

October 2015 Newsletter

With the leaves in front of our windows slowly withering, our last summer course ended last week, completing a great year with a great group of people. We sincerely thank all participants, lecturers and student tutors who made this eventful year possible. We tried to capture its essence in pictures and numbers which you can find below. And while autumn is slowly sneaking up, we already work on a brand new program for next year. We hope to see one or two of you again!

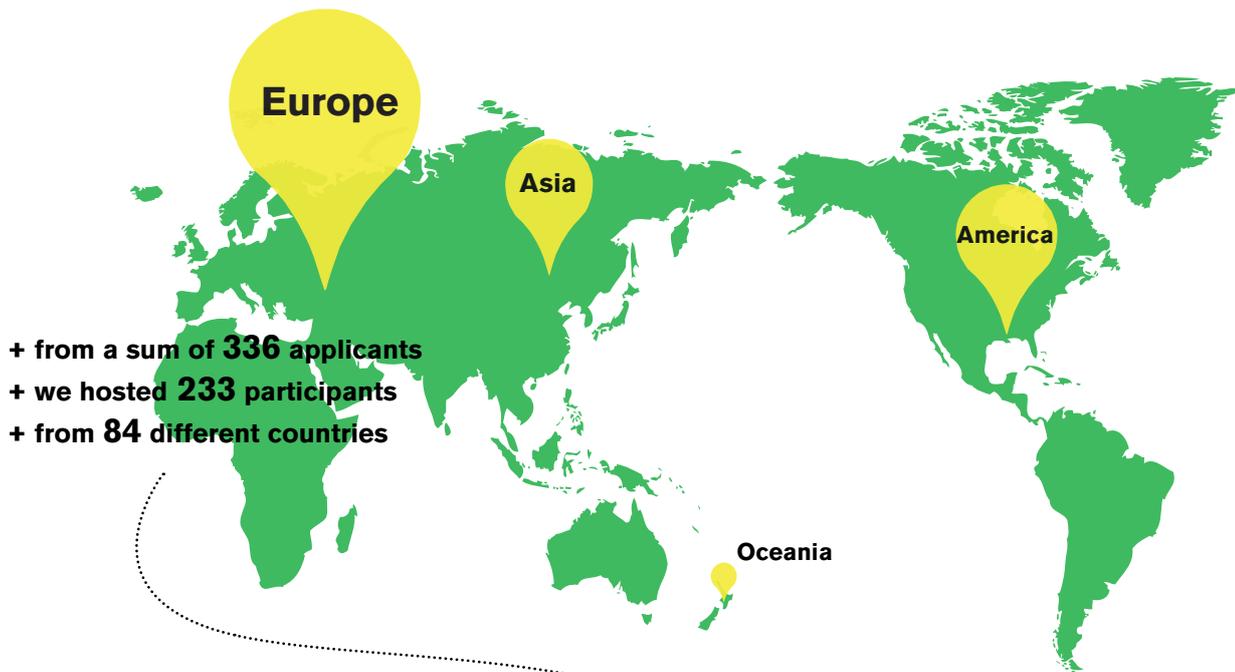
All the best,
The Summer University of the Arts Team:
Annika, Bianca, Matthias and Stephanie

- **The Summer University in numbers: all about 2015**
- **MOOC in October**
- **Coming soon: Our new 2016 program**

