



Passion for life.

# Virtual Open Day | 16.07.2026

## SRH University Germany



# SRH Virtual Open Day | Agenda



| Slot          | Topic                                               | Speaker                                          |
|---------------|-----------------------------------------------------|--------------------------------------------------|
| 16:00 - 16:05 | Welcome & Introduction                              | Oana Lelcu                                       |
| 16:05 - 16:15 | The Core Method                                     | Prof. Gabor Kovacs                               |
| 16:15 - 16:25 | Business & Law School                               | Prof. Alexander Wulf                             |
| 16:25 - 16:35 | School of Technology & Architecture                 | Prof. Saiful Islam                               |
| 16:35 - 16:45 | School of Arts, Information & Media                 | Prof. Carlos Morelli                             |
| 16:45 - 16:50 | Programme Spotlight   Intl. Business Administration | Emily Liu & Allaith Helmi                        |
| 16:50 - 16:55 | Programme Spotlight   Applied Data Science & AI     | Prof. Swati Chandna                              |
| 16:55 - 17:05 | Campus Tours   Berlin & Heidelberg                  | Elio Khoury - Ebrahim Al Jabal - SRH Ambassadors |
| 17:05 - 17:15 | Visa & Accommodation                                | Anooth Krathis Prabakaran                        |
| 17:15 - 17:30 | Employability & German language                     | Caroline Kyprianou                               |
| 17:30 - 17:40 | Goin'                                               | Sergio Lista                                     |
| 17:40 - 17:50 | Student Clubs & Events                              | Teah Kastrati                                    |
| 17:50 - 18:00 | Q&A                                                 |                                                  |

# Introducing SRH

# 02

# Why Germany & SRH University?



**10.000**

Students



**140+**

Nationalities



**130+**

Study programmes in  
English



**93%**

Graduate employability  
within 1 year

## Excellent Teaching Quality

Re-accredited for 10 years by the German Council of Science (Wissenschaftsrat). CHE top results.  
MIM - FIBAA accredited.

## 3,500 Corporate Partners

Direct industry links: SAP, Bosch, Mercedes-Benz, Roche, Accenture, Amazon, Deloitte, EY, KPMG, PwC and more.

## The CORE Principle

SRH's exclusive study model: 5/8 week blocks, 1–2 topics at a time, small groups (lecturer – student ratio at SRH is 1:25 vs 1:36 national) — project-based, no passive lectures.

## Founded 1966 — Non-profit

SRH Holding: 30 companies, 60 locations, €1.1 bn revenue/year, 17,500 employees. Independent of private equity.

SRH University of Applied Sciences Heidelberg was founded in 1969 as the first private UAS in Germany.



# Design Your Future

## SRH University

● Main international campuses



# Introduction | UX and Product Development Teaching Staff

## About me



**Gabor Kovacs**

Professor for applied digital media  
Program Director for Web Development /  
UX Design and Data-Driven Design

SRH University Germany  
Faculty for Art, Information and Media



The CORE principle stands for "competence oriented research and education". This educational model is centered upon **real learning and research experience.**

**In our research programmes,  
we have **two rules** regarding  
module projects.**

**1. All projects must be real-  
world projects.**

**2. All projects must be  
sustainable.**



# Game- and Hardware supported Parkinson Speech Therapy

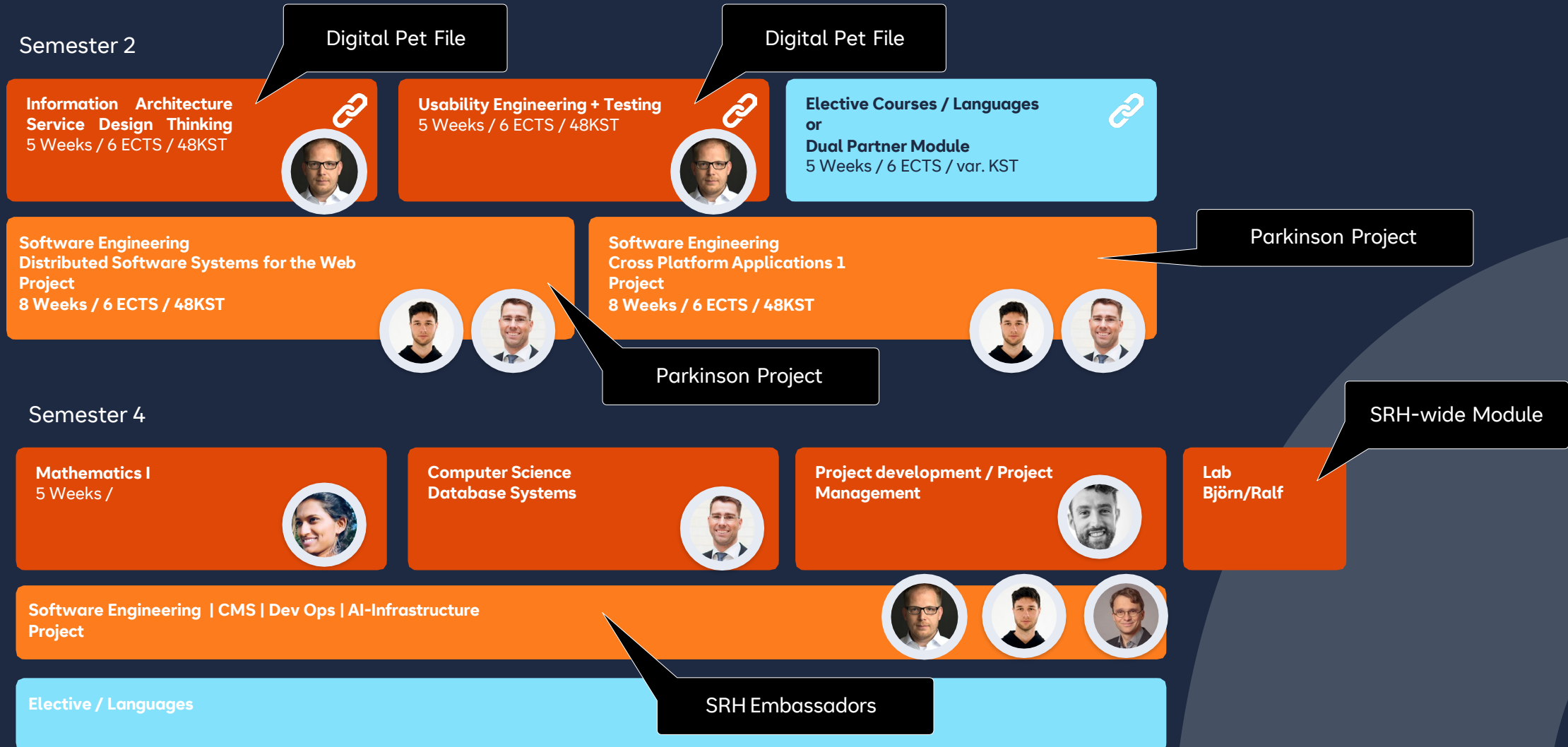
Development of a sensor platform  
and an AI-backed  
data interpretation pipeline

WS25/26 and  
SS26

Development of speech therapy  
for patients with Parkinson's  
disease

# How to create learning experience

## Module structure and planning



# How to create learning experience

## Module structure and planning

Semester 6



Semester 7 (China only)



# How to create learning experience

## Module structure and planning

### Semester 2

Human-Machine Interaction Technology 1



Usability Engineering + Testing  
5 Weeks / 6 ECTS / 48KST



Elective Courses  
5 Weeks / 6 ECTS / var. KST

Creative Strategies and Digital Story Telling



Service Design + High Fidelity Prototyping  
AI-augmented Design



Charté Project

Umsetzung Charté Project via KI-Tool

### Semester 4

golem.de

Content Creation 1 (Social Media)



Content Creation 2 (Video/ Audio)



Personal Branding + Self Management



golem.de

Lab  
Björn/Ralf

Project 4 | Human Experience Design (Free Project)



Elective Courses

Prof. Jürgens

Lab Module

# How to create learning experience

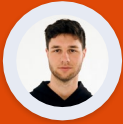
## Module structure and planning

Semester 6

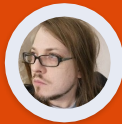
Vibe Coding Workshop

Parkinson Project

Human-Machine Interaction  
Technology 2



Game Design 1



Interactive Environment /  
Spatial Design 2 for VR / AR / MR



Implication of  
artificial  
intelligence +  
Future Studies



Interactive Environment /  
Spatial Design 1 for VR / AR / MR



Elective Courses

Parkinson Project





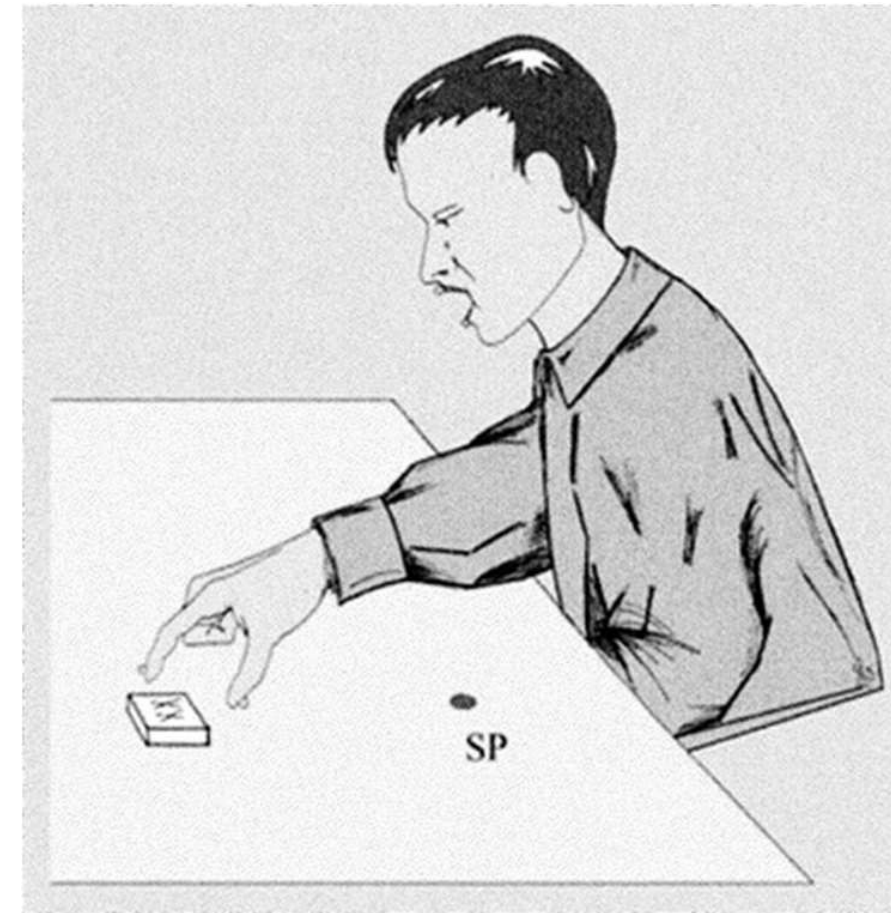
# Project Therapeutic Application

Gamified Training and Therapy tracking



# Fundamental Research

- Relationship between speech and upper-limb function:
  - Participants had to **grasp objects** of different sizes, requiring different grasp patterns (index finger and thumb; grasp with mouth)
  - Grasping while speaking syllables „à" mouth opening and acoustic power during sound production were affected by object size
  - Lip aperture were larger when grasping larger objects  
„à" speech related muscles are influenced by upper-limb motor patterns



## Research question

# Would PD-patients benefit from speech therapy in combination with movement therapy?

- The bigger the grasp pattern the better the mouth opening (also in PD?)
- The bigger the grasp pattern the louder the voice (and intelligibility), also in PD?
- Does this also apply for steps? The bigger the steps the bigger the mouth opening?
- The bigger the steps the louder the voice?
- <https://www.youtube.com/watch?v=wElz9jNrqn8>

# Project

## Technical challenges

## Measurement of Body Movement

Body and respiratory movements must be measured in physiologically appropriate positions to enable reliable conclusions about **thoracoabdominal movement, respiratory kinematics**, and the coordination between breathing and speech.

It is crucial that sensors are placed in a way that does not restrict natural movement while simultaneously providing reproducible measurement data.

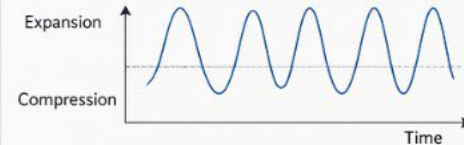


### What is Measured?

- Thoracoabdominal movement
- Respiratory kinematics
- Coordination between breathing and speech

### Example Signals

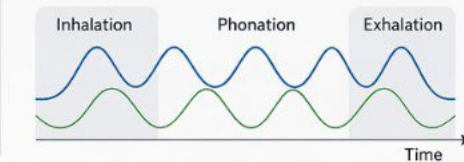
#### Thoracic (Rib Cage)



#### Abdominal (Abdomen)



### Breathing-Speech Coordination



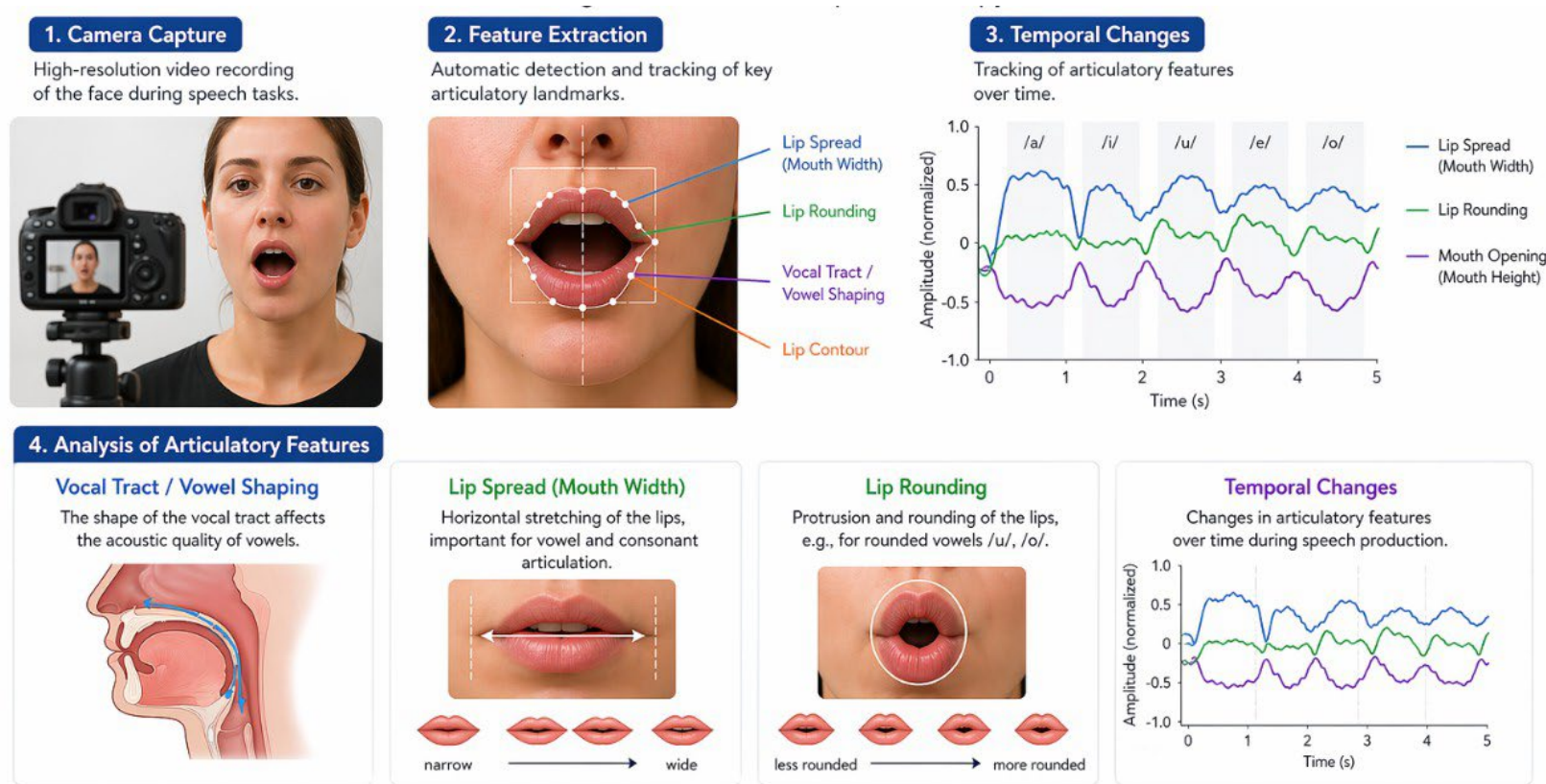
# Project

## Technical challenges

### Camera-based Analysis of Oral Movement

The camera image is used to capture articulatory features, particularly vocal tract/vocal formation, lip spreading, lip rounding, and their temporal changes.

