

<b>Module title</b>		<b>Abbreviation</b>
Research Project in Media and Business Communication 1		o6-MK-VertKW1-162-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.		
<b>Intended learning outcomes</b>		
Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (4)		
<b>Method of assessment</b> (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 one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Media Communication (2018)		