



MASTER PROGRAMS in CULTURAL DIPLOMACY

The programs are offered by the Furtwangen University & the Center for Cultural Diplomacy Studies



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The Center for Cultural Diplomacy Studies (CCDS) »

MA & PhD Programs

Introduction & Concept

www.ccds-berlin.de

In the 21st century, bilateral and multilateral relations have assumed a greater importance than at any time in history before; Interdependence and International cooperation has therefore become imperative in maintaining and improving political, economic and social environments worldwide. These concerns pervade almost all areas of human activity and high-level issues that foreign policy makers address increasingly affect now the ordinary lives of all people around the world.

These developments have significantly increased interest in the study of Interdependence, International Cooperation & Cultural Diplomacy and concurrently have created a crucial need for professionals who understand and have experience with these subjects. In addition, the diminishing power of the individual nation state, combined with the international nature of modern issues like global politics, international economics, human rights, global health, climate change, international & terrorism, now demand interdisciplinary academic instruction and experience.

Expertise in one field alone no longer guarantees professional success and it is therefore vital that those aspiring to work in the fields of international relations and diplomacy have an advanced understanding of a number of interconnected relevant disciplines, including but not limited to International Politics, International Economics, Diplomacy, Culture, Philosophy and History. University programs striving to provide students and young professionals with the fundamental understanding and practical skills necessary for careers in international affairs must now to adjust their programs accordingly to include commerce, development, and culture as topics of study.

The CCDS Graduate Programs, which operate under a joint partnership between the ICD Academy for Cultural Diplomacy and leading universities, offer unique educational programs that educate students from around the world in the above mentioned academic disciplines related to International Relations and Cultural Diplomacy.

Scope of the Degrees

As we believe that the traditional academic components of a degree in these fields must adapt to rapidly changing world, our approach to future and contemporary global affairs and international economics, for example, focuses on issues such as cultural diplomacy, interdependence, soft power, responsible investments, fair trade, human rights, sustain-

ability and the environment, which play increasingly important roles in the contemporary interdependence global framework.

The Center for Cultural Diplomacy Studies offers therefore innovative MA & PhD programs that provide a new approach to international relations, global economics, intercultural relations, globalization, global governance, art and culture. The programs are pioneering, and unique in their content and approach and offer valuable professional development programs. The MA & PhD programs provide a platform from which students can gain hands-on experience and highlevel knowledge and relationships; equipping students with the tools to launch their career even before the completion of their studies.

The CCDS offers several kinds of professional development programs for the students in order to enable them relevant practical experience and professional relationships in the field they desire to work in after their studies.



3 Key Objectives of the Programs

- **Knowledge in Cultural Diplomacy & Preparation for the Future Evolution of the Field** - To educate students about Cultural Diplomacy within the context of the political, economic, and cultural dimensions. In addition, the CCDS aims to cultivate individual thought and reflection on new issues surrounding the rapidly developing field of Cultural Diplomacy.
- **Analysis of Innovative Governance Strategies** - To enable students to analyze innovative governance strategies, such as soft and smart power strategies, new theories of interdependence all within the framework of the contemporary international relations discourse.
- **Professional Skills, Knowledge, Experience and Relationships** - To equip students with the relevant skill sets, knowledge, professional experience and professional relationships, so that they will be able to acquire a job immediately upon completion of the degree. One of the main goals of the CCDS is to enable students to acquire job opportunities and develop their careers in institutions such as the UN, EU, African Union, national governments, national parliaments, international corporations and international NGOs.

