

# MEDIA

Medieninformatik

Medienwissenschaft

Medienmanagement

Bauhaus-Universität Weimar

## Index

Faculty of Media .....	2
Universtiy Town of Weimar .....	4
<b>Computer Science and Media (Medieninformatik)</b> .....	6
> Medieninformatik, Bachelor of Science .....	10
> Computer Science for Digital Media, Master of Science (English) .....	18
> Human-Computer Interaction, Master of Science (English) .....	24
> Digital Engineering, Master of Science (English) .....	30
<b>Media Studies (Medienwissenschaft)</b> .....	38
> Medienkultur, Bachelor of Arts .....	40
> Studienprogramm Europäische Medienkultur, Bachelor of Arts, Licence en Information-Communication .....	46
> Medienwissenschaft, Master of Arts .....	52
<b>Media Management (Medienmanagement)</b> .....	58
> Medienmanagement, Master of Arts .....	60
> Kreativmanagement und Marketing, Master of Arts (part-time studies) .....	68
Projects at the Faculty of Media .....	72
Contact	



## Faculty of Media

Since it was established in 1996, the Faculty of Media has worked to embody the philosophy of the university – to create synergies between the scientific theory and artistic experimentation – through, with and in media. The Bauhaus-Universität Weimar has demonstrated that media plays an increasingly significant role in the fields of science, art, society and business.

The dynamic environment at our faculty encourages personal initiative and commitment in its students and prepares them to become creative and academic media professionals. Project-oriented study in small teams and personal contact to one's instructors provide the optimal conditions for putting one's practical skills to the test. Our focus is not only on allowing students to use what they have learned, but also teaching them to independently and critically question conventional knowledge. The advantages of our faculty are clear:

3 Departments	2 Bachelor Degree Programmes	1 Bi-national Bachelor Degree Programme	2 Master Programmes taught in German	3 Master Programmes taught in English
600 Students on Average	16 Professors	5 Junior Professors	2 Lecturers	

All the media degree programmes in Weimar are characterised by a well-supervised research environment, unrestricted creativity and experimentation in excellently equipped laboratories and workshops. In this way, we enable students to pursue their interests and take advantage of their personal talents in an independent and interdisciplinary manner. That's how we do our part to foster the spirit of the university: Experiment Bauhaus!

For more information about the Faculty of Media, please visit:

[www.uni-weimar.de/media](http://www.uni-weimar.de/media).



## University Town of Weimar

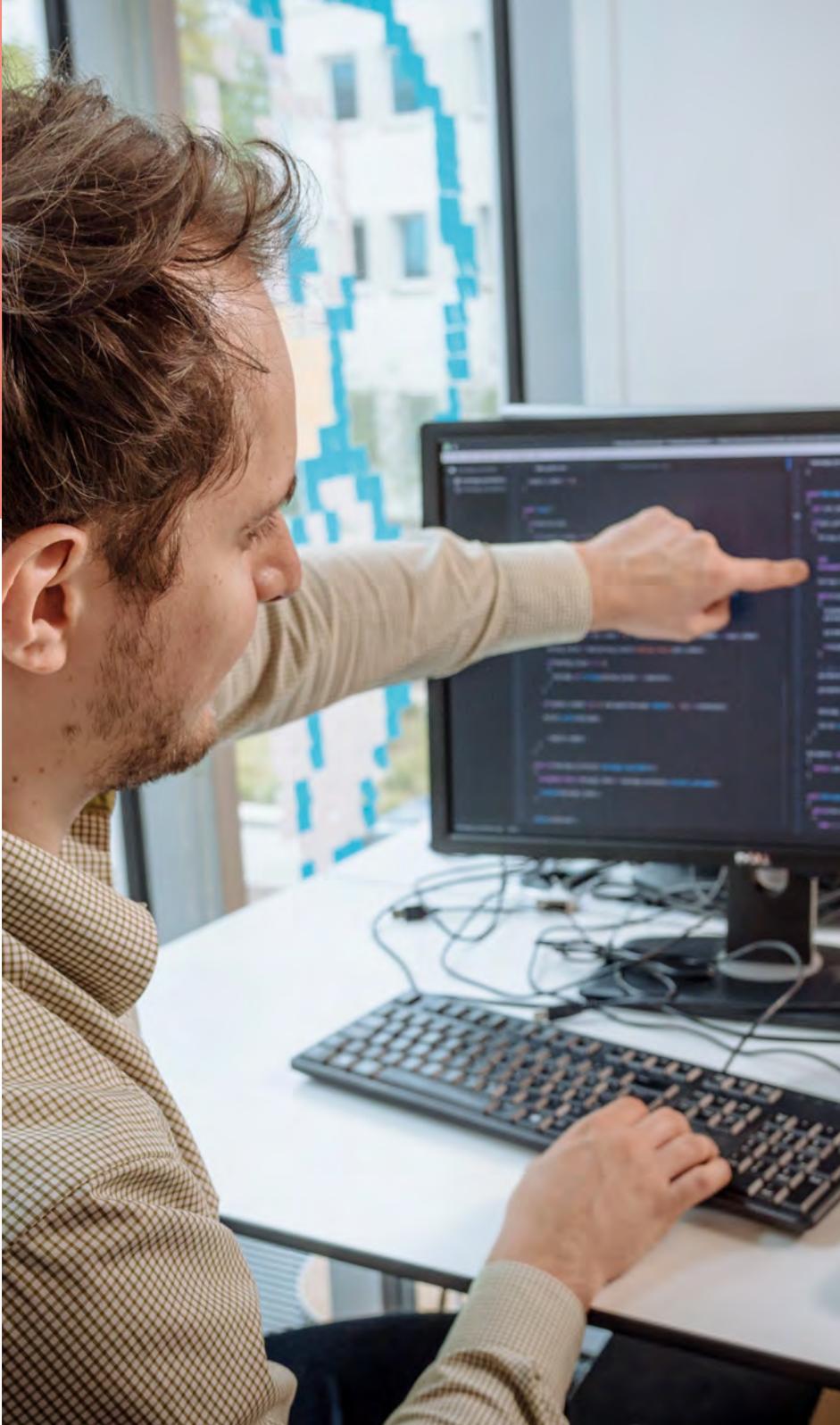
→ *»As a study location, Weimar is small enough for a family-like, focused atmosphere but big enough to not be boring outside of your studies.«* (Franziska Reichenbecher, Media Studies graduate)

Despite its relatively small size and picture-book qualities, Weimar is by no means a sleepy, backwater town. And although it's famous for Goethe, Schiller and the Bauhaus, Weimar has something for everyone - whether you're an art and culture lover, night owl, sport enthusiast or gourmet. And all of this in downtown Weimar where nothing is further away than a ten-minute walk. You can look forward to visiting more than 20 museums, four cinemas, the Deutsches Nationaltheater, several small theatre venues, student clubs and concert events.

The many small and large-scale initiatives - temporary showrooms, project workshops, university gallery [marke.6](#), the student-created SpaceKidHeadCup soapbox derby - augment the cultural spectrum represented by the major institutions of the Weimar Classics Foundation, Deutsches Nationaltheater, Buchenwald Memorial, Goethehaus, Bauhaus Museum and ACC Gallery. Four cinemas, several art galleries, more than 20 other museums, as well as various student clubs and concerts underscore Weimar's significance as a 1999 cultural capital of Europe, even today.

Get your own impression of what Weimar has to offer here:

**[www.uni-weimar.de/discoverbauhaus](http://www.uni-weimar.de/discoverbauhaus)**.



## Computer Science and Media (Medieninformatik)

»What I particularly like about Computer Science and Media is that it's not as theoretical as I initially thought it would be. The first things that come to mind are nerds, numbers, and math. Although this is a large part of the degree programme, the projects are very practice-oriented – and the jobs in computer science can also be very creative. I really like that!« (Basti, Bachelor student of Computer Science and Media)

Shaping our future is more and more in the hands of those who face the challenges and needs of digital media in a networked knowledge and information society: fake news detection, internet security, artificial intelligence, smart clothing. The Computer Science Department is an interdisciplinary department concerned with every aspect of information processing within the context of digital media, as well as with the conception and development of interactive digital systems:

- > Proper handling of information
- > Copyright protection and security
- > Collaboration and interaction
- > Identity and virtualisation
- > Software development
- > Data Science
- > New devices and user adaptation

**In the Computer Science Department, the Faculty of Media offers you the following study courses:**

- > Bachelor of Science: Medieninformatik (Media Informatics)
- > Master of Science: Computer Science for Digital Media (taught in English)
- > Master of Science: Human-Computer Interaction (taught in English)
- > Master of Science: Digital Engineering (taught in English, in cooperation with the Faculty of Civil Engineering)

