

Module title		Abbreviation
Business administration in media contexts		o6-MK-WpBW-212-mo1
Module coordinator		Module offered by
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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module links economics and business administration with media communication. The basics of business administration are conveyed or business administration and economics are applied to the media industry or knowledge from media communication is applied to economic issues. Possible topics are the basics of business administration and economics, media economics, media law, corporate communication, marketing of media products, marketing and advertising or public relations.</p>		
Intended learning outcomes		
<p>The students can explain approaches from economics and apply them to media phenomena. Otherwise, the students can apply approaches from media communication to economic issues. The students acquire basic economic knowledge, reflect on the economic conditions for media-mediated communication or reflect on the economic effects of media communication.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
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)		
<p>a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor' degree (1 major) Media Communication (2021)		