



H o c h s c h u l e d e r M e d i e n · S t u t t g a r t

AI Summer School 2027

Two Weeks. Real Projects. Future-Ready.

5–16 July 2027 · HdM Campus Stuttgart

A N I N T E R D I S C I P L I N A R Y S U M M E R P R O G R A M O N A P P L I E D A R T I F I C I A L I N T E L L I G E N C E

An Interdisciplinary AI Summer School.

Two intensive weeks at HdM Stuttgart designed for ambitious students from all disciplines who want to put AI to work — in media, business and beyond.

2

weeks

5 – 16 July 2027

6

ECTS

fully accredited

1

campus

HdM Stuttgart

∞

horizons

international and open

Official HdM certificate · Open to international students · Examined project work

Built for the Curious. Not the Coder.

You don't need to write Python to
build with AI today.

We open AI to the people who shape media, communication, business
and society — and we let them lead.

We look for students of...

Communication · Journalism · Marketing · Design · Business ·
Management · Publishing · Audio & Video · Advertising

THE TYPICAL PARTICIPANT

*“I work with ideas,
words and people.”*

Bachelor students, second year and above, from any
discipline — from Germany or abroad.

Curious about AI, but not (yet) confident with code. Eager
to build, prototype, debate and present.

Three Perspectives. One Program.

AI doesn't live in a single discipline — and neither does this curriculum.

PERSPECTIVE 01

Hands-On AI

Students learn using leading AI models and services to build real things — from intelligent agents to creative tools. No prior coding required.

PERSPECTIVE 02

Business & Strategy

Students turn AI capability into business value. Strategy, operating models, decision-making and the new economics of intelligent products.

PERSPECTIVE 03

Ethics & Society

Students navigate responsibility, bias and impact. What it means to build, deploy and live with AI — for people, organizations and society.

We Learn By Building.

No lectures-only days. No abstract theory. Every concept ends in a working prototype, a real decision, or a defended position.

OUR TEACHING PHILOSOPHY

Short impulses. Long studios. Team-based work with industry mentors, ending in a public final pitch on day ten.



Impulse

Short, expert-led input



Explore

Hands-on with AI tools



Build

Team prototype sessions



Reflect

Ethics, strategy, critique



Pitch

Present, defend, ship

Two Weeks. From Idea to Impact.

WEEK 1 · 5 – 9 JULY

Foundations

- MON** Welcome · Setting the stage · AI literacy
- TUE** Hands-on with leading AI models and services
- WED** Prompting, context, and applied generative AI
- THU** Business perspective · value and strategy
- FRI** Ethics · responsibility · team formation

WEEK 2 · 12 – 16 JULY

PITCH DAY

Build & Pitch

- MON** Project kickoff · industry mentors join in
- TUE** Build studio · prototyping with AI
- WED** Company excursion · AI in the wild
- THU** Sprint · feedback · polish
- FRI** Final pitch day · certificates · celebration

Beyond the Classroom.

Spending two weeks in Stuttgart, heart of southwest Germany and home to numerous successful brands. Dive into an innovative network and become a part of it.

1

ON THE GROUND

Company Excursions

Visit AI-driven companies, startups and labs in the Stuttgart region — and see how applied AI looks in practice, not in slides.

2

PEOPLE

Networking & Mentors

Connect with peers from across and countries, alumni and industry practitioners.

3

TOGETHER

Capstone Project

Two weeks of teamwork around a real-world brief. End the program with a public final pitch and a portfolio-worthy result.

What The Students Take Home.

6 ECTS

ACADEMIC CREDIT

Fully accredited and transferable
transferable to your home study
study program.

Certificate

RECOGNITION

An official certificate
documenting your project work.

Portfolio

AI-POWERED PROJECT

A team-built prototype to
present, reuse and showcase
beyond July.

Network

PEOPLE FOR LIFE

Peers, mentors, and industry
partners across Europe and
beyond.

And the confidence to build with AI.

What The Students Can Expect In Stuttgart.



How To Participate?

Costs

PARTICIPATION FEE

The fee is 300 €. This covers a public transportation ticket for the entire Stuttgart area during the course period and includes a variety of cultural and social activities.

Application

REGISTRATION

- Contact your International Office
- Your university will nominate you
- You'll get all application and enrollment details after nomination

Housing

ACCOMMODATION

Please book your accommodation once we have accepted you to the programme. Please arrive at the latest on Sunday 04 July, and leave Stuttgart not before Saturday 17 July 2027.

Hotels

SUGGESTIONS

- [International Students Hostel Stuttgart](#)
- [A&O Hostel](#)
- [Youth Hostel Stuttgart International](#)
- [Youth Hostel Neckarpark](#)
- [Apartmenthouse Stuttgart](#)



J O I N U S

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More details at

<https://wi-bachelor.hdm-stuttgart.de/ai-summer-school>

Contact: summer-school@hdm-stuttgart.de

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