Master of Science

User Experience Management & Design

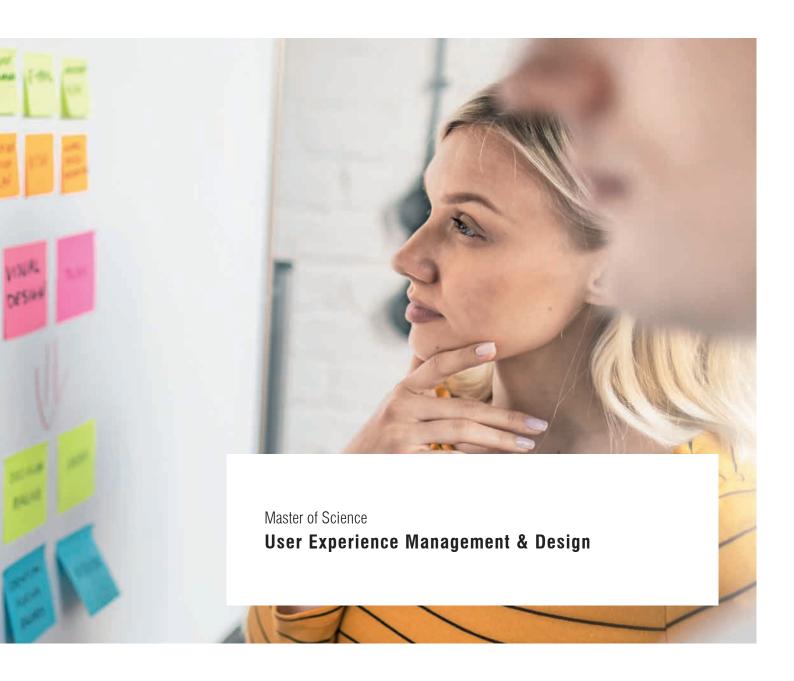## UX Design
Master of Science (M.Sc.)
90 ECTS

The Biggest Contributor to Customer Satisfaction!

You want to learn how to design websites, apps and software in a user-friendly way? Do you want users to be enthusiastic and find their way around your products quickly and easily?

Then our hybrid Master's degree programme in UX Design is right for you. It was developed based on the **role** ideal of the "digital designer" which is - according to the industry association Bitkom - one of three most promising job profiles of the future. Numerous companies are already looking for qualified specialists like UX Designers, Innovation Managers, UX Strategists, UX Officers, Product Managers, Strategic Planners, Digital Information Managers (DIO/DIM), Digital Marketing Managers, Product Owners, Usability/UX Engineers etc.

It is possible to work while studying, as lectures are held on a maximum of three days per week during the semester and some modules are taught in self-study format.

Like few other universities in the German-speaking world, PFH offers you an innovative teaching concept tailored to the specific interdisciplinary requirements. It was created by the most experienced players from the PFH departments Management, Business Informatics, Psychology and Business Psychology who have been working together closely for a long time. In order to make the studies as practice-oriented as possible, cooperations with various corporate partners are continuously promoted.

Overview

Degree Master of Science (M.Sc.)

ECTS 90

Duration 3 or 4 semesters

Start Dates April 1st or October 1st

Admission Requirements Completed university degree in economics, psychology, business- psychology or business informatics or a related subject

Language Requirements Proof of advanced English language skills is required, eg TOEFL iBT 86, IELTS 6,5, ESOL CAE or BEC Higher

Application Deadline Possible to apply at any time. International applicants are advised to apply at least 3 months before the programme start.

Application Procedure Written application and aptitude test, interview, application possible at any time

Application Documents PFH application form, letter of motivation, CV, copies of all official university diplomas and internship certificates, letter of reference from university and/or research centre and/or company, copy of passport, digital photo

Study Location Göttingen

Tuition Fees

850.- Euros per month

500.- Euros admin fee (one-off), waived for EU Citizens

500.- Euros enrolment fee (one-off)

1.000.- Euros examination fee (one-off)