This visual analysis supports the assessment of orofacial motor function and articulatory precision throughout the course of therapy.





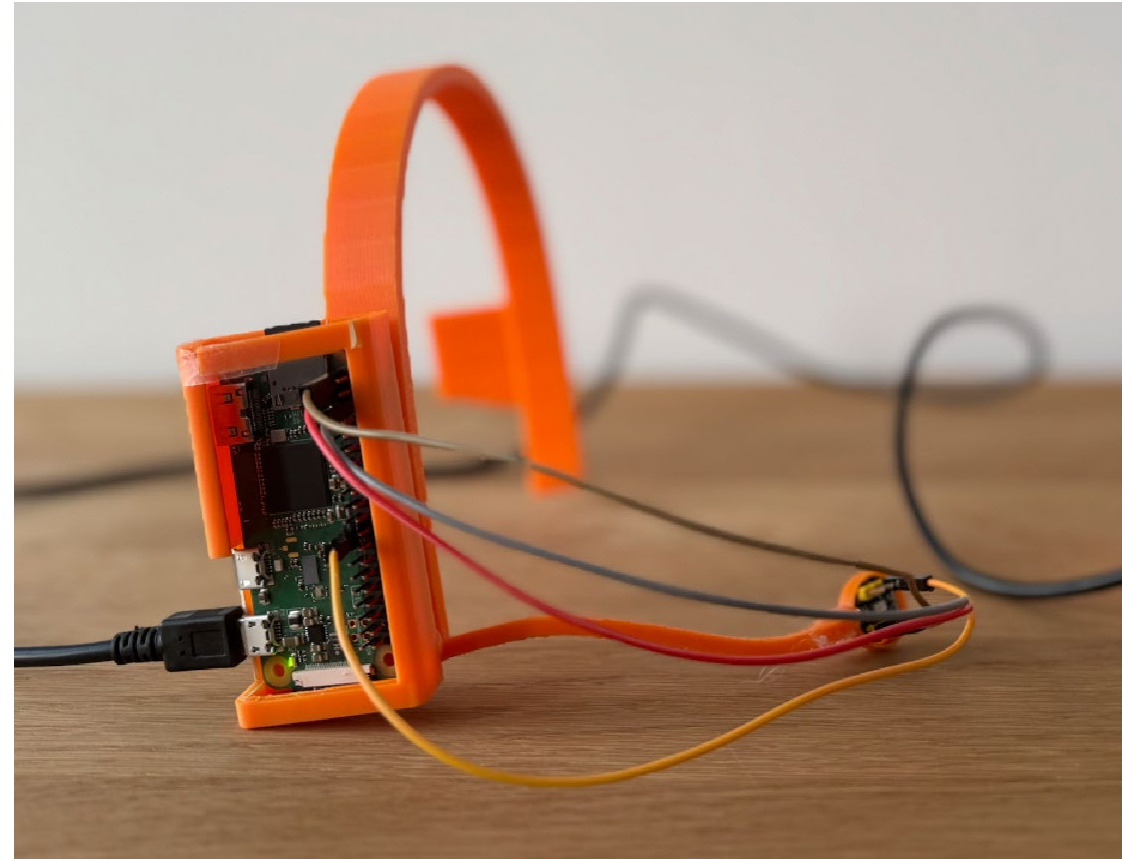
## Project

### Technical challenges

Speech quality and accurate data capture

Speech quality must be ensured through precise and interference-free recording, as Parkinson's patients often suffer from dysarthria as the disease progresses. This motor speech disorder particularly affects articulation, phonation, speech volume, and voice stability.

The goal is to make changes in speech motor function reliably measurable.

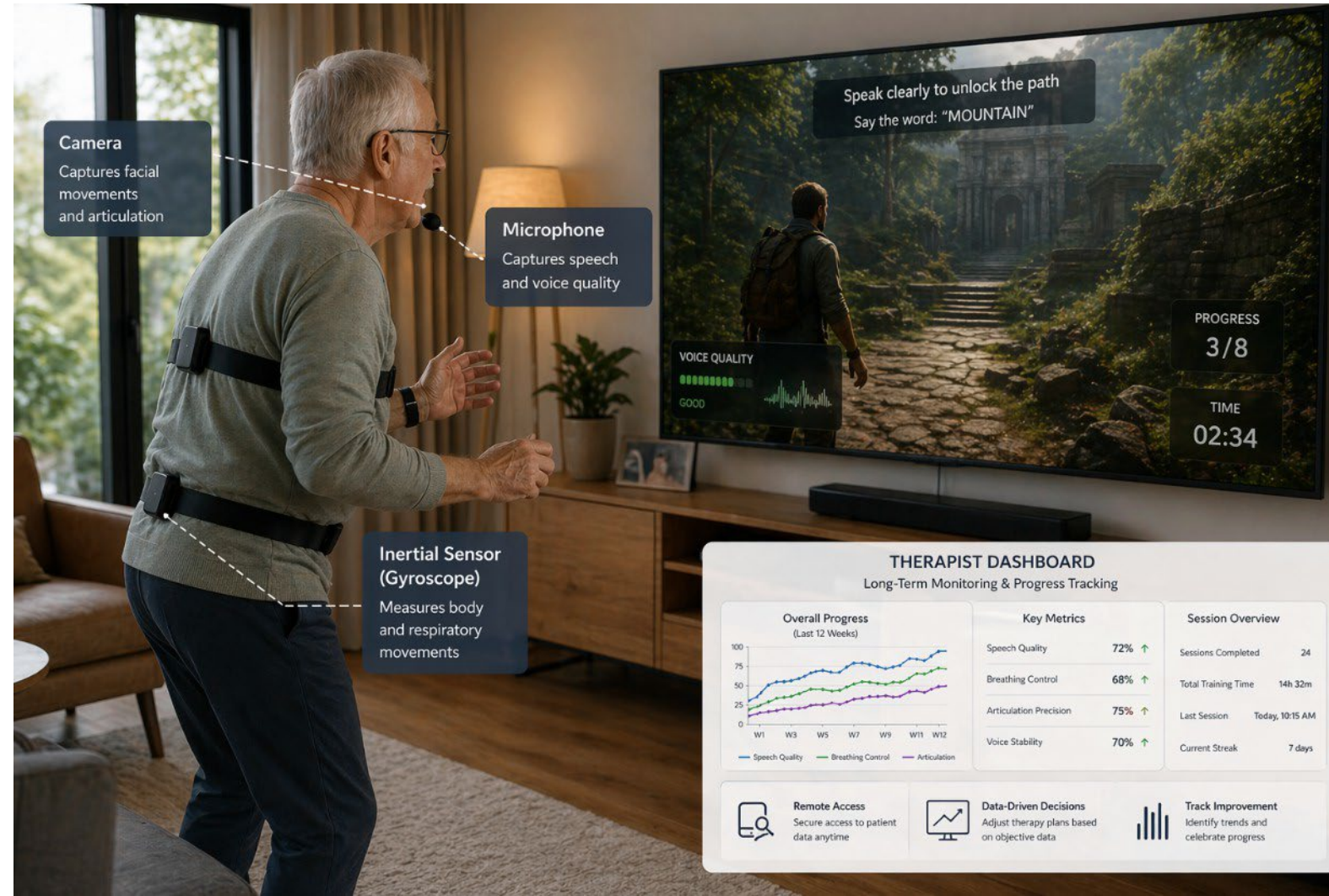


# Project Therapeutic Application

## Gamified Training and Therapy tracking

An interactive game-based system enables adults with Parkinson's disease to train speech, breathing, and articulation at home using the sensor setup in combination with a smart TV or gaming console. This engaging approach supports long-term adherence and continuous therapy.

At the same time, therapists can access longitudinal data via a dedicated dashboard, allowing them to monitor progress, analyze trends, and adapt therapy strategies based on objective measurements over time.





## Project Insights

### Testing MVPs







## Project Insights

### Testing MVPs





## Project Insights Testing MVPs













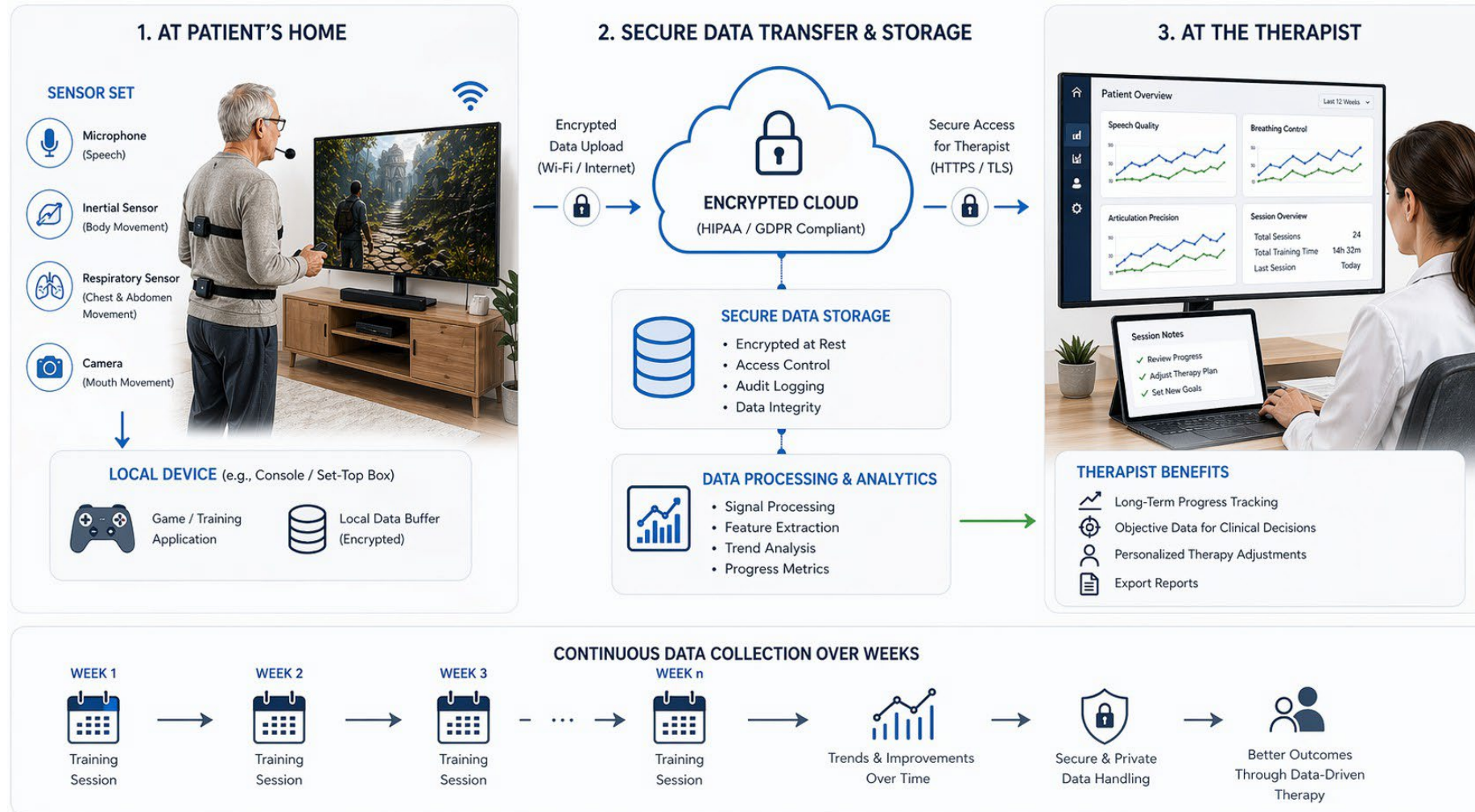
# Project Insights

## Data Collection



# Project

## Gamified Training and Therapy tracking overview





# SRH Bachelor Programmes | Overview

## Business & Law

- B.A. International Business Administration (IBA)
- B.A. Global Hospitality Management
- B.A. Law, Economics & Governance
- B.A. International Relations & Global Economics

## Technology & Engineering

- B.Eng. Applied Mechatronic Systems (+ Siemens cert.)
- B.Eng. Mechanical / Electrical / Business / Climate Change Engineering
- B.Sc. Computer Science
- B.Sc. Biotechnology

## Arts, Design & Media

- B.A. Advertising, Fashion, Interior, Product Design
- B.A. Film & Motion Design, Photography, Illustration
- B.A. Music Production, Audio Design
- B.Sc. VR & Gaming, Web Dev, Applied AI

## Health, Social & Psychology

- B.Sc. Nutrition & Technology (EN)
- B.A. Social Work (EN & DE)
- B.Sc. Nursing, Occupational Therapy, Physiotherapy (DE)
- B.Sc. / B.A. Psychology

# SRH Master Programmes | Overview

## Business & Law

- M.A. International Management / Intl Business & Leadership
- MBA General / Healthcare / HR / Marketing Intelligence
- M.Sc. Supply Chain / Finance / AI in Business
- LL.M. Law & Technology

## Technology & Engineering

- M.Sc. Computer Science (Big Data & AI/ Cyber Security)
- M.Eng. Engineering & Sustainable Technology Management
- M.Sc. Applied Data Science & AI/ Biotechnology
- M.A./M.Sc. Architecture / M.Sc. Health Informatics

## Arts, Design & Media

- M.A. Film, Television & Digital Narratives
- M.A. Photography / Strategic Design / Social Design
- M.Sc. User Experience & Data-Driven Design
- M.Mus./M.A. Classical Music / World Music (via BIMA)

## Health, Social & Psychology

- M.A. Dance Movement Therapy / Music Therapy
- M.Sc. Digital Health / Regulatory Affairs – Medical Devices
- M.Sc. Dysphagia Management / Nutrition
- M.Sc. Psychology (DE)

# BLS | Is a Business or Law Graduate Degree still Worth It in 2026?

**Yes, but the case rests on cost and quality, not prestige.**

**Prof. Dr. Alexander J. Wulf, MSc (LSE)**

Professor of Law and Economics

03



# A graduate degree still pays. The question is whether you overpay for it.



The market has cooled and the wage advantage has shrunk. But the degree still earns a premium. What decides the outcome in 2026 is the price you pay, and how much you have to borrow to pay it.

**A note on the data:** the most detailed evidence comes from the United States and is labelled as such. European figures, where available, point the same way.

1

## The market

Why grad school looks tempting

2

## The premium

Shrinking, but still real

3

## The cost

Rising faster than the payoff

4

## The rule

When it is worth it

# The market graduates walk into has cooled

Weak hiring and fear of AI are pushing new graduates toward more school. The backdrop that makes grad school tempting is a genuinely tougher entry-level market.

## RECENT-GRADUATE UNEMPLOYMENT • US

**4.8%**<sup>1</sup>

For ages 22–27 in mid-2025, recent-graduate unemployment was consistently above the ~4% national rate: an unusual reversal for this group.

## STANFORD (US) MBAs EMPLOYED IN 3 MONTHS

**80%**<sup>3</sup> ↓ **from 91%**

Class of 2024 vs. 2021. When even elite business graduates feel the squeeze, the slowdown is not confined to the bottom of the market.

