

Start your career in Germany

Study in Berlin

VICTORIA

INTERNATIONAL UNIVERSITY
OF APPLIED SCIENCES

**Bachelor's and
Master's programs**

Study in German
or English

Flexible study and
work options



victoria-hochschule.de/en

Welcome

In the almost ten years of its existence, **VICTORIA | International University** has already qualified several hundred graduates for the next career stage. This fills us with joy and certainty that studying at VICTORIA will provide you with the expertise and relevant skills that will enable you to actively support and advance companies and organizations into the future during these challenging times.

We have been successful in establishing a wide range of study programs at VICTORIA's two campuses in **Berlin** and **Baden-Baden**. These include, for example, the undergraduate **B.A. Business Administration** with 13 fields of study as well as advanced **Master's programs**, such as our **M.A. Business Management & Development** (in German or English). New courses in the VICTORIA portfolio include the **B.A. International Management** in English, whose unique international focus is reflected not only in the name but also in its course content, its international student body, and its integrated semester abroad, as well as the **M.A. Business Psychology** with its two highly sought-after courses, **Business Coaching** and **Business Consulting**.

A unique strength of VICTORIA is the split-week model: Your university attendance is largely limited to two directly consecutive days per week, which not only allows for a smart combination of theory and practice in the **DUAL** study model, but also enables an optimal balance of university, work and leisure time in the **CLASSIC** study model.

Are you looking for a degree or continuing education program that is right for you and your career goals? Then VICTORIA is your university!

Yours truly,



Prof. Dr. med. Marcus Hoffmann
President



Content

Welcome	2
The advantages of studying at VICTORIA	4
Application	6
Overview courses and fields of study	8
The Study models at VICTORIA	10
Study Locations	12
Bachelor Studies	
B.A. International Management	14
B.A. Business Administration	16
B.A. Business Administration – Fields of Study	18
Master programs	
M.A. Business Management & Development	28
M.A. Business Psychology	30
M.A. Business Psychology – Fields of Study	32
International	34

VICTORIA

The advantages of studying at VICTORIA

- 1 Empowering individuality**
As a private university we focus on you as an individual and provide extensive guidance and support for all challenges and concerns of your student life.



2 Study in the center of Berlin

VICTORIA International University of Applied Sciences is located in the heart of Berlin, close to Potsdamer Platz and the Brandenburg Gate. It is not only an ideal location to enjoy the vibrant life of this exciting city, but also an excellent starting point for launching your career in Germany. In addition, our university locations provide an optimal teaching and learning atmosphere through light-flooded, professionally equipped rooms.

3 Accredited and certified

It goes without saying that our entire range of courses is regularly audited and reviewed by external institutions such as accreditation agencies and the German Council of Science and Humanities.

4 Want to gain work experience during your studies? We make it possible!

A keen emphasis on practical experience is an integral part of VICTORIA | International University. Our application-oriented studies are designed in such a way that theory and practice complement each other in the best way possible.

5 Match your studies with your life!

Take advantage of our flexible study models and complete your studies as a CLASSIC or DUAL program. Or, if your personal situation changes, simply change your study model along with it.

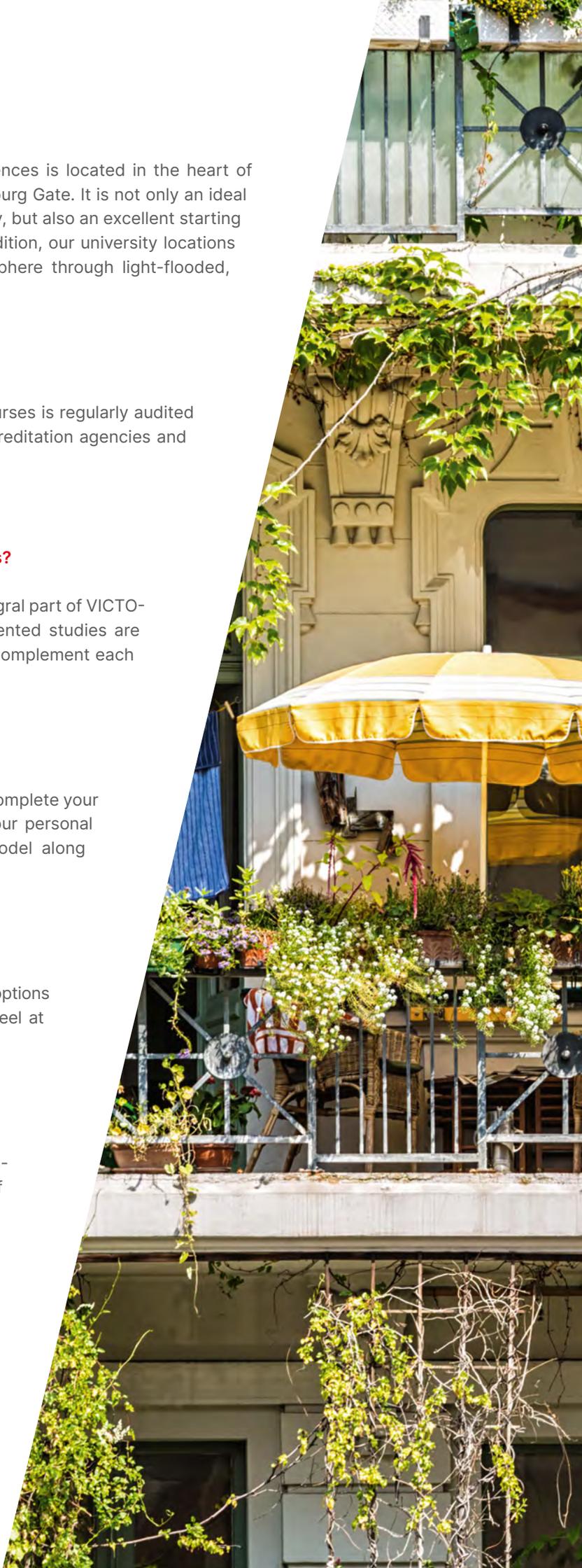
6 Student Housing

We can accommodate you in a variety of housing options either on campus or close to it. We want you to feel at home right from the start!

7 Language Courses

We offer a wide range of preparatory German classes on our campus at our VICTORIA | Academy of Languages. All intensive courses are designed to link theory and practice as effectively as possible. We want you to have the language skills to get by, whether on the street, at a government office, in the classroom, or in the workplace.

