What roles do market, technology and user needs play in advanced web- and mobile services, video-streaming, digital broadcast, internet of things and smart home technology? What about standardisation, legislation, privacy and technology giants? How can you create competitive services? How may the future perspectives be analysed?

On the master’s programme in ICTE, we combine solid technical knowledge with a deep insight into market dynamics and user needs. In your semester projects, you will analyse either a technical-economical problem or create an innovative and user-friendly solution based on state-of-the-art technologies.

**THE PROGRAMME**

You will learn about the latest development within information-, communication- and media technologies, and you will understand the market-related, regulative and ethical frames for the application of ICT-technologies. An important part of this is the identification of relevant user needs and to understand how the users interact with the technologies and whether they see them as productive and value-adding. You will be working with development of user-friendly concepts, applications and services with business potential and you will learn to analyse the use of ICT-technologies in companies and organisations, where they often play a central role in strategy work, work processes and knowledge sharing.

**TRAINEESHIP**

On the 3rd semester, many ICTE students take traineeships in the companies we cooperate with, such as TDC / YouSee and Volvo User Experience Hub. Some exam projects are also done in cooperation with our industrial partners.

**PROBLEM BASED LEARNING**

The study method at Aalborg University is called problem based project work, or “The Aalborg Model for Problem Based Learning (PBL)”, and is highly recognised both nationally and internationally. UNESCO has placed its only Professorial Chair in PBL at AAU. Among others, it means that each semester, you will work closely together with a group of fellow students on a large written assignment. See more at www.en.aau.dk/education/problem-based-learning

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**THE PROGRAMME IN BRIEF**

**ADMISSION REQUIREMENTS**
You are required to have a bachelor’s degree within a relevant subject such as Computer Engineering, Computer Science, Electronic Engineering or equivalent.

**RESTRICTED ADMISSION**
All applicants meeting the admission requirements are admitted.

**LEARN ABOUT**
The connection between technology, market and users
Advanced mobile- & web technologies
Service- and business development in IT
The mobile data network of the future: 5G
Competition from streamed TV and other ‘over-the-top’ solutions
The perspectives of Big Data
Cloud-based solutions
Broadcast technologies
Security, privacy and trust

**PLACE OF STUDY**
Copenhagen

**IF YOU HAVE AN INTEREST IN**
IT, electronics & programming
Media, communication & information

**JOB OPTIONS**
IT, telecommunications, and media sectors
Consultancies
Training and research institutions
Public administration

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**FOR MORE INFORMATION**

Website: [WWW.EN.AAU.DK/EDUCATION/MASTER/INNOVATIVE-COMMUNICATION-TECHNOLOGY-ENTREPRENEURSHIP](http://WWW.EN.AAU.DK/EDUCATION/MASTER/INNOVATIVE-COMMUNICATION-TECHNOLOGY-ENTREPRENEURSHIP)

See also: [www.icte.aau.dk](http://www.icte.aau.dk)

The programme’s student counsellor: [MEDIATEK-STUDEVJLCPH@CREATE.AAU.DK](mailto:MEDIATEK-STUDEVJLCPH@CREATE.AAU.DK)

AAU’s Central Student Guidance Service: [STUDIEVEJLEDNING@AAU.DK](mailto:STUDIEVEJLEDNING@AAU.DK) +45 9940 9440

How to apply for admission: [WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER/HOW-TO-APPLY](http://WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER/HOW-TO-APPLY)