3 Key Benefits of the Programs

- **Expertise in a Minimum of Two Leading Academic Fields** - The programs provide students with expertise in at least two distinct academic fields (such as cultural diplomacy & International Business), which will give them a significantly greater number of career options against students who simply have an expertise in only one field, such as International Business only.
- **Professional Development Programs** - The Professional Development programs provide students the opportunity to acquire knowledge and skills, experience and relationships in the traditional areas of international relations in general as well as in institutions and organizations such as in the UN, EU, AU, national governments, national parliaments, international corporations and international NGOs. This professional experience that is provided for the students is the main scope of the professional development program and is designed specifically in order to provide students with the best tools in order to develop their careers and to acquire jobs in these institutions and organizations.
- **Hybrid Model of University + NGO Partnership** - The programs consist of a unique structure that provide students with the opportunity to study in the university and at the same time to gain practical experience, by having the opportunity to participate in and support the activities of an NGO (the Institute for Cultural Diplomacy (including its major international conferences). This will save students time in their careers and guarantee that they will have this experience in their CV. Students will have exclusive and privileged access to all ICD programs and events, which will provide opportunities to network and build contacts with world leaders and prominent experts in a diversity of fields from around the world. In addition, students will be offered important roles in these events.



Academy for Cultural Diplomacy »



www.culturaldiplomacy.org

Founded in 1999 in the USA, the Academy for Cultural Diplomacy is an international, not-for-profit, non-governmental organization with headquarters in the USA and in Berlin.

The *Academy for Cultural Diplomacy* aims to develop and raise awareness of the theory and practice of cultural diplomacy and related fields (such as global governance, international law, human rights, sustainable economies, creative industries, etc.) as well as to explore new strategies for the strengthening of intercultural relations and promoting global peace.

Areas of particular academic focus of the Academy for Cultural Diplomacy include intercultural relations, global governance and international politics, International Economics and Business, international law & human rights.

The Academy organizes the following activities:

The Center for Cultural Diplomacy Studies (CCDS) »

The Center for Cultural Diplomacy Studies (CCDS) is the world's leading center for the study of cultural diplomacy, offering educational opportunities ranging from week-long seminars to master's and doctoral programs for graduates pursuing careers in academia, diplomacy, government and/or the private sector dedicated either wholly or in part to the field of cultural diplomacy. The educational programs of the Academy, offered in partnership with leading universities and institutions, allow students to analyze, research and experience cultural diplomacy in theory and in practice.

Cultural Diplomacy Research »

The Academy for Cultural Diplomacy is conducting ongoing research activity in the field of cultural diplomacy in order to benefit the public with access to information about the field of cultural diplomacy from a historical point of view up until the most recent current developments in the field.

Thematic Programs »

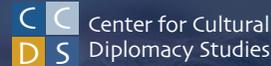
Thematic Programs are programs focused on specific political, cultural, or economic issues, or which concentrate on a particular geographical region or area. The Thematic Programs focus on the implementation and utility of Cultural Diplomacy as a tool to promote cooperation and understanding in a number of areas. Each Thematic Program includes a variety of activities based on a particular theme, ranging from International Conferences and Global Events to Interactive Panel Discussions, and Exhibitions.

International Conferences »

The Academy organizes a number of international conferences, which take place throughout the year and around the world. The international conferences provide an opportunity for larger audiences to actively participate and engage in lectures, debates, and discussions featuring high profile figures from the fields of international politics, diplomacy, culture, academia, and the private sector. The events have an inclusive participation policy and are open to individuals from all academic, cultural, and professional backgrounds.



The Center for Cultural Diplomacy Studies (CCDS) »



www.ccds-berlin.de

Introduction

The Center for Cultural Diplomacy Studies (CCDS) is the world's leading institute for the study of Cultural Diplomacy. Four different categories of education programs on Cultural Diplomacy are offered: graduate degree programs, e-learning courses, professional development programs (certificate programs) and study abroad (credit programs) dedicated either fully or in part to the field of Cultural Diplomacy.

Our objectives are to extend current research, programs and practices in the field of Cultural Diplomacy and create a platform to promote and sustain inter-cultural dialogue at all levels. The CCDS is committed to the promotion and development of applied cultural diplomacy studies, as well as excellence in the advancement and research in this rapidly evolving field.

CCDS Faculty

The CCDS faculty is composed of professors, high profile politicians and experienced professionals from both the public and private sectors. Our faculty includes senior university professors, leading politicians and high-profile individuals from prestigious institutions.