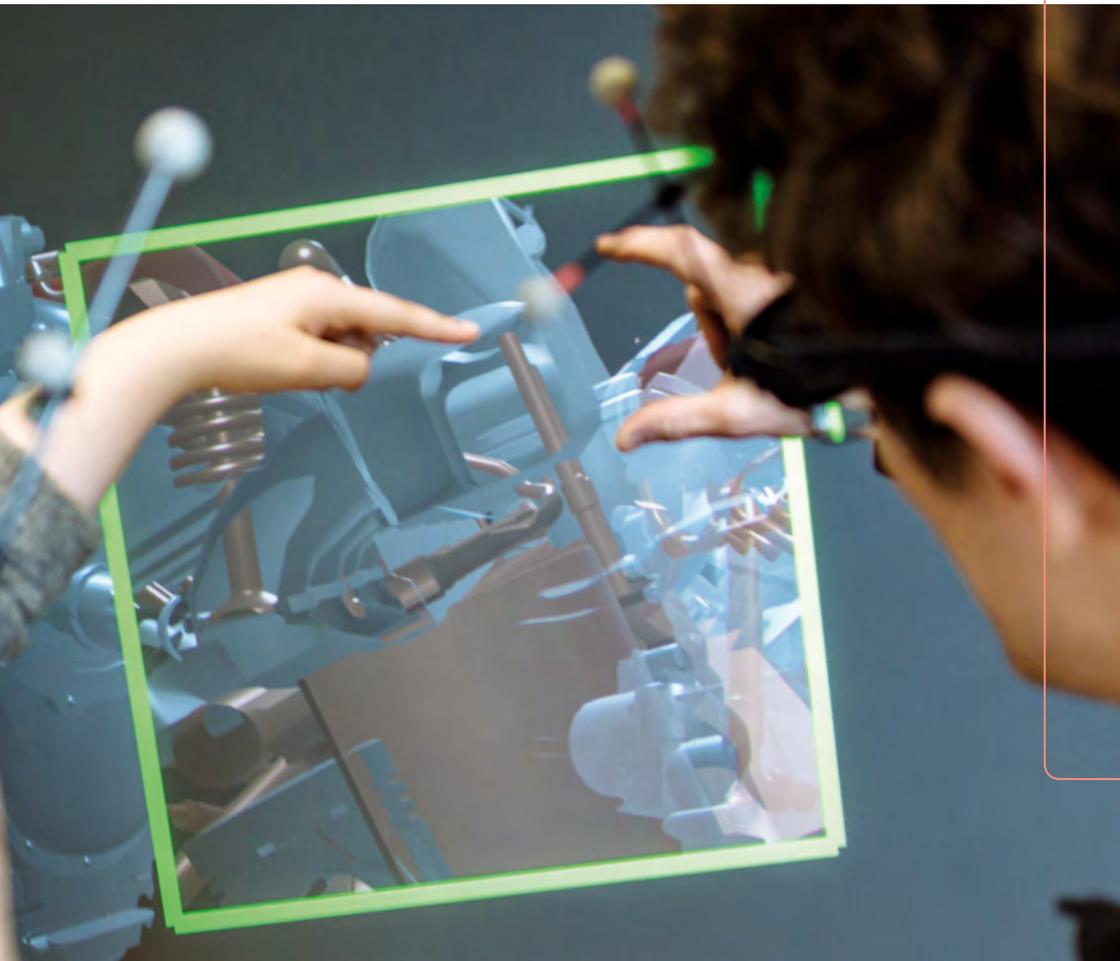
For more information, please visit:

**[www.uni-weimar.de/media](http://www.uni-weimar.de/media)**.

You can find videos of students and information on our Computer Science and Media projects on our Vimeo channel at:  
<https://vimeo.com/album/2615571>.

### Lab infrastructure

We offer a high-quality study environment with access to state-of-the-art technology and well-equipped laboratories. In our 2016 graduate survey, respondents rated the access to IT services, the availability of lab space and the teaching and learning rooms as well as the equipment available at lab workstations as extremely good in comparison to other computer science courses.



### The following labs are available to you during your studies:

- > Electrical Engineering Lab
- > Virtual Reality Lab
- > Networked Media Lab
- > Computer Vision Lab
- > Web Technology Lab
- > HCI Lab
- > Usability Lab
- > Lab for Mobile Media
- > Computer Graphics Lab
- > Media Security Lab
- > WinuX-Pool
- > LiNT-Pool

### The following state-of-the-art labs are also available on 300m<sup>2</sup> at the Digital Bauhaus Lab for research and dissertation work:

- > User Interface Development Lab
- > Human-Computer Interaction Lab
- > Computer Vision Lab
- > Computer Graphics Lab
- > Virtual Reality Labor
- > Multi-User 3D Display
- > Visual Analytics Display

For more information, please visit:  
[www.digital-bauhaus-lab.de](http://www.digital-bauhaus-lab.de).



## Media Informatics (Medieninformatik), B. Sc.

How does secure online banking work?

How can we combat vandalism online?

What will the user interfaces of the future look like?

And how does communication in ad-hoc networks work?

In Weimar, you are part of future innovations. You are studying at a top centre for informatics research and teaching, and becoming experts in a networked information society.

The German-language Degree Programme »Medieninformatik« in Weimar provides you with a foundation of software and system development skills for digital media. Once you have learnt the basics of informatics, mathematics and media informatics at the beginning of your course, you can dive into the second half: you and your fellow students work together to develop applied hardware and software solutions in two major projects. The projects take up 10 to 15 hours a week and provide an insight into the everyday professional lives of media informatics specialists.

Degree	Bachelor of Science
Standard time of degree	6 semesters (3 years)
Start of study	winter semester
Applications deadline	30 September
Enrolment deadline	30 September
Application procedure	No admission restrictions

Informatics is an interdisciplinary field that has permeated every part of our society, so the requirements that media informatics specialists have to fulfil are correspondingly diverse. And this is exactly what we prepare you for: in addition to excellent specialist training, we place a strong emphasis on teaching soft skills. Through project work, you will learn to work in a team, identify and solve problems, be flexible in the face of change, present results, and collaborate with people from other disciplines (such as art and design). There is a long tradition of this at the Faculty of Media and the Bauhaus-Universität Weimar.

## Course timetable sample

### Media Informatics (Medieninformatik), B.Sc.

	FORMAL FOUNDATIONS		APPLIED INFORMATICS			PROJECT AND INDIVIDUAL WORK		ECTS	
B1	<b>MATHEMATICS I</b> Linear algebra	<b>INFORMATICS STRUCTURES</b> Discrete structures	<b>PRACTICAL INFORMATICS</b> Fundamentals of Informatics	Modelling information systems	Introduction to programming		<b>MEDIA</b> Media industry	∑ 28.5	
B2	Analysis	Algorithms and data structures	<b>SOFTWARE</b> Fundamentals of programming languages			<b>HUMAN-COMPUTER INTERACTION</b> Perception and cognition	<b>TECHNICAL INFORMATICS</b> Information and coding	<b>MEDIA LAW</b> Media law	∑ 28.5
B3	<b>MATHEMATICS II</b> Numerics	<b>THEORETICAL INFORMATICS</b> Formal language	Software design	<b>INFORMATION SYSTEMS</b> Databases	<b>COMMUNICATION SYSTEMS</b> Parallel and distributed systems	Human-computer interaction	Electrical engineering		∑ 31.5
B4	Stochastics	Complexity theory		Fundamentals of web technology	Cryptography and media security		<b>FIRST PROJECT</b>		∑ 33.0
B5				<b>VISUAL COMPUTING</b> Computer graphics	Computer vision	<b>ELECTIVE</b>	<b>SECOND PROJECT</b>		∑ 30.0
B6				Visualisation			<b>BACHELOR MODULE</b>		∑ 28.5

Please consider that classes are held in German.  
The image represents a potential course of study which may vary accordingly.

## How do I apply?

The course is designed as a foundational Bachelor's degree which can be followed by a (consecutive) Master's programme that builds on the content. There are no admission restrictions. You can submit your application online by the end of September in the relevant year.

Current application and registration deadlines and the online application route can be found at [www.uni-weimar.de/mediainformatics](http://www.uni-weimar.de/mediainformatics).

If you have any further questions, please contact our academic advisor at [mi-info@medien.uni-weimar.de](mailto:mi-info@medien.uni-weimar.de) or get an insight with our social media channels: facebook: [medieninformatik.bauhausUni](https://www.facebook.com/medieninformatik.bauhausUni)  
instagram: [medieninformatik.weimar](https://www.instagram.com/medieninformatik.weimar)

### You will need:

- > A yen for the intellectual challenges of an innovative information society
- > A passion for tinkering, testing and researching
- > Curiosity and creativity
- > Willingness to tackle complex relationships
- > Capacity for teamwork and openness to collaborating with a variety of disciplines
- > Independence and individual responsibility
- > A solid understanding of mathematics
- > Capacity for logical and abstract thinking
- > Programming skills are not mandatory
- > Good English skills would be an advantage

### And after studying?

A media informatics specialist's job includes analysing, formalising and developing potential solutions for problems from fields not closely related to informatics, comparing the advantages and disadvantages of various solutions, and ultimately developing a solution.

Analysing, designing and implementing media informatics systems is generally something that is done in teams as project work. Collaborating in a working group, constructively tackling ideas and criticism within the working group, and agreeing and keeping to deadlines are all key skills that we will teach you as part of the programme.

You will also learn how to react flexibly to changes in a working environment driven by innovation, discover knowledge gaps and close them yourself – which is just what the modern professional world is looking for!

### With a degree in »Medieninformatik«, you could work as a:

- > Software developer
- > Interface designer
- > Web developer
- > Company IT security expert
- > Management consultant in the IT sector
- > Games developer
- > University or industry researcher
- > Freelancer



Moreover, there is a variety of opportunities for you to undertake a Master's degree in fields of applied informatics in Weimar or elsewhere. At the Faculty of Media, we offer two English-language research-oriented Master's courses in the fields of Computer Science for Digital Media and Human-Computer Interaction. The English-language Master's degree in Digital Engineering is offered jointly with the Faculty of Civil Engineering.



## Computer Science for Digital Media, M. Sc.

In the English-language Master's degree programme Computer Science for Digital Media, students are introduced to the latest research findings in the field of interactive digital media. In addition to providing research-oriented professional training, the programme helps students acquire communication and presentation skills through their project work. The entire programme is taught in English and thus optimally prepares you for the IT job market.

