

Application and admission

Application

- Programme start: each winter semester
- Application period: 15 April – 15 July


Please find further information on the application process on our website linked through the QR-Code below.

Admission requirements

- University entrance qualification
- Level B2 English language skills
- Level A2 German language skills
(if German is not the native language)

Accommodation

Looking for an apartment? We are happy to keep you informed of any student accommodation offers as they become available. Simply send your email address to

 campus-chiemgau@th-rosenheim.de

Student accommodation, such as a student hall of residence, is subject to availability.

Contact

Central Student Advisory Office

E-mail: studienberatung@th-rosenheim.de

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Studying at TH Rosenheim

The TH Rosenheim combines a regional profile with an international reputation. A family atmosphere, personal support and intensive contact between students and lecturers, as well as the modern infrastructure on campus create optimal study conditions.

Campus Chiemgau in Traunstein and Ruhpolding

At Campus Chiemgau, the guiding principle for all degree programs and educational opportunities is a focus on digitalization. Combined with a strong practical orientation, you will have excellent future opportunities in booming professional fields. You will profit from high-tech labs and equipment at our two locations in Traunstein and Ruhpolding.

Technische Hochschule Rosenheim Technical University of Applied Sciences

Campus Chiemgau

Stadtplatz 32, 83278 Traunstein

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www.th-rosenheim.de



Picture: Campus Chiemgau, 2025


**Study branch
Smart Interactive Media**
in the degree program E-Commerce
Planned double degree (B.A. & B.Sc.)



Technische
Hochschule
Rosenheim



CAMPUS
CHIEMGAU

 **For more information
please scan here:**



BACHELOR'S DEGREE PROGRAMME

E-Commerce – Study branch Smart Interactive Media (SIM)

- 7 semesters (including 1 practical semester in a company/own start-up project) for a Bachelor of Arts (B.A.) in E-Commerce + additional 2 semesters for a Bachelor of Science (B.Sc.) in Smart Interactive Media (SIM)
- ECTS Credit Points: 210 in E-Commerce + 60 additional ECTS in SIM
- Language of instruction: English
- Instruction mode: hybrid (on campus classes combined with online instruction)
- Study model: Dual education is possible. More information: <https://www.th-rosenheim.de/dual>
- Location: Campus Chiemgau in Traunstein and Ruhpolding

Smart Interactive Media (SIM) in E-Commerce

Are you interested in taking your digital skills to the next level? The Bachelor's Degree in E-Commerce combines essential business management skills with the latest advancements in digital technology, preparing you for the future of business in a digital world. As part of our innovative curriculum, you can now choose the **Smart Interactive Media specialization**, which integrates immersive technologies like eXtended Reality (XR including AR and VR), AI, 3D design, digital fabrication, and web development into the dynamic field of E-Commerce. This cutting-edge approach allows you to gain expertise in both business management and the technical skills driving the next generation of digital experiences.

We place a strong emphasis on practical application and the immediate implementation of your knowledge. With courses designed in collaboration with leading global tech companies and successful regional businesses, you will be trained to navigate the fast-growing fields of E-Commerce, digital business, and interactive media.

Create innovation. Transform digital experiences.
Lead the change.

Course contents

In addition to core business topics such as digital marketing, logistics, accounting, and sales, the Smart Interactive Media specialization focuses on how emerging technologies are transforming E-Commerce and media production. You will learn how to create dynamic digital content, develop interactive platforms, and use AI to personalize user experiences — skills that are in high demand across industries.

Ideally, with **only two additional semesters** your specialization can be turned into a double degree by acquiring a Bachelor of Science (B.Sc.) additionally to the Bachelor of Arts (B.A.) in E-Commerce, opening up even more opportunities in education and industry.

Start Your Own Business:

After completing the E-Commerce Bachelor's degree with the Smart Interactive Media branch, you will have the best foundation to launch your own company. Whether it's creating innovative digital products or offering consulting services for businesses looking to integrate new media technologies, you will be equipped to enter the competitive startup world with confidence.

Career opportunities

The study branch Smart Interactive Media (SIM) opens up a wide array of exciting career opportunities in both the digital media and business worlds. With the growing demand for innovative, tech-driven digital experiences, this educational offer will equip you with a diverse skill set, positioning you for roles across the tech, marketing, media, and e-commerce industries.

Some potential career paths include:

- Interactive Media Producer
- UX Designer and UX Researcher
- Front-End and Full-Stack Developer
- (Technical) Product Owner
- Digital Innovation Manager
- AR/VR Content Developer
- AI Media Analyst
- Product Implementation Designer

SEMESTER															CREDIT POINTS (ECTS)																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
1	Foundations of Coding					Principles of E-Commerce					Finance & Accounting					Introduction to Business Management					Information Systems Fundamentals					Research Methods & Structured Analysis					30			
2	Entrepreneurship					Data Management & Analytics					Business Communication					Introduction to Economics					E-Commerce Operations					Business Law & IT Security					30			
3	Product Management in E-Commerce					Digital Strategy & Business Models					Marketing & Sales					Social Media & Social Commerce					E-Commerce Systems					Supply Chain Management & Logistics					30			
4	Project Management					Leadership & Organization in the Digital Age					Data-Driven E-Commerce					Web I					Channel & Platform Management					Customer Experience Management					30			
5	Preparation Seminar					Practical Semester																									30			
6	Sketching with Hardware I					Programing II					Storytelling					Project (Concept)										Project (Execution)					30			
7	XR I					UX I					Communication & Society					Bachelor Thesis incl. Colloquium															30			
> Receive Bachelor of Arts (E-Commerce)																														total 210 ECTS				
8	AI in Media Production					Design & Gestalt					XR & 3D Project					(HCI) Methods and Analysis					Sketching with Hardware II					Project Audio—Visual Design/Gestalt					30			
9	3D Design					Audio-Visual Media					XR II					3D Animation					Web II					UX II					30			
> Receive Bachelor of Science (Smart Interactive Media)															total 270 ECTS																			

Each cell corresponds to a module. The color assignment relates to how the modules belong to E-Commerce and Smart Interactive Media:
■ Joint modules for both E-Commerce and SIM degrees ■ E-Commerce modules ■ SIM modules

Information without guarantee, Study and Examination Regulations available online.