VICTORIA
**ACADEMY OF
LANGUAGES**



Application



1. Academic Counseling

You can find information on our Bachelor's and Master's study programs on our website and in our catalog. If you have questions, please feel free to contact our International Office:

E-mail: international@victoria-hochschule.de
Phone: +49 30 206 176 63





2. The Application Phase

- **All applications can be submitted online at VICTORIA** ([victoria-hochschule.de/Career Tool](https://victoria-hochschule.de/Career%20Tool)).
- **We have no application deadlines.** Applicants can therefore apply throughout the year. **Tip:** We recommend that you submit your application at least eight weeks before the start of your studies. This will increase your chances of starting your studies in time.
- **Our International Office** will gladly answer all your questions regarding the application process and the required documents.
- **Required Documents:**
 - Resumé
 - Letter of motivation – What program interests you and why?
 - Application photo
 - Proof of university entrance qualification or first university degree
 - Proof of language requirements
- **If you have not yet reached the required language level or need help proving your current level,** our own language institute – **VICTORIA | Academy of Languages** – can assist you with either.

3. Verification of Documents

Your application will be carefully checked by the International Office and uni-assist (if applicable). We will inform you if any documents are missing to complete your application. If everything is in order, we will send you your admission letter.

4. Contract and Enrollment

Need a visa? Apply for a student visa as soon as you receive your admission letter. Our International Office will gladly guide you through the visa application process and provide you with any information or documents you may need.

Is your visa application taking longer than anticipated? No problem! Our FLEX option allows you to take part in our face-to-face courses virtually from a PC or mobile device to participate in our classroom teaching, even after you arrive in Berlin. Our study programs are as flexible as your life.

5. The start of your studies

Do you need help getting settled in Berlin? Our International Office will be happy to help you deal with the authorities, find accommodations, and more.

Overview

COURSES AND FIELDS OF STUDY

	DEGREE OF STUDY		STUDY FORM		STUDY MODEL		STANDARD STUDY PERIOD		
	Bachelor of Arts (B.A.)	Master of Arts (M.A.) - consecutive	Full-time	Part-time	CLASSIC	DUAL	6 semesters (3 years)	4 semester (2 years)	3 semesters (1.5 years)
B.A. Business Administration  <ul style="list-style-type: none"> • Marketing Communication and Digital Media • Hotel and Tourism Management • Event, Trade Fair and Congress Management • Real Estate Management • Sports Management • Taxation and auditing • Health Management • Human Resource Management • Sales Management • Logistik und Supply Chain Management • Financial Services • Hospitality Management • Quality and sustainability management 	■		■	■	■	■	■		
B.A. International Management 	■		■	■	■	■	■		
M.A. Business Management & Development 		■	■	■	■	■		■	
M.A. Business Management & Development (English) 		■	■		■	■		■	
M.A. Business Psychology  <ul style="list-style-type: none"> • Business Coaching • Business Consulting 		■			■	■		■	■

CREDITS (ECTS)			LANGUAGE OF INSTRUCTION		SEMESTER ABROAD		START OF STUDIES		ADMISSION REQUIREMENTS								
180 ECTS	120 ECTS	90 ECTS	German	English	Semester Abroad Included	Semester Abroad Optional (e.g. Erasmus+)	Start: Winter Semester (Oct 1)	Start: Summer semester (Apr 1)	University entrance qualification	First degree (180 ECTS)	First degree (180 ECTS) with subject business administration	First degree (210 ECTS)	Language: German (B2)	LANGUAGE REQUIREMENTS			
													Language: English (B1) (can be submitted until 2 nd semester at the latest)	Language: English (B2)	Language: German (C1)	Language: English (C1)	
■			■			■	■	■	■	■			■	■			
	■			■	■	■	■								■		
		■	■								■						
	■			■		■										■	
	■	■	■			■	■	■	■	■		■				■	

Maximum flexibility for your life

The Study models at VICTORIA

We want you to enjoy and succeed in your studies at our university. That's why we have customized our study programs so that you can benefit from many of the unique features of VICTORIA, such as the integration of theory and practice in all areas.



Enjoy academic freedom.

Our CLASSIC study program is the ideal study model for students who prefer regular face-to-face instruction. While students in traditional face-to-face study models spend almost every weekday of the semester at university, the VICTORIA | International University believes in a study program that flexibly adapts to students' individual circumstances and leaves enough room for personal aspirations. Our university therefore follows the **innovative concept of the "split week"**. This means that students spend half of the week at the university and the rest of the time as they wish. The courses in the CLASSIC model (20 hours per week) take place on fixed, consecutive weekdays.

Despite year-round attendance requirements and periods of independent study, there is still ample opportunity to gain practical experience, e.g. as a student trainee in a company, in self-employment, in a part-time job, as well as for personal development.

Advantages of the CLASSIC Study Model:

- You are on-campus only for about 2 days per week.
- You can flexibly and easily plan your schedule on the other days of the week.
- You have maximum freedom for self-study and professional or other sideline activities.
- You have the opportunity to gain work experience already during your studies and get ready for your personal professional career.



I really love the shared week. As a dual student, I have a nice balance every week and can still concentrate on both work and studies.

MIRIAM | B.A. Business Administration,
Hotel and Tourism Management



Study on campus and acquire work experience with a company - every week 20|20

One of the most important success factors for companies is practically trained employees with business expertise. A **practice-integrated dual study program** at the VICTORIA | International University of Applied Sciences teaches you the fundamental aspects of business administration as well as economics and law, methods of scientific work, foreign language and intercultural skills in dialog-oriented teaching formats. Regardless of which dual program you choose, theory and practice are perfectly coordinated so that after graduation you are ready for the working world, a Master's Degree or a PhD.

Your opportunities through the practice-integrating dual studies at VICTORIA:

- You study with a strong practical orientation in one of our cooperating companies.
- The split-week model allows you to immediately apply what you have learned in practice, because you study 20 hours each week at the university and work 20 hours each week at the cooperating company.
- Your tuition fees will be paid at least in part, but usually completely by the cooperating company.
- You can already gain valuable professional experience during your studies.
- A dual study program at VICTORIA increases your chances of landing a job offer immediately after graduation or of being directly hired by your cooperating company.



Participate live online and in-person in our courses.

State-of-the-art hybrid technology makes it possible: VICTORIA was one of the first Berlin universities to use its full digital expertise to create hybrid teaching and learning environments during the Corona crisis. That earned us a lot of praise. Since then, we have further perfected the device and software setting and refined our didactics.

A course of study as flexible as your life: Plans change. A visit to your parents. A slight cold. A change in your shift schedule at work. There are many valid reasons why a trip to the campus may not be possible or practical. Our Flex option now allows you to attend our face-to-face classes spontaneously, virtually, from a PC or mobile device. Each lecture is streamed live from three different angles, and online interaction with the lecturers and participants on site is ensured both acoustically and in writing. This means that you can still join your fellow students even if you aren't able to attend the lecture in person.

DUAL, virtual and interactive: Thanks to the FLEX option, we can even offer you a dual, practice-integrated course of study if our cooperation company supervises you in Munich, Vienna or Zurich. However, until further notice, certificates of achievement that cannot be taken digitally must be taken at one of our two locations or at one of our thirteen study and examination centers (p. 12).

