



INTERNATIONAL
UNIVERSITY OF SARAJEVO



CULTURAL STUDIES PROGRAM

Info Catalogue

Academic Year 2025-2026

ABOUT THE CULTURAL STUDIES PROGRAMME

Rapid and ongoing changes in culture and science require **constant personal and professional adaptation and development**. A modern educated individual is a multi-talented and cross-culturally sensitive professional who is able to work, develop, and contribute to multicultural environments.

The film industry, media, diplomacy, cultural and tourism entrepreneurship, translation, writing, art, literature, and theatre are fields that complement one another, opening new spaces

for interdisciplinary collaboration among the arts, social sciences, and humanities.

Cultural Studies is a multidisciplinary program offering courses in literature, linguistics, sociology, philosophy, political science, art theory, history, cinema, and media studies. It covers a wide range of topics including **cinema and media theories, colonialism and postcolonialism, nationhood and identity, philosophy, translation, literary and media genres, and global cultures.**



4 years, 8 semesters



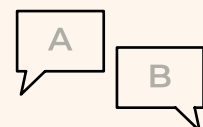
Full-time, in person



240 ETCs



Bachelor of Arts (B.A.) in
Visual Arts and
Visual Communications
Design



Language: English



Through critical cultural theories and interdisciplinary approaches, students develop skills for **comparative analysis and critical thinking** in researching and interpreting works in both local and global culture. They engage with the ideas of internationally recognized scholars and schools of thought in cultural studies.



Graduates acquire broad and applicable skills that prepare them for professional paths in culture, education, diplomacy, media, and tourism, becoming reflective and creative individuals with strong analytical and cultural awareness.

VISION AND PEDAGOGICAL APPROACH

The vision of the Cultural Studies program is **to cultivate socially responsible, critically engaged, and globally aware professionals** who understand the role of culture in shaping societies. The program builds bridges among disciplines across the **humanities and social sciences, including literature, philosophy, sociology, anthropology, art, and media.**

Teaching within Cultural Studies is **student-centred** and based on critical thinking, interdisciplinarity, and creativity. Lectures, seminars, research projects, and fieldwork encourage the connection between theory

and practice. The program promotes dialogue between local and global perspectives, preparing students to interpret, critique, and contribute to cultural development.

The Cultural Studies curriculum supports **experiential and research-based learning.** Collaboration across departments such as Media and Communication, Visual Arts, Political Science, Sociology, and English Literature allows students to gain a broad and connected understanding of culture in contemporary society.



Study programme

EDUCATIONAL OBJECTIVES (EO)

Objectives of the Cultural Study Program

EO1	Develop interdisciplinary knowledge in culture, society, and communication
EO2	Strengthen critical thinking and analytical skills through cross-cultural and comparative approaches.
EO3	Understand fundamental theories of culture, media, and society.
EO4	Encourage sensitivity to cultural diversity and social ethics.
EO5	Apply theoretical frameworks in practical cultural and professional settings.
EO6	Prepare students for employment in cultural industries, education, diplomacy, and research

Study programme

LEARNING OUTCOMES (LO)

Bachelor of Arts (B.A.)

LO2	Demonstrate understanding of key cultural and social theories.
LO3	Analyze social and cultural structures, symbols, and practices.
LO4	Apply interdisciplinary approaches from sociology, media, literature, and anthropology.
LO5	Conduct independent research using qualitative and ethnographic methods.
LO6	Show ethical awareness and understanding of cultural diversity.

Master of Arts (M.A.)

LO1	Apply advanced theoretical concepts to cultural analysis and critique.
LO2	Conduct research using interdisciplinary and comparative perspectives.
LO3	Evaluate cultural policy, heritage management, and media representation.
LO4	Design and implement research projects independently.
LO5	Communicate complex ideas effectively in academic and professional contexts.

Master of Arts (M.A.)

LO1	Produce original research contributing to theory or applied practice in cultural studies.
LO2	Master advanced methodologies in the social and cultural sciences.
LO3	Critically engage with global discourses on identity, media, and representation.
LO4	Demonstrate innovation, independence, and ethical integrity in research and leadership.