Degree	Master of Science
Standard time of degree	4 semesters (2 years)
Start of study	summer semester, winter semester
Language	English
Application deadline (if graduated outside of Europe)	31 March, 30 September (15 January, 15 July)
Enrolment deadline	31 March, 30 September
Application procedure	Qualification Check

### What does the course offer?

**The internationally recognized and accredited master's programme adopts an integrative approach based on two fundamental concepts:**

› Study of a selection of primary subject areas:

- › Media security
- › Data Mining
- › Information Retrieval
- › Machine learning
- › Visual Analytics
- › Optimization
- › Mathematical modelling
- › Human-computer interfaces



- > Mobile media
  - > Usability
  - > Virtual Reality
  - > Graphics
  - > Computer Vision
  - > Visualisation
- > Acquisition of soft skills through a project-based study approach including active training of scientific communication, presentation and writing skills in small groups.

### How do I apply?

Admission requires a Bachelor of Science degree in computer science, media informatics, media technology or a related field with a strong focus on computer science. Bachelor degrees in electrical engineering, physics or mathematics may be eligible if you took a significant number of core computer science courses during your studies. If the converted credit-weighted average grade of your Bachelor's degree is at least 2.0 in the German system, your chances of acceptance are very good.

Candidates must provide proof of English language proficiency at the B2 level as put forth in the Common European Framework of Reference for Languages.

The English Computer Science for Digital Media Master's programme begins in the winter as well as in the summer semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/en/cs4dm](http://www.uni-weimar.de/en/cs4dm). If you have any other questions, please contact a faculty advisor at: [csm-info@medien.uni-weimar.de](mailto:csm-info@medien.uni-weimar.de).

### And after Studying?

Our graduates find employment in the R&D departments of companies in the automotive, telecommunication, software, gaming and animation industry, as well as at academic institutions in Germany and overseas. A specialisation in Computer Science with focus on media opens the door for employment and research in innovative areas such as:

- > System development
- > Algorithm development
- > Data analysis
- > Data Mining
- > Scientific visualisation
- > Image processing
- > Physical simulation
- > Interface development and testing
- > Security protocols development

### Contact with attractive employers worldwide

If you achieve very good marks, your tutors can gladly help you to land your dream job at a leading IT company: our professors are in contact with attractive employers worldwide, including Google, Adobe, IBM, Volkswagen and Zeiss.

### Establish a start-up

Want to turn your project into a business? The Bauhaus-Universität Weimar has its very own start-up hub: neudeli helps students and alumni interested in setting up their own company to make their business idea a reality. [www.neudeli.net](http://www.neudeli.net)

## Course timetable sample

### Computer Science for Digital Media, M.Sc.

				ECTS																
M1	<table border="1"> <tr> <td>MODELLING</td> <td>DISTRIBUTED AND SECURE SYSTEMS</td> <td>INTELLIGENT INFORMATION SYSTEMS</td> <td>GRAPHICAL AND INTERACTIVE SYSTEMS</td> </tr> </table>	MODELLING	DISTRIBUTED AND SECURE SYSTEMS	INTELLIGENT INFORMATION SYSTEMS	GRAPHICAL AND INTERACTIVE SYSTEMS	ELECTIVES		Σ 30.0												
MODELLING	DISTRIBUTED AND SECURE SYSTEMS	INTELLIGENT INFORMATION SYSTEMS	GRAPHICAL AND INTERACTIVE SYSTEMS																	
M2	<table border="1"> <tr> <td>9</td> <td>9</td> <td>9</td> <td>9</td> </tr> </table>	9	9	9	9	<table border="1"> <tr> <td>RESEARCH PROJECT I</td> <td></td> </tr> <tr> <td></td> <td>15</td> </tr> </table>	RESEARCH PROJECT I			15	12	Σ 33.0								
9	9	9	9																	
RESEARCH PROJECT I																				
	15																			
M3	<table border="1"> <tr> <td>SPECIALIZATION</td> <td></td> <td>MASTER MODULE</td> <td></td> </tr> <tr> <td></td> <td></td> <td>Initial Research</td> <td></td> </tr> <tr> <td>4,5</td> <td>4,5</td> <td>6</td> <td></td> </tr> </table>	SPECIALIZATION		MASTER MODULE				Initial Research		4,5	4,5	6		<table border="1"> <tr> <td>RESEARCH PROJECT II</td> <td></td> </tr> <tr> <td></td> <td>15</td> </tr> </table>	RESEARCH PROJECT II			15		Σ 30.0
SPECIALIZATION		MASTER MODULE																		
		Initial Research																		
4,5	4,5	6																		
RESEARCH PROJECT II																				
	15																			
M4	<table border="1"> <tr> <td>MASTER THESIS AND DEFENSE</td> <td></td> </tr> <tr> <td></td> <td>27</td> </tr> </table>		MASTER THESIS AND DEFENSE			27		Σ 27.0												
MASTER THESIS AND DEFENSE																				
	27																			

The image represents a potential course of study which may vary accordingly.

## Human-Computer Interaction, M. Sc.

Design and development of intelligent software systems and interfaces have become increasingly important with the pervasiveness of mobile devices and ubiquitous technologies. In the English-language Human-Computer Interaction Master of Science programme, students focus on theoretical and practical issues in current Computer Science research in interface design and interactive system development.

This technically-oriented HCI master's programme further offers the opportunity to participate in interdisciplinary projects and to attend courses from other study programs, such as Media Art and Design, Media Science, Media Management, Architecture, Product Design and other courses from the Faculty of Art and Design.

Degree	Master of Science
Standard time of degree	4 semesters (2 years)
Start of study	summer semester, winter semester
Language	English
Application deadline (if graduated outside of Europe)	31 March, 30 September (15 January, 15 July)
Enrolment deadline	31 March, 30 September
Application procedure	Qualification Check



## Course timetable sample – Human-Computer Interaction, M.Sc.

	ADVANCED HCI	INFORMATION, PROCESSING, PRESENTATION	VR/AR	MOBILE HCI	ELECTIVES		PROJECTS AND THESIS	ECTS
M1	USABILITY ENGINEERING & TESTING 9		VIRTUAL REALITY 9	GIS 9	ELECTIVES 6	ELECTIVES 6		Σ 25.5
M2	HCI: THEORY & METHODS 9	VISUALIZATION 9	IMAGE ANALYSIS 9	MOBILE INFORMATION SYSTEMS 9			RESEARCH PROJECT 15	Σ 33.0
M3		PHYSIOLOGICAL COMPUTING 9			ELECTIVES 6	ELECTIVES 6	RESEARCH PROJECT 15	Σ 31.5
M4					MASTER MODULE			Σ 30.0 30

The image represents a potential course of study which may vary accordingly.

## What does the course offer?

**This international master's degree programme is based on the following two basic pillars:**

- (a) The study of a range of current topics within the field of human-computer interaction:
- > Usability
  - > User centered design
  - > User interface testing & research
  - > Innovative interface technologies such as virtual reality, mobile systems, adaptive systems, mixed reality, ubiquitous computing and graphic interfaces.
- (b) Acquisition of key skills and competences through a project-based study approach including active training of scientific communication, presentation and written skills in small groups.

## How do I apply?

The prerequisite for admission is a Bachelor's degree in Human-Computer Interaction or Computer Science and Media or a subject-relevant undergraduate degree from a recognized university or vocational academy (as decided by the responsible examination committee) with a final grade of at least a 2.0 »good«. Candidates must also be able to provide proof of English language proficiency at the B2 level as put forth in the Common European Framework of Reference for Languages.

The English-taught Human-Computer Interaction Master's programme begins in the winter as well as in the summer semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/hci](http://www.uni-weimar.de/hci). If you have any further questions, please contact a faculty advisor at: [hci-info@medien.uni-weimar.de](mailto:hci-info@medien.uni-weimar.de).

## And after studying?

Well-educated individuals with computer science and design expertise are in high demand, both here in Germany and on the international market. Because this programme combines sophisticated computer science with the direct, application-oriented and creative examination of IT issues, there is an especially strong demand for our graduates in the telecommunication, game and entertainment industry branches, the service-oriented software departments within industrial and commercial enterprises, start-ups and multimedia corporations.

## Potential future occupations include:

- > User Interface Designer
- > User Experience Designer
- > Information Architect
- > Usability Engineer
- > Software developer
- > Application Developer
- > Interaction Designer

We have learned from our alumni that M. Sc. graduates frequently find employment in R&D departments in large corporations, in research institutes (e.g. Fraunhofer), universities and other tertiary educational institutions, and often plan to pursue a doctorate.