The VICTORIA FLEX option is currently limited to VICTORIA students enrolled in Berlin.

Study location Berlin

Art, culture and creativity

Berlin: Capital of cool meets creative start-up scene

International, energetic, digital, and creative! Located in the heart of Europe, this young metropolis with well over 3.5 million residents, has a lot to offer its students. As Germany's capital, Berlin is already a dynamic business location and becoming increasingly popular for entrepreneurs from all sectors. The perfect environment for the new phase of your life as a student.

The campus of our university is in a prime location, in the middle of the city near Potsdamer Platz.

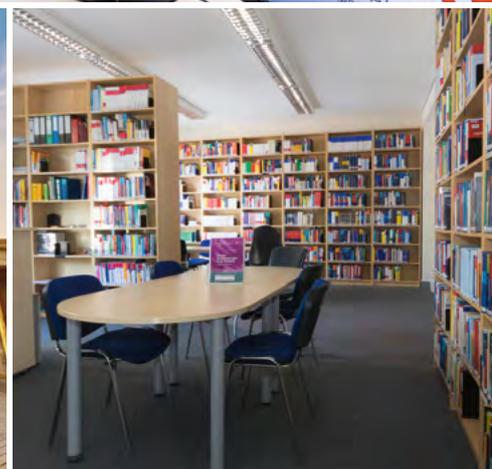
Our spacious International Education Campus has much to offer:

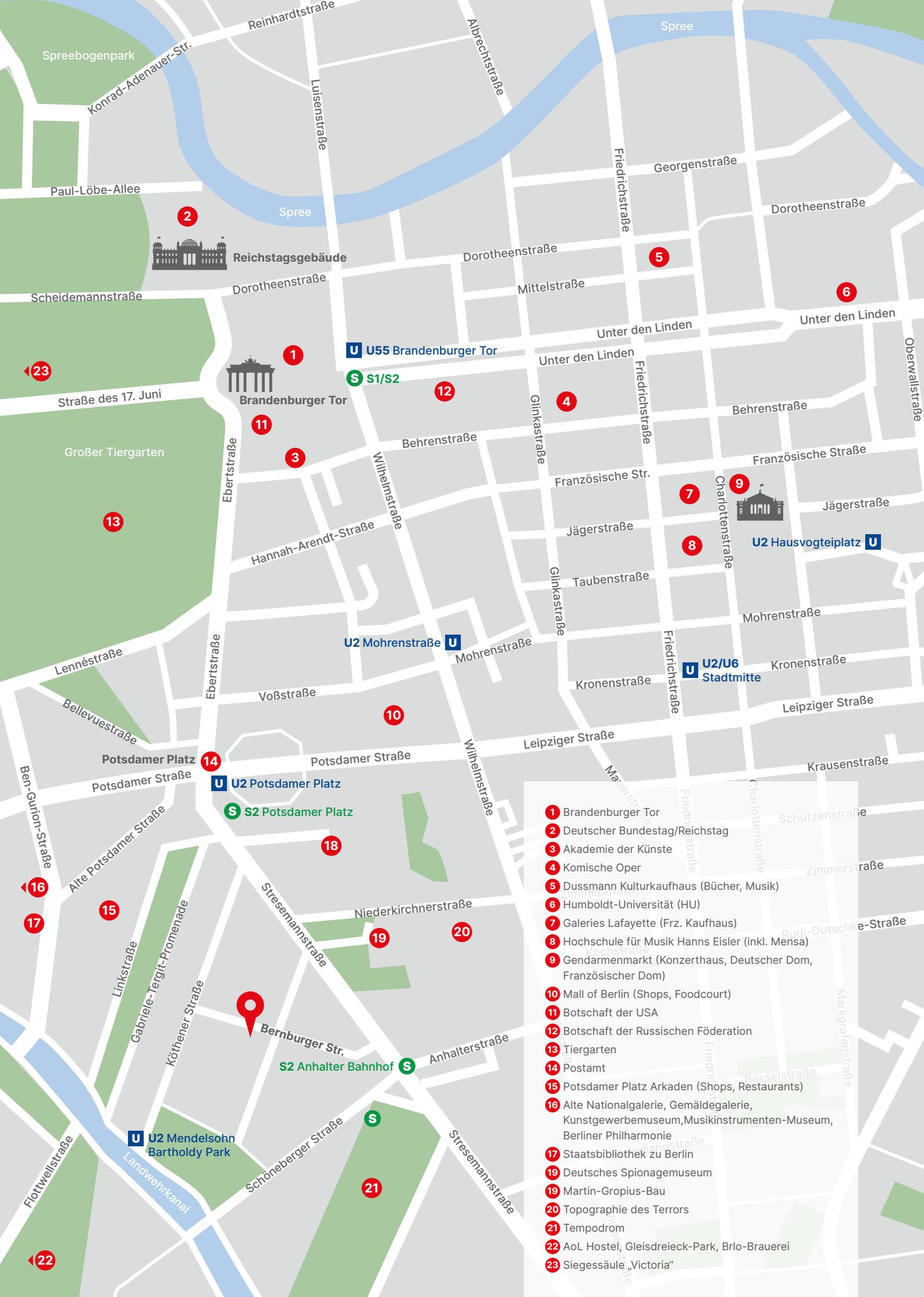
- Large, bright seminar rooms with state-of-the-art facilities and modern technology to facilitate hybrid learning.
- In-house library with thousands of e-resources and a reading room with computer workstations

- International dormitory directly on campus
- Free Wi-Fi throughout the building
- Computer and video lab
- Cozy courtyard for study breaks
- In-house coffee lounge, and numerous bars and restaurants in the neighborhood

Location and accessibility:

- Direct connection to local and long-distance traffic: Potsdamer Platz (S/U/local and long-distance traffic), Anhalter Bahnhof (S), Mendelssohn-Bartholdy-Park (U)
- Sightseeing and shopping hotspot: Potsdamer Platz, Bundesrat, Tiergarten, Brandenburg Gate, Reichstag, Friedrichstraße and Gendarmenmarkt, Mall of Berlin and Potsdamer Platz Arkaden within walking distance





- 1 Brandenburger Tor
- 2 Deutscher Bundestag/Reichstag
- 3 Akademie der Künste
- 4 Komische Oper
- 5 Dussmann Kulturkaufhaus (Bücher, Musik)
- 6 Humboldt-Universität (HU)
- 7 Galeries Lafayette (Frz. Kaufhaus)
- 8 Hochschule für Musik Hanns Eisler (inkl. Mensa)
- 9 Gendarmenmarkt (Konzerthaus, Deutscher Dom, Französischer Dom)
- 10 Mall of Berlin (Shops, Foodcourt)
- 11 Botschaft der USA
- 12 Botschaft der Russischen Föderation
- 13 Tiergarten
- 14 Postamt
- 15 Potsdamer Platz Arkaden (Shops, Restaurants)
- 16 Alte Nationalgalerie, Gemädegalerie, Kunstgewerbemuseum, Musikinstrumenten-Museum, Berliner Philharmonie
- 17 Staatsbibliothek zu Berlin
- 18 Deutsches Spionagemuseum
- 19 Martin-Gropius-Bau
- 20 Topographie des Terrors
- 21 Tempodrom
- 22 AoL Hostel, Gleisdreieck-Park, Brlo-Brauerei
- 23 Siegessäule „Victoria“



