

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Business Journalism and Business Communication		12-WUW-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This seminar is offered as a preparatory seminar for the bachelor thesis. Basic scientific knowledge is taught. The focus is on the goal of independently preparing a well-founded scientific thesis. For this purpose, the individual steps from the generation of a research question to the actual survey are explained. In addition, an overview of scientific writing is provided.</p>		
<b>Intended learning outcomes</b>		
<p>Upon completion of the seminar, students will be able to independently prepare a scientific paper.</p> <ul style="list-style-type: none"> <li>• Consolidation of the learned and, if necessary, application of further techniques of scientific work</li> <li>• Preparation, presentation, and defense of a scientific paper</li> <li>• Examination of the working papers of other seminar participants</li> <li>• Preparation for the Bachelor and Master Thesis</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<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)		
term paper (approx. 10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1) 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>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Business Management and Economics (2015)          Bachelor' degree (1 major) Economathematics (2015)          Bachelor' degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor' degree (1 major) Business Information Systems (2016)          Bachelor' degree (1 major) Economathematics (2017)          Bachelor' degree (1 major) Business Information Systems (2019)          Bachelor' degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor' degree (1 major) Business Information Systems (2020)</p>		

Master's degree (1 major) China Business and Economics (2021)  
Bachelor' degree (1 major) Business Information Systems (2021)  
Bachelor' degree (1 major) Econometrics (2021)  
Bachelor' degree (1 major) Business Management and Economics (2021)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
Bachelor' degree (1 major) Econometrics (2022)  
Bachelor' degree (1 major) Business Information Systems (2023)  
Bachelor' degree (1 major) Econometrics (2023)  
Bachelor' degree (1 major) Business Management and Economics (2023)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)