proactively respond to the constant changes that characterise the industry.

The Master's programme takes a holistic approach to addressing the disruptive effect of the "digital shift" on society, economy and media. The programme focuses on innovation development techniques, such as design thinking, to develop the students' skills in product development, intellectual property management, branding, and advanced information and communication technologies.

The Master's programme in Management of Creative Industries has been specifically designed to span several sectors of the creative industry.

#### More facts about the study programme:

- In "Methods of Creative Industries Management", we develop an overview about specific methods of a platform-driven approach, including big data analysis based on a role-playing game.
- "Innovation Development" includes design thinking and other methods of idea development.
- "Intellectual Property Management & Branding" highlights basics and trans-sectorial brand strategies.
- With "Advanced ICT", the students explore the ICT ecosystem of tomorrow and beyond.
- "Digital Entrepreneurship" addresses different business models in the platform economy.
- "Strategic Financial Planning" covers issues regarding finances, managing talents, and HR as well as specificities of culture and creative industries (CCI) management. "Contracts and Agreements (legal)" looks into the work of related lawyers.
- "Productions, Making, Prototyping, 3D Printing" is a hands-on course that gives students the opportunity to develop their own modes with 3D printers.
- "Community-Driven Marketing" explains the holistic importance of community building in all of the platform-driven CCIs.
- "Walk the Talk" is a course in which we deepen and broaden our strategic knowledge on hybrid and long-term business strategies within CCI.
- In "Strategies of Financing", we discuss basics of project financing. We address finding clients, partners, public funding and eventually investment.

#### Perspectives after Graduation

Berlin is a vibrant hub for the creative industries. The creative industry is an exciting and booming economic sector, especially in Berlin; the creative industries of the city state provide more than 200,000 jobs that are subject to social security contributions and additionally more than 100,000 freelancers. That's why the bbw Master's programme was created – to prepare you for roles in all branches of the creative industries, including the roles of project manager, innovation manager, social media or community manager, consultant or even as the founder of your own innovative start-up.

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## Course Details

#### Course organisation

The course structure is accommodating for those already working in the industry, because the lectures take place on Fridays and Saturdays. Seminars and lectures are held in English – the working language of most companies active in the CCI.

#### First Year

- Theory of Science and Methods in Research
- Cross Functional Analysis of Creative Industries – An Introduction
- Innovation Development – Exploring – Designing – Embedding

- Intellectual Property Management & Branding – Developing and Implementing an IP Strategy
- The Power of Sharing: Community-Driven Marketing
- Methods of Creative Industry Management – From Big Data to Project Management
- Strategic Financial Planning and Controlling
- Digital Entrepreneurship – From Subscription to Freemium and Crowd
- Strategies of Financing – build your financing mix from different private and public sources
- Skills of Creative Industry Management – Hands-On Skills: the Toolbox

### Second Year

- “Walk the Talk” Implementation Techniques – long-term survival in hybrid & international environments
- Advanced Information and Communication Technologies – ICT today and beyond tomorrow
- Production, Making, Prototyping, 3D Printing – build your own 3D object prototype
- Managing Talents & Leadership – be successful in "herding cats"
- Contacts and Agreements in Creative Industries Legal Agreements – clauses and pitfalls for the creative class
- Student Scientific Research Seminar: New Trends

<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"> <li>• International guest lecturers</li> <li>• Training in intercultural skills</li> <li>• Study trips</li> <li>• Courses are led with foreign partners</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> <li>• Content-related regional focus</li> </ul>
<b>Integrated internships</b>	Students may take the opportunity to complete an internship, but no ECTS will be awarded. Students can benefit from our well-developed network of companies to find a suitable internship. Knowledge of German at the B1 level (CEFR) or higher will greatly increase students' chances of finding an internship.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Online learning

<b>Pace of course</b>	Instructor-led (Specific due dates for lectures/assignments/exams)
<b>Phase(s) of attendance in Germany (applies to the entire programme)</b>	Yes, compulsory
<b>Types of online learning elements</b>	<ul style="list-style-type: none"> <li>• Online sessions</li> <li>• Online study material provided by institution</li> <li>• Online tutorials</li> </ul>

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## Costs / Funding

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**Tuition fees per semester in EUR** 3,840 EUR

**Additional information on tuition fees** For the verification of documents of non-EU citizens, we ask for an application fee of 250 EUR.

**Semester contribution** Included in tuition fees

**Costs of living** 1,000 to 1,300 EUR per month

- Rent: 500 to 800 EUR
- Food: 170 to 230 EUR
- Public transport: 49 to 81 EUR
- Health: 115 to 120 EUR

**Funding opportunities within the university** No

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## Requirements / Registration

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**Academic admission requirements** A Bachelor's degree (or equivalent) of at least six semesters at a university (or equivalent institution), a technical college in Germany, or an equivalent institution abroad with a minimum grade of "satisfactory" is required for acceptance into the Master's programme.