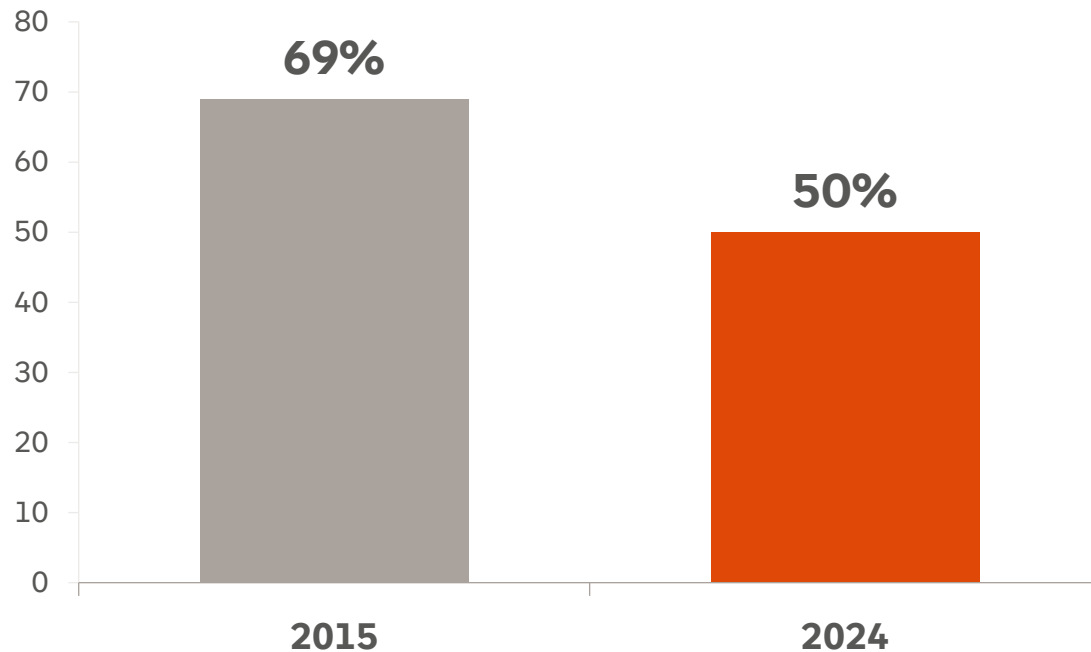
<sup>1</sup> Recent-graduate unemployment 4.8% (ages 22–27, June 2025): Federal Reserve Bank of New York, “The Labor Market for Recent College Graduates”, cited in WSJ (3 Aug 2025). National rate ~4.0%: same.

<sup>2</sup> “First time consistently above the national average”: The Economist (16 Jun 2025), based on Matthew Martin, Oxford Economics.

<sup>3</sup> 80% of Stanford MBAs employed within 3 months, Class of 2024 (down from 91% in 2021): The Economist (16 Jun 2025); Stanford GSB Employment Report.

# The graduate pay advantage is narrowing

United States: extra earnings of the median graduate over a high-school graduate (%)



**A 19-point fall in a decade.<sup>1</sup>**

- **More graduates:** the credential is less scarce.
- **Non-graduates can do more:** smartphones and software erased the old skills gap.
- **Fewer graduate-heavy jobs:** a lasting M&A slump has thinned hiring in law and finance.

*This is not only an American story: the EU, Britain and Canada show the same fading advantage for young graduates.<sup>2</sup>*

<sup>1</sup> US graduate wage premium fell from 69% (2015) to 50% (2024), median college vs. high-school graduate: The Economist (16 Jun 2025), based on Federal Reserve Bank of New York data.

<sup>2</sup> Same fading advantage across the EU, Britain and Canada: The Economist (16 Jun 2025).



# Most recent data: a degree still buys an edge

United States, latest data · New York Fed, March 2026, ages 22–27.

|                                  | Bachelor's | High school to<br>associate |
|----------------------------------|------------|-----------------------------|
| Unemployment rate <sup>1</sup>   | 5.6%       | 7.2%                        |
| In the labour force <sup>2</sup> | 86.7%      | 75.9%                       |
| Actually in work <sup>2</sup>    | 82.4%      | 70.5%                       |

## But the edge is shrinking

- 42% of US employees now hold a bachelor's or higher<sup>3</sup>, up from ~36% a decade ago. The credential is less scarce.
- The bachelor's wage premium slipped to ~55% (2025) from ~63% (2015)<sup>3</sup>.
- History rhymes: the high-school wage premium melted away once diplomas became near-universal (Goldin & Katz).

**Young graduates now trail the overall workforce average, yet still out-work their peers without a degree. The same logic runs one level up: a graduate degree adds a further edge, but only where it stays affordable.**

<sup>1</sup> Unemployment, ages 22–27, March 2026: bachelor's 5.6% (from 3.6% in Dec 2019); all education levels in the age group 7.2%. New York Fed, cited in WSJ, "New College Grads Confront a Tight Job Market but Still Have an Edge", Justin Lahart (22 May 2026).

<sup>2</sup> Labour-force participation (86.7% vs 75.9%) and employment-to-population ratio (82.4% vs 70.5%), Q1 2026: Brad Hershbein, W.E. Upjohn Institute, in the same WSJ article.

<sup>3</sup> Bachelor's wage premium ~55% (2025) vs ~63% (2015); 42% of US workers hold a BA+ (vs ~36% a decade earlier): Economic Policy Institute, in the same WSJ article. All US data.

# Yet the degree still earns more, often much more

United States figures (Georgetown CEW).

**+18%**<sup>1</sup>

Average premium a master's adds over a bachelor's degree

**+60%**<sup>1</sup>

and more: the premium for professional and doctoral degrees

**14% → 16%**<sup>2</sup>

Share of jobs requiring graduate degrees projected to rise from **14% in 2021 to 16% in 2031**.

The takeaway from labour economists: **going to grad school in a soft market is a legitimate move**: the data show it helps when you enter the workforce. The condition is due diligence: it has to be a genuine investment, not just a place to wait out a bad year.

<sup>1</sup> Master's earns ~18% more than a bachelor's on average; professional and doctoral degrees 60%+ (US): Georgetown University CEW, cited in WSJ (3 Aug 2025).

<sup>2</sup> Share of jobs requiring graduate degrees projected to rise from 14% in 2021 to 16% in 2031.

# The premium held flat. The price did not.

United States figures, but the logic applies wherever you borrow.

## THE PAYOFF

~18%<sup>1</sup> *flat*

The master's premium has barely moved for ~30 years.

## THE PRICE

+50%<sup>2</sup> *and rising*

Real median graduate-school debt rose ~50% between 2000 and 2020.

**The result: for anyone who borrows, a growing share of that premium is eaten by repayments.**

<sup>1</sup> Master's earnings premium ~18%, roughly unchanged for ~30 years (US): Georgetown CEW, cited in WSJ (3 Aug 2025).

<sup>2</sup> Real median graduate-school borrowing rose ~50% between 2000 and 2020 (inflation-adjusted 2022 dollars): Georgetown CEW, cited in WSJ (3 Aug 2025).



# One test: can you actually repay it?

## RULE OF THUMB · TOTAL DEBT

**Borrow  $\leq$  one year's pay<sup>1</sup>**

Keep all loans (undergrad + grad) under your expected first-year salary.

## RULE OF THUMB · MONTHLY BURDEN

**Payments  $\leq$  10% of income<sup>2</sup>**

Loan repayments should stay under a tenth of discretionary income.

**Reality check:** among US programs that report data, 41% of master's and 67% of professional programs already push graduates past that 10% line.<sup>3</sup>

So the real question is not *"should I go to grad school?"* but *"should I go to this program, at this price, if I must repay X?"*

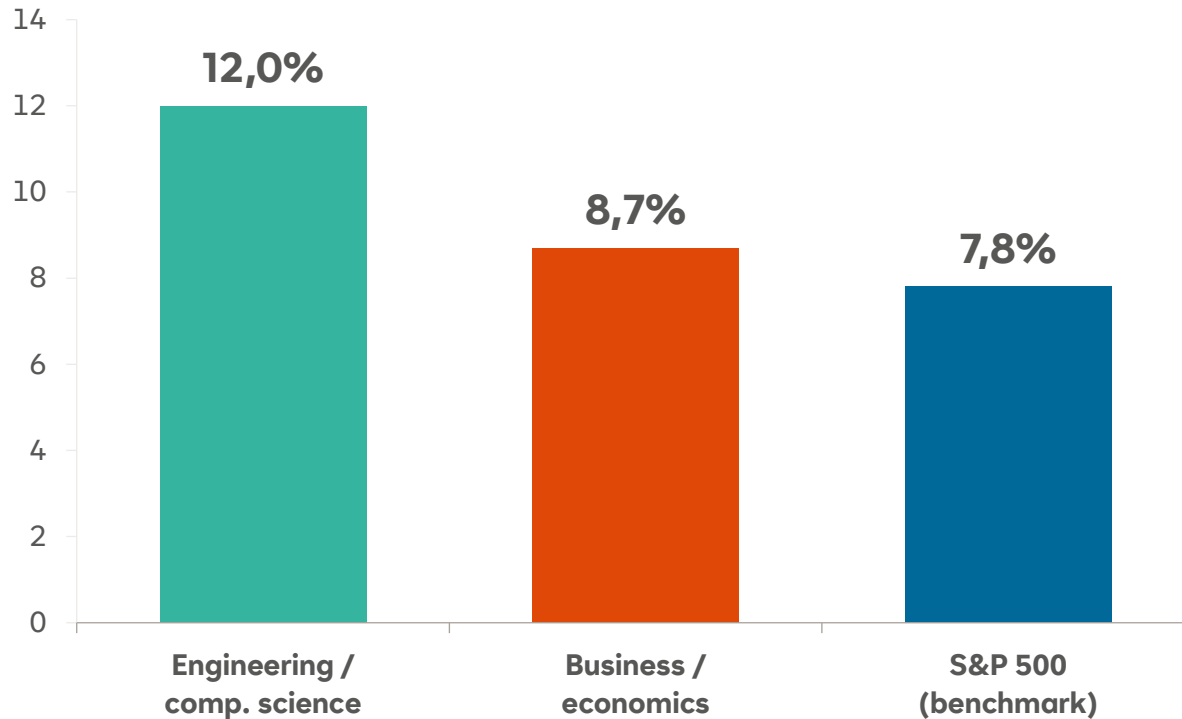
<sup>1</sup> Total borrowing (undergrad + grad) no more than expected first-year salary: Mark Kantrowitz, in WSJ (3 Aug 2025).

<sup>2</sup> Student-loan repayments no more than 10% of discretionary income: Georgetown CEW, in WSJ (3 Aug 2025).

<sup>3</sup> 41% of master's and 67% of professional programs exceed the 10% benchmark (US, reporting programs): Georgetown CEW, in WSJ (3 Aug 2025).

# What you study beats where you study

20-year annualised return on degree cost, US universities (%)



## Field decides the return.<sup>1</sup>

An engineer from an ordinary school still beats the stock market. The subject matters far more than the prestige of the name on the diploma.

### ...and some fields lose money

A fine-arts degree from one U.S. college returned **-\$92,000** over 20 years.<sup>2</sup>

<sup>1</sup> 20-year annualised return on degree cost (US): engineering/comp. science ~12%, business/economics 8.7%, S&P 500 7.8%: PayScale, in The Economist (12 Mar 2015).

<sup>2</sup> Fine-arts degree, Maryland Institute College of Art: 20-year net return of -\$92,000: same source. Decade-old figures; the direction, not the exact number, is the point.

# Levers to keep the cost down

1

## Hold tuition and living costs low

The most expensive markets are the United States, the United Kingdom and Australia. A cheaper country can change the whole equation.

2

## Study where you can work afterwards

Germany gives third-country graduates of German universities **up to 18 months** to find qualified work; during that period, they may work in any job.<sup>1</sup>

3

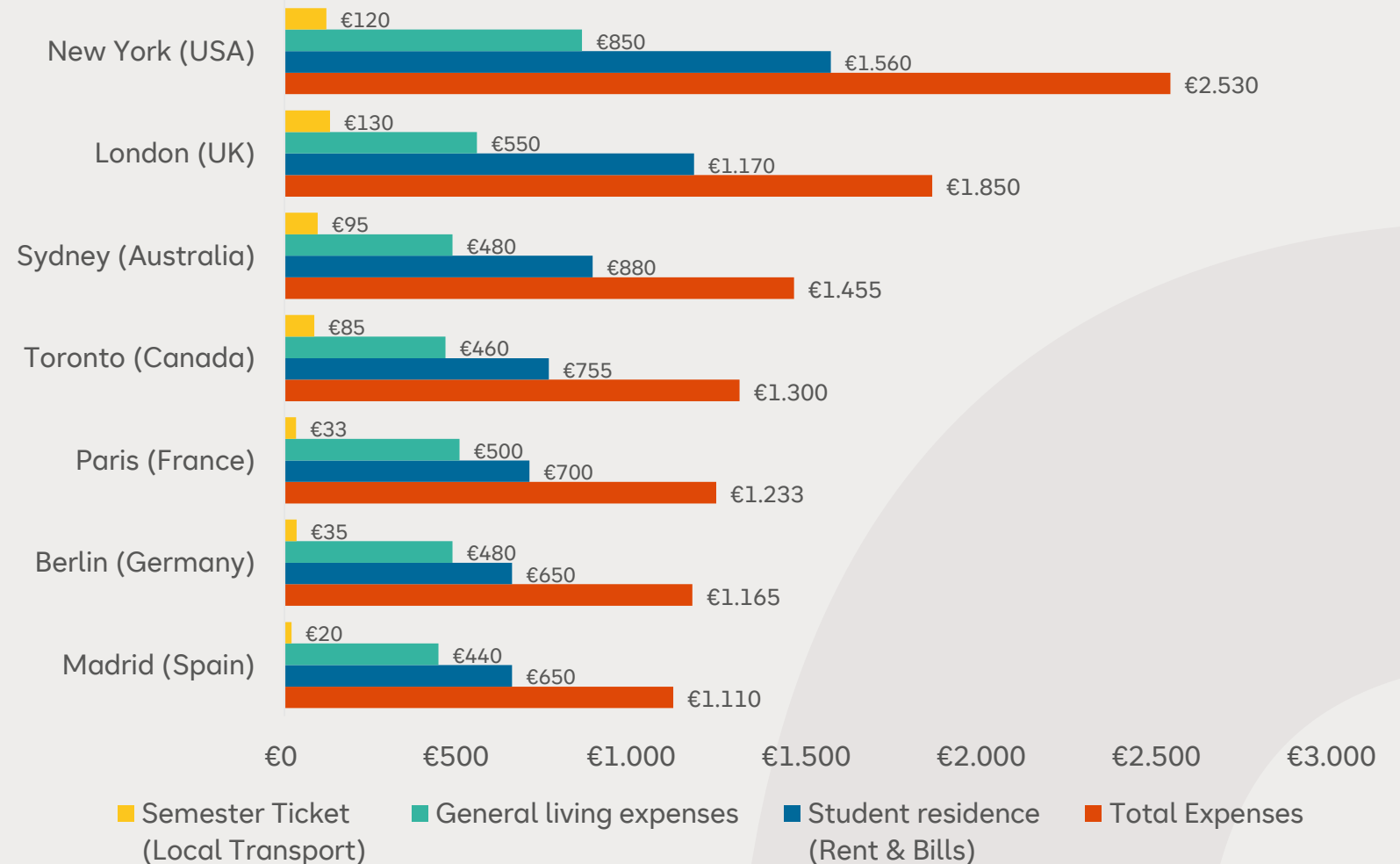
## Turn study into local income

A job in the country where you studied usually means higher pay, which makes the debt easier and faster to repay.

<sup>1</sup> Germany post-study job-seeking permit: up to 18 months for third-country graduates of German universities; any work permitted during job search. Sources: AufenthG § 20(3); BAMF; Make it in Germany.



# Cost of living: Berlin vs World



# So, is it worth it?

## Yes, if the cost stays in check.

- ✓ **A field with a real premium:** law, business and STEM still pay; arts and low-return fields rarely justify heavy debt.
- ✓ **Debt you can carry:** total borrowing under one year's pay; repayments under 10% of income.
- ✓ **The lowest feasible price:** minimise tuition and living costs; a cheaper country beats a famous one.
- ✓ **A place you can work after:** so the degree converts into income that clears the loan.

The degree has not stopped paying. In 2026, what has vanished is the room to overpay for it.

# Sources

- **The Wall Street Journal:** "It's a Tough Job Market for New College Grads. Is an Advanced Degree Worth It?", Carla Fried, 3 August 2025 (online title: "Is a Graduate Degree Worth It in This Tough Job Market?").
- **The Economist:** "Why today's graduates are screwed", Finance & economics section, 16 June 2025.
- **The Economist / PayScale:** "It depends what you study, not where", 12 March 2015.
- **Georgetown University CEW:** Center on Education and the Workforce: graduate-degree earnings, borrowing and repayment data, as cited in the WSJ article above.
- **Federal Reserve Bank of New York:** "The Labor Market for Recent College Graduates", data through mid-2025.