B.A. International Management

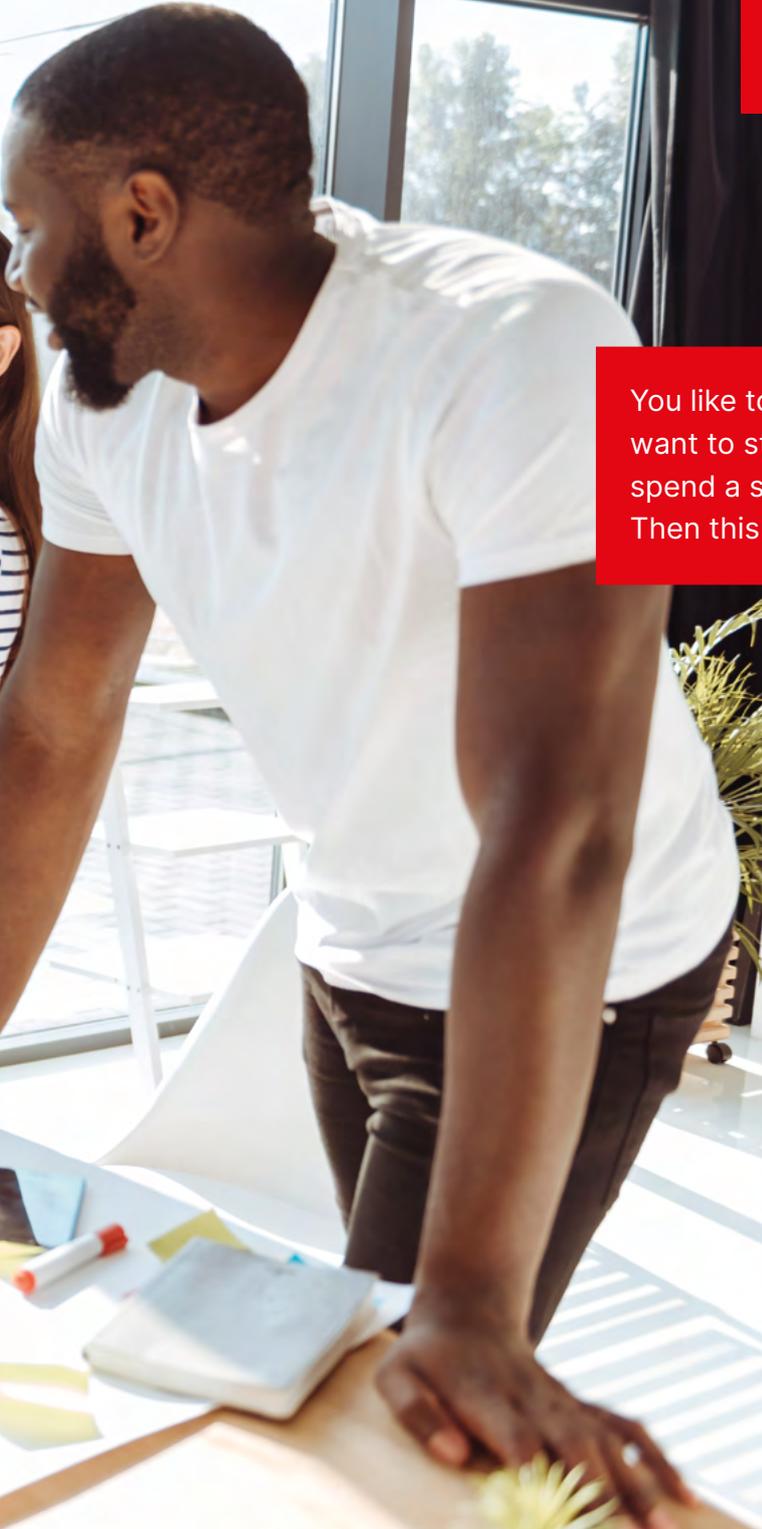
One of the central global developments of recent decades has been the growing interconnectedness of world markets. And within the EU, too, economic cooperation is playing an increasingly central role. This makes it all the more important to be able to evaluate the opportunities and risks of international trade not only from a business perspective, but also from an intercultural one. In this respect, well-trained managers have the opportunity to pursue promising international careers – in traditional management or in start-ups.

What is required? A great affinity for other nationalities, cultures and economic systems and the different ways of thinking and acting that result from them. A keen interest in global economic contexts. A good command of English and a desire to study in English (in a classroom or dual study program) as well as to study abroad in the 5th semester.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills our pro-

fessors and lecturers provide you with specialized knowledge from the field: You will learn to think in global contexts and to develop an intercultural understanding for the business opportunities associated with products and services. You will analyze international case studies, CSR (Corporate Social Responsibility) and global entrepreneurship.

Do you like to think beyond borders, want to study in English and spend a semester abroad? Then this is your study program!



You like to think beyond borders,
 want to study in English and
 spend a semester abroad?
 Then this is your study program!

Facts

Degree: Bachelor of Arts (B.A.)
Models: CLASSIC | DUAL
Language of instruction: English (CLASSIC, DUAL)
Duration/ECTS: 6 semesters | 180 ECTS (credits)
Fees: CLASSIC: 679 €/month
 DUAL: free of charge for students (usually costs are covered by cooperation partners)
Study location: Berlin
Start of studies: Winter semester (October 1)

Application requirements

- German Abitur or German Fachhochschulreife or a certificate issued by uni-assist e.V. (University Application Service for International Students, www.uni-assist.de/en/) confirming the equivalence of the foreign university degrees with the German certificates mentioned above.
- Online application with resumé, letter of motivation and high school diploma (<https://www.victoria-hochschule.de/deine-bewerbung>)
- CLASSIC | DUAL: English language level B2 according to CEFR

Areas of application

Strategic or Operational Management, International Project Management, HR or International Customer Relations/ Sales or Marketing

Companies

Internationally active small & medium-sized enterprises (SMEs) and corporations, consulting firms, associations, auditing firms, non-profit organizations, start-ups, public administrations



B.A. Business Administration



One degree program, 13 fields of study

You are interested in an (inter)national career in management? Are you interested in hands-on operational tasks and application-oriented solutions? The **B.A. Business Administration program** at VICTORIA provides you with in-depth business and economic know-how, management techniques and methods, along with extensive social skills. To do this, you'll choose 1 of 13 fields of study, where you'll also dive deep into exciting, practical expertise. Choose what interests you the most personally and start your career in Germany.

