Module Catalogue

for the Subject

Media Communication

as a Master's with 1 major

with the degree "Master of Science"

(120 ECTS credits)

Examination regulations version: 2013
Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Contents

Module Catalogue for the Subject
Media Communication
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Module Catalogue for the Subject
Media Communication
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Content and Objectives of the Programme

Formal requirements are a bachelor degree (180 ECTS) as well as proof of acquired skills in media psychology, instructional psychology, media and communication studies, and computer science in media (cf. Media Communication description and regulations §4). Based on these skills, the master's degree students acquire advanced methodological and content-related skills in the various subdisciplines of Media Communication. Throughout their studies, the students work very independently on a sophisticated scientific level. This is particularly tested when it comes to their final half-year master's thesis. Upon graduation, students have also acquired practical experience in mandatory internships. A more detailed curriculum can be found in the Media Communication descriptions and regulations (see also: 6.2 Further information sources).

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Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **V** = lecture

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2009

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

10-Jul-2013 (2013-63)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Module Catalogue for the Subject
Media Communication
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Compulsory Courses

(80 ECTS credits)

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entertainment		06-MK-E-132-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology	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	graduate	--

Contents

The press, cinema, radio, TV, and even computers and the internet are often suspected to solely entertain users, thereby undermining a critical, objective and reflective examination of the information given. As a consequence, entertainment is often thought to be a threat to the information function of media. Formerly neglected by most researchers, there has been a rising interest in the scientific understanding of entertainment. This course offers an insight into the current state of entertainment research.

Intended learning outcomes

Students should consolidate their specialist knowledge in the field of mediated entertainment and should thus develop an advanced understanding of the development and logic of research projects in this area.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Strategic Communication			06-MK-SC-132-m01	

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	graduate	--	

Contents

This course offers students an opportunity to creatively deal with the analysis of brands and the development of suitable positioning and communication strategies. Students learn how they can use strategic communication to successfully position a brand in the market.

Intended learning outcomes

Students learn more about brand communication etc., apply their knowledge to their own brand positioning projects and learn on a practical basis how strategic communication can be used in the field of brand communication.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Education in New Media	06-MK-ENM-132-m01

Module coordinator	Module offered by
holder of the Chair of Instructional Psychology and New Media	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	graduate	--

Contents

This module provides an insight in the current state of research in learning and instruction using new media. Students will deal with psychological theories and empirical evidence from e-learning research. They will focus on innovative learning arrangements, e. g. pedagogical agents, virtual tutors, personalised learning environments or augmented reality. Topics will be critically discussed on the basis of current research articles, reviews and meta-analyses.

Intended learning outcomes

Students learn about the current state of eLearning research. They are able to understand research articles, reflect on and question their results and outline practical implications. Students are thus able to develop their own research questions in instructional psychology and to evaluate the quality of concrete eLearning measures from a researcher's point of view.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Immersive Media		06-MK-IM-132-m01

Module coordinator		Module offered by
holder of the Professorship of Media Informatics		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	graduate	--

Contents

This module provides students with advanced skills in the design and implementation of digital artefacts or multi-media applications in the context of modern human-computer interfaces.

Intended learning outcomes

The students are familiar with key concepts regarding the design and implementation of novel interactive media and are able to apply this knowledge in practice.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Advanced Studies 1	06-MK-AS1-132-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate	--	

Contents

This module aims to provide deeper knowledge about the topics (concepts, theories, empirical analysis and practice) in media communication. Students will choose one out of the four core areas of the degree programme (i. e. media psychology, communication science, computer science in media, instructional psychology). The purpose of this module is to thoroughly investigate specific contents and research in the selected area.

Intended learning outcomes

Students should extend and consolidate their specialist knowledge in the selected area and should develop an advanced understanding of the development and logic of research projects in the respective area. The module focuses on the detailed and critical exploration of the specific field of research.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Advanced Studies 2			06-MK-AS2-132-m01

Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate	--	

Contents

This module aims to provide deeper knowledge about the topics (concepts, theories, empirical analysis and practice) in media communication. Students will choose one out of the four core areas of the degree programme (i. e. media psychology, communication science, computer science in media, instructional psychology). The purpose of this module is to thoroughly investigate specific contents and research in the selected area.

Intended learning outcomes

Students should extend and consolidate their specialist knowledge in the selected area and should develop an advanced understanding of the development and logic of research projects in the respective area. The module focuses on the detailed and critical exploration of the specific field of research.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Research Project			06-MK-RP-132-m01

Module coordinator		Module offered by	
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media	

ECTS	Method of grading		Only after succ. compl. of module(s)
15	numerical grade		--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Students will choose one out of the four core areas of the degree programme (media psychology, communication science, computer science in media, instructional psychology). In the selected area, the students will develop, in small groups, their own research project. This project provides them with an opportunity to apply their subject-specific knowledge as well as their skills in methodology and statistics. Over the course of this module, students will go through all stages of a research project.

