hochschule macromedia
university of applied sciences

Master Programme incl. Online-Semester

Design M.A. I EN
Specialisation Smart City Design

Start with 180 ECTS

1st Semester incl. Online-Semester		2nd Semester incl. Online-Semester		3rd Semester	
Foresight and Global Trends	5 ECTS I 3 SWS	Strategy and Innovation Processes	5 ECTS I 3 SWS	Leadership and Entrepreneurial Thinking	5 ECTS I 3 SWS
Design Project Management	5 ECTS I 3 SWS	Contemporary Design Theories	5 ECTS I 3 SWS	Design Research	5 ECTS I 2 SWS
Applied Smart City Design	5 ECTS I 3 SWS	The Value of Design	5 ECTS I 3 SWS	Master Thesis	20 ECTS I individuelle Betreuung
Urbane Structures and Concepts	5 ECTS I 3 SWS	Design and Management of Uraban Services	5 ECTS I 3 SWS		
Interdisciplinary Project	10 ECTS I 3 SWS	Focus Project	10 ECTS I 3 SWS		
Current Issues (Online Module)	5 ECTS I 3 SWS	Digital Technologies (Online Module)	5 ECTS I 3 SWS		
Practice-based Project (Online Module)	10 ECTS I 3 SWS	Research-oriented Project (Online Module)	10 ECTS I 3 SWS		
45 ECTS / 21 SWS		**45 ECTS / 21 SWS**		**30 ECTS / 5 SWS**	

Job perspektives

- Design Manager/in
- Teamleader Urban Planning Department
- City Marketing Manager/in
- Smart City Strategy Expert
- Manager/in in Business and Urban Solutions
- Manager/in Smart City Mobility

Projects from the studies

- Recommendation to improve the Berlin E-Government service for new citizens with Deloitte Analytics
- Working with SAP to promote artificial intelligence
- Integration solutions Communication campaign for the BMW ParkNow app

As of April 2021. Subject to change without notice.