Fakten

Degree:	Bachelor of Arts (B.A.)
Models:	CLASSIC DUAL
Language of instruction:	German
Duration/ECTS:	6 Semester 180 ECTS (Credits)
Fees:	CLASSIC: 679 €/month DUAL: tuition-free for students (as a rule, cost absorption by cooperation partners)
Study locations:	Berlin Baden-Baden
Start of studies:	Summer semester (April 1) Winter semester (October 1)

13 Fields of study

- Marketing Communication and Digital Media
- Hotel and Tourism Management
- Real Estate Management
- Quality and sustainability management
- Event, Trade Fair and Congress Management
- Sports Management
- Tax and Audit
- Health Management
- Human Resource Management
- Sales Management
- Supply Chain Management
- Financial Services
- Hospitality Management

Admission requirements

- German Abitur or German Fachhochschulreife or a certificate issued by uni-assist e.V. (University Application Service for International Students, www.uni-assist.de/en/) confirming the equivalence of the foreign university degrees with the German certificates mentioned above.
- Online application with resumé, letter of motivation and high school diploma (<https://www.victoria-hochschule.de/en/your-application>)
- CLASSIC | DUAL: German language level B2 according to CEFR

Areas of application

Strategic or operational management, project management, human resources, controlling, customer relations/sales, event management, marketing, consulting

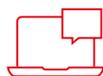
Companies

Small and medium-sized enterprises (SMEs), corporations, agencies, consulting firms, associations, market and opinion research institutes, auditing firms, non-profit organizations, start-ups or public administrations



Are you interested in real estate and do you want to become an expert in this field? Then this is your study program!

Marketing Communication and Digital Media



What's required? Curiosity about trends, zeitgeist and digitization. A keen interest in using creative, business and media tools to present and sell a product in the best possible way. Enjoying communication in all its facets.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge from the field. You will learn how to build brands, analyze target groups and maintain customer relationships, the basics of online and social media marketing, market research, advertising design and public relations. In addition, there is design and project management for campaigns, advertising psychology, and contemporary communication tools such as apps, websites, blogs, search engine marketing, and social media activities.

A Bachelor's Degree in Marketing Communications and Digital Media can be a really good career booster.

Areas of application: Marketing/Sales, Public Relations, Advertising, Consulting, Management

Companies: Medium-sized companies, PR and marketing departments, associations, organizations, research institutions, PR and advertising agencies, consultancies, market and opinion research institutes, etc.

+ Additional qualification "Digital Marketing Manager"



You can practically apply the knowledge and you have a better connection on how to put it into practice.

VANESSA | B.A. Business Administration, Hotel and Tourism Management



Hotel and Tourism Management



What's required? A willingness to be flexible in an industry that is always on the move. Creative ideas and a talent for dealing with people from different cultures. Interest in providing professional and individual advice to realize customers' wishes.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. This ranges from general intercultural knowledge about working with tour operators, travel agencies and IT & e-tourism to general and current trends in the industry (e.g. cruise ships and wellness), to corporate social responsibility (sustainability) as well as service quality and dealing with guests.

With a Bachelor's Degree in Hotel and Tourism Management, you'll have a career where others go on vacation.

Areas of application: International hotel industry, marketing/sales, planning/organization, aviation management, event management, human resources, controlling

Companies: Hotel industry, travel agents, tour operators, gastronomy, airlines, event organizers, destination management.

Event, Trade Fair and Congress Management



What's required? A talent for perfect organization and planning. A flair for the zeitgeist and the ability to "sell" brands, themes and ideas well. A desire to implement complex messages live in an innovative way.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. You will learn the basics of designing trade fairs, congresses and events, project management, as well as the core elements of event marketing and sponsoring. In addition, you will learn how to conduct talks and negotiations, as well as topics on technology, event venues, crowd management and financing.

With a Bachelor's Degree in Event, Trade Fair and Congress Management, your career opportunities grow in real time.

Areas of application: Marketing and sales, planning and organization, event management, human resources, controlling, city marketing.

Companies: Event agencies and organizers, trade show and convention organizers and centers, event catering, large companies of any kind with an event department, amusement and theme parks.



I have been able to apply the knowledge from the marketing lecture several times for my own advertising campaigns in the company.

JONAS | B.A. Business Administration,
Sports Management



You are interested in real estate and you want to become an expert in this field? Then this is your study program!



Real Estate Management



What's required? Interest in private and commercial real estate and a sense of “what suits whom”. An enthusiasm for interacting with a wide range of people and industries – sometimes also in a supervisory capacity, e.g. in the context of property management. A knack for analyzing data and facts.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialist knowledge based on practical experience: You will learn the principles of construction technology, statics and construction planning as well as all legal aspects from construction to leasing, investment and financing. You will also gain insight into the valuation, brokerage, management and financing (asset dispositions) of real estate through to market and location analyses, including for international real estate markets, or portfolio management. Knowledge of property management, such as facility management, rounds out the program.

With a Bachelor's Degree in Real Estate Management, you'll create the perfect foundation for a successful career.

Areas of application: Real estate marketing, administration, financing, disposal, property management (management, maintenance), valuation, market and location analysis.

Companies: Real estate brokerage, real estate leasing companies, credit institutions and insurance companies, trading companies, construction companies, municipalities, facility management.



Sports Management

What's required? Enthusiasm for sports and physical activity-related matters. Being interested in planning, conceptualizing and organizing sports events and having fun developing ideas and trends for the future. Desire to interact with people.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience: How are sports clubs, sports leagues, sports facilities managed? How is sport marketed in industry and commerce, what are the current trends? How is digitalization changing the sports industry? We also shed light on the areas of fitness, wellness, sports tourism, sports promotions and sports events.

With a Bachelor's Degree in Sports Management, it's 1-0 for your career opportunities.

Areas of application: Marketing & Sales, Planning & Organization, Event Management, Public Sports Events, Human Resources, Controlling.

Companies: Sports clubs and associations, commercial leisure and sports facilities, wellness and health centers, health insurance companies, rehabilitation centers, spa facilities, sporting goods industry and sports retailers, advertising and event agencies focusing on sports, fitness centers.



Social areas like the modern student kitchen, the newly renovated lobby or the courtyard offer plenty of space to hang out and exchange ideas with fellow students and teachers. I like the modern design and appropriate technical equipment.

LEON | B.A. Business Administration,
Hotel and Tourism Management



Tax and audit



What's required? A good understanding of complex economic and logical relationships. Interest in thorough, precise learning and working, as well as a good memory. A knack for working with specialized software programs.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. The course is structured around taxation and the tax code for the various types of taxation, such as sales tax, income tax, corporate income tax and trade tax. You will also learn more about the accounting of partnerships and corporations. Knowledge of tax law, auditing and international financial statements round off the course of study.