# TEAC | Technology in the age of AI

SRH-University of Applied Sciences  
School of Technology and Architecture

Presenter : Saiful Islam (Lecturer and Scientific Worker)

04



# AI in Technology, Engineering & Computing

**170M**

**new jobs by 2030**

created by global trends; 92M roles displaced, net +78M

**39%**

**key skills will change**

employers expect major skill shifts by 2030

**66%**

**leaders require AI skills**

would not hire someone without AI skills

**70%**

**skills may change**

AI is a catalyst in most jobs by 2030

AI is not one programme. It is a practical tool across engineering, computing, data, industry and business.

Sources: WEF Future of Jobs Report 2025; Microsoft & LinkedIn Work Trend Index 2024; LinkedIn Work Change Report 2025.

# Why this matters now

The same AI idea appears differently in manufacturing, automotive, cloud, energy and security.

I4

## Industry 4.0

predictive  
maintenance  
quality control

AU

## Automotive

testing, safety  
battery systems

CD

## Cloud & Big Data

scalable services  
analytics

SG

## Smart Grid

forecasting  
energy  
management

CY

## Cybersecurity

threat detection  
risk governance

**Professional rule: AI can assist, but the human remains responsible**

**AI is changing work faster than curriculum**

**Message for students: AI + domain knowledge + judgement creates the advantage**

**Preparing students for an AI-enabled future of work**

**Common pattern: data → model → decision → validation**

# AI and hiring

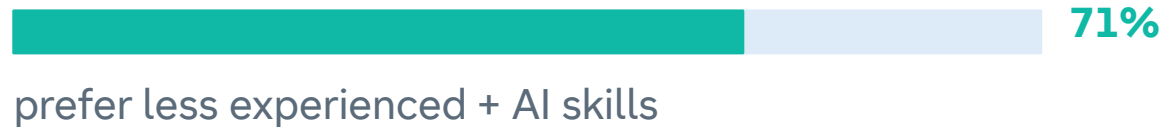
## How companies increasingly evaluate graduates

Hiring is moving from "Can you use software?" to "Can you work with data, AI and uncertainty?"

### AI aptitude



### AI over experience



### Early responsibility



### The graduate profile employers' value

AI literacy

Subject expertise

Critical judgement

This is why AI belongs in every conversation

Source: Microsoft & LinkedIn Work Trend Index 2024.

# How students/graduates can use AI

Useful AI is a workflow (not a shortcut)

We learn to ask better questions and verify every answer



## Prompt example

*Weak: //Explain Smart control system/ Better: //Explain Smart control for a residential building using a heating system example; include one prototype, one example and a monitoring system//*



# Industry examples

Where AI appears in real technology work

|           |                                |                                       |                                                              |
|-----------|--------------------------------|---------------------------------------|--------------------------------------------------------------|
| <b>SM</b> | <b>Smart Manufacturing</b>     | Sensors + PLC + AI model              | <b>Predict machine failure before downtime</b>               |
| <b>AU</b> | <b>Automotive</b>              | Vehicle data + perception AI          | <b>Assist driving, testing, safety validation</b>            |
| <b>EN</b> | <b>Smart Grid &amp; Energy</b> | Weather + demand + optimization       | <b>Balance Solar energy, battery, grid and load (demand)</b> |
| <b>CL</b> | <b>Cloud &amp; Big Data</b>    | Streaming data + scalable AI services | <b>Turn large datasets into decisions</b>                    |
| <b>CY</b> | <b>Cybersecurity</b>           | Logs + anomaly detection              | <b>Detect attacks faster and reduce risk</b>                 |

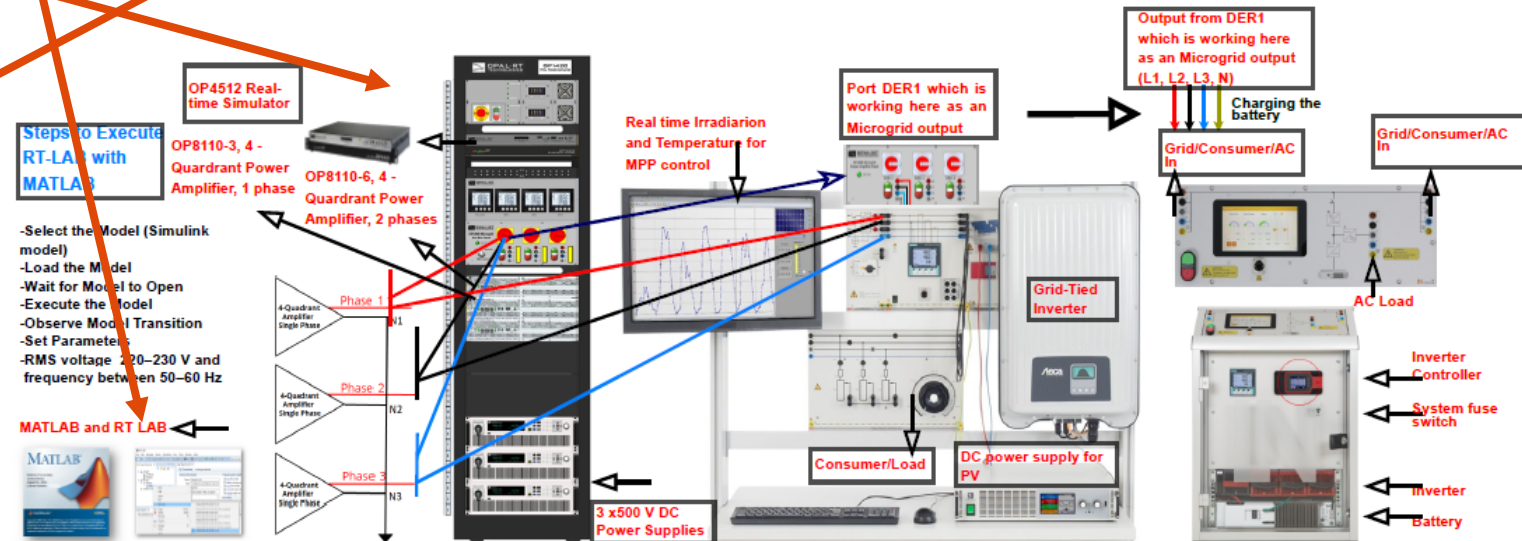
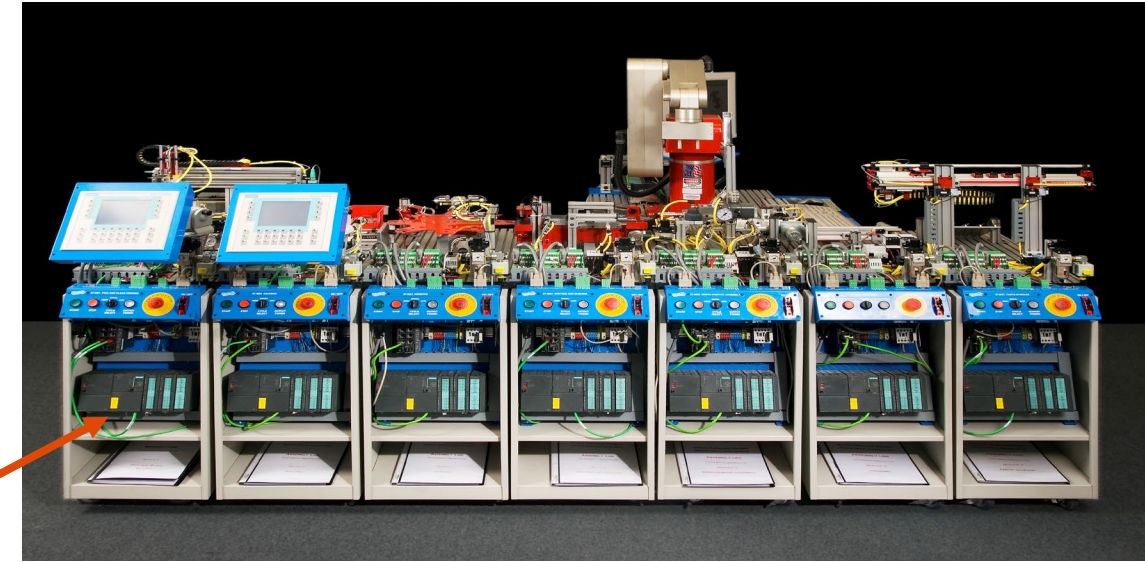
**Same logic: collect data → model system → make decision → validate physically**

# How to prepare to face the challenge

Not only to use AI // but to question it, test it and apply it professionally//

## From classroom concepts to project portfolios

- 1 Fundamentals** math, programming, systems thinking
- 2 Data & Cloud** big data, analytics, scalable services
- 3 Labs & Projects** PLC, robotics, IoT, digital twins
- 4 Responsible AI** ethics, privacy, verification, teamwork



# Takeaway

- 1 Learn fundamentals deeply
- 2 Use AI as a professional assistant
- 3 Build proof: projects, teamwork, portfolio

Questions?

Thank you



# AIM | How to manage / Monetize your creative career

# 05



# There Is No Career Ladder

Creative careers don't grow through promotions. They grow through visible work, relationships and finished projects.

Prof. Carlos Morelli

Professor of Screenwriting and Directing



# For decades we have been taught the same model:



## Creative industries don't work like that.

A filmmaker doesn't become a director because someone promoted them.

A designer doesn't become creative director by waiting.

A game developer doesn't become a studio founder through seniority.

## Instead, careers emerge from a chain of projects.

One project introduces new collaborators. Those collaborators create new opportunities.

Every finished project expands your professional network. Think less about climbing.

Think more about building.



"Your career is not a ladder. It's a network."

SRH turns the 'no ladder' model into daily practice.

# One Project Begets Another

Creative careers are rarely built in straight lines - they grow outward, like a network.  
Every collaboration is a node that connects to the next opportunity.

## Relationships compound

The crew member you worked with last year recommends you for the next project.  
Reputation travels through people, not job boards.

## Work opens doors

Each finished project is proof of capability - and an invitation for new collaborators to reach out.

## Networks are non-linear

A career built on connection doesn't follow a hierarchy.  
It expands in every direction, driven by trust and shared craft.





# Every Project Is a Signal

People know your work before they know you.

# Every project communicates something.

It tells people:



Can you finish difficult work?



Can you collaborate?



Can you solve problems?



Can you lead?



Can you tell stories?

# Projects become professional evidence.

**An unfinished masterpiece has no value.**

A finished imperfect project can change your career.

**The goal is not perfection.**

The goal is visible proof.



# Every finished project increases trust.

Each completed piece of work isn't just evidence of your skill; it's a deposit in the bank of professional trust. It signals to others that you are capable and reliable.

## Reliability & Execution

You consistently deliver on commitments and bring complex ideas to fruition.

## Competence & Expertise

Your finished work showcases practical skills, deep knowledge, and problem-solving abilities.

## Reputation & Credibility

You build a track record that naturally attracts new collaborations and significant opportunities.





**Every finished project  
increases trust.**

# "Build it here. Show it anywhere."

At SRH Berlin we don't prepare you for the ladder. We build the network with you - project by project.

Every semester at SRH Berlin is an opportunity to add real, professional work to your portfolio. Class assignments are treated as client briefs - the expectation is to produce work you'd be proud to show in an interview.

## What You Can Create

- Short films & documentary projects
- Motion graphics & 2D/3D animations
- Integrated marketing campaigns
- Brand identities & editorial design
- Interactive digital experiences

## Professional Studios & Equipment

- Film & photography studios with full lighting rigs
- Post-production suites (Adobe, DaVinci Resolve)
- 3D animation labs & rendering workstations
- Audio recording & sound design booths

## From Assignment to Portfolio Piece

- Each project brief mirrors real industry scenarios
- Faculty feedback is framed as creative direction
- Semester-end reviews function as client presentations
- One personal passion project required each semester



# "Nobody hires potential. They hire evidence."

In creative industries, your degree is your entry ticket — but your portfolio is what gets you hired. The first thing any creative director, agency, or client will say is:

**"Can I see your work?" - Not your GPA. Not your certificate. Your actual work.**

## Why Grades Don't Get You Jobs

Creative industries don't care about your transcript. They care about what you can make. A 1.0 GPA with no portfolio loses to a student with a showreel every single time.

- No creative director has ever hired based on a grade sheet
- Certificates prove you attended - portfolios prove you can deliver
- Your work is your credential

## How SRH Treats Every Class Project

At SRH Berlin, assignments aren't busywork — they're opportunities. Each brief is designed to produce something portfolio-worthy, not just something gradeable.

- Projects are framed as real client briefs
- Faculty feedback functions as creative direction
- Semester reviews are treated as client presentations
- You are expected to bring your own creative voice to every brief

## Add Effort, Creativity & Personality

Doing the minimum to pass is the fastest way to graduate with nothing to show. The expectation is to go beyond the brief - make it yours.

- Put your personality into the work, not just the requirements
- The extra hour of craft is what separates good from memorable
- Employers notice when someone clearly cared about what they made

## Finish It. Share It. Don't Hide It.

A brilliant project sitting on a hard drive helps no one — including you. Work only becomes evidence when someone can actually see it.

- Every finished piece should be published, posted, or presented
- Build your online presence alongside your skills
- By graduation, you should have a body of work — not just a degree



# Consistency Outlasts Talent



Most people stop after one rejection. A few keep going. The ones who make it are rarely the most gifted - they're the ones who kept showing up, kept finishing things, kept putting work into the world.

## Finish the project

An imperfect film that exists beats a perfect one still in your head.

## Reject rejection

Every "no" is data, not a verdict. The career is built over years, not auditions.

## Show up again tomorrow

Talent gets you noticed once. Consistency builds a career.



# Programme Spotlight:

International Business Administration  
Applied Data Science & AI

# 06



**Emily Liu**  
Study Advisor, SRH Alumni

**Allaith Helmi**  
IBA Programme Student

# B.A. International Business Administration

# Spotlight on IBA

## **International Law in Practice**

Visit the German Bundestag with your professor for first-hand insight into Germany's legal and political system.

## **Company Visits**

Tour leading companies like BMW and SAP, connecting theory with real business practice.

## **Company Projects**

Collaborate with real companies - building connections that can lead to internships or working-student roles.

## **Dedicated & Supportive Professors**

Open-door policy and hands-on support throughout your studies.

## **Guest Speakers from Industry**

Learn directly from CEOs and entrepreneurs sharing real-world insights.