Berlin Summer University of the Arts

International
Summer School
of Creative
Entrepreneurship

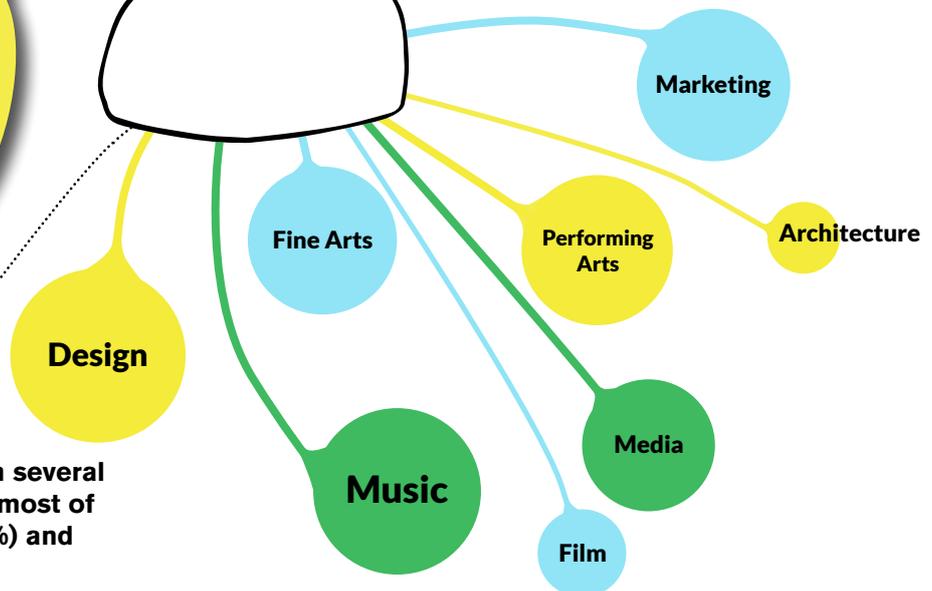
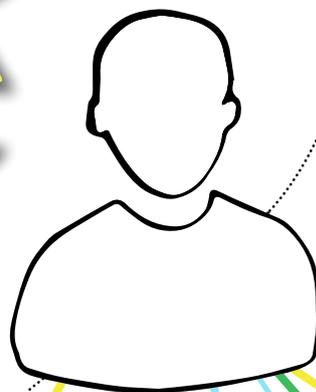
THE SUMMER UNIVERSITY IN NUMBERS: ALL ABOUT 2015



„See, talk, chill with different people from other countries, also learn about their work and other possibilities of techniques, learning about the professions was interesting!“
23yo participant from Mexico

„I would recommend it to people who want to understand how the uni works and have a professional consultation.“
20yo participant from Russia

„Insights in various tools and methods, hands-on experience, new perspectives and challenges regarding Service Design, discussions and ideas within an interdisciplinary context.“
26yo participant from Austria



Our 2015 participants came from several professional backgrounds, with most of them working in the Design (19%) and Music (18%) fields.

Let's MOOC – Building Strong Digital Brands

On October 19th, the very first Massive Open Online Course (MOOC) from the Berlin Career College at the UdK Berlin on Digital Branding launches in cooperation with iversity.org. The MOOC Building Strong Digital Brands is a six-week long course in English, designed by Prof. Dr. Dieter Herbst and the Berlin Career College of the Berlin University of the Arts. It offers an introduction into the basics of digital brand management. Participants will experience how to establish a digital brand, how to position it effectively, and how to tell exciting stories. They will get to know what defines unique brands and why they generate strong emotions. Ambitious digital pioneers can subsequently look forward to the post graduate MBA Digital Brand Management around the World. The ISSCE is co-financed by the Berlin Senate Chancellery - Cultural Affairs through the ERDF - European Regional Development Fund.



Prof. Dr. Dieter Herbst

Massive Open Online Course

From October 19th until December 7th 2015

Audit Track: Free (All Course Material)

Certificate Track: 49 Euro (All Course Material, Graded Online Exam, Certificate of Accomplishment)

Further information and registration at:

http://bit.ly/mooc_digital-brands

Coming soon: Our new 2016 program

Just because a fantastic program year ended for us last week does not mean we will rest our heads and feed from now on. The program for the 2016 summer is already in the making and we cannot wait to share it with you soon. Prepare to see some familiar faces, and contents you have not heard of yet. Have we aroused your interest? With our newsletter you will always be up-to-date. As in recent years, we will publish the first course details in the course of January.

To get some insights visit us on flickr:

http://bit.ly/bsua_albums



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