

Module title		Abbreviation
Seminar: Business Journalism and Business Communication		12-WUW-242-m01
Module coordinator		Module offered by
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>Upon completion of the seminar, students will be able to independently prepare a scientific paper.</p> <ul style="list-style-type: none"> • Consolidation of the learned and, if necessary, application of further techniques of scientific work • Preparation, presentation, and defense of a scientific paper • Examination of the working papers of other seminar participants • Preparation for the Bachelor and Master Thesis 		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
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>term paper (approx. 10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1) Assessment offered: in the semester in which the course is offered Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Business Information Systems (2024)		



Bachelor' degree (1 major) Economathematics (2024)

Bachelor' degree (1 major) Business Management and Economics (2024)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)