PROGRAM STRUCTURE

Bachelor of Arts (B.A.) in Cultural Studies



4 years, 8 semesters



240 ECTS

Structure:

- University Courses 60 ECTS
 - Faculty Courses 30 ECTS
 - Program Core Courses 72 ECTS
 - Program and Free Electives 72 ECTS
 - Internship and Bachelor Thesis 6 ECTS
-

Master of Arts (M.A.) in Cultural Studies



2 years, 4 semesters



60 ECTS

Structure:

- Required Courses 30 ECTS
 - Elective Courses 30 ECTS
 - Master Thesis or Graduation Project 12 to 24 ECTS
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Doctor of Philosophy (Ph.D.) in Cultural Studies



3 years, 6 semesters

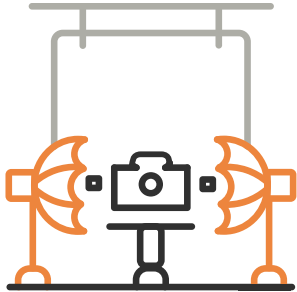


180 ECTS

Structure:

- Required Courses 12 ECTS
- Electives 36 ECTS
- Scientific Research Work 12 ECTS
- Ph.D. Dissertation 120 ECTS

LEARNING AND RESEARCH FACILITIES



Students have access:

- IUS Library and online academic databases
- Media and Creative Labs shared with Media and Communication and Visual Arts programs.
- BalkanNews Studio, TV and Photography Studio, and research spaces for applied cultural and media projects.
- Research cooperation with cultural institutions, embassies, NGOs, and international partners.
- Student participation in research conferences, field projects, and exhibitions.



ADMISSION REQUIREMENTS:

Applicants must hold a recognized high school diploma, and admission is subject to entrance evaluation as per IUS regulations. For more information, please visit ius.edu.ba.

TEACHING AND ASSESSMENT:

Teaching combines lectures, seminars, fieldwork, and research projects. Assessment methods include written assignments, presentations, case studies, and exams. Continuous assessment and transparent grading are conducted through e-Campus, and students have the right to appeal grades in accordance with university regulations.

INDUSTRY & CAREER LINKS

Graduates of Cultural Studies can work in **cultural and creative industries, media and communication, public relations, diplomacy, tourism, heritage management, education, and research**. Typical positions include cultural project manager, curator, diplomat, journalist, educator, translator, cultural heritage officer, and researcher. The program also prepares students for roles in **NGOs and international organizations** dealing with cultural policy and global communication.



STUDENT SUPPORT

Each student is assigned an academic advisor who provides guidance throughout their studies. The IUS Support Office ensures accessibility and inclusion for students with disabilities. Mentorship, counselling, and peer support contribute to a positive learning experience.



STUDENTS WITH DISABILITIES

IUS supports students with disabilities through its Support Office, whose aim is to foster an inclusive environment. The office provides guidance and assistance to students with disabilities and works closely with staff to ensure their full participation in university life. To further support inclusion, the university has adopted guidelines for inclusion and improved campus facilities, including Braille markings for the visually impaired.

STUDENT VOICE MATTERS

QUALITY ASSURANCE

Cultural Studies values **student participation in program development**. Through the **Student Survey** conducted each semester, students share their feedback about teaching quality, course design, and resources. This feedback is analyzed and used to improve the curriculum, enhance teaching practices, and strengthen the learning environment.



CAREER OPPORTUNITIES AND FURTHER STUDIES

Graduates of the Cultural Studies program are prepared to work in cultural institutions, ministries, museums, tourism, education, diplomacy, and media. They can also continue their academic careers in postgraduate and doctoral studies at IUS or at partner universities abroad. The interdisciplinary and international nature of the program ensures flexibility in pursuing careers in both public and private sectors.



APPLY TODAY!

Visit apply.ius.edu.ba or
call 00 387 957 110

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Faculty of Cultural Studies

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