## Establish a start-up

Want to turn your project into a business? The Bauhaus-Universität Weimar has its very own start-up hub: neudeli helps students and alumni interested in setting up their own company to make their business idea a reality. [www.neudeli.net](http://www.neudeli.net)

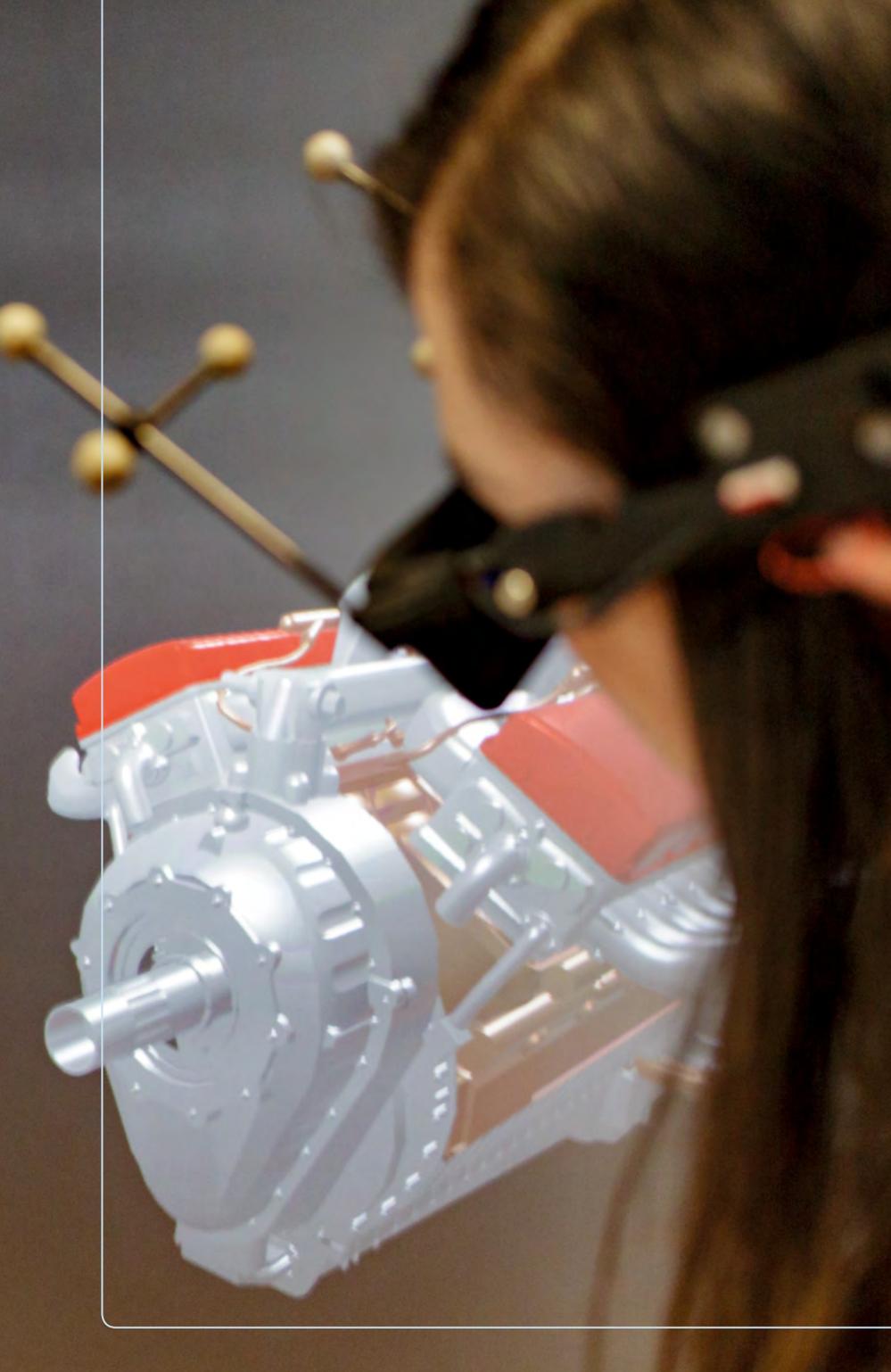
## Digital Engineering, M. Sc.

The use of digitally connected systems is increasing in every industry. The developments currently unfolding under the buzzword "Industry 4.0" are essentially based on the comprehensive digital representation of every step in the value chains in industrial production. From the planning phase through to the design/draft and production process to monitoring products (incl. built infrastructure) over their service-life, virtual product and process models are networked with each other to expedite development processes, raise product quality, and optimise production. That is why these developments require well-trained specialists at the interface of computer science and engineering.

<b>Degree</b>	Master of Science
<b>Standard time of degree</b>	4 semesters (2 years)
<b>Start of study</b>	summer semester, winter semester
<b>Language</b>	English
<b>Application deadline (if graduated outside Europe)</b>	31 March, 30 September (15 January, 15 July)
<b>Enrolment deadline</b>	31 March, 30 September
<b>Bewerbungsverfahren</b>	Qualification Check

This course of study, which was jointly developed by participants from the professorships of Civil Engineering, Computer Science and Media at the Bauhaus-Universität Weimar, is designed to provide you flexible and interdisciplinary training to meet the challenges you'll face in the professional world of tomorrow.

The Digital Engineering Master's programme places a high premium on introducing you to current research issues that can be jointly defined and supervised by industry partners at an early state. The Digital Bauhaus Lab is a state-of-the-art university research facility offering optimal conditions for success.



## Course timetable sample

### Digital Engineering, M.Sc., option I

	DIGITAL ENGINEERING					PROJECTS AND THESIS			ECTS
M1	FUNDA- MENTALS 6	6	MODELLING 6	SIMULATION AND VALI- DATION 6	VISUALI- ZATION AND DATA SCIENCE 6				∑ 30.0
M2	6	6	6	6	6	ELECTIVE 3			∑ 33.0
M3				6	6	PROJECT 12	MASTER MODULE Initial Research 3		∑ 27.0
M4						ELECTIVE 3	ELECTIVE 6	MASTER MODULE Thesis and defense 21	∑ 30.0

The image represents a potential course of study which may vary accordingly.

## Course timetable sample

### Digital Engineering, M.Sc., option II

	DIGITAL ENGINEERING					PROJECTS AND THESIS			ECTS
M1	FUNDA- MENTALS 6	6	MODELLING 6	SIMULATION AND VALI- DATION 6		VISUALI- ZATION AND DATA SCIENCE 6			∑ 30.0
M2	6	6	6	3	3	6			∑ 30.0
M3				6		6			∑ 33.0
	ELECTIVE 6		PROJECT 12		MASTER MODULE Initial Research 3			∑ 33.0	
M4	ELECTIVE 6		MASTER MODULE Thesis and defense 21					∑ 27.0	

The image represents a potential course of study which may vary accordingly.

## What does the course offer?

The consecutive Digital Engineering Master's programme combines academically specialised expertise from the Civil Engineering and Computer Science and Media disciplines. The coursework is centred on a practical transfer of methodical interrelations between engineering and computer science for complete digitalisation of design, manufacturing, and application processes.

## How do I apply?

The admission prerequisite for the Digital Engineering degree programme is a Bachelor of Science degree in Civil Engineering, Mechanical Engineering, or applied informatics (e.g. Computer Science and Media, Geoinformatics) with a final grade of at least »gut« according to the German scale. Moreover you must provide proof of English language proficiency at the B2 level as put forth by the Common European Framework of Reference for Languages (GER). Furthermore the candidate must submit a one-page letter of motivation in English.

Our English-language Master's programme in Digital Engineering may be started in the winter semester or in the summer semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/en/digital-engineering](http://www.uni-weimar.de/en/digital-engineering). If you have any further questions, please contact a faculty advisor at: [digeng@medien.uni-weimar.de](mailto:digeng@medien.uni-weimar.de).

### In addition, you should:

- › Enjoy working in interdisciplinary teams
- › Be curious and creative
- › Be willing to work independently and take initiative
- › Enjoy solving the complex problems of the digital information community
- › Possess excellent knowledge of engineering or computer science
- › Have an interest in developing models for physical processes, image data acquisition and analysis, as well as visualisation methods
- › Possess knowledge of numerical simulation methods
- › Have an understanding of storage, analysis and manipulation of large quantities of data
- › Demonstrate English language proficiency

## And after studying?

Your Master's degree from the Bauhaus-Universität Weimar will prepare you for the challenges of the future: Graduates of the digital engineering degree programme have a high level of competence in recognition of engineering and methodological contexts, as well as the possibilities created through computer-based engineering modelling of these relationships on the basis of different modelling concepts, and in the representation and interpretation of complex findings for different stakeholders. This places you in a key position in the digitalisation of our society. Your wide range of career options includes computer-assisted processes at the interfaces of civil engineering, aerospace engineering, automotive industry, plant engineering and mechanical engineering, as well as the consumer goods sector.

### With a degree in Digital Engineering, you can work in industry and science, for example as a

- › Model manager
- › Engineering analyst
- › System integrator
- › Technical manager
- › Consultant for digitalisation concepts
- › Software developer
- › Project development engineer
- › Research and development

## Media Studies (Medienwissenschaft)

→ *»I particularly appreciated the broad understanding of the concept of media, which meant that a very diverse range of topics could be considered during the course. Tutors were always very open to students' personal interests and ideas for the coursework, for instance. This meant that each student was able to pursue their own individual interests instead of being required to address specific aspects. While friends at other universities complained about their highly inflexible, structured programmes, I always felt that I was very free to develop my own academic interests.«*  
(Daphna, Media Culture graduate)



Films, TV series, roads, animals, screens, rituals, games, manuscripts or laboratories - these are just some of the many subjects of media studies research and coursework in Weimar. Media Studies in Weimar researches how media techniques and practices affect cultural and social processes and vice versa. In addition to traditional and mass media, such as film, television, visual arts and literature, our focus is on media interrelationships and networks of such things as infrastructures, archives, techno-ecologies, and exhibitions.

Weimar Media Studies is one of the leading locations in Germany for media research, a springboard for critical impulses in international research. The numerous research projects at the faculty and related events demonstrate its involvement in dialogue with international top-level research.

Students experience the high density of research projects in their day-to-day studies. We have created an extensive culture of lectures, discussion and other events, such as conferences and workshops with international visiting professors at venues such as the International Research Institute for Cultural Techniques and Media Philosophy (IKKM) and the Competence Centre for Media Anthropology (KOMA).