Intended learning outcomes

Students apply their acquired knowledge (content-related, methodological, statistical) to research practice by developing their own empirical research project. In doing so, they experience every single step of the research process - from the idea through to the documentation of the results.

Courses (type, number of weekly contact hours, language — if other than German)

R (no information on SWS (weekly contact hours) and course language available)

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 (approx. 30 minutes) or c) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Methods 1	06-MK-ME1-132-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate	--

Contents

This module discusses advanced techniques of data collection. Students should obtain an overview of different data collection techniques that are used in media communication research. Based on the knowledge of common data collection techniques (e. g. written surveys), this module covers i. a. innovative techniques such as eye tracking or physiological measures.

Intended learning outcomes

Students should acquire a profound knowledge of the data collection techniques discussed and should deepen their methodological skills. In addition, students should become acquainted with innovative data collection techniques.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Methods 2			06-MK-ME2-132-m01

Module coordinator		Module offered by	
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate	--	

Contents

This module discusses advanced techniques of data collection. Students should obtain an overview of different data collection techniques that are used in media communication research. Based on the knowledge of common data collection techniques (e. g. written surveys), this module covers i. a. innovative techniques such as eye tracking or physiological measures.

Intended learning outcomes

Students should acquire a profound knowledge of the data collection techniques discussed and should deepen their methodological skills. In addition, students should become acquainted with innovative data collection techniques.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT
WÜRZBURG

Module title			Abbreviation	
MK On the Job			06-MK-JOB-132-m01	
Module coordinator			**Module offered by**	
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate		--	

Contents

To improve the employability of the degree programme, this module aims to equip students with vocational skills and qualifications (techniques of personnel selection, self-presentation in job-related contexts etc.).

Intended learning outcomes

Vocational and practical skills such as personnel selection, self presentation/self marketing.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Internship			06-MK-PR-132-m01	

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)	
10	(not) successfully completed		--	

Duration	Module level	Other prerequisites
1 semester	graduate	Prior to the placement, approval must be obtained from the placement supervisor.

Contents

The placement aims to provide an insight into the different fields of activity in the media and communication business. The placement provides students with an opportunity to enhance their acquired knowledge and skills by applying them to practical issues. Students also get an opportunity to gain additional practical experience in the field of media communication before entering the labour market.

Intended learning outcomes

The placement provides students with an opportunity to apply the knowledge and skills acquired at university to practical issues of the media business. They should obtain practical skills of different media professions and reflect those skills against the theoretical background of their university education.

Courses (type, number of weekly contact hours, language — if other than German)

P (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages)
Language of assessment: German, English

Allocation of places

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Additional information

Additional information on module duration: 1 to 2 semesters.

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Compulsory Electives

(10 ECTS credits)

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entrepreneurship		12-EPS-091-m01

Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		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

Description:
The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.

Contents of the course:
1. Introduction to entrepreneurship
2. Human resources in start-ups
3. Opportunity analysis
4. Business modelling
5. Entrepreneurship in the digital industry
6. Business planning
7. Finance
8. Marketing in start-ups

Intended learning outcomes

After completing the module "Entrepreneurship", the students should be able to
(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;
(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;
(iii) apply theories within the entrepreneurship field to real life situations;
(iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch;
(v) plan human resources and marketing in a start-up.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Human Resource Management & Organizational Theory	12-P&O-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Human Resource Management and Organisation	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

The lecture "Personal und Organisation" ("Human Resources Management and Organisation") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and organisation.
Reading list to be provided during lecture

Intended learning outcomes

The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the area personnel economics and organisation on the basis of text books and scientifc literature.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Innovation Management	12-IM-091-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Management	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

The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.

Intended learning outcomes

At the end of the module students are able to understand:

- The importance of innovations
- The sources of innovations
- The New Product Development process
- The roles in the innovation process
- The importance of intellectual property rights
- How innovations diffuse in the market

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Business Administration - Minor	12-NW-EBWL-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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

The module will provide students with an insight into economics. The course will first discuss how markets work. The resulting market result - traded amounts and price - will be analysed and different starting points for economic policy measures (e. g. regulation of monopolies, introduction of minimum wages, environmental policy) will be discussed. Students will then acquire an overview of macroeconomic interrelationships. In this context, the course will focus on providing students with an understanding of business cycles (unemployment, inflation) and growth processes. Current issues such as monetary and fiscal policy in the euro area will also be discussed.

