

## Bachelor of Arts

### **International Information Management (IIM): Information Science and Intercultural Communication.**

The B.A. degree programme *International Information Management (IIM): Information Science and Intercultural Communication* offers a unique interdisciplinary approach to two highly relevant fields in today's globalized world.

On the one hand, students learn and research about modern approaches to Information Science and communication tools, which provides them with expertise in the analysis, evaluation, and creation of accessible, efficient, and user-friendly information technology. On the other hand, students acquire a wide range of theoretical and practical skills in Linguistics, Intercultural Communication, and Cultural Studies, to gather an integrated, in-depth understanding of global communication processes, both on- and offline.

Students focus on one of these two branches in this 6 semester programme; additionally, they are asked to choose a Minor from a wide range of eligible subjects, e.g. Business Administration, Psychology, Political Science, Literature, or Philosophy, to name only a few, which enables them to study and research according to their own interests and to develop their individual profile and skillset.

The degree programme *IIM* has a decidedly international and intercultural agenda: every student spends at least one semester in a foreign country, either as a student at one of Hildesheim's many partner universities around the world, or as an intern with a company or organization abroad. Also, all *IIM* students are strongly encouraged to foster and expand their intercultural competence and foreign language skills: the prime language of instruction is German, but there are several mandatory courses taught in English, and students can choose between seminars in French and Spanish, when they approach questions of culture and interculturality. Moreover, practical courses, workshops, and projects accompany every semester of the programme.

The B.A. degree *IIM* prepares students for two consecutive Master-of-Arts programmes also called *International Information Management*, which offer them the opportunity to intensify their academic studies and specialize in either Information Science or Intercultural Communication and Linguistics.

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International Information  
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