



Curriculum – winter semester 2026/2027

Smart Interactive Media (B.Sc.)

Study and examination regulations of 3 June 2026

Preliminary remark

Rosenheim Technical University of Applied Sciences at Campus Chiemgau draws up a study plan to ensure the range of courses on offer and to inform students. It is decided by the Campus Council and publicized at the university.

The announcement of new regulations must be made at the latest at the beginning of the semester in which the regulations are to be applied for the first time.

In particular, the curriculum contains regulations and information on

1. The objectives, content, semester hours per week, credit points and course types of the individual modules, insofar as this is not conclusively regulated in these statutes, in particular a list of the current compulsory elective modules including conditions and restrictions regarding enrolment.
2. The objectives and content of the practical semester or practical study phases and the practical course or practical transfer modules as well as their form, organisation and number of credit points.
3. More detailed provisions on the examinations, proof of participation and admission requirements.

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1. Courses & certificates

1st curriculum semester

Modul Nr.	Module name	SWS <i>Contact hours per week</i>	ECTS credits	Mode of instruction	Examinations		Supplementary regulations
					Exam format and duration 1)	Admission requirements for exam	
001	Programming I	4	5	SU	[written 45-90 Min and Coursework (4–8 Wo)] or oral 20-40 Min or Coursework (5–10 Wo)	1)	
002	XR I: Extended Reality Foundations	4	5	SU	[written 45-90 Min and Coursework (4–8 Wo)] or oral 20-40 Min or Coursework (5–10 Wo)	1)	
003	3D Design Foundations	4	5	SU or Ü or PA	written 60-120 Min or oral 20-40 Min or Coursework (5–10 Wo)	1)	
004	Marketing	4	5	SU or Ü or PA	written 60-120 Min or oral 20-40 Min or Coursework (5–10 Wo)	1)	
005	Sketching with Hardware I	4	5	SU or Ü or PA	[written 45-90 Min and Coursework (4–8 Wo)] or oral 20-40 Min or Coursework (5–10 Wo)	1)	
006	Design & Gestalt	4	5	SU or Ü or PA	written 60-120 Min or oral 20-40 Min or Coursework (5–10 Wo)	1)	

Dual Studies (Advanced work experience)

Modul-Nr.	Module name	SWS (total)	ECTS credits (total)	Mode of instruction	Examinations	
					Format	Admission requirements for exam
30b	Practical Transfer Modules – 1/5	4	5	S	P	1)

Remark: Unless specified differently, all modules are taught in English.

1) See the examination announcement for details on admission requirements and examination procedures.

2. Study plan

The programme is divided into four learning phases and extends over a total of seven semesters. Each of the four learning phases comprises one or more subject blocks.



The ideal course of study for the courses is as follows (*only for non-dual students, **only for dual students):

Module Nr.	Module name	Semester	Phase
001	Programming I	1	BUILD
002	XR I: Extended Reality Foundations	1	BUILD
003	3D Design Foundations	1	BUILD
004	Marketing	1	BUILD

005	Sketching with Hardware I	1	BUILD
006	Design & Gestalt	1	BUILD
30b	Practical Transfer Modules – 1 of 5**	1	EXPERIENCE
007	<i>Storytelling</i>	2	BUILD
008	Data Management & Analytics	2	BUILD
009	Web Development I	2	BUILD
010	Research Methods	2	BUILD
011	UX I: HCI Foundations	2	BUILD
012	Audio-Visual Media	2	BUILD
30b	Practical Transfer Modules – 2 of 5**	2	EXPERIENCE
013	Programming II	3	DISCOVER
014	XR II: Advanced Applications	3	DISCOVER
015	3D Animation	3	DISCOVER
016	Product Management	3	DISCOVER
017	UX II: Applied HCI Research	3	DISCOVER
018	AI in Media Production	3	DISCOVER
30b	Practical Transfer Modules – 3 of 5**	3	EXPERIENCE
019	Communication & Society	4	DISCOVER
020	Machine Learning Applications	4	DISCOVER
021	XR & 3D Project	4	DISCOVER
022	Entrepreneurship	4	DISCOVER
023	Sketching with Hardware II	4	DISCOVER
024	Portfolio Development	4	DISCOVER
30b	Practical Transfer Modules – 4 of 5**	4	EXPERIENCE
30a	Business Practice Seminar *	5	EXPERIENCE
30b	Practical Transfer Modules – 5 of 5**	5	EXPERIENCE
025	Specialist required Elective Courses – 15 out of 30 ECTS	6	SPECIALIZE
026	Project - Concept Stage	6	SPECIALIZE
027	Project - Implementation Stage	6	SPECIALIZE
025	Specialist required Elective Courses – 15 out of 30 ECTS	7	SPECIALIZE
028	Bachelor Thesis	7	SPECIALIZE
029	Bachelor Thesis Seminar	7	SPECIALIZE

3. Learning objectives & course content

3.1 Modules

The learning objectives and course content of all modules can be found in the module manual for the E-Commerce degree programme and supplement this curriculum. This also applies to the objectives and content of the practical courses and practical transfer modules. The module manual is available on the programme website.

3.2 Practical semester

The degree program will commence in the Winter Semester 2026/2027. Consequently, the modules associated with the mandatory internship semester are not yet offered. This section nevertheless outlines the planned process.