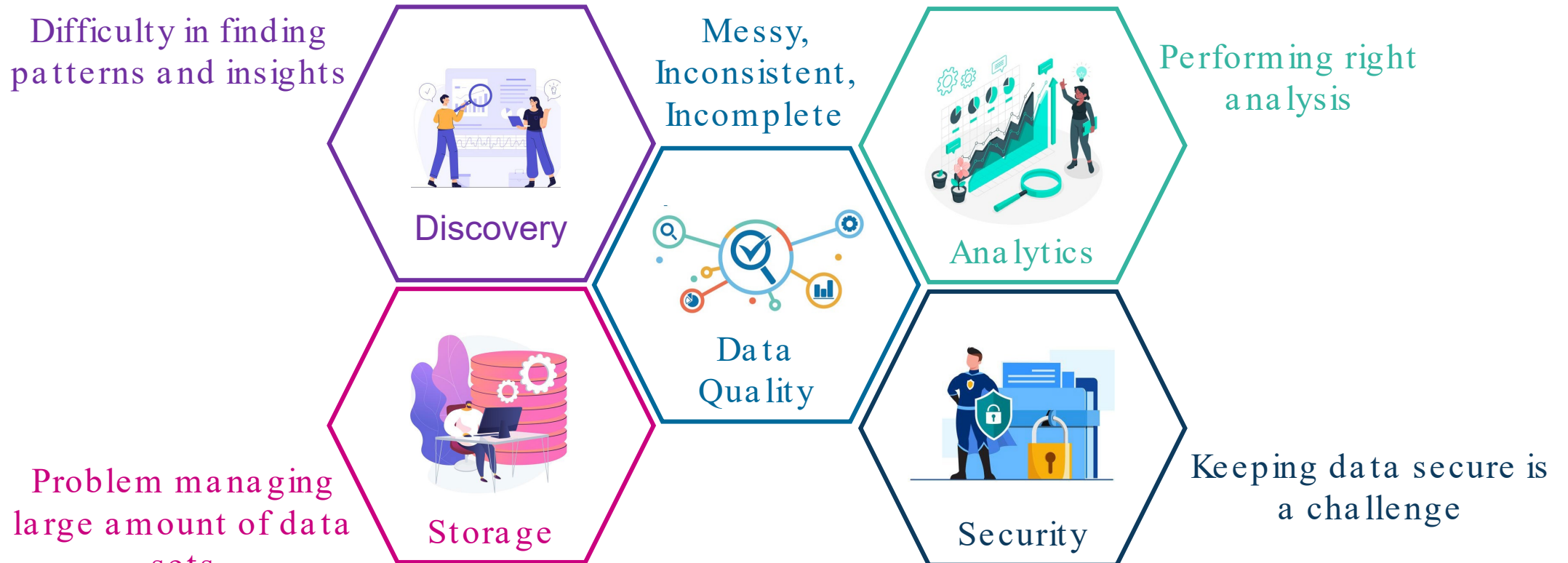


# M.Sc Applied Data Science and Artificial Intelligence

Prof. Dr. Swati Chandna



# Data - Challenges



# Program Overview

- Master's program equips students with the skills to **analyze complex data**, design **intelligent systems**, and apply **AI-driven solutions** to real-world problems.
- Blends **theoretical depth** with **hands-on practice**
- **Duration & Format**
  - **Duration:** 2 years (4 semesters)
  - **Format:** Full-time
  - **Language:** English-taught
  - **Location:** Heidelberg, Hamburg, Munich, Fürth

## Semester 1 : Foundations of the Data Science Universe

### First Steps into Data Science

- Data Science Pipeline
- Data Visualization
- Storytelling and Communication



### Data Engineering

- Data Infrastructure
- Distributed Storage and Processing
- Big Data Databases



### Statistics & Machine Learning

- Probability and Statistics
- Statistical Analysis and ML
- Time Series Analysis
- Model Evaluation



### Programming for Data Science

- Python basics for data analysis
- Work with Pandas and NumPy
- Clean and explore data
- Build simple, reusable code



### Advanced Python for Data Science (Heidelberg)

- Learn OOP, modules, and efficient coding
- Work with real-world data projects



### Data Science in Applications (Campus Specific)

- Recommendation Systems and Media Personalization
- Trends Analysis and Consumer Behavior
- Demand Forecasting
- Precision Medicine



## Semester 3 : Intelligent Systems & Scalable Solutions / Career Exploration

### Deep Learning

- Deep Learning Frameworks
- CNNs/RNNs
- GANs/VAEs/GNNs



### Cloud Computing & Data Architecture

- Streaming & Real-time Systems
- Cloud Architecture
- App Development



### Data Visualisation & Storytelling

- Storytelling Frameworks
- Tools (Tableau, Power BI)
- Immersive Storytelling



### AI Vision (Heidelberg)

- Image analysis
- Computer vision



### Data Science in Applications (Campus Specific)

- Gaming Analytics
- Risk and Sustainability Analytics
- Strategic Communication and Leadership
- Biomedical Image Analysis



### Alternative Semester

### Study Abroad / Internship Semester

- Students may choose to do a semester abroad in the partner universities of SRH, instead of regular courses.
- Students may also choose to do a full-time internship instead of regular courses.



## Semester 2 : Diving Deeper into Data and Ethics

### Data Management

- Data Profiling and Quality
- Data Cleaning
- Schema Design



### Natural Language Processing

- Text Preprocessing
- Deep Learning for NLP
- Advanced NLP Topics



### Responsible AI & Data Ethics

- Ethical Principles
- Bias & Fairness in AI
- Designing Responsible AI



### Collaborative Industry Project-I (Heidelberg)

- Analyze real business datasets
- Apply insights to solve industry problems



### Collaborative Industry Project-II (Heidelberg)

- Solve problems with data-driven strategies
- Explore cutting-edge tools and case studies



### Data Science in Applications (Campus Specific)

- Social Media Analytics and Sentiment Analysis
- Inventory Analytics
- Retail and E-commerce Analytics
- AI for Drug Discovery



### Data Science in Applications (Campus Specific)

- Generative AI for creative Content
- Logistics and Transportation Analytics
- Performance and Engagement Analytics
- Genomics Analytics

## Semester 4 : Master Thesis

### Master Thesis Seminar

- Research skills
- Topic planning



### Master Thesis

- Independent project
- Final submission



**Mandatory Modules**



**Data Science in Applications (Campus Specific)**



**Study Abroad / Internship Semester**



**Comprehensive Data Science (Only in Heidelberg)**



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### Data Science in Applications (Campus Specific)

- Gaming Analytics
- Risk and Sustainability Analytics
- Strategic Communication and Leadership
- Biomedical Image Analysis



### Entrepreneurship

- Startup ideas
- Innovation basics



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## Semester 4 : Master Thesis

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- Research skills
- Topic planning



### Master Thesis

- Independent project
- Final submission



# Program Highlights

- **Real-world case studies:** Real-World Case Studies with Industrial Partners in collaboration with leading global companies, AI startups, and research institutions.
- **Workshops: Hands-on workshops** covering **soft skills, Scrum, conflict management, and strategic communication** to enhance professional and leadership capabilities.
- **Guest Lectures:** Guest lectures by leading industry and academia experts provide students with **firsthand insights** into emerging trends in AI, data science, and cloud technologies.
- **Blended-Intensive Programs:** Short-term on-site training, ensuring both **theoretical knowledge and practical application**.
- **Certifications as part of the study program:** SAS Viya, Scrum Training, Fundamentals of Deep Learning by NVIDIA



# Academic Collaboration

**DataCamp**, a leading platform for **interactive data science and AI learning**, to provide students with **industry-relevant training** in **Python, R, SQL, machine learning, cloud computing, and big data analytics**.



# Why Us?

## Study focused and updated content

- Integration of real case studies and classes taught by experts from industry.
- The program stays on the cutting edge with the support of a business council.
  - Includes members from IBM, Rhenag, SAP, SAS, the Municipality of Heidelberg and Telekom.



# Why Us?

## Gain practical experience

- Case Studies, Internship, Student jobs
- Theses can be done in the industry
- SAS Certification
- NVIDIA Certification



# Why Us?

## — Data Center

- Located in Alsbach-Hähnlein
- Availability >99.995% from a multiple redundant (2N+1) power supply, air conditioning, and data connection
- Over 1000m<sup>2</sup> for up to 240 racks
- 100 Gbit/s Dark Fiber connection to Frankfurt

## — Data Lab

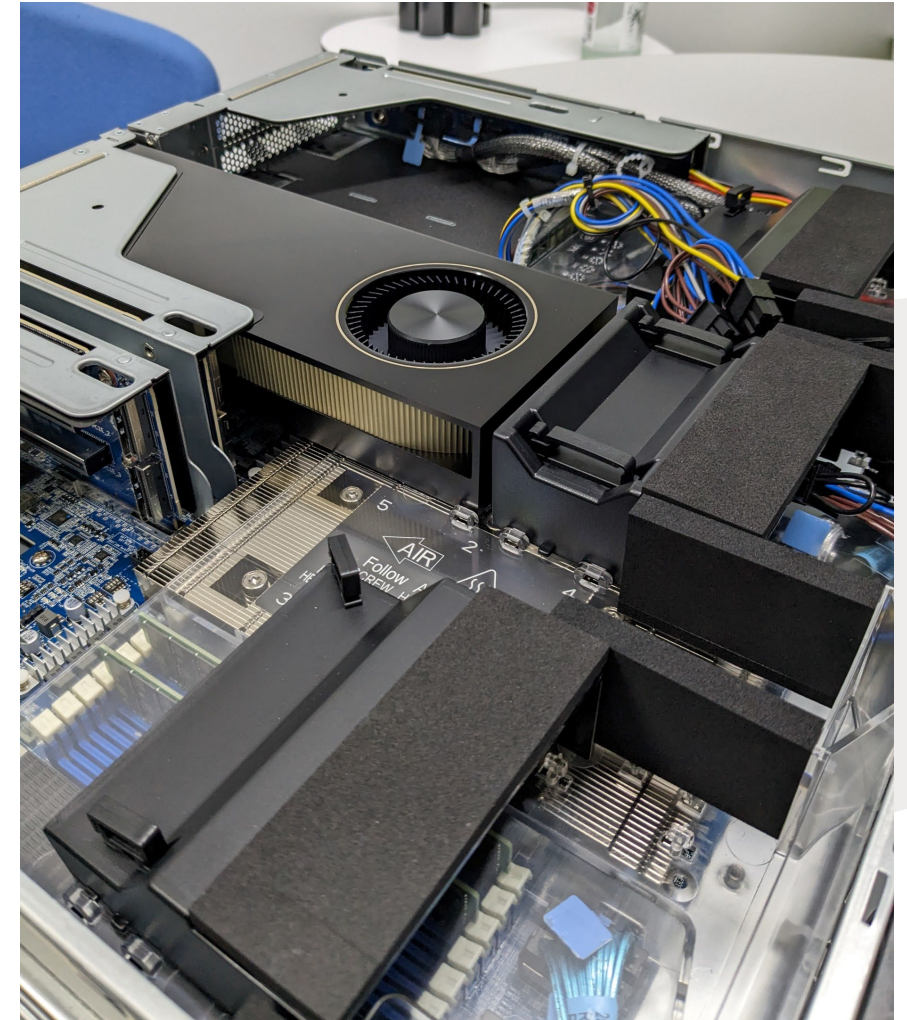
- Located in SRH Heidelberg
- 42HE Server Rack with Glass Door
- Fully customizable and direct access
- Fiber connect in near future?
- Absolutely free!





# Why Us?

- Our infrastructure is combined of
  - High performance servers
  - Workstations
  - Cloud services
  - Room with monitors
- Together, they enable physical and virtual working space, and computing power for
  - Experimentation and innovation
  - Resource optimization
  - Privacy and security
  - Adaptability to changing technologies



# Cloud Service

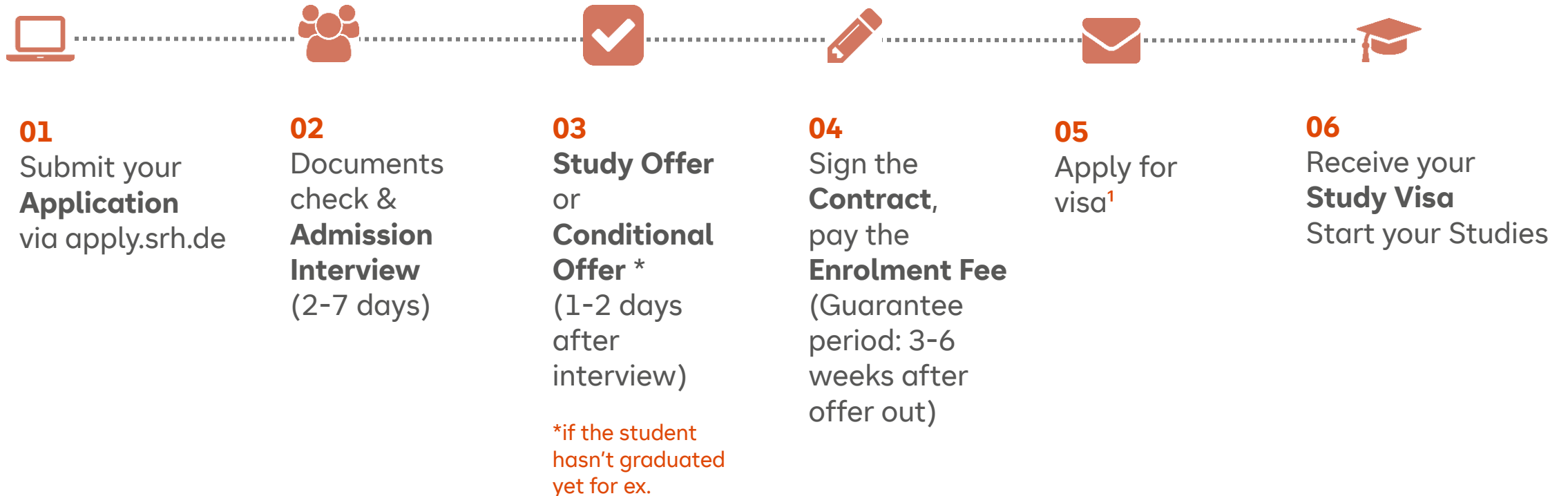
- Google Cloud Platform (GCP)
  - Collaboration with Google since 2022
  - Provides a series of modular cloud services, including:
    - computing,
    - storage,
    - network,
    - data analytics,
    - machine learning,
    - etc.
  - Each student was provided an account.
  - More than \$10,000 from Google and distributed to students so far...



Image: thetradenews.com

# Application: 6 easy steps

Where? [apply.srh.de](https://apply.srh.de)



<sup>1</sup> **Visa tip:** Even if a study visa isn't required (e.g. Brazil, South Korea, Japan), the Foreign Office recommends applying for one before leaving home. This allows students to start working immediately upon arrival, rather than waiting months for a residence permit once in Germany. It also typically extends their window to apply for the permit from three to six months, as entry visas for study purposes are usually valid for six months.

# Campus Tours

# 07



# Campus Tour | **Berlin**

Click [here](#) for the tour

# Campus Tour | Heidelberg

Click [here](#) for the tour



# Visa & Accommodation

# 08

# What is a Visa?

## What is a Student/Study Visa (Type D)?

- A permit to enter Germany for a specific purpose → to study.
- Apply at the German embassy/consulate in your home country, before you travel.  
It appears as a sticker in your passport.



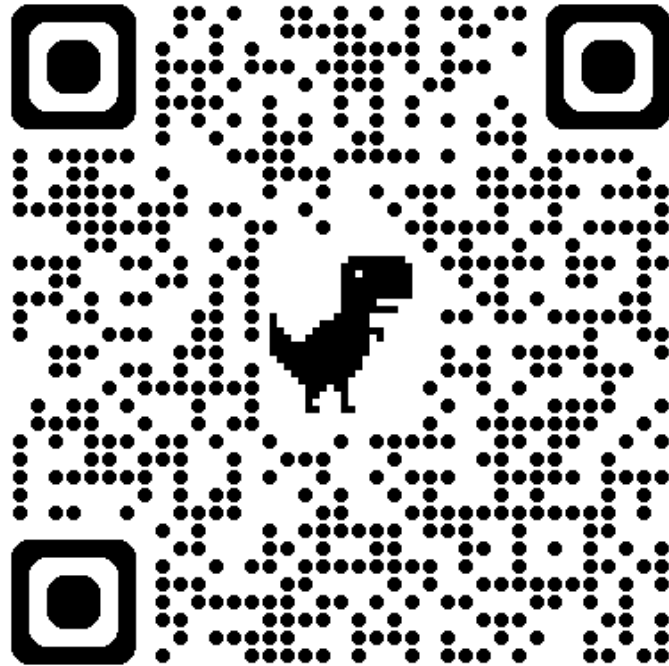
(Federal Office of Justice, 2023)



(Federal Office of Justice, 2023)

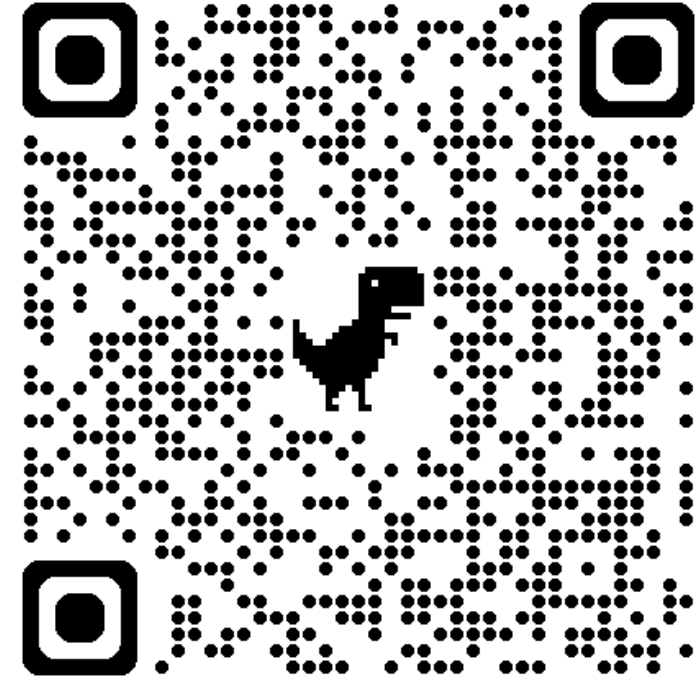
# Visa Navigator | Visa & Entry Requirements

Find out if you need a Visa and which types they offer  
with the Visa Navigator for Germany



# How to apply for German study visa?

To apply for a German study visa, you must submit your application to the responsible German embassy or consulate in your country of residence depending on jurisdiction.



