

Module title		Abbreviation
Corporate Communication and Human Resources		o6-MK-CC-162-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Psychology of Communication and New Media, holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module teaches the basics of corporate communications and Human Resources. The basic principles of working in communications departments as well as in human resources departments of companies and organizations are explained with practical examples and theoretical considerations. In addition, basic methods and concepts for strategic communication and human resources work in organizations are taught.		
Intended learning outcomes		
Students have basic theories and concepts of internal corporate communications and human resources. They are able to apply the theoretical content to practical problems and develop solutions. In addition, they can present their projects in practical forms of presentations.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) + S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (30 minutes) or c) term paper (20 to 30 pages) or d) portfolio (approx. 30 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Media Communication (2018)		