**Language requirements** Good English language skills at level B2 of the Common European Framework of Reference for Languages are required for the course of study. This language proficiency can be demonstrated via the following certificates:

- IELTS exam: minimum score of 5.5–6
- TOEIC: score of 541–700
- TOEFL iBT: minimum score 87
- PTE: minimum score 59

**Application deadline** For applicants from non-EU countries:

- 15 February for the summer semester
- 15 August for the winter semester

**Submit application to** <https://bbw-application.academyfive.net/de/>

We have put together a checklist for your online application so that you can submit all of the necessary documents. You can find more information [here](#).

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# Services

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## **Possibility of finding part-time employment**

Students can use the exclusive job portal of bbw University of Applied Sciences to find part-time jobs, internships, and jobs after graduation. Employment as a "Werkstudent" student assistant is possible. Knowledge of German at the B1 level (CEFR) or higher will greatly increase students' chances of finding a part-time job.

## **Accommodation**

We have various partnerships including discounts for students of the bbw University of Applied Sciences, but bbw University of Applied Sciences does not offer own student housing or have any contingents in student residences. The International Office refers students to several online portals and private accommodation providers operating in Berlin. They provide useful information and tips for finding accommodation in Berlin.

## **Career advisory service**

The career centre supports our students with the following:

- application training
- application documents check
- interview training
- search for an internship
- free access to bbw's exclusive job portal

## **Support for international students and doctoral candidates**

- Welcome event
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters
- Help with finding accommodation
- Support with registration procedures

## **General services and support for international students and doctoral candidates**

- All-around support (academic support from specific professors, administrative support from bbw departments, peer-to-peer support from student group representatives and student parliament, bureaucratic and legal support from International Office)
- Monthly online information sessions for enrolled students regarding study organisation, university processes
- Free health counselling by a health insurance company
- Online consultation hours with the International Office



## Impressions of Management of Creative Industries

Impressions of Management of  
Creative Industries

» more:

<https://youtu.be/GY3P8UzmKAg>

# — bbw Hochschule - University of Applied Sciences —



bbw University of Applied Sciences in the middle of Germany's largest science and technology park and Berlin's largest media location

bbw University of Applied Sciences was founded in 2007 by renowned companies, such as Siemens, Daimler, Bombardier Transportation, OTIS, and Menarini, and is a subsidiary of the bbw Group. It is state recognised and offers accredited German- and English-language study programmes in various areas. bbw University of Applied Sciences offers a range of Bachelor's and Master's courses of study in Management, Transport/Logistics, Engineering, and Technology. With respect to the number of students, bbw University of Applied Sciences is one of the largest private universities in Berlin.

Working with highly qualified lecturers and professors who have gained their experience in the business world, bbw University of Applied Sciences gives students practical and hands-on advice during their studies. Students have the opportunity to complete internships at a number of internationally renowned partner companies and receive free access to an exclusive job portal.

More than 2,000 young people from all over the world have graduated from bbw University of Applied Sciences, and over 1,200 students are currently enrolled. The university's unique international, business-oriented profile ensures high academic quality and a high employment

rate after graduation. Approximately 97 percent of our students began their professional careers within one year of graduation.

Each person is different and learns differently. Therefore, our task is to support each student individually during their student journey and to prepare them in the best possible way for the regional and global job markets. Each course of study is characterised by strong industry links, close partnerships with professional associations, and the chance to carry out an internship at one of the partner companies in our big network.

bbw University of Applied Sciences is the ideal link between education and career: practical, science-based, and future-oriented.



## University location

The bbw University of Applied Sciences is located in the middle of Germany's largest science and technology park and Berlin's largest media location.

The science city of Adlershof has direct connection to public transport and the Autobahn. In Berlin's most important science, business and media location, renowned non-university research institutions, other universities and over 1,000 companies await you.

## Contact

### bbw Hochschule - University of Applied Sciences

Student Service Center

Jessica Herrmann

Wagner-Régeny-Str. 21  
12489 Berlin

Tel. +49 30319909550

✉ [international@bbw-hochschule.de](mailto:international@bbw-hochschule.de)

🌐 Course website: <https://www.bbw-hochschule.de/studium/studiengaenge/master/management-of-creative-industries.html>

📘 <https://www.facebook.com/bbwHochschule/>

🌐 <https://www.linkedin.com/school/bbw-hochschule/>

📷 <https://www.instagram.com/bbwhochschule/>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.  
German Academic Exchange Service  
Section K23 – Information on Studying in Germany  
Kennedyallee 50  
D-53175 Bonn  
[www.daad.de](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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