Find your Germany  
embassy/consulate



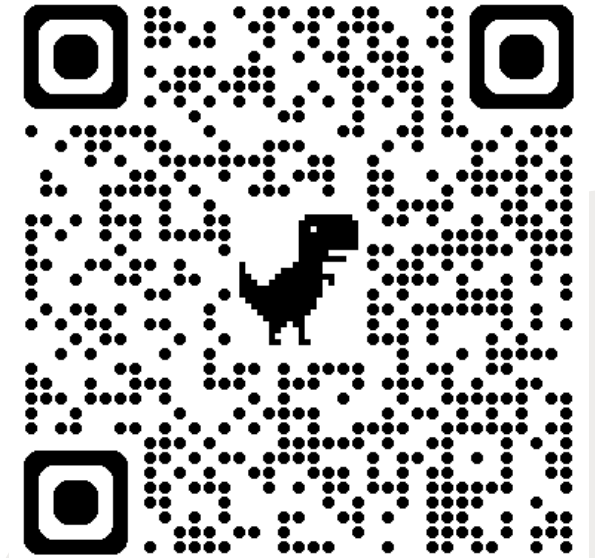
# How to apply for German study visa?

## Step 1: Access the CSP - Consular Services Portal

- Find the embassy/consulate responsible for you
- Depends on nationality, residence & length of stay (usually 6+ months)
- No online option? Follow the website instructions

## Step 2: Create an Account & Upload Documents

- Register a personal CSP account
- Check required documents on the website
- Upload all documents
- Pay any service fees



Consular Services Portal (CSP)  
Study Visa

# How to apply for German study visa?

## Step 3: Document Review & Appointment Booking

- Submit any missing documents
- Book your appointment via the CSP

## Step 4: Attend Your Appointment

- Give biometric data (fingerprints)
- Pay the visa fee
- Bring originals if requested

## Step 5: Track Your Application

- Track status on the CSP
- If approved - collect visa & travel

# What are the documents you need to submit?

- Visa application form
- Valid passport (full stay)
- Biometric photos
- Admission letter (unconditional)
- **Proof of financial means → Blocked account**
- **Tuition payment proof (sometimes)**
- Health insurance
- Certificates & transcripts
- **Motivation letter**
- Updated CV
- Visa fee confirmation
- Other docs - varies by embassy

# Tips for the Visa Interview

- Read your confirmation carefully
- Arrive early (15+ min)
- Know your university & program
- Show interest in Germany
- Bring all documents (originals + copies)
- Be honest, clear & confident
- **Answers must match your documents**
- Ask if a question is unclear
- Dress smart casual
- Stay polite - it's a conversation

**Tip: practice with a friend**



# Remonstrations (Visa Rejection and Appeal)

A formal request to review a visa refusal.

## Important update

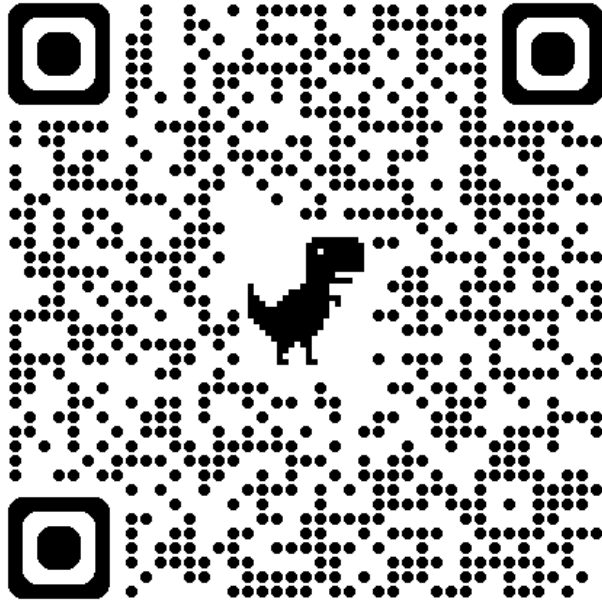
The appeal (remonstration) procedure is phased out worldwide since **1 July 2025**.

## What this means

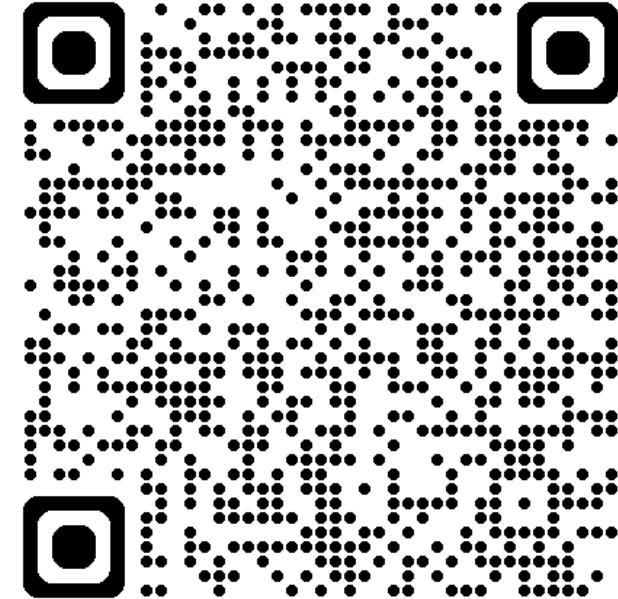
- No appeals for decisions after **01.07.2025**
- Rejection letters list options, but **appeal will no longer be available**
- Earlier cases: only if stated in the letter

## What you can do instead

- **Reapply at any time** (no waiting period) – *address the rejection reasons*
- Or legal action via the **Berlin Administrative Court** (formal & costly)
- Best: submit a **complete and accurate application from the start**



SRH University Website  
Visa & Residence Permit



Online Info Session  
How to Apply for Visa: Study Purpose

# What Is a Blocked Account?

*What it is, why it works in your favor, and where to open one*

## THE BASICS

**From abroad:** you open a Blocked Account (Sperrkonto) in Germany and deposit the required funds before applying for your visa.

**After you arrive and register:** you open a regular German bank account. Each month, a fixed amount transfers in from your Blocked Account to cover living costs.

# €11,904

per year for students · ≈ €992 / month

## KEY ADVANTAGES

Recognized by German authorities worldwide, satisfying the visa's proof-of-funds requirement

Opened entirely online in a few minutes — no in-person bank visit required

Provides the official confirmation document needed at your visa appointment

Refunded in full if your visa application is rejected

## MAIN PROVIDERS

### Fintiba

*Blocked Account & Health Insurance*

### Expatrio

*Blocked Account & Health Insurance*

Both are recognized by German embassies and consulates, with accounts opened fully online.

# Accommodation Options per Campus Location

| Location   | Indicative rent / month         |
|------------|---------------------------------|
| Berlin     | €650 <sup>1</sup> (city median) |
| Heidelberg | from €463 <sup>2</sup>          |
| Dresden    | €350 <sup>1</sup> (city median) |
| Hamburg    | from €715 <sup>3</sup>          |
| Munich     | €800 <sup>1</sup> (city median) |
| Leipzig    | €495–€595 <sup>4</sup>          |
| Stuttgart  | approx. €400–€600 <sup>5</sup>  |
| Cologne    | €620 <sup>1</sup> (city median) |
| Fürth      | approx. €500 <sup>6</sup>       |

Note: Prices are indicative monthly starting/average ranges and depend on room type, contract, availability and provider conditions.

<sup>1</sup> City-wide WG-room median (MMI × WG-Gesucht.de, WiSe 2025/26 & SoSe 2026). <sup>2</sup> Official SRH Campus Apartments price list (srh-university.de). <sup>3</sup> The Fizz published starting rate (the-fizz.com). <sup>4</sup> BaseCamp Students published rate (basecampstudent.com).

<sup>5</sup> WG-Gesucht.de current listings. <sup>6</sup> Nuremberg used as proxy; Fürth below MMI's 5,000-student threshold.



SRH Career Service & Development  
**Working as an international  
student  
in Germany**

10



# Important facts and figures



Non-EU students are allowed to work **140 full** days or **280 half** days per year



Mandatory internships do not fall under the minimum wage regulation and do not count towards the allowed 140 full or 280 half workdays



Students can hold a mini-job and earn up to **538 EUR** per month without having to pay taxes. If you regularly earn more than 538 EUR, you will need a tax number, and a certain amount will be taken from your wages every month



Working students are allowed to work **20 hours** per week during the semester and 40 hours per week during lecture-free period



Current minimum wage in Germany: **13,90 EUR** per hour



# The German job market

Unemployment rate (June 2026): 6.2 %

Open positions (June 2026): 648 000

Job vacancies in German/requiring German: 60%

| Industry                      | Regional hubs                     | English-friendliness                                                    |
|-------------------------------|-----------------------------------|-------------------------------------------------------------------------|
| Tech and AI                   | Berlin<br>Munich<br>Hamburg       | High: Often used in startups and IT teams                               |
| Healthcare (e.g., Nursing)    | Bavaria<br>North Rhine-Westphalia | Medium: German preferred, but English hires are rising due to shortages |
| Green energy                  | Lower Saxony<br>Brandenburg       | Medium: English accepted for engineers and project roles                |
| Engineering and manufacturing | Stuttgart<br>Munich               | Low to medium: German required for client and team communication        |
| Logistics and supply chain    | Hamburg<br>Frankfurt              | Medium: Mainly in international companies                               |
| Education and research        | Berlin<br>Heidelberg              | Medium to high: Common in universities and research centers             |

## Germany's hiring hotspots 2026



**Tech & AI:**  
High English use



**Healthcare:**  
Medium; German preferred



**Green Energy:**  
Medium; English accepted for engineers



**Education & Research:**  
Medium-High



**Logistics/Supply Chain:**  
Medium



**Engineering/Manufacturing:**  
Low-Medium; German often required

# Booming German industries

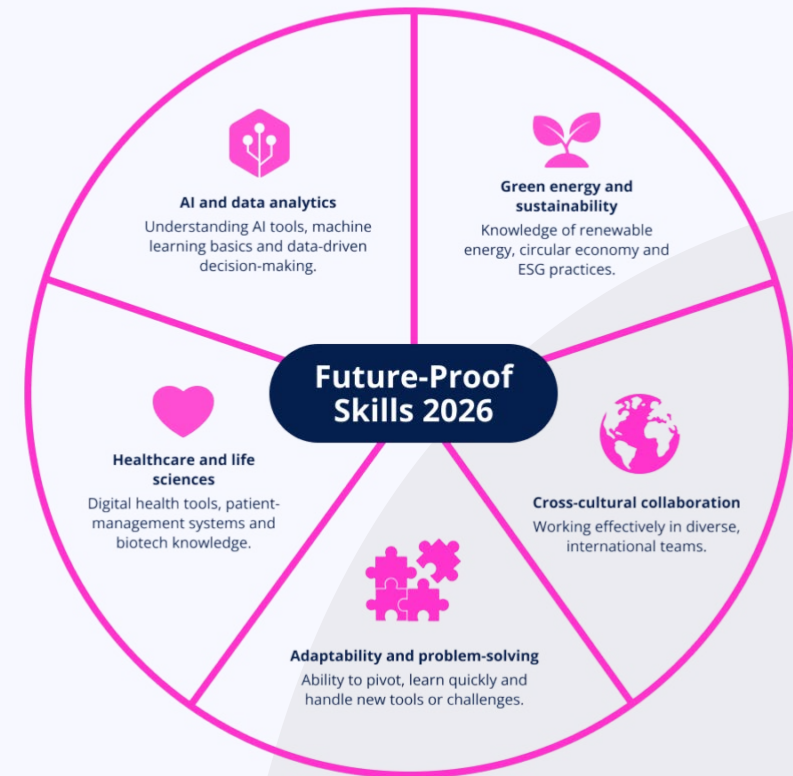
- Tech, including AI
- Healthcare
- Renewable energy
- Logistics/Supply Chain
- Mechanical engineering

## Top employers of SRH graduates

SAP · SRH Group · Big 4 (Deloitte, EY, KPMG, PwC) ·  
BASF · Mercedes-Benz · Bosch · Roche · Accenture ·  
Amazon · self-employed

Source: LinkedIn – June 2026

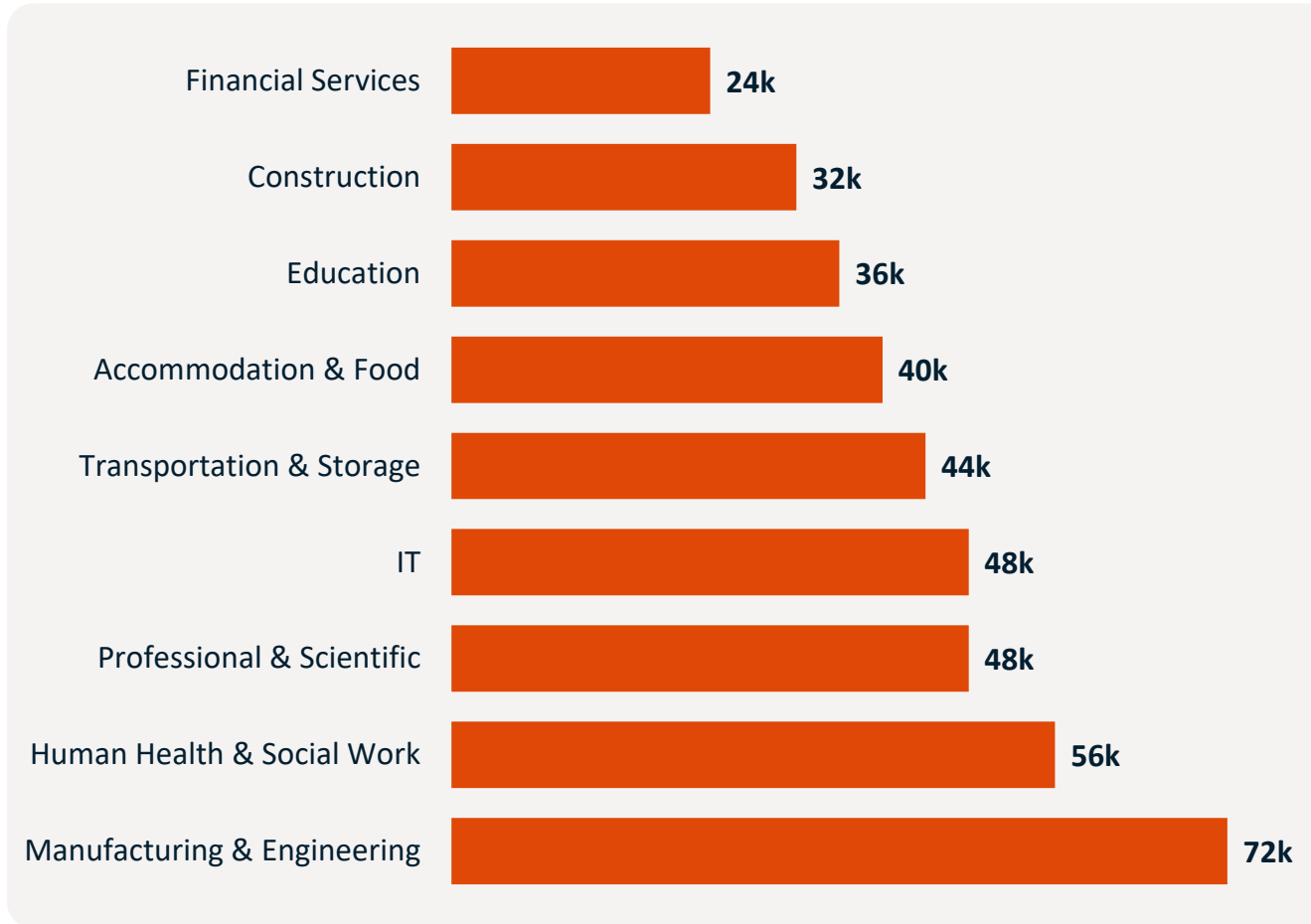
## Future-proof skills for Germany's job market (2026)



Sources: Deutschlands wichtigste Wirtschaftszweige im Überblick, Navigating the 2026 German job market: Your free essential guide | Lingoda

# JOBS IN GERMANY — VACANCIES & TOP EMPLOYERS

## Job vacancies by sector — Germany



## Top employers of SRH graduates

SAP · SRH Group · Big 4 (Deloitte, EY, KPMG, PwC) · BASF · Mercedes-Benz · Bosch · Roche · Accenture · Amazon · self-employed

