ACCOMMODATION
The Studierendenwerk Stuttgart (Student Services) owns and maintains several student dorms in Stuttgart, many of them situated near or on campus.

For more information please visit: www.studentenwerk-stuttgart.de/en/accommodation

ARRIVAL
Your first contact person will be your buddy. This is a Stuttgart Media University student who will pick you up at the airport or the train station and takes you to your accommodation. They will answer your initial questions and help you to settle in. All international students will meet for the first time during the traditional welcome breakfast which launches the orientation weeks.

ORIENTATION WEEKS
Before the semester starts, we help you to organize your exchange semester. This includes: Registration with the local authorities, opening a bank account, getting your student ID, obtaining a ticket for public transport, internet access and many other things. Your intensive German language course will take place before the semester starts (winter semester only) and, of course, so will a lot of other activities, excursions and fun events.

WELCOME TO STUTTGART
When it comes to Stuttgart, names like Mercedes and Porsche come to most people’s minds. The federal state capital of Baden-Württemberg is famous for being the home of the world’s oldest car manufacturers. With companies like Bosch and Siemens, Stuttgart is in Europe’s leading high-tech region and Germany’s strongest commercial metropolitan area. Furthermore, Stuttgart is one of the greenest cities in Europe and is richly endowed with mineral spas and numerous springs. Early each year, the largest spring festival in Europe (essentially the Oktoberfest of Stuttgart) takes place at the Cannstatter Wiesen, the traditional fairground in the oldest district of the city. When you journey to Stuttgart, you will discover lots more…!

EXCHANGE.NETWORK & OTHER ACTIVITIES
Our student-run initiative organizes various activities for our exchange students – not only during the orientation weeks, but also throughout the semester! Find out more about these activities here: www.hdm-stuttgart.de/international/netzwerke

Your contact to the EXCHANGE.NETWORK
exchange.network@hdm-stuttgart.de
facebook.com/HdmExchangeNetwork/

SCHOLARSHIPS
Students coming from within the European Union may apply for an ERASMUS+ grant at their home university. The Federal State of Baden-Württemberg also offers scholarships for incoming students from our partner universities from all over the world: www.bw-stipendium.de

The German Academic Exchange Service makes different kinds of funding available to foreign students who wish to study in Germany. Find out more here: www.daad.de

STUDY. UNDERSTAND. DO.
The staff in the Department of Media Business consists of experienced managers and entrepreneurs who have spent many years in leadership positions in relevant industries before returning to teaching and research. Multiple teaching approaches (traditional classroom, small groups, management simulations, action- and project-based learning, and guest speakers) distinguish this Minor from traditional study abroad programs, creating a seamless learning experience. Students will attend lectures and work in groups or individually. Likewise, the format of assignments will differ from course to course – from oral presentations to term papers, from learning portfolios and business plans to video clips and apps.

For questions concerning this Minor please contact Prof. Dr. Eva Stadler
Phone: +49 711 8923 2743
Email: stadler@hdm-stuttgart.de

Marlen Döhnert
Phone: +49 711 8923 2658
Email: doehnert@hdm-stuttgart.de

INTERNATIONAL OFFICE
Phone: +49 711 8923 2035
Email: incomings@hdm-stuttgart.de

STUDENT EXCHANGE
Every semester, Stuttgart Media University welcomes numerous exchange students from all around the world. If you have decided to study in Stuttgart as part of your semester abroad, we’d like to be the first to welcome you! The academic year at Stuttgart Media University is split into two semesters: a winter semester (September to February) and a summer semester (March to July).

APPLICATION
Step 1: Get nominated by your home university
Step 2: Fill out the online application
Step 3: Upload your supporting documents

Application Deadlines
31 May for the following winter semester
31 October for the following summer semester
www.hdm-stuttgart.de/english/exchange_students

SUBJECT TO CHANGE
Please note, that all the information in this booklet is subject to change. For up-to-date details, please visit our website.

WELCOME TO THE WORLD OF MEDIA
How are books printed? What does „communication“ mean? How are virtual worlds created? What happens behind the scenes in TV studios? What is important in the design of packaging and how does advertising actually work? Students at Stuttgart Media University are concerned with these and many other questions.

MEDIA CREATION & MANAGEMENT
With its Minor, the department of Media Business at Stuttgart Media University offers international students the opportunity to gain inside knowledge in creating and capitalizing media. This includes having the idea, putting it into practice with production, and managing the results and finances. If you are interested in different aspects of media business, you want to be creative whilst learning more about operating media services and to invent new business models – „Media Creation & Management“ is the right program for you. The Minor consists of the following modules:

<table>
<thead>
<tr>
<th>COURSES</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Media Management</td>
<td>6</td>
</tr>
<tr>
<td>Corporate Finance and Entrepreneurship (Busi-</td>
<td>6</td>
</tr>
<tr>
<td>ness Administration)</td>
<td></td>
</tr>
<tr>
<td>Marketing-Management and Digital Marketing</td>
<td>6</td>
</tr>
<tr>
<td>(Business Administration)</td>
<td></td>
</tr>
<tr>
<td>Media Production (campus TV or campus radio)</td>
<td>8</td>
</tr>
<tr>
<td>Field Trip/Student Project</td>
<td>2</td>
</tr>
<tr>
<td>German Language Course</td>
<td>2</td>
</tr>
</tbody>
</table>

This Minor focuses on fostering innovation in media both from a management as well as a creative and technical perspective. Our regular degree seeking students will join these classes. The Minor is suitable for all bachelor students of business administration with an interest in media and creation as well as for students of media science with an interest in business administration. The course language is English except for the German language course where international students from different universities in and around Stuttgart will come together.

With 16 Bachelor’s and 11 Master’s degree programs, Stuttgart Media University covers a broad spectrum of media expertise: from printed media to electronic media, from media theory and journalism to media production, from media design to making media available.

Stuttgart Media University has partnerships with around 100 universities worldwide, offers international degrees, and runs several ERASMUS+ strategic partnerships with universities from both inside and outside of the EU.

Follow us on Facebook!
www.hdm-stuttgart.de/facebook