Intended learning outcomes

After completing the module, students should be able to describe the modern business economics as a scientific discipline in its institutional economic expression and to master appropriate level in their problem-solving techniques used on the character of an orientation session.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: maximum 200. Places will be allocated by lot. Modules 12-NW-EBWL and 12-NW-EVWL are not open for students of the following subjects: Wirtschaftswissenschaft (Business Management and Economics) Bachelor's (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) Bachelor's (BSc with 180 ECTS credits) and Wirtschaftsmathematik (Mathematics for Economics) Bachelor's (BSc with 180 ECTS credits).

Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Human-Computer Interaction	06-MCI-Einf-101-m01

Module coordinator	Module offered by
holder of the Chair of Computer Science IX	Institute of Computer Science

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Human-computer interaction is concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them. This course gives an introduction to the principle biological, physiological, and psychological constraints as defined by the human user and relates these constraints to the conceptual and technical solutions of today's computer systems and existing as well as prospective interaction metaphors between humans and computers. The course covers topics in the area of human perception and cognition, memory and attention, the design of interactive systems, prominent evaluation methods, the principles of computer systems, typical input processing techniques, interface technology, and examples of typical interaction metaphors, from text-based input to graphical desktops to multimodal interfaces. Accompanying lab work will introduce students to typical tasks in this field, i. e. prominent evaluation methods and prototyping of interfaces.

Intended learning outcomes

At the end of the course, the students will have developed a broad understanding of the principles underlying the design of interfaces between human users and computer systems. They will understand the constraints and capabilities of current user interfaces, and they will have learned about the necessary steps involved in user-centred design and development approaches.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 75 minutes) and presentation (approx. 10 minutes) and written elaboration (approx. 10 pages, ungraded) or b) written examination (approx. 75 minutes) and written elaboration (approx. 5 pages) and presentation (approx. 15 minutes)
Language of assessment: German or English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Current Trends of Human-Computer Systems		06-MCS-AkTre1-101-m01

Module coordinator		Module offered by
unknown		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	unknown	--

Contents

No information on contents available.

Intended learning outcomes

No information on intended learning outcomes available.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

presentation (approx. 20 minutes) with written elaboration (approx. 12 pages)
Language of assessment: German or English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Specialisation User Experience			06-MCS-VUsEx-101-m01

Module coordinator		Module offered by	
holder of the Chair of Psychological Ergonomics		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

German contents available but not translated yet.

In diesem Modul werden vertieft Inhalte, Methoden und Anwendungen der User Experience Forschung gelehrt, also der Gestaltung von Mensch-Computer-Systemen hinsichtlich eines guten Erlebens der Benutzer. Anwendungsbeispiele kommen dabei aus dem öffentlichen und privaten Raum, beinhalten z.B. Kundenzufriedenheit, Persuasive Interfaces, Ästhetische Gestaltung und Service Design.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Nach der Teilnahme an diesem Modul verstehen die Studierenden die Prinzipien ausgewählter User Experience Methoden und Domänen und sind in der Lage selbst Benutzungsschnittstellen zu gestalten sowie Studien durchzuführen, um entsprechende Fragestellungen aus dem Bereich der Mensch-System Interaktion zu untersuchen. Des weiteren können sie die Vor- und Nachteile verschiedener Methoden abschätzen und empirische Studien sowie Gestaltungslösungen beurteilen und kritisch hinterfragen.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Specialisation assessment. Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems: a) written examination (approx. 75 minutes) and presentation of project results (approx. 15 minutes), b) presentation (approx. 20 minutes) and written elaboration (approx. 5 pages), c) presentation (approx. 20 minutes) and presentation of project results (approx. 20 minutes), d) presentation (approx. 20 minutes) and written examination (approx. 75 minutes), or e) term paper (approx. 10 pages).
Language of assessment: German or English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Mobile and Ubiquitous Systems			12-M-MUS-132-m01

Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		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	graduate	--	

Contents

The course will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms.
Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.

Intended learning outcomes

The module provides students with knowledge of:
(i) Mobile Infrastructure
(ii) Mobile Business
(iii) The Auto-ID technologies
(iv) Smart Metering
(v) Sensor networks and localization systems

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (approx. 20 to 30 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) presentation (approx. 20 minutes) and written examination (approx. 60 minutes), weighted 1:3 or f) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Integrated Business Processes	12-GP-G-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	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

This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP Business ByDesign system on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.
The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP Business ByDesign. In addition to the basic principles, students will also become familiar with the processes and functionalities.

Intended learning outcomes

After completing the course, the students will be able to

1. reflect technical principles and operational models of ERP systems,
2. understand the functionality of ERP systems and
3. perform and unterstand business processes within the ERP system SAP Business ByDesign.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1

Allocation of places

Wirtschaftsinformatik (Business Information Systems) Bachelor's (180 ECTS): no restrictions. Other degree programmes: minimum 15 places. More places will be available provided there is enough capacity. Should the number of applications from students of other subjects exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective subject; among applicants with the same number of ECTS credits, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot; applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
eBusiness	12-EBus-F-132-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	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
E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.