With a Bachelor's Degree in Taxation and Auditing, you're choosing an interesting career in a crisis-resistant industry.

Areas of application: Finance, auditing, accounting, controlling, bookkeeping, independent consulting, tax law.

Companies: Tax consultants, auditors, management consultancies.

Health Management



What's required? The ability to think and act in a logical and structured manner. An interest in business administration, efficiency management and quality control.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. This includes knowledge of health sciences, public health, the relationship between medicine and economics, health policy systems and their financing, as well as the human factors of the health system: patient and care management, ethics, and social law.

With a Bachelor's Degree in Health Care Management, you're opting for "healthy" career prospects in a field that's vital to society.

Areas of application: Hospital controlling and hospital administration, case management and reimbursement specialist, auditing and consulting companies, medical service of health insurance companies (MDK), key account management (pharmaceutical and healthcare industry), quality management and health project management, management level of health insurance companies.

Companies: Hospitals of all sponsorships, practice networks (medical care centers), private and statutory health insurance companies, auditing and consulting companies, pharmaceutical industry, medical device industry (health care industry), health tourism, complementary health services.



Are you interested in contemporary methods of recruiting, managing and training employees? Then this is your study!

Human Resource Management



What's required? Being highly empathetic and having the desire to work with people. Interest in the changes in the labor market and “New Work”, as well as also in legal and business management content as well as strategic processes. Last but not least, having a sense of discretion.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience: You will learn how to optimally integrate people as the key factor of a company – with Human Resources as the central interface to all other departments. Finding and retaining new employees, employer branding and operations are also central topics of the program.

With a Bachelor's Degree in Human Resources Management, you'll have a career that revolves around people.

Areas of application: General human resources, personnel consulting, support and placement, personnel diagnostics and selection, project and service management, personnel and organizational development, management development.

Companies: Businesses with human resources management function, human resources and management consulting companies, employee leasing and recruitment companies, training and education companies.



Sales Management



What's required? Being convivial and committed. Enjoying dealing with a wide range of customer types and having a quick grasp of their requirements. Possessing the power to persuade. Having interest in developing processes and implementing them optimally in practice.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. You will learn how to build customer relationships and conduct sales talks and negotiations, using rhetoric, conversation and negotiation skills, among other things. In addition, the management of sales, the coordination and planning of (digital) sales strategies, customer relationship marketing (CRM), contract negotiations, complaint management and e-commerce are other key areas of the course, as well as the structure and management of a sales organization.

With a Bachelor's Degree in Sales Management, you'll create the optimal structures for a successful career.

Areas of application: Sales, distribution departments and key account management (B2B, B2C), service and complaint management, e-commerce.

Companies: Distribution/sales of small, medium, large companies from all industries in the areas of services, manufacturing of consumer/capital goods, retail, online stores.



ServiceQualität
DEUTSCHLAND

+ Additional qualification with
ServiceQualität Deutschland
"Q-Coach"

Supply Chain Management



What's required? A desire to plan, coordinate and organize. A basic understanding of complex interrelationships, as well as a business and digital mindset.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. You will learn to understand complex processes in industry, trade and foreign trade as well as in logistics companies and to optimize them with the help of computer simulations. You will analyze global supply chains systemically, from procurement to producers, via wholesale and retail or e-commerce, and on to customers.

With a Bachelor's Degree in Supply Chain Management, a process-optimized career path awaits you.

Areas of application: Human resources or training, marketing/sales, sales (e.g. as department, branch, district or division manager), controlling, corporate planning, management, finance and accounting.

Companies: Companies in the consumer and capital goods sectors as well as industry-related service providers, large corporations, medium-sized companies with apprenticeships, wholesalers and retailers.

Are you interested in the logistics of goods and merchandise and the future integration of processes in Industry 4.0? Then B.A. Business Administration with a major in Supply Chain Management is exactly your study program!



Financial Services



What's required? Enjoying facts, figures and data. Interest in national and international developments and their correlation with the (digital) financial markets. The desire to reduce complex content to its essentials and to be able to communicate it to customers in an accessible and convincing manner.

What can you expect during your studies at VICTORIA? In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. This includes the importance of national and international financial markets and knowledge of central topics such as financial services, banking and insurance as well as credit and investment opportunities. Regulation and law, risk management and derivatives are also included. Newer products such as crowdfunding and classic sales and consulting round out the content.

With a Bachelor's Degree in Financial Services, you're embarking on a highly promising career because, after all, money makes the world go round.

Areas of application: Private customer business, investment consulting, corporate customer and lending business, sales of financial and insurance services, marketing, international business, finance and accounting, controlling, corporate planning.

Companies: Large and commercial banks, state banks, fintechs, insurance companies of all lines, insurance agencies, savings banks, Volks- und Raiffeisenbanken, financial advisors, bank headquarters and their branches.





Hospitality Management



What's required? A passion for working with people. Ability to be innovative and spontaneous. Stress resilience and willingness to work beyond “nine to five”. Talent for organization and thinking on your feet.

What can you expect during your studies at VICTORIA?

In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. You will learn the basics of nutritional physiology, commodity science and international culinary arts. Service quality, hygiene and kitchen technology, but also marketing and personnel management are further relevant topics. Hardly any other industry covers so many different topics in such a short amount of time.

With a Bachelor's Degree in Hospitality Management, you can choose from the best career opportunities à la carte.

Areas of application: Executive Assistant for Food & Beverage, Marketing and Sales, Planning and Organization, Event Management, Guest Relations, Human Resources, Controlling.

Companies: Gastronomy, event and system catering, trade fair and congress catering, event organizers and incentive organizers, spa industry, cruise shipping, catering and facility management, leisure hospitality, vacation and theme parks.

NEW

Quality and sustainability management



What's required? The desire to tackle problems at the root. A desire to work with others to find the best solutions. A good understanding of interdisciplinary relationships. An eye for the big picture and a systems-oriented mindset.

What can you expect during your studies at VICTORIA?

In addition to essential business know-how as well as leadership and social skills, our professors and lecturers will provide you with specialized knowledge based on practical experience. The fundamentals of quality management serve as the basis. You will learn about the tools for systematically solving problems, which you can especially use when working on sustainability projects. You will learn to think systemically and across disciplines and to design exchange processes with different interest groups in order to successfully meet the requirements. In addition to the economic requirements of quality and sustainability management, you will learn the basics of environmental and energy management, environmental law and social responsibility.

With a Bachelor's Degree in Quality and Sustainability Management, you'll be ready to actively shape the future in your company and in society.

Areas of application: Quality management, environmental management, working with integrated management systems, management assistance, organizational development, project management, performing quality and sustainability management tasks in other areas of assignment.

Companies: Public utilities (regional and local energy suppliers, transport companies, other publicly owned companies), retail and wholesale companies, service providers (e.g. energy suppliers, energy service providers), quality and sustainability management in manufacturing companies, consulting companies and agencies.