Application
pfh-university.com/application

Putting Theory into Practice by Working on Your Own Projects

The project focus is on various theoretical, analytical and conceptual design issues in the area of user-centered digital product and product development. In addition to this, you will acquire new and interdisciplinary competencies from the fields of psychology, business and management, which are necessary for creating a successful digital product.
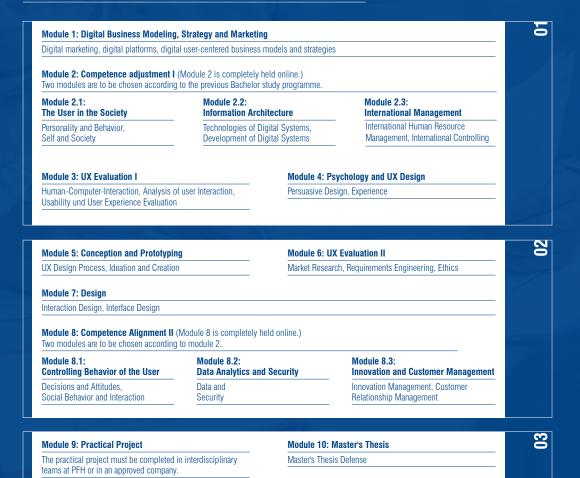
Benefits

- Interdisciplinary study programme that includes computer science, management and psychology
- Putting theory into practice through numerous projects and case studies
- Completely in English and in accordance to the latest industry requirements
- Up-to-date content provided by professors with practical experience and lecturers from the industry
- Individual support in small learning groups
- Hybrid programme with lectures held on only three days per week and self-study modules

Curriculum Structure

The full-time Master's study programme takes place at the PFH Campus in Göttingen. The study programme lasts for 3 semesters with a total of 90 ECTS. It is completely held in English according to the latest industry requirements. Working in small learning groups, you will be getting individual support from our professors and lecturers from the business side. The curriculum was designed in a way that students can balance both, their job and their studies.

User Experience Management & Design | Master of Science | 3 Semesters

You want to study at your own pace?
You can graduate in 3 or 4 semesters.

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Module 1: Digital Business Modeling, Strategy and Marketing

Digital marketing, digital platforms, digital user-centered business models and strategies

Module 2: Competence adjustment I (Module 2 is completely held online.)
Two modules are to be chosen according to the previous Bachelor study programme.

Module 2.1:
The User in the Society

Personality and Behavior,
Self and Society

Module 2.2:
Information Architecture

Technologies of Digital Systems,
Development of Digital Systems

Module 2.3:
International Management

International Human Resource
Management, International Controlling

Module 3: UX Evaluation I

Human-Computer-Interaction, Analysis of user Interaction,
Usability und User Experience Evaluation

Module 4: Psychology and UX Design

Persuasive Design, Experience

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Module 5: Conception and Prototyping

UX Design Process, Ideation and Creation

Module 6: UX Evaluation II

Market Research, Requirements Engineering, Ethics

Module 7: Design

Interaction Design, Interface Design

Module 8: Competence Alignment II (Module 8 is completely held online.)
Two modules are to be chosen according to module 2.

Module 8.1:
Controlling Behavior of the User

Decisions and Attitudes,
Social Behavior and Interaction

Module 8.2:
Data Analytics and Security

Data and
Security

Module 8.3:
Innovation and Customer Management

Innovation Management, Customer
Relationship Management

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Module 9: Practical Project

The practical project must be completed in interdisciplinary
teams at PFH or in an approved company.

Module 10: Master's Thesis

Master's Thesis Defense

About PFH

PFH Private University of Applied Sciences, established in 1995, is a state-recognized university that focuses on training and educating future managers and specialists in key technologies. Employability is at the centre of all its endeavours. The university's philosophy is that personal mastery, academic excellence, and practical knowledge and experience are essential to becoming a responsibly-acting professional. This may only be achieved through individual attention combined with theoretically founded and practice-oriented teaching. With career and coaching services as well as individual mentoring embedded into the university's structure, all study programmes are characterized by their practical and economic relevance, their internationality and a pronounced orientation towards careers.

Questions - always welcome

Need assistance? Just let us know and we'll be happy to help.

International Student Recruitment

☎ **Call** +49 172 2644144

💬 **WhatsApp Chat** +49 172 2644144

✉ **EMail** study@pfh.de

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PFH Private University of Applied Sciences

Weender Landstraße 3-7
37073 Göttingen

www.pfh-university.com