Our Programs

The Center for Cultural Diplomacy Studies offers educational and academic programs in partnership with leading universities, enabling students to explore, analyze and experience cultural diplomacy both in theory and in practice. The CCDS focuses in particular on exploring the balancing between hard and soft power, global governance, the process of globalization in an interdependent world, international economics & business, multiculturalism, intercultural dialogue & exchange, human rights, and religion. As a whole, we research the ability for culturally based initiatives to further mutual understanding and in turn to foster global peace and stability.

The programs offer high levels of leadership and provide students with the skills to shape their future leadership roles while addressing critical issues challenging the world today. The programs provide advanced knowledge and analytical tools for the study and practice of cultural diplomacy and address the potential that it has in shaping international policies and global strategies.

The Center for Cultural Diplomacy Studies' Faculty includes among others the following professors:



The Center for Cultural Diplomacy Studies (CCDS) »

*MA Programs in International Economics,
International Relations & Cultural Diplomacy*



www.hs-furtwangen.de »

The programs are offered by the *Furtwangen University* in partnership with the *Academy for Cultural Diplomacy*

List of Programs

MA Program in International Economics,
Business & Cultural Diplomacy (One Year Program)

MA Program in International Relations &
Cultural Diplomacy (One Year Program)

MA Program in International Relations, Global
Health & Cultural Diplomacy (One Year Program)

MA Program in International Relations and
Cultural Diplomacy (Two Year Program)

MBA Program in International Economics &
Cultural Diplomacy (Two Year Program)

MA Program in International Economics,
Business & Cultural Diplomacy (Two Year Program)

About Furtwangen University

The Furtwangen University (HFU) is one of Germany's leading universities and recognized for its excellence in the following areas:

High quality and innovation in teaching, Strong practical focus through collaboration with industry, International focus, Applied research, Continuing education and lifelong learning, Cooperation and motivation, Social responsibility and safeguarding of the future.

Furtwangen University's core focus is on science-based, practical education and training. Traditional boundaries between subject fields are removed in interdisciplinary projects. HFU is a leader in the specialist areas of engineering, computer science, information systems and management, engineering management, media, international business and health. The range of courses and programs is constantly being improved to take account of innovative developments. Our aim is to offer forward-looking degree programs to talented young people, awarding top-quality, accredited degrees which open up exceptional career opportunities. At the same time, we support the journey our students make towards becoming responsible and competent individuals with the ability to identify and solve problems independently. Additionally, through application-oriented research and academic professional development, our university supports the next generation of scientists contributing to innovation and improved skills in business and society.

High quality and innovation in teaching

Our aim is to provide top-notch, practical study programmes with a strong scientific basis, leading to widely-recognized academic qualifications. We are continually improving our range of programmes and qualifications which include undergraduate and postgraduate degree courses as well as professional training at university level. In our bachelor's and master's degree programmes, academic, technical and methodological skills are taught using innovative teaching methods in an attractive learning environment. Studying at HFU provides students with interdisciplinary, application-oriented knowledge which will prepare them well for their future careers.

Practical focus through cooperation with industry

Our university understands the importance of cooperation and strong partnerships with industry. Ongoing information exchange with our partners in companies and organisations guarantees a practical focus in teaching, research and professional development. We also work with those partners to develop new study programme models and relevant funding programmes for our students.

Applied research

We actively support cooperation between our university and partner companies in the area of applied research and technology transfer as it is an essential catalyst for innovation and the sustained relevance of our teaching. Lecturers are actively involved in application-oriented research, development and project work ensuring the relevance and quality of course content. Both students and companies are also encouraged to take advantage of results.

International focus

We support international education, research and cultural exchange by working in collaboration with universities and companies around the world. We develop our degree programmes with a focus on international opportunities and demands and guarantee that they will be recognised around the world. The inclusion of international developments in our course content and the teaching of foreign languages and intercultural skills, as well as the provision of funding for travel abroad, all help to prepare graduates for work in an international environment. Our international profile is further strengthened by our worldwide collaborations and partnerships: study modules abroad; joint-degree agreements; recruitment of international students, staff and professors; and international research cooperation agreements.

