

# Courses of Study

## Courses

Bachelor of Science in Multimedia Marketing: Matriculation for the winter term, normal period of 6 semesters

In the Multimedia Marketing course (B.Sc.), we provide specific marketing knowledge in the field of new media for communication and marketing via the Internet and mobile devices which are increasingly important today. You will learn technical content from programming as well as the content of media design in great depth and the use of specific design tools. You will also learn how to develop and implement marketing concepts as well as the organization, project management and supervision for example online activities.

Bachelor of Science in Business Information: Matriculation for the winter term, normal period of 6 semesters

The Computer Science of Business Information is an interdisciplinary special field. It deals with the duties and possibilities of computer applications in industry and in services. The trend to optimize as many business processes through information technology, continues unabated. So have graduates with good career opportunities, they combine expertise in business management, computer science and business informatics and thus play an important interface function.



Bachelor of Science in IT Service Management: Matriculation for the winter term, normal period of 6 semesters

In the IT Service Management course (B. Sc.), we provide specific knowledge in the special field of IT services. Many companies are faced with the question of whether they are to do their IT services and processes themselves, or outsource. When IT services are transferred to the service provider, performance measurement and management of service providers plays an important role. In this course, you learn to deal with questions of this kind. You acquire an in-depth IT knowledge, which

enables you to do IT processes efficiently, to manage and to control.

Business of Science in Informatics: Matriculation for the winter term, normal period of 6 semesters

Computer science is a relatively young science that is constantly evolving. The focuses of the course are the methods and procedures for the engineering development of software systems. Computer scientists should also be familiar with the major technologies of program development, to their use in system and application programming as well as with computer networks and databases.

Master of Science in Media Processing and Interactive Services: Matriculation for the winter term, normal period of 4 semesters