Application and admission

Application

- Programme start: each winter semester
- Application period: 15 April – 15 July
- Online application – for details, please see the website

Admission requirements

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

Contact

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👉 **Find out more about studying Smart Interactive Media**

Campus Chiemgau

At Campus Chiemgau, the guiding principle and agenda for all degree programmes is a focus on digitalisation. Combined with a strong practical orientation, you will have excellent future opportunities in booming professional fields.

Living in Traunstein and Ruhpolding

Looking for an apartment in Traunstein and Ruhpolding? For the latest information on student housing in Traunstein and Ruhpolding, visit our Campus Chiemgau website and select Studying & Living from the menu.
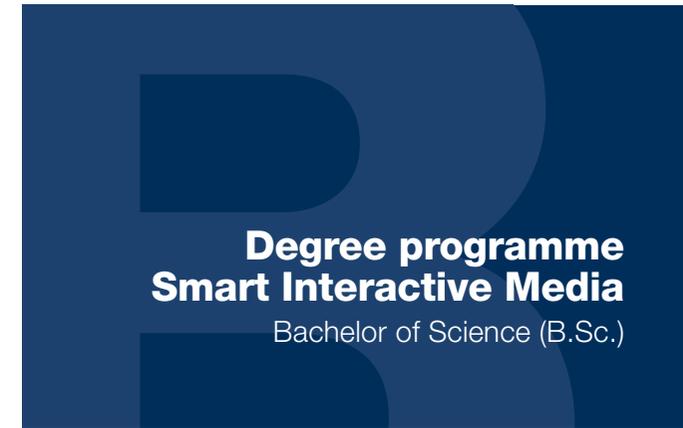
Technische Hochschule Rosenheim
Technical University of Applied Sciences

Campus Chiemgau in Ruhpolding
Hauptstraße 24, 83324 Ruhpolding
Phone: +49 (0)8031 805-0, Email: info@th-rosenheim.de
www.th-rosenheim.de

Degree programme
Smart Interactive Media
Bachelor of Science (B.Sc.)

Rosenheim
Technical University of Applied Sciences

CAMPUS CHIEMGAU

BACHELOR'S DEGREE PROGRAMME
Smart Interactive Media

- Degree: Bachelor of Science (B.Sc.)
- Duration: 7 semesters (6 instructional semesters on campus and 1 practical semester in a company/own start-up project)
- ECTS Credit Points: 210
- Language of instruction: English
- Instruction mode: hybrid (on campus classes combined with online instruction)
- Study model: Full time/with intensive in-company training
- Environment: modern teaching and learning environment with state-of-the-art technology, familiar atmosphere, individual career coaching
- Location: Campus Chiemgau in Ruhpolding

Course contents

Smart Interactive Media combines theory, practice, and creative project work in a clearly structured study program.

Your foundation (semesters 1–4):
In the first four semesters, students acquire in-depth knowledge in XR, 3D & animation, UX/UI, media production, AI-supported workflows, data science, programming, and marketing & entrepreneurship.

Practical semester:
A mandatory practical semester enables collaboration in companies, start-ups, or agencies.

Advanced studies & graduation:
The final phase of the program comprises project-oriented modules, a practical bachelor's thesis and prepares students for user-centered media solutions at the interface of technology, design, and innovation.

Study Smart Interactive Media!

Do you want to not only experience the media of the future, but actively shape it? The Smart Interactive Media program prepares you to design innovative, interactive media experiences—from XR applications to digital products and installations.

You will work with immersive technologies such as VR, AR, and MR, apply 3D design and animation, use modern AI tools to enhance creative workflows, and develop user-centered solutions based on UX research and design principles.

This interdisciplinary skill set makes you flexible and adaptable in a constantly evolving media landscape—empowering you to not just follow trends, but create them.

Get ready for the jobs of the future!

As a graduate, you will work at the interface of technology, media, and design – in companies, agencies, start-ups, or research.

Typical roles:
- XR content specialist
- UX/UI designer
- AI interaction designer
- Product or innovation manager

Specific scenarios:
- You develop XR training courses for companies.
- You design interfaces for AR apps.

The interdisciplinary, English-language program enables you to develop innovative digital solutions – even internationally.

SEMESTER	1–6	7–10	11–15	16–20	21–25	26–30	CREDIT POINTS (ECTS)
1	Programming I	XR I: Extended Reality Foundations	3D Design Foundations	Marketing	Sketching with Hardware I	Design & Gestalt	30
2	Storytelling	Data Management & Analytics	Web Development I	Research Methods	UX I: HCI Foundations	Audio-Visual Media	30
3	Programming II	XR II: Advanced Applications	3D Animation	Product Management	UX II: Applied HCI Research	AI in Media Production	30
4	Communication & Society	Machine Learning Applications	XR & 3D Project	Entrepreneurship	Sketching with Hardware II	Portfolio Development	30
5	Business Practice Seminar	Intensive Immersion into Business Practice					30
6	Specialist required Elective Courses			SIM Project – Concept Stage	SIM Project – Implementation Stage		30
7	Specialist required Elective Courses			Bachelor Thesis incl. Colloquium			30
						total	**210 ECTS**

Each cell corresponds to a module. The color assignment shows the grouping of the individual modules according to superordinate subject areas:
■ SIM Fundamentals / ■ Business & Tech Electives / ■ SIM Project

Information without guarantee, Study and Examination Regulations available online.