Professional development and lifelong learning

Our university enthusiastically supports lifelong learning, offering continuing education courses for academic and professional qualifications. We explore new approaches and develop innovative, customer-oriented programmes and courses for companies, organisations and graduates.

Cooperation and motivation

We are experts in crossing borders: in cooperative work between students, staff, and professors; in interdisciplinary projects bringing together different faculties and departments in the university; and between teaching, research and professional development. Our visiting lecturers act as important links between the university and industry. A focus on service, transparency and continuous improvement characterises all processes throughout our university. Motivation, personal aptitude and professional dedication, as well as research and development experience, all guarantee academic and technical expertise.

Social responsibility and safeguarding of the future

Social responsibility, sustainability and the safeguarding of our future are at the forefront of our goals. We provide our students with the necessary skills for forward-looking, sustainable action in industry, the environment and in society as a whole. In addition, we actively support work-life balance by creating a family-friendly culture for our employees and students.



There is nowhere quite like Berlin. Few other cities have played such an instrumental role in global affairs over the past 100 years. It has been, in every sense of the word, a battleground; not just for armies, but for the ideas and philosophies that are the very foundations of politics and society. Berlin remains a cultural extravaganza to this day, with young people from across Europe flocking to the former Eastern part of the city: Cheap accommodation, a thriving cultural and artistic scene, and a vibrant nightlife await them. In the center of the city, Berlin's status as the capital city of Europe's largest economy and the driving force of the EU is increasingly apparent: International NGOs and multi-national companies are establishing office and headquarters here. It was little surprise that US President Barack Obama choose Berlin as the location for his first public speech in Europe, addressing an audience of hundreds of thousands, he proclaimed "look at Berlin, where a wall came down, a continent came together, and history proved that there is no challenge too great for a world that stands as one."



About Furtwangen »

Furtwangen im Schwarzwald is a small city which is situated in the Black Forest area in south western part of Germany. It is located near the two larger cities of Villingen-Schwenningen and Freiburg and has a total population of approximately 9,600 people. Located in the national park 'Südschwarzwald', Furtwangen is partially situated in a mountainous region which offers numerous activities to tourists and inhabitants alike. What's more, is that the city is known for its snowy winters, its historical clock industry, as well as its strong industrial performances which, in turn, accounts for a low unemployment rate. The river Breg also flows through the city which serves as the spring of the Danube River. Furthermore, the south western region also holds numerous religious associations.

The history of Furtwangen's clock making industry shapes the city until today. Not only does the city have a museum for clock making, but the university also has its roots in this métier. It was planned as a school for higher education in engineering and at the same time a vocational training center for clock making technicians. This intersection between the city's history and its academic sphere makes Furtwangen exceptional.

Furthermore the cultural sphere is also shaped by the clock ticking structures, like the Kulturfabrik Furtwangen, which translates as "Culture Factory". The Kulturfabrik is the cultural motor of Furtwangen and offers range of cultural events to it's vast student population, from Music to political cabaret.

The "Verein der Unternehmer in Furtwangen" (VDU) - an association for business in Furtwangen - focuses on urban development. Supported by the city of Furtwangen and partly funded by the "Leader Aktionsgruppe Südschwarzwald", the VDU seeks to strengthen the city as a location for industry and commerce. Especially through initiatives in the fields of trade, health, tourism, mobility and education the economy is refreshed, the social solidarity increases, weaknesses of the city are balanced and strengths are enhanced.

The University of Furtwangen

The university dates back to a school for clock making founded in 1850 by Robert Gerwig. After World War II, the school was split into two branches — one for engineering studies and the other for job training. The university was to become a Fachhochschule when this new kind of university was introduced in the early 1970s.