Do you want to know how you can help make business more sustainable? Then this is your program!



Do you already have a Bachelor's Degree and want to pursue a more comprehensive degree? Then M.A. Business Management & Development is the perfect choice for you!



M.A. Business Management & Development



The dynamics of macroeconomic development have never been greater – nationally and internationally. Digital transformation is growing at an exponential rate and requires highly qualified experts on the entrepreneurial side who can oversee and control complex processes and implement them efficiently. In times of remote work models, opportunities for new jobs are growing, but parallel to this, competition is also increasing. With a Generalist Master’s degree, you are perfectly positioned for a successful future in companies large and small. The Business Management & Development Master’s Program provides you with comprehensive expertise and methods for international business management.

You learn to critically analyze business developments and decisions and to find practical solutions in qualified feedback processes. We will look at start-ups and the management of the value chain, as well as marketing and public relations - all in the context of the immense potential of digitalization. You’ll learn how to secure strategic competitive advantages for companies, open up new business fields, and optimize processes, with the help of professional project management.

In addition, we illuminate psychological and ethical-cultural aspects of entrepreneurial action with an „international“ view. In addition, the 3rd semester of the course is ideally suited for a semester abroad. All these are building blocks for excellent career prospects.

Facts

Degree:	Master of Arts (M.A.)
Models:	CLASSIC DUAL
Language of Instruction:	German English
Duration/ECTS:	4 semesters 120 ECTS (credits)
Fees:	CLASSIC: 729 €/month DUAL: free of charge for students (usually costs are covered by cooperation partners)
Study locations:	Berlin Baden-Baden
Start of studies:	Summer semester (April 1) Winter semester (October 1)

Access requirements

- Bachelor’s Degree in the field of Business Administration or other related subjects such as economics, business law or industrial engineering amounting to 180 ECTS
- Online application with resumé, letter of motivation and Bachelor’s degree certificate (<https://www.victoria-hochschule.de/en/your-application>)
- Language of Instruction English or German: Language level C1 according to GeRS

Areas of application

Consulting, marketing and communication, process and project management as well as business development in the sense of sustainable strategy development and corporate planning, predominantly in established service companies, small and medium-sized enterprises as well as in start-ups

Companies

General Manager, Consultant, Business Development Manager, Entrepreneur, Intrapreneur, Projektmanager



M.A. Business Psychology*



The more complex, dynamic and digital the economy and society develop, the more important it is to keep the focus on people. With the help of a business psychology-based perspective, entrepreneurial ideas, processes, challenges or problems can be holistically recognized, optimally implemented or solved. In the Master's Program M.A. Business Psychology you will specialize in one of the fields of study **Business Coaching** or **Business Consulting**.

Facts

Degree:	Master of Arts (M.A.)
Models:	CLASSIC DUAL
Specialization:	Business Coaching Business Consulting
Language of Instruction:	German
Duration/ECTS:	4 semesters 120 ECTS (credits) 3 semesters 90 ECTS (credits)
Fees:	CLASSIC: 729 €/month DUAL: free of charge for students (usually costs are covered by cooperation partners)
Study location:	Berlin
Start of studies:	4 semesters: Winter semester (October 1) 3 semesters: Summer semester (April 1)

Access requirements

- Bachelor's Degree in the scope of 180 ECTS or 210 ECTS (only for 3-semester variant)
- Online application with resumé, letter of motivation and Bachelor's degree certificate (<https://www.victoria-hochschule.de/en/your-application>)
- Language of Instruction German: German language level C1 according to CEFR

Areas of application

Corporate development, organizational development, change management, strategic planning, process support, business coaching, business consulting, marketing and corporate communications or management and personnel development, self-employment, business start-up.

Companies

Consulting companies, small and medium-sized enterprises (SMEs), associations, social institutions and public administration institutions.



FLEX-OPTION:

Plans change, at home and on the job. If you don't have time or don't feel like coming to campus, you can follow what's happening at the university live online thanks to the latest hybrid technology online. Find out more on page 11.

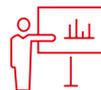
* in accreditation



Do you already have a degree and, to build on this, are you interested in exploring the relationship between business and psychology? Are you aiming for a career as a coach or consultant? Then our M.A. Business Psychology is the right choice for you.



Business Coaching



The field of study “Business Coaching” in the Master’s Program M.A. Business Psychology provides you with solid expertise to provide systemic and holistic consulting services to companies and organizations.

The focus is on central methods and current tools of business coaching, the teaching of scientific research methods and the discussion of the special role and position of the coach. In addition to central theoretical principles, you will learn about concrete approaches to consulting and change, such as supervision and intervision.

“Business Coaching” is the right specialization for prospective students, who aspire to an internal or external job as a business coach or who would like to further qualify themselves academically in this field. Through elective modules such as Online Coaching or Organizational Development in the field of Social Pedagogy/Early Childhood Education, different, individual focal points can

additionally be set during the course of study, which open up further, exciting job perspectives.

Job description: Organizational development, change management, process support, business coaching, marketing and corporate communications, executive and human resources development, self-employment, business start-up.

Companies: Consulting firms, small and medium-sized enterprises (SMEs), associations, social institutions and public administration institutions.



In cooperation with:

+ Certificate “Business Coach”



Above all, I appreciate the practical relevance, hands-on mentality and the great specialist knowledge of the lecturers.

ANNA | M.A. Business Psychology,
Business Consulting



Business Consulting

The field of study “Business Consulting” in the Master’s Program M.A. Business Psychology provides you with solid expertise and current methods to provide consulting services to companies and organizations.

Scientific research methods and current consulting tools are theoretically developed, and concrete decision-making processes within organizations are analyzed and addressed.

You will learn how to develop corporate strategies and how to intervene in the corporate structure in order to solve specific problems and implement the required changes quickly and efficiently. Another focus is on consumer psychology, which will prepare you for a career as a consultant in marketing or sales.

Through elective modules such as online coaching or team and negotiation skills, very different, individual focal points can be set during the course of study, which guarantee success on the job.

Job descriptions: Business development, change management, strategic planning, business consulting, marketing and corporate communications, executive and staff development, self-employment, business start-up.

Companies: Consulting firms, small and medium-sized enterprises (SMEs), associations, social institutions and public administration institutions.