### The degree programme Media Studies offers the following courses:

- Bachelor of Arts: Medienkultur (Media Culture)
- Bachelor of Arts/Licence Information-Communication: Europäische Medienkultur (European Media Culture) (in collaboration with the Université Lumière Lyon 2)
- Master of Arts: Medienwissenschaft (Media Studies)

For further information check:

**[www.uni-weimar.de/media](http://www.uni-weimar.de/media)**.

## Media Culture (Medienkultur), B.A.

The social phenomenon of the selfie, crowd innovation, the cultural technology of remixing and the interaction between humans and smartphones – no subject is off-limits for our students. The Media Studies program in Weimar takes a particularly broad approach: when we consider media studies, cultural studies and media economics, we are not only interested in mass media and communication media in the classic sense. Instead, we focus much more on medial transitions and connections to other areas of study, such as sociology, philosophy, history of science and cultural technology research. The faculty provides the freedom and trust for you to pursue your own interests and research projects.

Degree	Bachelor of Arts
Standard time of degree	6 semesters (3 years)
Start of study	winter semester
Language	German
Applications deadline	30 September
Enrolment deadline	30 September
Application procedure	No admission restrictions

The infrastructure required for this exists, namely in small seminar groups and well-equipped rooms and libraries. The professors and university staff provide consultation on topics for seminar work and final projects.

### The main focus of the Medienkultur Bachelor of Arts Programme are:

- > Media and cultural theory
- > Media and cultural history
- > Media philosophy
- > Film studies and image theory
- > Media management and marketing
- > Sociology and archival research
- > Media worlds and cultural techniques



## Course timetable sample – Media Culture (Medienkultur), B.A.

	FOUNDATIONS		PROJECT WORK AND INDIVIDUAL WORK			ECTS	
B1	<b>INTRODUCTORY COURSE</b> Media and cultural theory 12	Media economics 12		<b>ELECTIVE</b> 6		∑ 30.0	
B2	Media history 12			<b>PRACTICAL MODULE</b> Media art and design or media informatics 6	<b>PRACTICAL MODULE</b> Media art and design or media informatics 6	<b>ELECTIVE</b> 6	∑ 30.0
B3		<b>STUDY MODULE*</b> Media science, cultural science or media economics 6	<b>STUDY MODULE*</b> Media science, cultural science or media economics 6		<b>PROJECT MODULE</b> Media science, cultural science or media economics 18		∑ 30.0
B4		<b>STUDY MODULE*</b> Media science, cultural science or media economics 6			<b>INTERNSHIP</b> 24		∑ 30.0
B5		<b>STUDY MODULE*</b> Media science, cultural science or media economics 6	<b>STUDY MODULE*</b> Media science, cultural science or media economics 6		<b>PROJECT MODULE</b> Media science, cultural science or media economics 18		∑ 30.0
B6		<b>STUDY MODULE*</b> Media science, cultural science or media economics 6			<b>BACHELOR THESIS</b> Media science, cultural science or media economics 24		∑ 30.0

\*You can choose either two study modules from every field of study or three study modules from two fields of study

Please consider that classes are held in German.  
The image represents a potential course of study which may vary accordingly.

## How do I apply?

The course is designed as a foundational Bachelor's degree which can be followed by a (consecutive) Master's programme that builds on the content. There are no admission restrictions. Admission condition is a university entrance diploma or a similar school leaving examination. You can submit your application online by the end of September in the relevant year.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/mediaculture](http://www.uni-weimar.de/mediaculture).

If you have any other questions, please contact a faculty advisor at:

[mk-info@medien.uni-weimar.de](mailto:mk-info@medien.uni-weimar.de) or get an insight with our social media channels:

facebook: [medienkultur.weimar](https://www.facebook.com/medienkultur.weimar)

instagram: [medienkultur.weimar](https://www.instagram.com/medienkultur.weimar)

### You should also be sure to bring along:

- › An interest in various phenomena from media, culture, and everyday life
- › A willingness to immerse yourself in unconventional research topics and perspectives
- › A passion for open-ended questions, long and sometimes theoretical texts, and the scientific practice of wonder
- › Independence, creativity, and flexibility during the course of your studies
- › An openness towards interdisciplinary initiatives and networks

## And after studying?

Media Studies graduates are independent professionals who are competent users of media products. You will learn to handle complex questions using unconventional, innovative and well-founded methods – exactly the skills that are in demand in today's business world!

The opportunities for further study in Weimar or elsewhere are also diverse: depending on the specialisation chosen during the Bachelor's degree, you can pursue studies in the field of Media Studies, Cultural Studies or Media Management. The Faculty of Media offers two research-oriented Master's degree programmes in the fields of Media Studies and Media Management.

The degree programme is not a practical media or artistic course, and thus does not prepare you for a specific profession. Instead, the focus is on imparting skills for challenging professions requiring creative and reflective thinking. The faculty supports and encourages external practical experience. The Careers Service can advise on the opportunities available after completing your studies.

### Skills acquired during the degree in Media Studies:

- › Analytical thinking in the handling of products, processes and structures in media and culture
- › Independent, autonomous work
- › Academic qualification for Master's programmes with a research focus
- › Presentation and research skills
- › Organisational and conceptual skills
- › Critical reflection on historical and contemporary everyday phenomena
- › Interdisciplinary work at the intersection between different stakeholders

### Graduates are qualified for work in the following fields:

- › Cultural management, public relations
- › Editorial work (radio, print media, TV, online, publishing houses)
- › Film production, distribution and promotion
- › Decision management or (corporate) consulting for mass media and the entertainment industry
- › Programme development

## European Media Culture (Europäische Medienkultur), B.A./L.I.C.

What are the historical and contemporary forms of a specifically European media culture?  
 What knowledge about Europe does media produce or deny?  
 And how do media cultures differ between East, West, North, and South against a background of globalization and migration?

The »Europäische Medienkultur« Bachelor of Arts Programme deals with these questions. In order to get closer to the answers, we offer a binational degree programme at two renowned European universities: the Bauhaus-Universität Weimar and the Université Lumière Lyon 2. You will experience two cities, two languages, two cultures, and two academic systems. You will spend three semesters at each of the two universities and graduate with two international degrees after six semesters.

Partner	Université Lumière Lyon 2
Degree	Bachelor of Arts Licence en Information-Communication
Standard time of degree	6 semesters (3 years)
Start of study	Wintersemester
Language	German, French
Application deadline	15 July
Enrolment deadline	30 September
Application procedure	Aptitude test procedure



## Course timetable sample

### European Media Culture (Europäische Medienkultur), B.A./L.I.C.

	IN WEIMAR				IN LYON (3.-5. SEMESTER)				ECTS	
B1	<b>INTRODUCTORY COURSE</b> Media and cultural theory 12	Foundations of media economics 12	<b>STUDY MODULE</b> European media culture 6	<b>LANGUAGE            COURSE,            PART 1</b> German or French 3					Σ 33.0	
B2	Media history 12		<b>WERKMODUL</b> Media art and design or media informatics 6	<b>WERKMODUL</b> Media art and design or media informatics 6	<b>LANGUAGE            COURSE,            PART 2</b> German or French 3				Σ 27.0	
B3				<b>THEORETICAL            APPROACH</b> communication and social interac- tion/basic texts 5	Information and communication science 5	Media analyses 5	Sociology and communications 5	socio-professional challenges of communication 5	Transversal information and communication science 5	Σ 30.0
B4				<b>THEORETICAL            APPROACH</b> study of the publics and re- ception studies 5	Information and communication science 5	Media analyses 5	Sociology and communications 5	Sociological and professional challenges in communication 5	Transversal information and communication science 5	Σ 30.0
B5				<b>DISCOURSE AND            COMMUNICA-            TION SCIENCE</b> Discourse and society/discourse analysis 6	Social and economic challenges of communication 6	Professions and research in com- munication 6	<b>SPECIALI-            ZATION *</b> 6	<b>SPECIALIZING            PROJECT</b> 6		Σ 30.0
B6	<b>STUDY MODULE</b> Media science, cultural science or media economics 6	<b>BACHELOR THESIS</b> Media science, cultural science or media economics 24								Σ 30.0

\*»Media and journalistic redaction«, »Organisations, institutions and communication«, or »Cultural mediation and production«

Please consider that classes are held in German or French.  
 The image represents a potential course of study which may vary accordingly.

## What does the programme offer?

The goal of the programme is to offer a media-specific study of the European scope. You will learn to scientifically describe, analyse, and critically reflect on the development of European culture in the media system. The Medienkultur degree programme in Weimar and the Information-Communication programme in Lyon teach and support the research of media processes and deal with them analytically. It is also an excellent opportunity to improve your language skills, travel and to hone your intercultural skills.

The programme is supported by the Franco-German University: Students receive a mobility grant with their study spot.

The participating universities each follow their own academic path, which illustrates the uniqueness of both the different systems and the different teaching concepts. EMK is thus a fusion of two degree programmes and this allows the differences between the French communication sciences and the German media studies to enter into a dialogue with one another.

As a student from the German side, your first year will be completed at the Bauhaus-Universität Weimar and your second year, you will move on to Lyon. Your fifth semester will be spent in Lyon together with the French students from the programme and the sixth semester is spent together in Weimar.

