

Open Call for Applications 2011/12 for the Executive Master in „International Media Innovation Management“

1. General Information

The Berlin University for Professional Studies (Deutsche Universität für Weiterbildung, DUW) and the Vienna Association for Media Education and Training (Wiener Medienfortbildung, WMF) are pleased to announce the start of their Executive Master's Programme in International Media Innovation Management (IMIM) on 4th October, 2011.

IMIM is a post-graduate, part-time programme for working professionals from the media industry and related sectors (media, IT/internet, entertainment, telecommunication, creative industries) – as their collective, visionary key words are *convergence* and *innovation*.

During the programme, the candidates are trained to solve real-life problems interdisciplinarily, in an international setting. The curriculum is divided into six one-week compulsory attendance modules, complemented with e-learning and personalised language courses. The attendance modules take place in Vienna/Austria, Berlin/Germany, Elche/Spain, Madrid/Spain, St. Petersburg/USA and New York City/USA. Degree earned: Master of Arts. English is the language of instruction.

The programme is carried out by DUW and WMF with the support of and in cooperation with further international media training institutes (Poynter Institute, St. Petersburg/USA; Medienhaus Wien, Vienna/Austria; Universidad Miguel Hernández, Elche/Spain; Universität Eichstätt-Ingolstadt, Eichstätt/Germany). All the institutes welcome and encourage applications from qualified students who meet the programme's high admission requirements. For the application form please contact office@imim-master.com.

2. Fees

Tuition fees are Eur 20,000/year (duration: 2 years), including all learning materials, individual language training, lodging and travel costs within the countries in which the modules take place. International travel to/from the venues of compulsory attendance modules as well as their living expenses shall be carried by students and/or their employers. Participants have to check entry-regulations for travel to Austria, Germany, Spain and the USA and apply for visas, if needed.

The City of Vienna and the publishing house "Wiener Zeitung" are pleased to announce the availability of scholarships (funded up to a maximum of 75 per cent) for highly qualified graduate students. These grants cover a part of the tuition fee. For details and application form please contact office@imim-master.com.

3. Admission Requirements

1. degree, Bachelor's or higher
2. generally not less than five years of relevant work experience (in IT, media, entertainment or creative industries)
3. language proficiency: a minimum level of B2* or equivalent in English is necessary to guarantee efficient communication.

*according to the Common European Framework for Languages: Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. http://www.coe.int/T/DG4/Portfolio/?M=/main_pages/levels.html.

4. Admission

Applicants are kindly requested to complete the application form (to be obtained at office@imim-master.com) and send it by email only to IMIM's office:

office@imim-master.com

Should you not have received a confirmation email within two days, please use the remainder of the registration period to resend your application.

Please send your application including all the attachments in Adobe PDF or Microsoft Word DOC format; subject: "APPLICATION IMIM 2011_SURNAME, Name".

The deadline for applications for the academic year 2011/12 is 15th July, 2011.

Selected applicants will be invited for telephone/Skype/personal interviews. The selection will be performed by IMIM's International Board. Applicants will be informed of the outcome of their application by the end of July. The programme starts on 4th October, 2011.

5. Documents Required

Documents Required for Registration:

The following papers/documents have to be part of your application:

1. Application form
2. ID photograph
3. Passport or ID photocopy
4. Academic Degree photocopy (incl. translation if original in other language than English/German/Spanish) and transcript of records
5. Photocopies of documents or references certifying relevant work experience (generally not less than 5 years)
6. Curriculum vitae: including personal information, personal skills and competencies, education/training, work experience, list of publications, language proficiency.
7. Letter of motivation: expressing the applicant's professional and personal motivation for entering IMIM (maximum of 1 page).
8. Letter of recommendation (optional; maximum of three letters per applicant): recommendation from a professor/executive who knows the applicant and her/his relevant background.

Please check your application for completeness, as only complete applications will be considered.

For further information please visit our website www.imim-master.com or contact Programme Director Andy.Kaltenbrunner@imim-master.com or Patricia.Kaefer@imim-master.com (Programme Coordination).