**IT, COMMUNICATION AND NEW MEDIA (ITCOM)**

**BACHELOR’S PROGRAMME**

Internet, mobile communication, digital TV, Facebook, YouTube – all areas in rapid development. If you want to learn what happens “behind the scenes” and to develop mobile services, ITCOM may be of interest to you.

“If there’s no app for it, it doesn’t exist” – in a manner of speaking. ITCOM teaches you not only to build the app, but to make it safe so e.g. user information is protected, and to stabilise it, so it won’t break down time and again. In addition, you learn to make the app user-friendly – not only to the users, but also to the business or organisation for which you have developed it.

**THE PROGRAMME**

The ITCOM programme provides you with solid competences within software development and network technologies, and you learn to develop apps for different platforms.

You learn to see the business potential in your solutions and to make them safe. In addition, you will learn to find untraditional solutions to complex problems and to convert user needs to stable technical solutions. You will work with the advanced communication technologies and applications which form the basis for the future Internet, mobile phones and broadcast platforms (radio and TV). You will gain a profound understanding of the technologies and their potential, and you learn to convert this knowledge into innovative services, applications and solutions, attending to concrete everyday needs. You will also learn to understand the social, market-related and ethical frames for the application of technologies, and we bring you ahead on the latest development in a global perspective.

**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. 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 bit.ly/problembasedlearningaau.

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**THE PROGRAMME IN BRIEF**

**ADMISSION REQUIREMENTS**

Upper secondary school exam, including:
- English B or an acceptable IELTS or TOEFL or Cambridge score
- Mathematics A
- Physics B

**RESTRICTED ADMISSION**

The programme is entry restricted. See more: www.en.aau.dk/education/bachelor/it-communication-newmedia/application-and-requirements

**LEARN ABOUT**

- Apps
- Mobile internet
- User needs
- Market

**PLACE OF STUDY**

Copenhagen

**IF YOU HAVE AN INTEREST IN**

- Media, communication & information
- IT, electronics & programming
- Business economics, trade & management

**CONTINUE YOUR STUDIES ON**

Innovative Communication Technologies and Entrepreneurship (ICTE)

**JOB OPTIONS WITHIN**

- IT-, telecom- and media sector
- Training and research institutions
- Public administration
- Engineering consulting firms

**FOR MORE INFORMATION**

**WEBSITE**

www.en.aau.dk/education/bachelor/it-communication-newmedia

See also: www.itcom.aau.dk

**STUDENT COUNSELLOR**

mediatek-studvejlcph@create.aau.dk

**AAU’S CENTRAL STUDENT GUIDANCE SERVICE**

studievejledning@aau.dk
+45 9940 9440

**HOW TO APPLY FOR ADMISSION**

www.en.aau.dk/education/apply/bachelor/how-to-apply
PROJECT EXAMPLES

Below, you may find a list of concrete project examples carried out by ITCOM-students. All projects are made in groups, and the students are free to choose their desired subject within the semester theme.

1st semester: IT systems in a market perspective
- Educational game
- Pub Crawl application
- News Blog on a Social Network Service
- Hitch Hiking application

2nd semester: System Development
- Simplifying emergency calls for deaf and mute people
- Social Music Player
- Do something! (suggests ideas for when you are bored)
- Breakfast Fit (keeping track of your exercises - in collaboration with Fitness DK)
- Stufoo Shop cheaper and closer (price runner app)

3rd semester: Distributed systems and users
- Distributed collaborative tools
- New functionalities on Moodle (e-learning system)
- Instant messaging system

4th semester: Communication and media technologies
- Connectivity on trains and buses
- Broadband in rural areas (India)
- Smart Home
- Cloud gaming

5th semester: Application development and security
- Secure mobile car key
- Interactive menu card

6th semester: IT, communication and new media
- Business model for tourist group app
- Video Codec
- Smart home/Intelligent fridge
- Social imaging passwords

MY DREAM EDUCATION

"ITCOM is a very versatile study programme. While it provides a strong background in programming and computer networks, you are also exposed to a variety of other exciting topics, such as data mining and mobile application development.

In fact, thanks to very interesting mathematics lectures, I discovered that my true passion lies in machine learning.

However, what really sets ITCOM apart from other programmes is its problem-based learning approach. Students get considerable freedom in exploring applications of the technologies they have just learned about in class.

Such hands-on experience, together with appreciation of teamwork, is especially valuable in the industry."

FORMER STUDENT
ERNESTA ORLOVAITE
ASSOCIATE PRODUCT MANAGER
WITH GOOGLE, SWITZERLAND