Intended learning outcomes
The module provides students with knowledge about: (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Forward and Reverse Business Engineering		12-FRBE-F-132-m01

Module coordinator	Module offered by
Business Integration Prof. Thome	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

"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.
The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.

Intended learning outcomes

The students know in detail the process of adaptation of business software libraries. They master the methods of Forward Engineering (such as situation analysis, requirement analysis, process modeling and business blueprint) and Reverse Engineering (Reverse Business Engineering) and their implementation in tools.

Courses (type, number of weekly contact hours, language — if other than German)
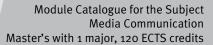
V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1

Allocation of places

Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (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 the number of applications from Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) When places are allocated in accordance with (2) and the number of applications from students of other subjects exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Ergonomics	06-MCS-EinfErgon-132-m01

Module coordinator	Module offered by
holder of the Chair of Psychological Ergonomics	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

This module will acquaint students with the fundamental principles of cognitive, physical and, in parts, organisational ergonomics, focusing on the importance of research findings for work design as well as on the design principles and guidelines that should be followed. In addition, the module will provide students with an overview of the subject, phenomena and theories of general psychology (Allgemeine Psychologie 1) including the areas of learning, action control, perception, attention, conceptualisation and language as well as memory and knowledge.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erlangen Kenntnis über die Leistungsfähigkeit menschlicher Informationsverarbeitung und Handlungsfähigkeit welche eine wichtige Grundlage für die Gestaltung von Arbeitsumgebungen und Mensch-System-Schnittstellen ist. Die Studierenden können die physikalische, physiologische und informatorische Beanspruchung des Menschen in einer Arbeitsumgebung bewerten und durch Lösungsansätze aus der Ergonomie die Belastung gezielt steuern und ggf. begrenzen. Zugleich erwerben die Studierenden Grundlagenkenntnisse aus Teilgebieten der Psychologie, auf denen später im Studium aufgebaut wird.

Courses (type, number of weekly contact hours, language — if other than German)

V (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German or English

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title				Abbreviation	
Digital Humanities in Overview				04-DH-A1-132-m01	

Module coordinator			Module offered by		
holder of the Chair of Digital Humanities and German Literature of the Modern Period			Chair of Digital Humanities and German Literature of the Modern Period		

ECTS	Method of grading		Only after succ. compl. of module(s)		
5	numerical grade		--		

Duration	Module level	Other prerequisites			
1 semester	undergraduate	--			

Contents

Overview of the discipline of digital humanities with a focus on abstraction, formalisation and data modelling as well as text encoding, the digital library and applications in the humanities.

Intended learning outcomes

Students are familiar with the core principles of digital humanities and have gained an overview of the discipline.

Courses (type, number of weekly contact hours, language — if other than German)

V + T (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German or English unless stated otherwise. If assessment is held in English, students will be informed by the module coordinator or lecturer at the beginning of the semester.

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Design			04-DH-B1-132-m01	

Module coordinator		Module offered by	
holder of the Chair of Digital Humanities and German Literature of the Modern Period		Chair of Digital Humanities and German Literature of the Modern Period	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	(not) successfully completed	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Design of texts for display in web browsers, embedding of images, automatic preparation of XML data to render to different output media.

Intended learning outcomes

Students are familiar with the foundations of typography and standards for visualising textual data.

Courses (type, number of weekly contact hours, language — if other than German)

S (no information on SWS (weekly contact hours) and course language available)

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) 3 to 5 assignments to be completed at home (approx. 3 pages each) or b) written examination (approx. 45 to 60 minutes) or c) presentation (approx. 20 to 30 minutes) or d) oral examination (approx. 20 minutes) or e) term paper (approx. 10 to 12 pages) or f) practical project (e. g. transcription, encoding and web publication of letters) Language of assessment: German or English unless stated otherwise. If assessment is held in English, students will be informed by the module coordinator or lecturer at the beginning of the semester.

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Thesis

(30 ECTS credits)

Module Catalogue for the Subject
Media Communication
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Master Thesis Media Communication	06-MK-MT-132-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	Registration for assessment on a continuous basis as agreed upon with supervisor.

Contents

Students develop their own empirical research project.

Intended learning outcomes

Preparing a thesis, students demonstrate the skills they acquired in the area of academic writing and research, i. e. their ability to develop a profound theoretical framework as well as their proficiency in the areas of data collection and analysis techniques.

Courses (type, number of weekly contact hours, language — if other than German)

no courses assigned

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Master's thesis (approx. 80 pages)

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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