Now the name has been changed from Fachhochschule Furtwangen to Hochschule Furtwangen. It's also known as the Furtwangen University of Applied Sciences.

About 3500 students study at the university and due to the small numbers, students experience excellent supervision.



Application Process »

The academic components of the MA Programs which are conducted fully in Berlin are administered by the Furtwangen University (HFU) and the Center for Cultural Diplomacy Studies (of the ICD Academy for Cultural Diplomacy).

Accreditation

The Master's Degrees are awarded by the Furtwangen University (HFU), a State University which is recognized as a fully accredited institution of higher education with the right to award university degrees. The Furtwangen University (HFU) is part of the Bologna Process set in place by the European Commission, and uses the European Credit Transfer and Accumulation System (ECTS) to award degrees. Credits obtained through the MA program are equivalent to those of courses at universities in all other 30+ signatory countries. Students will earn 30 credits per semester during the MA program, for a total of 90- 120 credits upon completion (pending on the track).

Application Requirements

Individuals studying for an MA will represent a diverse range of cultural and academic backgrounds. Candidates will include recent BA graduates as well as young professionals who combine strong academic backgrounds with significant work experience. Individuals are required to hold a BA degree (or equivalent Degree) of minimum of 3 years studies, as degrees from across the world and from any field are acceptable* /**. We do not consider any one element of an application exclusively. Rather, our admissions panel considers academic achievement as well as personal qualities such as strength of character, motivation and the ability and willingness to take on new academic challenges. Our aim is to attract students from a variety of backgrounds and countries that will foster a unique and diverse learning environment.

**Current undergraduate students are able to submit an application and participate in the pre-enrolment process, by submitting a confirmation of their current studies in good standing and their transcripts.*

***For the 90 ECTS MA program (the one year- or short track of the MA program of only 3 semesters), the BA studies must have a total of minimum of 210 (European transfer Credit points) or 420 UK Credits (normally 4 years BA studies).*

Once the BA degree of the applicant has total of 180 ECTS credits only (180 European transfer Credit points) or 360 UK Credits only (normally 3 years Studies), individuals are required to have additional professional of one year and/or additional academic experience/extra curriculum Credit Points of min. 30 ECTS.

Application Requirements

All courses are taught in English, thus an evidence of adequate competence in English is required for the applicants whose mother tongue is not English. A minimum of CEFR B2 English proficiency level must be proven to be eligible for the degree program. (see also below). German language is not a requirement.

Application Procedure

- The Application procedure should start with a submission of an online application form.

The application form can be found [here](#)

- Once submitting the online application form, the Admission office will refer to the student with an e-mail, indicating the application reference code and outlining all the next steps, including the supporting documents required for the application, and an interview to be conducted (Via Skype/Phone).

Dates and Deadlines

Applications are being processed on a rolling base, as enrolment to the programs are possible towards Fall, Winter, Spring and Summer start, each year.

Dates and deadlines can be found [here](#).



The supporting documents required for the application process:

- **Official Undergraduate/Graduate Degree Transcript:** A copy of an official undergraduate degree (and of graduate degree, once applicable) transcript, which list all the courses included in the undergraduate degree and the course grades. If the transcripts are issued in a different language than English or German, a certified translation in one of the two languages has to be submitted.

- **Official Diploma:** A copy of the official diploma from the university that awarded the undergraduate degree (and the graduate degree, once applicable). If the document was issued in a different language than English or German, a certified translation in one of the two languages is to be submitted.

*Current undergraduate students are able to submit an application and participate in the pre-enrollment process by submitting a confirmation of their current studies and their transcripts.

- **Passport Copy:** A scanned copy of the passport photo identification page should be submitted (the information on the passport should be clearly readable).

- **Motivation letter:** A personal statement of at least 1 and up to max. 2 pages (A4) explaining the motivation for undertaking the MA Program, in view of academic and/or professional background and future career plans.

- **Curriculum Vitae (Resumé):** This should include information of academic background (institutions attended, courses studied); professional experience, once applicable; hobbies and interests; any awards or scholarships received and full contact details. The curriculum vitae should be no longer than 2 A4 pages.

