

Master of Arts **Intercultural Communication and Management**

Continuing Education at the University of Potsdam

Postgraduate four-semester master's degree program: Communication and Management

fully taught in English

Key Facts

 Degree	 Duration	 Location	 Language	 Start
M.A.	4 semesters	Potsdam	English	Spring & Fall

In our complex world intercultural skills are the key to professional success. With the master's program "Intercultural Communication and Management" at the University of Potsdam, you will expand your skills in intercultural communication and international management – alongside your job. Accomplish your Master of Arts degree at the internationally top-ranked University of Potsdam!*

We offer a competitive curriculum with maximum flexibility. Designed as a full-time study course, it is still possible to work while studying if you want to. We developed an innovative combination of on-site block seminars and self-studying periods plus the individual support by your study manager to give you the best career-enhancing university experience.



Prof. Dr. Martin Pfeiffer
Academic Director

"In our interdisciplinary master's program, students from all over the world lay the foundations for a successful career in international contexts."

* In 2024 the University of Potsdam achieved an excellent 17th place worldwide in the Times Higher Education Ranking of young universities. In Germany, the University Potsdam, founded in 1991, was ranked number one. More than 600 universities from over 100 countries were ranked.

Your career in a global context!

The master's program "Intercultural Communication and Management" was developed by the University of Potsdam's UP Transfer GmbH in cooperation with the Faculty of Arts as a study program for continuing education. It offers you the ideal platform to expand your intercultural skills and prepare yourself for the challenges of globalized workplaces. The program not only provides you with sound knowledge of intercultural communication, but also the practical management skills you need in international companies and organizations.

During the program, students will build a solid foundation in core communication and management disciplines such as intercultural business communication, human resources and international marketing. Moreover, they will acquire professionally relevant skills in the areas of conversation analysis, diversity management, leadership and design thinking. The curriculum is carefully crafted to balance theory and practice, enabling graduates to tackle real-world challenges. Because success does not only need numbers – it needs communication!



Program Strengths

Our master's program offers a holistic learning journey, blending practical, academic, and research-based approaches to intercultural communication and management.

Blended Learning

The master's program Intercultural Communication and Management is a full-time commitment, but we recognize the importance of balancing your professional and personal life. Consisting of in-person and remote learning phases, the program integrates into your daily routine, allowing you to combine your studies with your professional and personal life. The seminars are conducted in concentrated block sessions.



Unique Location

Based in one of Germany's most beautiful cities, Potsdam, in the middle of the Berlin-Brandenburg region, our Intercultural Communication and Management program benefits from this thriving scientific and economic landscape. The network of research institutions in this area promotes an environment of innovation and academic growth. Here, you can effectively bridge the gap between research and practice.

Practical Learning

We believe in the practical application of knowledge. We integrate insights gained from university research into our master's program teaching. We know that this approach ensures that your education is immediately relevant to real-world challenges and opportunities. You will not only gain theoretical knowledge, but also first-hand experience in applying business and communication concepts in various contexts.

Academic Excellence and Accreditation at the University of Potsdam

We take pride in the rigorous academic standards of our program, accredited by ACQUIN under the University of Potsdam. This accreditation reflects our commitment to academic excellence and quality assurance, ensuring that your master's degree is recognized and respected worldwide.

Global Networking

Learn in an international environment with participants from all over the world and benefit from our Europe-wide network of universities. Digital seminars will be held in cooperation with universities from various European countries. This allows you to take your language skills to the next level and directly apply the intercultural skills you have acquired.

Curriculum

Communication | 48 ECTS

- Intercultural Communication | 6 ECTS
- Intercultural Business Communication | 6 ECTS
- Conversation Analysis | 6 ECTS
- Applied Conversation Analysis | 6 ECTS
- English as a Global Language | 6 ECTS
- Intercultural Mediation & Conflict Management | 6 ECTS
- Communication Management | 6 ECTS
- Digital Communication, Language and Culture | 6 ECTS

Management | 42 ECTS

- Project Management | 6 ECTS
- Change Management | 6 ECTS
- Management Skills & Negotiations | 6 ECTS
- International Management & Design Thinking | 6 ECTS
- International Marketing & Business Development | 6 ECTS
- Leadership & Human Resource Management | 6 ECTS
- Diversity Management | 6 ECTS

Master Thesis and Disputation | 30 ECTS

- Independent academic research and thesis preparation.
- Oral defense and academic disputation.



Application Requirements

You should have at least one year of professional experience and an undergraduate degree. English language skills at level B2 of the Common European Framework of Reference for Languages (CEFR) are also required.

Required Documents

- Copies of the academic degree(s)
- Copy of the university entrance qualification (e.g. high school diploma)
- Copy of an official identity document
- CV in tabular form, starting age 16
- Copies of employment certificate(s) or evidence of previous professional experience
- Proof of English language proficiency (B2)

Fees and Financing

The fee for the study program is EUR 15,000. The amount is usually paid in four installments, but individual arrangements are also possible. For questions, please get in touch with the program coordinator.

Upon enrollment at the University of Potsdam, an additional semester fee of approximately EUR 300 per semester is due.

Application Deadlines

Summer Semester: classes starting in April

- For non-EU applicants needing a visa, the final recommended deadlines are: December 15th for the following summer semester
- For those not requiring a visa, the ultimate deadlines are: March 15th for the following summer semester

Winter Semester: classes starting in October

- For non-EU applicants needing a visa, the final recommended deadlines are: July 15th for the following winter semester
- For those not requiring a visa, the ultimate deadlines are: September 15th for the following winter semester



University of Potsdam: Where knowledge grows

Founded in 1991, the University of Potsdam has excelled in research and teaching and is well positioned both on a national and international scale. Currently more than 20.000 students are enrolled. The university has been awarded with the Education Prize for Teaching Excellence by the German Association for the Promotion of

Science and the Conference of the Ministers of Education and Cultural Affairs. Unique is the network which connects the University of Potsdam with 21 non-university research institutes and creates an extensive network for external partners in the context of further education.

Continuing Education at the University of Potsdam

UP Transfer GmbH at the University of Potsdam is a non-profit subsidiary and close collaborative partner of the University of Potsdam. It is responsible for continuing education study programs at the uni-

versity. Combining the merits of academic excellence at the University of Potsdam with personal support of every student is our competence. We take pride in providing outstanding service for the students.

Apply today and shape the globalized world of tomorrow.

Contact us!

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*Ein Unternehmen der
Universität Potsdam*

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