+ Certificate “Business Consultant”



International

VICTORIA International Office

Our International Office is the contact point for prospective international students and students with any questions and concerns regarding a successful academic start at VICTORIA. Here you will receive support, for example with:

- Applications via uni-assist
- Admission questions
- Proof of language skills
- Accommodations assistance
- Information about visa, health insurance and banking matters
- Advice about financing your studies
- Support in the search for cooperation partners in the dual study program

International Office Berlin

Phone: +49 30 206176-63

E-Mail: international@victoria-hochschule.de



- Partner universities
- Erasmus+ partner universities
- Foreign offices of the F+U/VICTORIA
- Partner schools
- Premium Education Partner

VICTORIA ACADEMY OF LANGUAGES

Since 2013, the award-winning language school VICTORIA | Academy of Languages (formerly F+U Academy of Languages Berlin), which is part of our VICTORIA | University of Applied Sciences, has specialized in language courses (German, English) that prepare students for university studies, as well as customized corporate and government training. In fast-paced intensive courses that are as efficient as they are effective, each language level is completed in just six weeks throughout the year. This leaves enough time for test preparation and subsequent study place application. As an internationally recognized test center, the school offers telc, TestDaF, TOEFL and other renowned language certificates. Visa support, assistance in finding a place to study and accommodation services in dormitories and Berlin homestays are all services that are available to students.

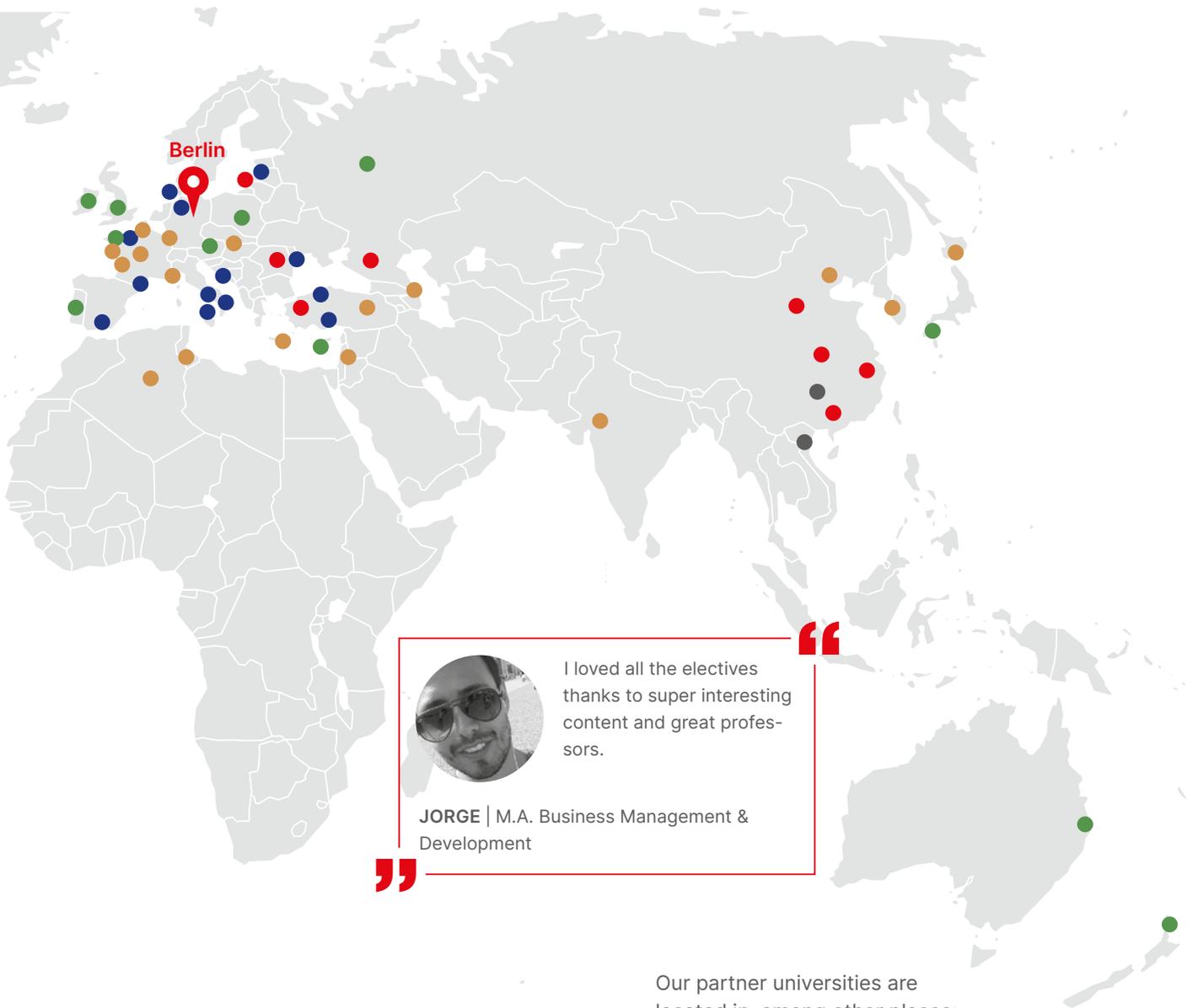
Visa support, assistance in finding a place to study and accommodation services in dormitories and Berlin host families complete the offer.

The VICTORIA | Academy of Languages also functions as the university's International Office. Students from Germany and abroad can book discounted language courses or tests here, get advice on Erasmus semesters abroad, or rent dorm rooms by the week.

Phone: +49 30 2005977-0

E-Mail: info@victoria-languages.de

Website: victoria-languages.de



I loved all the electives thanks to super interesting content and great professors.

JORGE | M.A. Business Management & Development



Our partner universities are located in, among other places:

- the EU
- the Russian Federation
- Turkey
- the People's Republic of China



In May 2015, VICTORIA was awarded the Erasmus+ Charter for the first time, enabling our students to study at another university within the EU during stays of several months. An important experience abroad that enhances any resumé. A selection of our Erasmus+ cooperation universities:

- University Clermont Auvergne (Frankreich; Clermont-Ferrand)
- University of Pisa (Italien; Pisa, Lucca)
- Universitat de Girona (Spain; Girona)
- Avans University of Applied Sciences (Netherlands)

Partner universities

VICTORIA has a variety of cooperative agreements with universities in different countries, from which our students can benefit by acquiring intercultural skills through bilateral exchange opportunities.

Student Housing

International first-year students and exchange students in particular find it difficult to find adequate, affordable housing in Berlin or in Baden-Baden as soon as the semester begins.

That's why VICTORIA offers student housing options at both campuses and even a transfer service to/from the nearest airport. In our campus dorms (single or double rooms), bathrooms and kitchens are shared. In our Berlin Hostel at Gleisdreieckpark, each room is equipped with a private bathroom. Accommodation in Berlin homestays (including catering) is also possible.

For more information, including prices, visit victoria-hochschule.de/en/student-housing-berlin

VICTORIA | University of Applied Sciences
Bernburger Str. 24-25 | 10963 Berlin
Phone: +49 30 206176-63
Fax: +49 30 206176-71
E-mail: international@victoria-hochschule.de
victoria-hochschule.de/en

VICTORIA

INTERNATIONAL UNIVERSITY
OF APPLIED SCIENCES



ACQUIN



Find us on Social Media



Visit our website

victoria-hochschule.de/en