- **English language competencies:** A minimum of CEFR B2 (upper-intermediate) English proficiency level must be proven to be eligible for the degree program. You can provide this proof by submitting one of the following recognized English proficiency test results (the results should not be older than two years):

Minimum score required is: TOEFL (PBT): min. 500 ; TOEFL (iBT): min. 72 ; TOEIC: min. 785 ; IELTS: min. 6.0; Cambridge English Certificates: B2 First (FCE)

You are exempt from submitting an English proficiency test score if any one of the following conditions is applicable:

- You have completed an undergraduate degree at an institution in one of the English country speaking countries listed below, OR

- You have completed a graduate degree at a university in one of the English country speaking countries listed below, OR

- You have been employed for at least three years in a position in which English was the language of business in one of the English country speaking countries listed below, OR

- You have completed an undergraduate or graduate degree at a university where English is listed as the only language of instruction on the International Association of Universities World Higher Education Database (WHED).

* English speaking countries as defined by the HFU for the English proficiency regulations are: USA, Canada, United Kingdom, Ireland, Malta, Barbados, Trinidad and Tobago, Bahamas, Guyana, Australia, New Zealand, Papua New Guinea, Fiji, Samoa, Tonga, Solomon Islands, Micronesia, Vanuatu, Kiribati, Singapore, the Philippines, Sri Lanka, Malaysia, South Africa, Nigeria, Cameroon, Kenya, Zimbabwe, Ghana, Rwanda, Sudan, Botswana, Ethiopia.

- **Essay:** A writing sample of between 2-5 pages on any topic related to the fields of the program or former/current studies. You are not required to write a new essay especially for the application, and may submit any paper/essay you wrote in your former studies.

- **Employment verification letters (once applicable):** Letters on the professional experience from the organization where the applicant was positioned, including start and end dates -month and year- of the position; the framework, title and a brief description of the tasks in your position held.



Financials

One Year/Short Track MA Programs

The tuition fee for our 1 years' MA programs stands on **9,000 Euros** for the full program for all students. The fees cover only the tuition fees, and do not include housing or any other living costs and related expenses which students may have.

*Instalments: It is possible to pay the total tuition fee in 2 instalments:
The First Instalment of 5,175 Euros is required to be paid upon acceptance to the program in order to activate the Registrations on the Program.
The Second Instalment of 3,825 Euros is required to be paid prior to the start of the second semester.*

2 Years/ Regular Track MA Programs

The tuition fee for the 2 years' MA programs stands on **12,000 Euros** for the full program for all students. The fees cover only the tuition fees, and do not include housing or any other living costs and related expenses which students may have.

*Instalments: It is possible to pay the total tuition fee in 2 instalments:
The First Instalment of 6,900 Euros is required to be paid upon acceptance to the program in order to activate the Registrations on the Program.
The Second Instalment of 5,100 Euros is required to be paid prior to the start of the third semester.*

Personal Costs

The ICD Academy offers Students Rooms in the Academy Campus Student Residences and is happy to assist you with advice and support for finding your housing and offer you possible affordable accommodation solutions.

Scholarships

Limited Scholarships, equalling up to 10% deduction of tuition costs are available for students based on educational excellence and financial need. Although each scholarship request will be evaluated on an individual basis, students are expected to have an above-average grade point of 4.5 (of 5.0) in order to qualify for a grant and then to prove financial need.

Further to these scholarship offered by our Schools, Students are welcome to search for scholarships, such as from governments, or other Institutions. With regards to how to obtain such funding, we encourage Applicants to consider relevant foundations, institutes, organizations, companies and Governments as possible sources. A number of students on our MA programs have been able to acquire funding from their governments, companies or from relevant foundations.

We do not have any specific sponsor to which we can refer students. Please note that our programs are not funded by DAAD or supported by Bafög.





Center for Cultural Diplomacy | Institute for Cultural Diplomacy



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