## How do I apply?

The admissions requirements for this degree programme consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process that is governed by the following criteria: (a) average grade in the university entrance qualification; (b) average score in French, German and History; (c) a two-page letter of motivation written in French; (d) a course-specific professional qualification or Internship (if applicable); (e) an admissions interview in German and French. A preparatory internship is recommended.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/emk](http://www.uni-weimar.de/emk).

If you have any other questions, please contact a faculty advisor at:

[emk-info@medien.uni-weimar.de](mailto:emk-info@medien.uni-weimar.de).

## And after studying?

In the Europäische Medienkultur programme, you will learn to work on unconventional, innovative, and complex questions. And this is exactly what today's job market is looking for! Thanks to the linguistic and intercultural competencies you will have acquired, you are qualified to work in European conceptual media professions, for example:

- > Programming and design in the entertainment industry
- > Art and cultural production
- > Cultural or project management
- > Marketing
- > Consulting
- > Publishing
- > Public relations

## Further education

The Bachelor's degree is also a prerequisite for admission to a Master's degree programme in various related areas:

- > Media studies, e.g. The Media Studies programme at the Bauhaus-Universität Weimar
- > Literary studies
- > Cultural studies
- > Linguistics
- > Film studies
- > Political science
- > Communication sciences
- > Marketing and management e.g. Media Management at the Bauhaus-Universität Weimar

Find out more about our graduates on the EMK Alumni Association webpage:

[www.emk-alumni.eu](http://www.emk-alumni.eu).





## Media Studies (Medienwissenschaft), M. A.

The Weimar understanding of media goes far beyond mass media. In addition to the internet, television, and books is a multitude of other objects related to media studies: animals, screens, games, laboratories, or streets – all of these things are worth studying in our everyday life. In Weimar, we are interested in cultural and social design processes that not only unfold in the media, but are also made possible by the media.

With this in mind, you will expand and deepen your scientific skills and develop your own critical-analytical research profile in the Media Studies Master Programme. At the Bauhaus-Universität Weimar, we place particular importance on this. A culture of open mindedness shaped by original, unconventional approaches and methods are central to the Media Studies Master Programme: Groupwork, film essays, excursions, cinema visits, e-learning, and a lively discussion culture are all part of the learning culture.

Degree	Master of Arts
Standard time of degree	4 semesters (2 years)
Start of study	winter semester, summer semester
Language	German
Application deadline	31 March, 30 September
Enrolment deadline	31 March, 30 September
Application procedure	Qualification Check

### A place for cutting-edge research

Weimar Media Studies is one of the leading locations in Germany for media research, a springboard for critical impulses in international research. The numerous research projects at the faculty and related events demonstrate its involvement in dialogue with international top-level research.

Students experience the high density of research projects in their day-to-day studies. We have created an extensive culture of lectures, discussion and other events, such as conferences and workshops with international visiting professors at venues such as the International Research Institute for Cultural Techniques and Media Philosophy (IKKM) and the Competence Centre for Media Anthropology (KOMA).

**The Master's degree programme »Medienwissenschaft« focuses on the following areas:**

- › Media Scientific Fundamentals (Media Theory, Media History)
- › Film and Media Philosophy
- › Media Worlds
- › History and Theory of Cultural Technologies
- › Image Theory and Moving Picture Research
- › Media Sociology
- › Archive and literary research

### How do I apply?

The prerequisite for admission to the master's programme is a) a Bachelor of Arts degree in Media Studies with an above-average overall grade, or an higher education first degree recognised as professionally relevant by the responsible Examination Board and b) a personal essay of approx. 3–4 pages.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/mediastudies](http://www.uni-weimar.de/mediastudies).

If you have any other questions, please contact a faculty advisor at:

[mk-info@medien.uni-weimar.de](mailto:mk-info@medien.uni-weimar.de).

**Be sure to bring along:**

- › A strong interest in various media, culture, and everyday phenomena
- › Basic theoretical and methodological knowledge of media and cultural studies
- › A willingness to immerse yourself in unconventional research topics and perspectives
- › A passion for open questions, long and sometimes theoretical texts – some also in English – and the scientific practice of wonder
- › Independence, creativity, and flexibility throughout your programme
- › Openness for interdisciplinary initiatives and networks

### And after studying?

The degree programme is not a practical media or artistic course, and thus does not prepare you for a specific profession. Instead, the focus is on imparting skills for challenging professions requiring creative and reflective thinking. For example: in the field of media and communication consultation, event planning in the entertainment industry, museums, and exhibitions.

The Master Programme qualifies you in a special way for positions in research and teaching that require proof of a specifically scientific qualification. Ideally, the M.A. Programme is followed by a Ph.D. Programme and a career in academia. The »International College for Cultural Technologies and Media Philosophy« (IKKM), located in Weimar, offers top infrastructural, organizational, and staff conditions and a glimpse at a prospective academic career. [www.ikkm-weimar.de](http://www.ikkm-weimar.de)

**Our graduates can find work in the following fields:**

- › Cultural management, public relations
- › Radio, print, television, and online publishing
- › Film production, distribution, and promotion
- › Decision management or (corporate) consulting for the mass media and entertainment industries
- › Programming
- › Teaching and research

## Course timetable sample

### Media science (Medienwissenschaft), M.A.

	FOUNDATIONS	MASTER MODULE	ECTS
M1	<b>PROJECT MODULE</b> Media science or cultural science 24	<b>BASICAL MODULE</b> Media science 6	∑ 30.0
M2	<b>PROJECT MODULE</b> Media science or cultural science 24	<b>STUDY MODULE</b> 6	∑ 30.0
M3	<b>PROJECT MODULE</b> Media science or cultural science 24	<b>STUDY MODULE</b> 6	∑ 30.0
M4		<b>MASTER MODULE</b> 30	∑ 30.0

Please consider that classes are held in German.  
 The image represents a potential course of study which may vary accordingly.



## Media Management (Medienmanagement)

→ »In Weimar, the understanding of management is very broad. Because of this, we form our own opinions and come up with new ways of thinking. I particularly like this unconventional approach and the nature of the projects. The support of the lecturers is also worth mentioning; you know one another and the atmosphere is very intimate – that's the advantage of our small university.« (Caro, Master student in the Media Management Programme)

The Media Management Department is geared toward the challenges of an increasingly diverse labour market, as well as the increasingly specific and interdisciplinary requirements in media economics research. With its focus in the field of economics, the programme creates cross-references to Media Studies and promotes interdisciplinary and innovative action.

**In the Media Management Department, the Faculty of Media offers you the following study courses:**

- › Master of Arts: Medienmanagement (Media Management)
- › Master of Arts Programme (part-time): Kreativmanagement and Marketing

For further information check:

**[www.uni-weimar.de/media](http://www.uni-weimar.de/media).**

## Media Management (Medienmanagement), M. A.

Discover and experience innovation, operate digital marketing, or analyse monopoly – this is Media Management in Weimar. The programme is characterized by various perspectives on the dynamics of media. In addition to standard mass media, we also look at digital media, media companies, and the markets they operate in. The Media Management degree programme also attaches great importance to a strong understanding of the cultural, economic, and social contexts of media.

In Weimar, you can structure your studies and work independently – looking at other faculties is part of the Bauhaus tradition. Interdisciplinarity and a proximity to start-up businesses are important components of the programme. The start-up hub »neudeli« offers a number of opportunities.

Studying in Weimar is characterized by an intimate atmosphere and close relationships. You have the freedom to personally design your study schedule and can rely on your professors who encourage you to pursue your own research interests.

Degree	Master of Arts
Standard time of degree	4 semesters (2 years)
Start of study	Wintersemester
Language	German
Application deadline	15 July
Enrolment deadline	30 September
Application procedure	Qualification Check



## Course timetable sample

### Media Management (Medienmanagement), M.A.

	FOUNDATIONS				SPECIALISATION				ECTS
M1	<b>COMPULSORY MODULE</b> Applied empirical market research 12	<b>COMPULSORY MODULE</b> Economic theories 6	<b>COMPULSORY MODULE</b> Discourse/practice in mediamanagement or basical media management* 6	<b>COMPULSORY MODULE</b> Media law I 6					Σ 30.0
M2				<b>PROJECT MODULE</b> Marketing and media, media mangement or media economics 12	<b>COMPULSORY MODULE</b> Media law II 6		<b>STUDY MODULE**</b> 6	<b>STUDY MODULE**</b> 6	Σ 30.0
M3				<b>PROJECT MODULE</b> Marketing and media, media mangement or media economics 12	<b>ELECTIVE</b> 6	<b>ELECTIVE</b> 6	<b>STUDY MODULE**</b> 6		Σ 30.0
M4					<b>MASTER THESIS</b> 30				Σ 30.0

\* »Introduction to business studies« as well as »introduction to internal and external accountancy« are compulsory for students who can not proof corresponding knowledge from a former study course.

\*\* Investment and financing of media enterprises, organisations and media, media management, marketing and media or media economics

Please consider that classes are held in German.  
The image represents a potential course of study which may vary accordingly.

## How do I apply?

The prerequisite for admission to the degree course is a first academic degree with above-average grades in either a) Economics or a related subject or b) Media Studies or a related subject. Before they begin their studies, applicants whose first academic degree is not in Economics should be able to provide proof that they have acquired relevant academic knowledge equivalent to at least 50 ECTS credit points. The selection panel shall consider all submissions which are relevant to the subject of Economics. If you meet this formal requirement, your application is then reviewed by a university admissions board. The final grade of your undergraduate degree programme plays the largest role for admission.

In addition, the evaluation of your three- to four-page motivation letter will take into consideration specialist knowledge, practical experience (e.g. internships, projects, work experience, international experience), an established interest in media management, your ability to reflect on media science, and your diligence.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/media-management](http://www.uni-weimar.de/media-management).