## Career fields

Business Development · Engineering · Operations & Project Management · IT · Sales & Marketing · Education · HR · Healthcare · Art & Design

# Your key factors for being successful

Finding a job in Germany is a long and competitive process, therefore start your **search early!**

**Learn German**, it will **open many doors** for you.

**Important:** Define your **goals and interests** and focus on this.

Flawless applications

Motivation

Meet the requirements

Understand the German standards/values/mindset

Language

Give security / be trustworthy

Stand up for your skills

**Your successful career in Germany**



# German work ethic is based on:

- Commitment
- Clarity
- Quality Work
- Rationality
- Security / Avoiding Insecurity
- Task Orientation

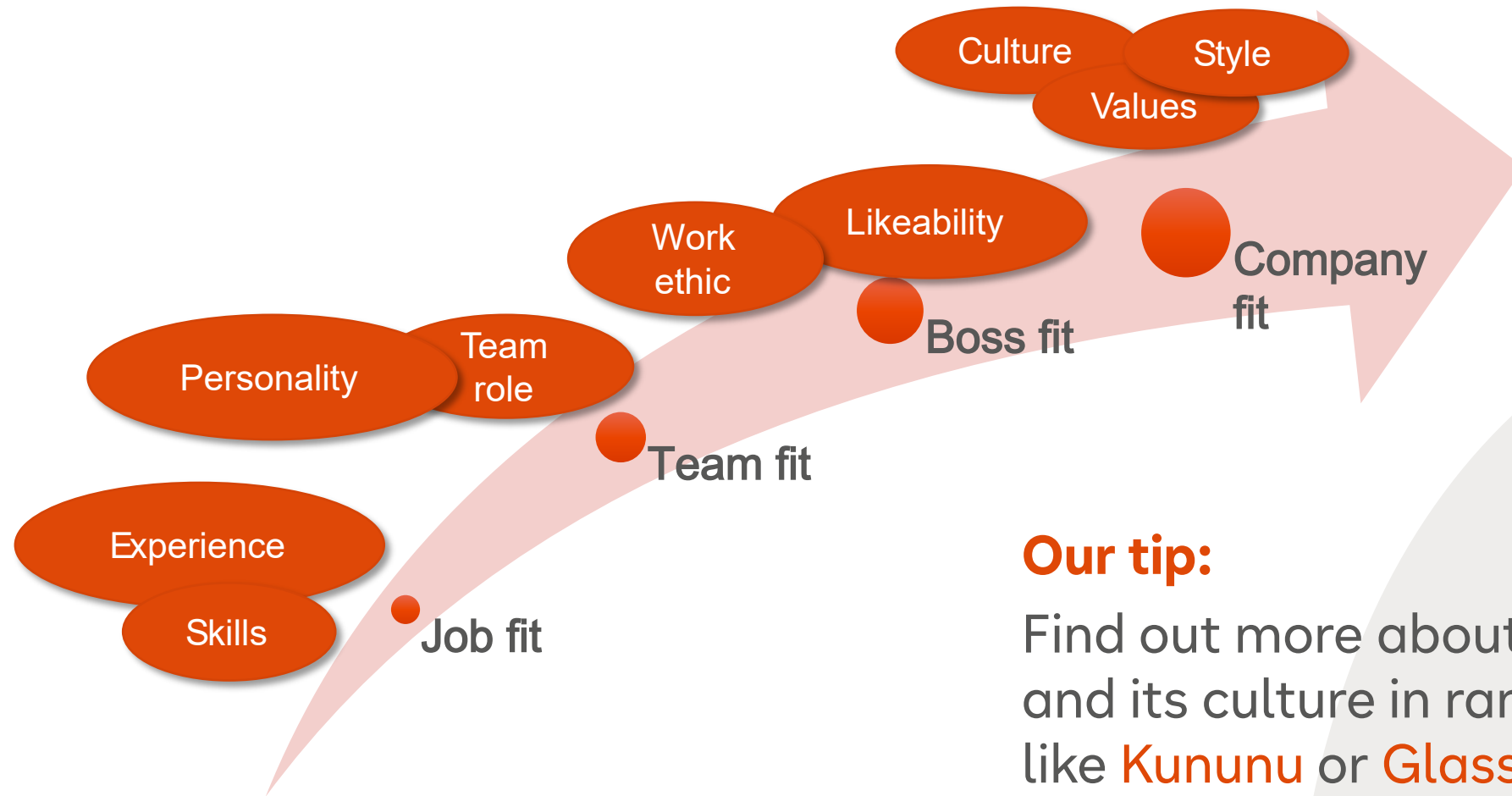


- Punctuality
- Formal And Polite
- „Request“ = Command
- Directness
- Self Responsibility
- Honesty
- Numbers, Data, Facts

## Values

## Mindset

# Am I the right fit?



## Our tip:

Find out more about the company and its culture in ranking portals like **Kununu** or **Glassdoor**!

# Job searching platforms

- **JobTeaser**
- **LinkedIn**
- **StepStone**
- **Indeed**
- **Monster**
- **Karriere.de**
- **The Local**
- **English Jobs Germany**
- **Germany Startup Jobs**



# Other ways to find a job

- Personal contacts → **Employee referral!**
- Career websites of companies
- LinkedIn/Instagram/Xing
- Newsletters
- Flyer/Magazines/Newspapers
- Career fairs/Industry events/Open door days





# How to apply?

Mostly **online**, via email or a career portal

Application documents:

1. Cover letter (**adapted** to each job)
2. CV (flawless, get it **proof-read**)
3. Degrees & Certificates

In Germany, great importance is attached to references and certificates.

Attach all relevant documents as PDFs and have them translated if necessary.



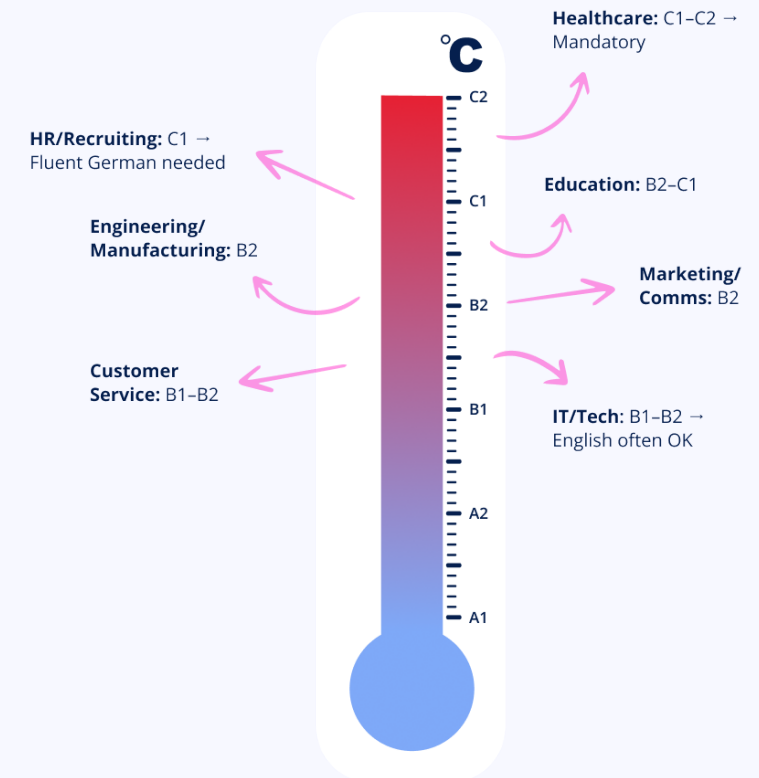


# Understanding the demands for graduate employment

- Labour market: Sufficient and **appropriate skills** are expected
- Solid understanding of the **German language** and **work culture**
- **Realistic expectations** of career progress
- Be **patient** and **persistent**



## How much German do you need? Industry-by-industry guide



# Questions?

## Ask the Career Service & Development team!

We support you in all steps of your career development and help you to successfully enter the job market. Benefit from our knowledge, contacts and networks!

## Our Service

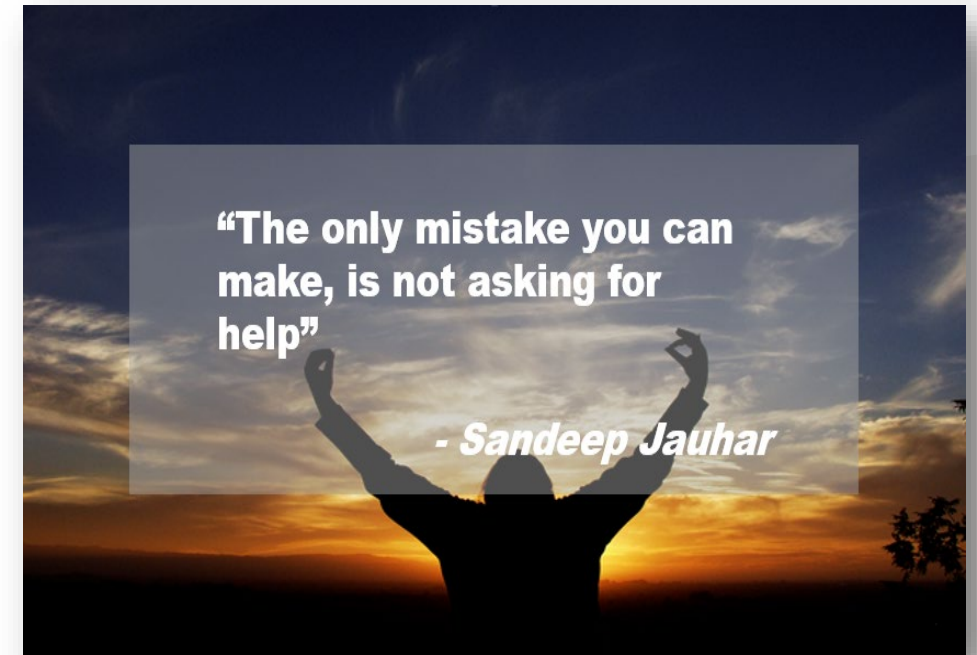
- **Advice** and **support** on career related topics
- **Internship support** to ensure a smooth process
- **CV and cover letter check** for flawless applications
- A large **workshop programme** that matches your needs
- Exclusive career portal on [JobTeaser.com](https://www.jobteaser.com) with **job offers** from our cooperation partners

## Contact

Email us: [careerservice.hsg@srh.de](mailto:careerservice.hsg@srh.de)

+ for Gera students (only internships): [Praktikumsbuero.HSGe@srh.de](mailto:Praktikumsbuero.HSGe@srh.de)

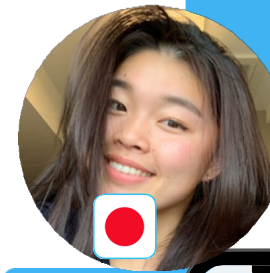
→ More information about what we do and how to reach us is available in your **E-Campus**



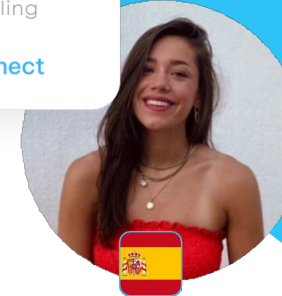
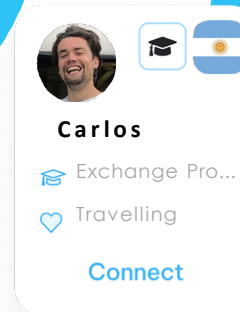
Goin'

11

# The Goin' App

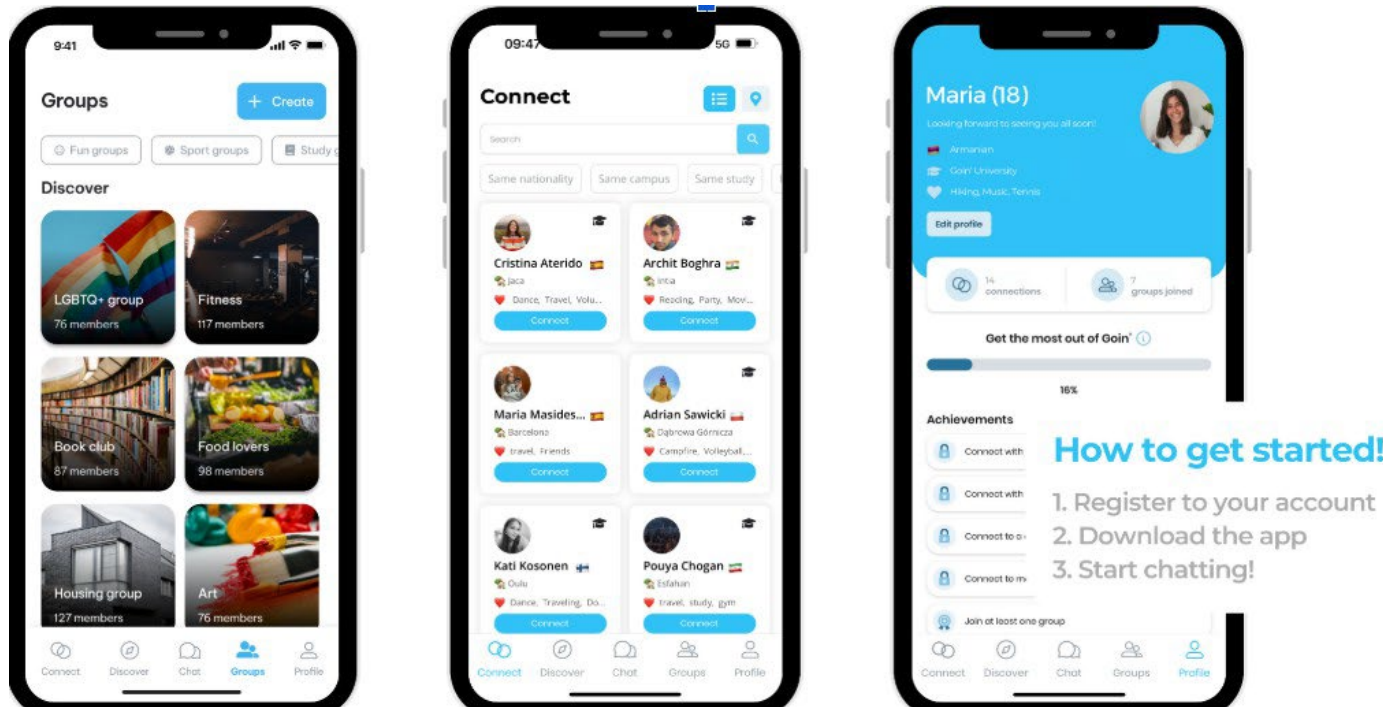


Connection Invite





# HOW TO JOIN GOIN CONNECT



Goin is an invitation-based online community where you can meet future or current students going to SRH.

The University will share with you an invitation that contains a registration link. Click the link and complete the first steps then you will be prompted to download the app. After downloading the app, log in by using the same method selected during registration and create your profile.



# WORLD CONNECT MAP FOR YOU TO SEE WHO ELSE IS GOING TO SRH

Use the world connect map to connect with other future peers based on the city/country they are coming from.

I'm from NZ, any other Kiwi's here?



Hi all, are there more people keen to fly to Germany already 2 weeks before the start of study?