In addition, students may already enrol in the dual study program which replaces the mandatory internship semester. In accordance with Section 4a of the Study and Examination Regulations (SPO): Dual-study students complete a supervised practical training phase of at least three weeks in each semester from the first to the fifth semester. Altogether, a minimum of 18 weeks of full-time practical training must be completed. These practical training phases are accompanied by Practical Transfer modules in the first, second, third, fourth, and fifth semesters. Accordingly, the Practical Transfer Module will already be offered starting in Winter Semester 2026/2027.

The practical semester is completed in the 5th semester of the curriculum. Only those who have achieved at least 80 ETCS are entitled to enter the practical semester.

It comprises a work-related, supervised practical phase lasting 18 weeks (FULL-TIME, 5-day week) and is supplemented by practical courses.

The practical phase is completed either **(1)** in relevant companies or **(2)** as a start-up project.

(1) The supervised practical phase has been successfully completed if the required practical periods with the prescribed content have been proven by a certificate from the training centre, which corresponds to the model provided by the university, and a proper practical report has been submitted on time.

(2) In order to carry out the practical phase as a start-up project, students must have their own start-up idea, which can be submitted either by individuals or by student groups of two to five people. The practical phase as a start-up project is successful if successful participation in the start-up counselling has been confirmed by ROCKET and a business plan (start-up documentation) has been submitted. A template for the

business plan is provided (see 4. References). The aim of the start-up semester is to impart entrepreneurial skills that are necessary for the foundation and successful development of a company and to use them to formulate a business plan.

The practical phase can only be waived in exceptional cases. The minimum requirement is a relevant, predominantly continuous full-time professional activity of at least two years' duration or a completed, relevant **training programme** with subsequent full-time professional activity. Further information can be found on the website "Internship semester and pre-study work experience", see 4. references.

Practical blocks 1 and 2 are carried out to accompany the practical study semester. Practical block 1 takes place after the examination period of the semester before the start of the practical study phase, practical block 2 at the end of the semester in which the practical study phase takes place. The examinations take place during practical block 2 (all dates for practical block 1 and practical block 2 according to the [StarPlan](#)).

As a result, students will have achieved two goals after the practical semester: Firstly, they will have applied the content they have learnt in previously attended courses in a practical work environment. Secondly, they will have put the soft skills they learnt in practical block 1 into practice.

3.3 Specialist required Elective Courses

The Specialist required Elective Courses must be completed in the 6th and 7th semesters of the curriculum. They comprise 15 ECTS credits per curriculum semester, totalling 30 ECTS credits.

As the degree program will be offered for the first time in Winter Semester 2026/2027, no further information on eligible courses can be provided at this stage.

An exception applies to language modules completed at Rosenheim Technical University of Applied Sciences, which may be recognized retrospectively if they were taken in previous semesters. Recognition is subject to the university's official credit transfer procedure administered by the Examinations Office.

Therefore, the language modules listed below are included as potential options. The actual availability of these courses is determined by the Language Center.

German language skills (if German is not your native language and you do not have a German university entrance qualification)

- Option 1: German B2.1 (5 ECTS)
- Option 2: German B2.2 (5 ECTS)
- Option 3: German C1/B2: Presenting and Communicating (5 ECTS)

- Option 4: German B2.1 AND German B1.1 (10 ECTS)
- Option 5: German B2.1 AND German B1.2 (10 ECTS)
- Option 6: German B2.1 AND German B2.2 (10 ECTS)
- Option 7: German B2.1 AND German C1/B2: Presenting and Communicating (10 ECTS)
- Option 8: German B2.2 AND German B1.1 (10 ECTS)
- Option 9: German B2.2 AND German B1.2 (10 ECTS)
- Option 10: German B2.2 AND German B2.1 (10 ECTS)
- Option 11: German B2.2 AND German C1/B2: Presenting and Communicating (10 ECTS)
- Option 12: German C1/B2: Presenting and Communicating AND German B1.1 (10 ECTS)
- Option 13: German C1/B2: Presenting and Communicating AND German B1.2 (10 ECTS)
- Option 14: German C1/B2: Presenting and Communicating AND German B2.1 (10 ECTS)
- Option 15: German C1/B2: Presenting and Communicating AND German B2.2 (10 ECTS)

Modern Foreign Language Skills (provided they are not the student's native language)

- Arabic A1 Beginner, Online (5 ECTS)
- Chinese A1 Beginner, On-site (5 ECTS)
- Chinese A1 Intermediate Course, On-site (3 ECTS)
- French A1 Intensive Course, On-site & Online (5 ECTS)
- Italian A1 Intensive Course, On-site (5 ECTS)
- Italian A1 Intensive Course, Online (5 ECTS)
- Italian A2 Intensive Course, On-site (5 ECTS)
- Russian A1 Intensive Course, Online (5 ECTS)
- Spanish A1 Intensive Course, On-site (5 ECTS)
- Spanish A1 Intensive Course, Online (5 ECTS)
- Spanish A2 Intensive Course, On-site (5 ECTS)

A maximum of two certificates of German language courses at Rosenheim Technical University of Applied Sciences at level B1 or higher from previous semesters can be recognized via a credit transfer procedure.

Recognition of certificates from other modules must be checked individually by the Examination Office and the Examination Board.

4. References

[Website "Internship semester and Prepractical"](#)
[Practical semester: Templates](#)