If you have any other questions, please contact a faculty advisor at: [mm-info@medien.uni-weimar.de](mailto:mm-info@medien.uni-weimar.de).

## And after studying?

The demands of management qualification are becoming more and more diverse – and this is exactly what we prepare you for! We train you to become highly qualified experts. We hone your analytical and creative potential and you learn to solve problems in new and unfamiliar situations. The development of these qualities is supported by the course content and project-oriented structure.

After graduating, you will be qualified to work in management positions in organizations or freelance situations. In addition to management positions, as a graduate of the study programme, you will also be able to work freelance. The Media Faculty and the start-up hub »neudeli« support you with starting your own business through specific courses and a network for start-up founders. [www.neudeli.net](http://www.neudeli.net)

### Potential career fields are, in particular:

- › Media management and marketing positions (e.g. strategic management, product and production management, public relations)
- › Business and media consulting
- › Advertising and public relations
- › Film production, distribution, and promotion
- › Research and teaching



## Kreativmanagement und Marketing, M.A. (part-time)

What can creative techniques offer for classic management approaches?  
 How can planning processes and creative working methods mutually benefit from one another?  
 And what are the reactions to the influence of the methods and values of the creative sector on other industries?

Answers to this and other similar questions can be found in the Kreativmanagement und Marketing degree programme. We offer a scientific Master Degree with a focus on current scientific research and practical work in creative and innovative management, marketing, and entrepreneurship.

### Target Group: Employed and self-employed people

- › Those employed in project- or staff-management  
(e.g. In publishing houses, broadcasting stations, exhibition halls)
- › Innovators in research and development
- › Those in creative marketing positions (designers, copywriters, PR consultants)
- › Those in creative fields who would like to do scientific work and are looking for a new focus
- › Those who work in creative fields and have a desire to achieve independence

### Distance learning and presence periods

Because the Kreativmanagement und Marketing is offered as an extra-occupational programme, learning takes a blended form. During the distance learning phase, you will be provided with scripts and videos for independent learning. You can connect and exchange ideas with your co-students and instructors via the online learning platforms. You can apply what you have learned to specifically adapted case studies.

Every semester, there are approximately three two-to-three-day attendance periods. These take place on weekends in Weimar. Each semester begins with a kick-off event in Weimar where modules and projects are presented. You can also start getting in touch with your co-students and start forming work groups. During the second presence period, the learning and work that has already been completed is presented in short presentations. The final phase ends with the respective examinations.

## How do I apply?

### Pre-requisites:

1. **A university degree** with a focus on economic, cultural studies, media, engineering, or art
2. No less than two years of **practical professional experience** in one of the above mentioned fields, and
3. In the case of international applicants, **proof of C1 level German** according to the Common European Framework of Reference.

Your university degree must be at least 210 credit points or seven completed semesters. If you do not however have a degree which meets these conditions, you may still be admitted to the programme if the following conditions are met:

1. You have at least 4 years of professional experience relevant to the programme which can be verified through an employer-issued certificate
2. Presentation of a compelling report describing the relevant previous work experience.

The Media Management programme begins in the winter semester. Current application and enrolment deadlines and the online application form can be found at: **[www.uni-weimar.de/kreativmanagement](http://www.uni-weimar.de/kreativmanagement)**.

For further information, contact our academic advising at: **[professional.bauhaus@uni-weimar.de](mailto:professional.bauhaus@uni-weimar.de)**.

### Fees and Financing

The Master programmes costs €3,600 per semester. the total cost for the programme is €18,000. Alternatively, we offer the possibility of completing individual certificates in the Kreativmanagement und Marketing programme. Current information can be found on the study programme's website.

## And after studying?

Graduates of the Master programme are qualified for management positions in various fields. Thanks to the content of the study programme, management, innovation, creative and marketing skills are fostered. The graduates' ability to make decisions becomes more creative, holistic, and strategic. They are qualified for self-employment as well as positions in teaching and research, business and science.

## Course timetable sample

### Kreativmanagement und Marketing, M.A.

	FOUNDATIONS*			MASTER MODULE	ECTS
M1	MARKETING 6	METHODS OF EMPIRICAL MARKET RESEARCH 6	BUSINESS STUDIES 3	MANAGEMENT OF KNOW- LEDGE 3	Σ 18.0
M2	MARKET RESEARCH AND TREND ANALYSIS 6	CREATIVE MANAGE- MENT 6	MEDIA LAW 3	MANAGEMENT OF KNOW- LEDGE 3	Σ 18.0
M3	ENTREPRENEURSHIP 6	MANAGEMENT OF CREATIVE ORGANI- SATIONS, PROJECTS AND WORKFLOWS 6	INTERCULTURAL MANAGEMENT AND SKILLS 6		Σ 18.0
M4	LEADERSHIP IN THE CREATIVE INDUSTRY 6	INNOVATION MANAGEMENT 6	ECONOMY OF CHANGE 6		Σ 18.0
M5				MASTER MODULE	Σ 18.0
					18

\*Modules of the same colour can be studied as separate certificates.

Please consider that classes are held in German.  
The image represents a potential course of study which may vary accordingly.



## Projects at the Faculty of Media

### OpenLab Night in the Department of Computer Science and Media

How can we reduce energy consumption in mobile devices?

How does secure online banking work?

And how exactly do search engines find what we're looking for?

These and many other questions are the focus of study and research in the Computer Science and Media programmes. As part of their project work each semester, students present their most recent and fascinating research findings. To ensure that these do not simply disappear into a drawer, the department organises an OpenLab Night every year. The prospective computer scientists open their laboratories and working rooms to the public and present their latest developments in the fields of digital media, computer systems and information technology.

Not only are guests allowed to look around, but they can ask questions, touch and try things out. For example, the Virtual Reality Laboratory demonstrated what one could do with 3D glasses outside the cinema. In the Web Technology Laboratory, visitors learned how researchers are able to detect plagiaries. In the Computer Graphics Lab, students have built their own projection dome through which they can watch 360-degree projections all through the evening.

For more information, please visit:

**[www.uni-weimar.de/media](http://www.uni-weimar.de/media)**.

## International Research Institute for Cultural Techniques and Media Philosophy – IKKM

In 2008, the department of Media Studies at the Bauhaus-Universität Weimar initiated and established the first of now eight Käte Hamburger Research Groups in Germany. These research groups are directly funded by the Federal Ministry of Education and Research (BMBF) and support research efforts in German humanities at the international level.

At the International Research Institute for Cultural Techniques and Media Philosophy (IKKM) in Weimar, various long-established branches of research at the Faculty of Media are bundled and developed further. In addition to a group of permanent researchers, the IKKM also hosts international research fellows who examine the relationship between objects and humans in the technologically advanced media societies of the 20th and 21st century.

We can no longer regard technical apparatus and artefacts as mere tools of cultural action, perception, recognition, communication, etc. Indeed, they are playing a more active role in shaping cultural processes and reflection. The traditional European school of thought has long regarded the human subject as different from mere objects in that humans are self-determined and self-empowered. However, as media apparatus and human beings increasingly mix and interconnect, we require an expanded, more complex understanding of a distributed, shared function of subject and action. And this is the central focus of the International Research Institute for Cultural Techniques and Media Philosophy.

For more information about events and current research projects at the IKKM, please visit: [www.ikkm-weimar.de](http://www.ikkm-weimar.de).



## Start-up hub neudeli

Since 2001, the Startup Hub »neudeli« at the Bauhaus-Universität Weimar has been a central refuge for students, staff and alumni – from all four faculties at the university – who are interested in entrepreneurship. It offers maverick thinkers an attractive and innovative environment in which they can develop their own businesses. In line with the Bauhaus tradition, »neudeli« is a central location for creative endeavours, trial and error and experimentation.

The »neudeli« team offers critical feedback to business ideas and helps create viable business models through individual consultations and coaching as well as start-up specific workshops. The multiple workshops at the university, as well as the outstanding technical equipment such as the 3D printer and modern computer pools, offer creative free space for building prototypes and developing concepts. From the pure start-up consultation, an educational and research area has emerged that works closely together with other scientists and start-up consultants.

The focal point of this area is placed on the prototyping during the innovation process as well as on new and critical approaches to management research in the area of creativity management. In addition, the »neudeli« team works in close cooperation with the Media Management Department at the Bauhaus-Universität Weimar on the following topics: marketing management, innovation and creativity management as well organizational and management sciences for a knowledge-intensive and informational economy.

For more information about events and current research projects at the neudeli, please visit: [www.uni-weimar.de/neudeli](http://www.uni-weimar.de/neudeli).

## Digital Bauhaus Lab

The Digital Bauhaus Lab is a interdisciplinary research center where Computer Scientists, Engineers, and Artists tackle major scientific and societal challenges of the information society. The lab comprises technically advanced, large-scale research devices such as interactive displays and cluster computers plus an interface development lab.

For example, the interface development lab and a high-resolution visual analytics device form an ideal symbiosis for hardware and software development of user interfaces.

Social interaction will be the focus of the publicly accessible rooms on the ground floor and highlight the human element itself as an object of investigation. Two cluster computing facilities will enable competitive research on Big Data analytics problems and high performance computing for engineering research.

A technical highlight is a multi-user 3D display, the only one of its kind in the world, which is especially suited for visualising complex spatial simulations. Among others, it will be used by computer scientists and civil engineers for collaborating on a virtual construction site.