**Maria B.**  
Politics, Psychology, Law and Economics (PPLE)  
Tennis, Poetry, Painting  
BLOCK

**Carl Jansen**  
Business Development  
Padel, Hiking, Reading  
BLOCK

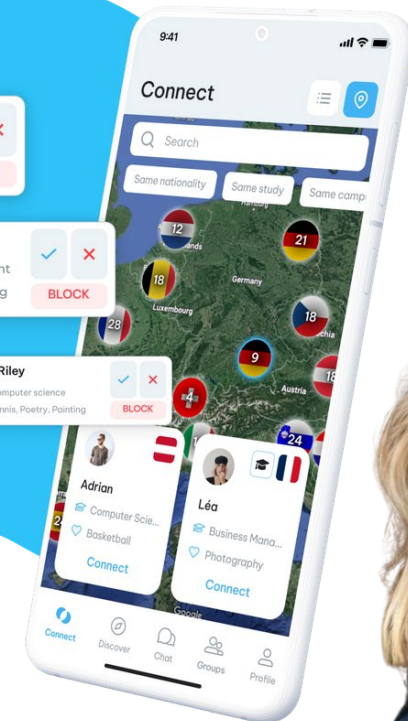


**Michael Hassell**  
Fine Arts  
Painting, Cycling, Music  
BLOCK

**Ben Riley**  
Computer science  
Tennis, Poetry, Painting  
BLOCK

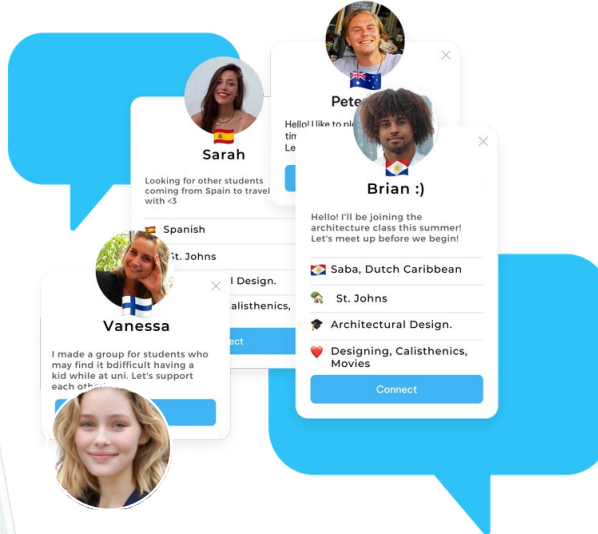
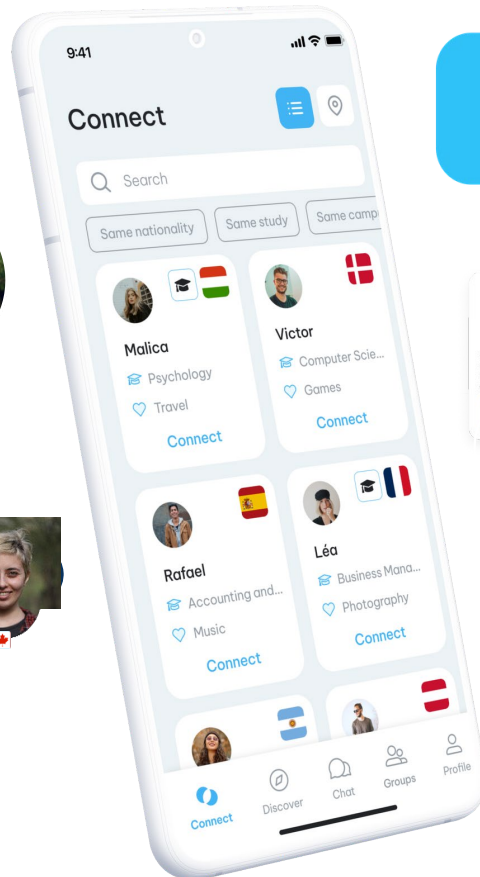


**Ben Riley**  
Computer science  
Tennis, Poetry, Painting  
BLOCK



# FINDING YOUR FUTURE FRIENDS AND CLASSMATES

Hi Joachim, it will be my first time going to Berlin too, are you planning to join any social clubs?



On the connect screen you can see everyone who has already joined the community and details regarding their profile. Use the available filters to connect with students from the **same nationality, same study, current students** etc. Current students and ambassadors are highlighted with specific icons.

Hi all, nice to connect already, super excited to meet you all at SRH!



# VIBRANT GROUPCHATS WHERE YOU BELONG

In the groups tab, you can see all the existing groups and join them. Use the search bar to type keywords that will help you find your groups of interest. Once you joined a group, it will be visible to you on the Chats tab.

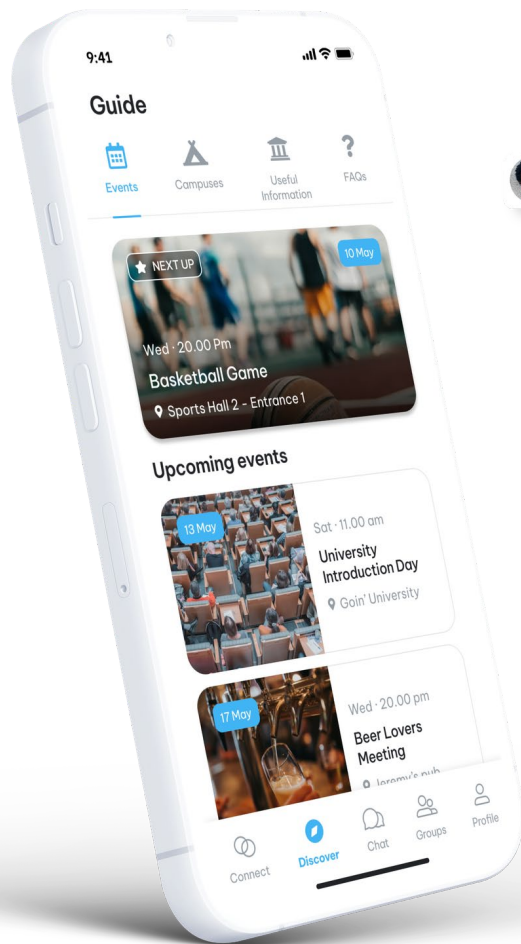
Anyone else here who loves calisthenics and hiking? I know some good spots!

You have the possibility to create any group you would like and connect with your peers. The groups you create will also appear to you in the Chats tab.



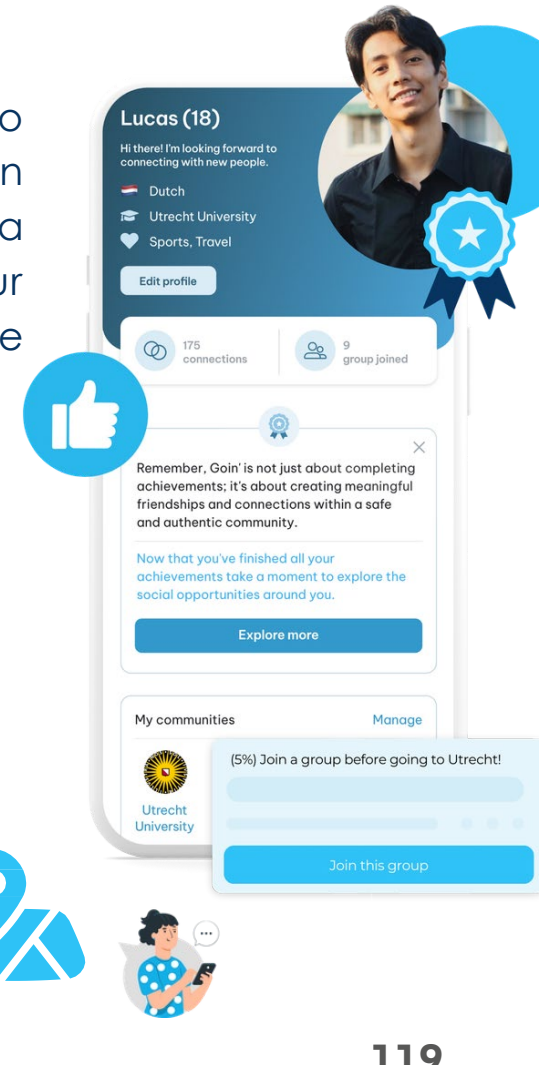


# DISCOVERY TAB AND GAMIFICATION



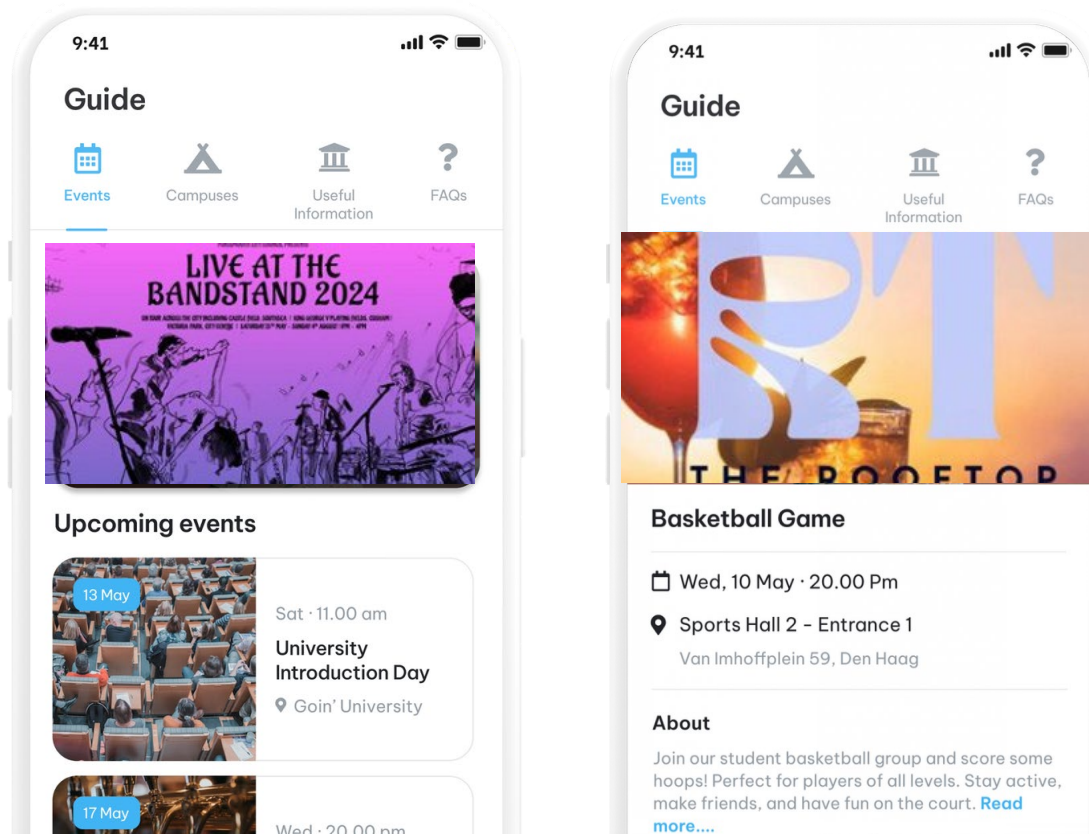
Check the discovery tab in the app to read important information that will help you prepare for your time at the UNI. This is the place where you will also see the future online or in person events organized by SRH.

Goin uses a gamified approach to help you get the full Goin experience. Complete tasks to get a gold profile and to diversify your network. The available tasks are visible on your profile.



# CHECK OUT FUTURE EVENTS

The Events tab is the place where you can check all the future events organized by SRH. Browse the section and join those of your interest and even more fun you can do that with your future peers.

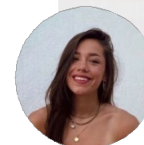


Anyone joining the Rooftop this week?

I'm there, I asked some friends to join as well!



Same! I'll also be at the Intro day! Coming along?



GoIn'



# WHAT OTHER STUDENTS SAY



**Haidar Hijazi**  
18 YEAR OLD FROM LEBANON  
STUDYING BACHELOR INTERNATIONAL BUSINESS  
ADMINISTRATION

I think it's an amazing idea that I'm able to meet students even before starting Uni, it makes the whole process of making relationships with students much more easier. With Goin', I was able to find out how many students are studying the same major as me which helped me be less anxious about getting there and not knowing anyone. This is an amazing step towards my studies abroad and it's going to make it easier for me to connect with my future peers.



**Kerry Shem**  
22 YEAR OLD FROM KENYA  
STUDYING BACHELOR ELECTRICAL ENGINEERING

It's great to make friends before actually meeting as it serves as a great ice breaker. it will definitely create support groups and create good communication channels to help me find help on certain queries I might have



**Saada Khodeir**  
18 YEAR OLD FROM EGYPT  
STUDYING BACHELOR INTERNATIONAL BUSINESS  
ADMINISTRATION

this app is such a good idea. I got to know some people already!



**Benjamin Kawooya**  
23 YEAR OLD FROM UGANDA  
STUDYING BACHELOR MECHANICAL ENGINEERING

it's really cool and so far for me personally I feel like I already have a friend from my country even because of the app. It's really helpful because sometimes as international students we're figuring most things out on our own and having such an app makes the journey so much easier and less stressful



**Sandra Jarrah**  
17 YEAR OLD FROM ROMANIA  
STUDYING BACHELOR INTERNATIONAL BUSINESS  
ADMINISTRATION

It feels good to know what sort of environment i am getting into by connecting with the students early on, so I feel relatively great about the idea.



**Choly**  
21 YEAR OLD FROM MYANMAR  
STUDYING BACHELOR COMPUTER SCIENCE

In my opinion, this app is really helpful to me. Honestly it is really good to get friends and find roommates even though I haven't arrived. Actually I'm really afraid to come there alone and also I am not good at making friends. So I got a lot of help from it.

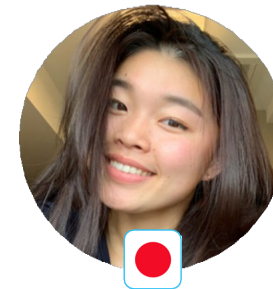


# Goin'

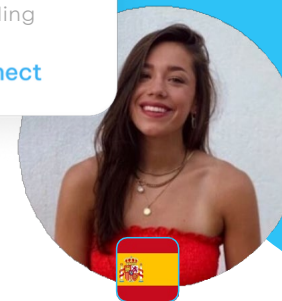
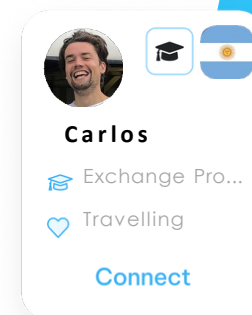
## The largest community platform in HigherEd

Goin' Head Office  
Vondellaan 52, 3521 GH Utrecht - The Netherlands

 [Goin' - Connecting your students](#)  [www.goinconnect.com](mailto:info@goinconnect.com)  [info@goinconnect.com](mailto:info@goinconnect.com)



Connection Invites (7)



# Student Clubs & Events

09

# SRH Presents: Clubs and Events

How events shape and build our campus community

- Building friendships and networking with fellow students
- Developing skills and personal growth outside of academics
- Creating a more dynamic and well-rounded university life
- Opportunities to lead, contribute, and make an impact



# SRH Model United Nations



MUN is a role-play conference where students step into the shoes of national delegates, tackling the same issues real diplomats face at the United Nations.

1

## **Represent a country**

Each delegate is assigned a UN member state and must argue from that nation's real foreign-policy position, not their own opinion.

2

## **Debate a real global issue**

Committees tackle live international topics; this year's DISEC focus was nuclear disarmament and the Iran crisis.

3

## **Negotiate & draft resolutions**

Delegates form blocs, write working papers, and merge competing drafts into resolutions the room can vote on.

4

## **Build real diplomatic skills**

Public speaking, negotiation, and cross-cultural communication get practiced under genuine pressure.



## SRH MUN 2026 Stats

May 15–17 | DISEC — Nuclear Disarmament & the Iran Crisis

46

Delegates

15

Nations Represented

3

Days

9

Committee Sessions



# Fundraising Activities

We organize bake sales and the SRH MUN café stand to support university activities and events by:

- Offering a variety of beverages like Spanish Lattes, matchas, teas, and more
- Baked goods and other items

This encourages teamwork and initiative among student-led activities



# Football Academy



- Student run initiative
- Weekly trainings and tournaments are guided by a professional coach
- Inclusive to all skill levels!
- Focus:
  - Improving fitness
  - Building teamwork skills
  - Skill and play development





# Chess Club

- A strategic and competitive environment
- Hosting regular matches and tournaments
- Students compete for a final cash prize!





# Team SkyBound



This is a **CanSat**. It is a miniature satellite built to fit inside a soda can. A hands-on way to learn real satellite engineering through an actual launch and descent.



And this is **Team SkyBound**, 10 students from SRH, designed and built one from scratch this year.

# What is GDGoC?

Google Developer Groups on Campus is a student-led tech community backed by Google, where students learn real skills, build with Google technologies, and connect with industry peers.

## Learn by Doing

Skip the theory-only approach. Our workshops and coding jams get you building with real Google tools from day one.

## Bootcamps in Emerging Tech

Dive into AI & machine learning, full-stack web & cloud, and mobile app development - the skills employers are looking for right now.

## Mentorship from Google engineers

Tech talks and mentoring sessions bring in Google Developer Experts and Berlin-based engineers.

## Part of a global network

One chapter among many at universities worldwide, all built around the same mission.



Q & A

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