For more information, please visit: [www.digital-bauhaus-lab.de](http://www.digital-bauhaus-lab.de).

## Centre for Media Anthropology – KOMA

The Centre for Media Anthropology is a project supported in the ProExzellenz initiative of the Free State of Thuringia. It pursues an innovative and interdisciplinary concept of media anthropology, focusing on the study of mediality and the determination of human existence by media, coining the term anthropomediality. Anthropomediality describes the intertwining of man and media, preceding the distinction of these as separate entities. This focus requires an interdisciplinary approach. The Centre for media anthropology therefore integrates expertise from the fields of philosophy, media studies, sociology, art history, cultural studies, architecture and the history of science.

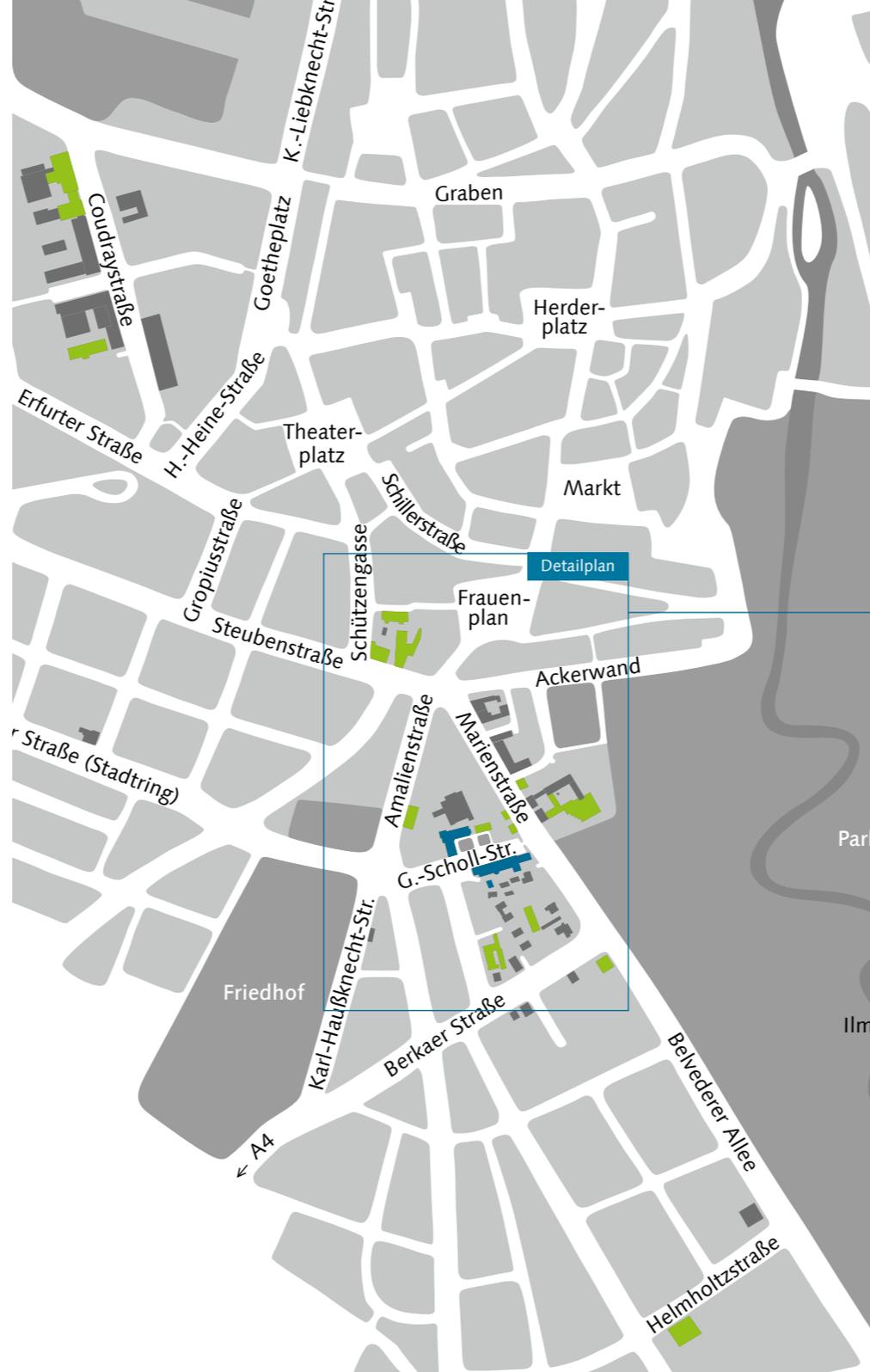
The Medienanthropologie competence centre offers young academics the opportunity for early qualification, i.e. in the first year after completing their Master's degree, they are given the chance to familiarize themselves with the topic of anthropomediality and, in close cooperation with professors, students learn how to independently develop and carry out a promising research project.

For more information about events and current research projects at the KOMA, please visit: [www.uni-weimar.de/koma](http://www.uni-weimar.de/koma)

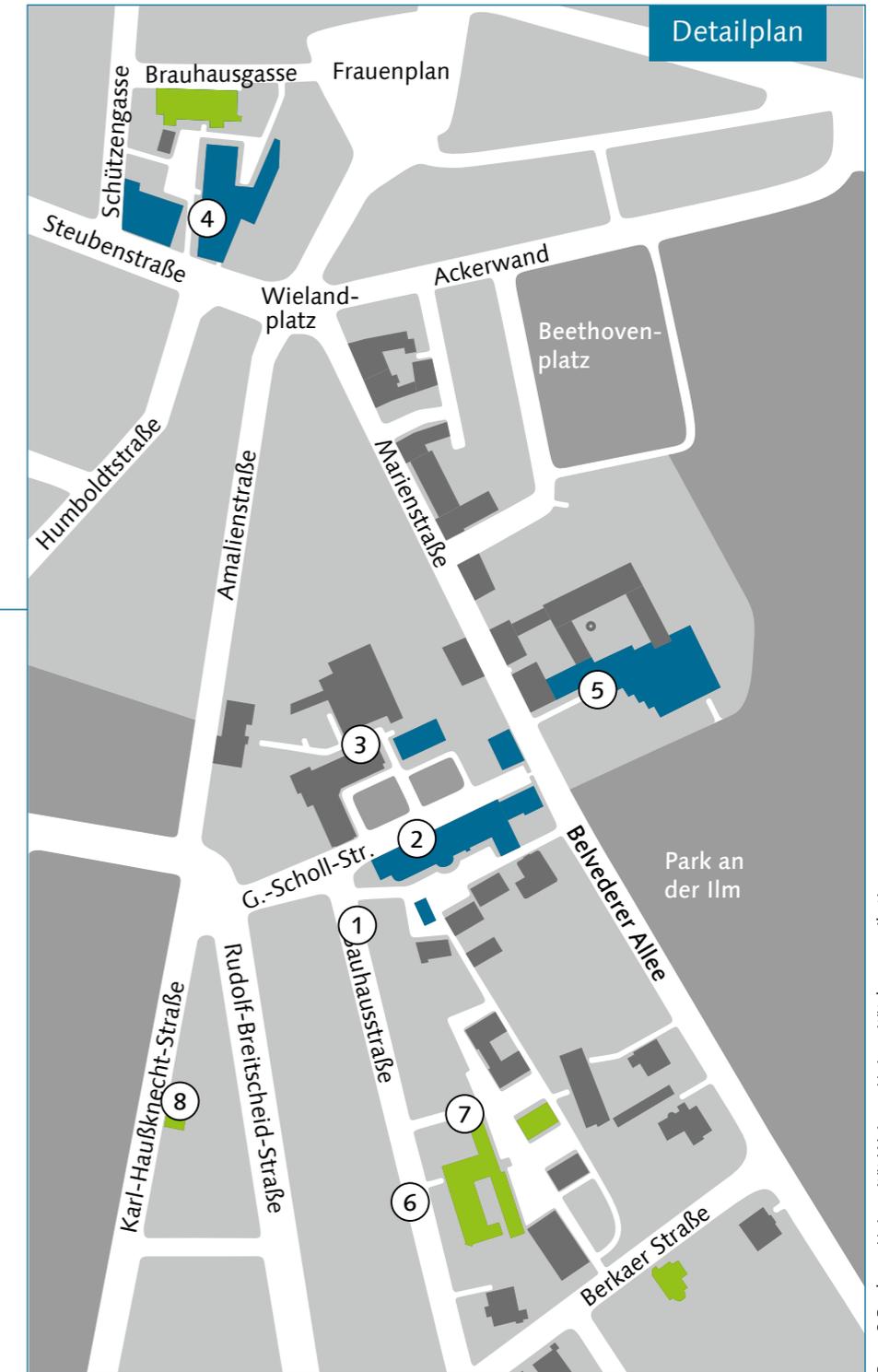


## Important Facilities at the University and the Faculty of Media

- 1 Bauhaus.Atelier | Info Shop Café  
Geschwister-Scholl-Straße 6a
- 2 Main Building of the University  
Geschwister-Scholl-Straße 8
- 3 Campus.Office: International Office,  
Geschwister-Scholl-Straße 15
- 4 University Library (UB),  
Limona, Audimax  
Steubenstraße 6/8
- 5 Mensa am Park  
Marienstraße 15
- 6 Dean's Office, Computer Science and Media teaching premises,  
Media Studies  
Bauhausstraße 11
- 7 Digital Bauhaus Lab  
Bauhausstraße 9a
- 8 Computer Science and Media teaching premises, Media Studies  
Karl-Haußknecht-Straße 7



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