

# 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: 2014  
Responsible: Faculty of Human Sciences  
Responsible: Institute of Human Computer Media

## Contents

The subject is divided into	4
Content and Objectives of the Programme	5
Abbreviations used, Conventions, Notes, In accordance with	6
Compulsory Courses	7
Entertainment	8
Strategic Communication	9
Education in New Media	10
Immersive Media	11
Advanced Studies 1	12
Advanced Studies 2	13
Research Project	14
Methods 1	15
Methods 2	16
MK On the Job	17
Internship	18
Compulsory Electives	19
Introduction to Human-Computer Interaction	20
Introduction to Ergonomics	22
Digital Humanities in Overview	23
Specialisation User Experience	24
Current Trends of Human-Computer Systems	26
Design	27
Introduction to Business Administration - Minor	28
Integrated Business Processes	29
eBusiness	31
Forward and Reverse Business Engineering	32
Human Resource Management & Organizational Theory	34
Innovation Management	36
Entrepreneurship	38
Mobile and Ubiquitous Systems	40
Introduction to the German Legal System	42
German and European Trade Mark Law	44
Copyright Law and Fundamentals of Patent Law including references to EU Law	45
Psychology 1	46
Psychology 2	47
Psychology 3	48
Professional Project Management	49
Economic Journalism 1	50
Economic Journalism 2	52
Economic Journalism 3	53
Economic Journalism 4	55
Project in Economic Policy	57
Seminar in Economic Policy for Journalists	59
European Macroeconomic Policy	61
European Competition Policy	63
European Monetary Policy - Closed Economy	65
European Monetary Policy - Open Economy	67
European Economic Statistics	69
European Public Finance	70
Labor Market Economics	72
Trade Policy and the World Trading System	74
International Trade and the Multinational Firm	76
Thesis	78



## The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	80	7
Compulsory Electives	10	19
Thesis	30	78

## 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).

## 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)):

**28-Apr-2014 (2014-22)**

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.

## Compulsory Courses

(80 ECTS credits)

Module title		Abbreviation
Entertainment		o6-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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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. 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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		



Module title		Abbreviation
Strategic Communication		o6-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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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. 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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013) Master's degree (1 major) Economics (2014)		

Module title			Abbreviation
Education in New Media			o6-MK-ENM-132-mo1
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			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Media Communication (2014)			
Master's degree (1 major) Media Communication (2013)			

Module title		Abbreviation
Immersive Media		o6-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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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. 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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Advanced Studies 1		o6-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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Advanced Studies 2		o6-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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Research Project		o6-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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Methods 1		o6-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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Methods 2		o6-MK-ME2-132-mo1
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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		



Module title		Abbreviation
MK On the Job		o6-MK-JOB-132-mo1
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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Internship		o6-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.
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
P (no information on SWS (weekly contact hours) and course language available)		
<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)		
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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
Additional information on module duration: 1 to 2 semesters.		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		

## Compulsory Electives

(10 ECTS credits)

Module title		Abbreviation
Introduction to Human-Computer Interaction		o6-MCI-Einf-101-mo1
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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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. 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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor' degree (1 major) Human-Computer Systems (2010) Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 20 / 79

Master's degree (1 major) Digital Humanities (2011)
---

Module title			Abbreviation
Introduction to Ergonomics			o6-MCS-EinfErgon-132-mo1
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			
<p>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.</p>			
Intended learning outcomes			
<p>German intended learning outcomes available but not translated yet.</p> <p>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.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Media Communication (2014)</p> <p>Master's degree (1 major) Media Communication (2013)</p> <p>Master's degree (1 major) Digital Humanities (2011)</p>			

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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		

Module title		Abbreviation
Specialisation User Experience		o6-MCS-VUEx-101-mo1
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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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)		
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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor' degree (1 major) Human-Computer Systems (2010) Master's degree (1 major) Media Communication (2014)		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 24 / 79



Master's degree (1 major) Media Communication (2013)

Module title		Abbreviation
Current Trends of Human-Computer Systems		o6-MCS-AkTre1-101-mo1
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	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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)		
presentation (approx. 20 minutes) with written elaboration (approx. 12 pages) Language of assessment: German or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor' degree (1 major) Human-Computer Systems (2010) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		

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		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		

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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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).		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor' degree (1 major) Geography (2010) Bachelor' degree (1 major) Computer Science (2014) Bachelor' degree (1 major) Political and Social Studies (2011) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013) No final examination Special study offering (2010)		

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		
<p>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 Al-mika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.</p> <p>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.</p>		
Intended learning outcomes		
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none"> <li>1. reflect technical principles and operational models of ERP systems,</li> <li>2. understand the functionality of ERP systems and</li> <li>3. perform and understand business processes within the ERP system SAP Business ByDesign.</li> </ol>		
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		
<p>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.</p>		
Additional information		
--		
Workload		
--		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 29 / 79

<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
<p>Bachelor' degree (1 major) Computer Science (2014)</p> <p>Bachelor' degree (1 major) Business Management and Economics (2013)</p> <p>Bachelor' degree (1 major) Business Information Systems (2014)</p> <p>Bachelor' degree (1 major) Business Information Systems (2013)</p> <p>Master's degree (1 major) Media Communication (2014)</p> <p>Master's degree (1 major) Media Communication (2013)</p>

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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
The module provides students with knowledge about: (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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. 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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013)		

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			
<p>"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.</p> <p>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.</p>			
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			



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

**Additional information**

--

**Workload**

--

**Teaching cycle**

--

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

--

**Module appears in**

Bachelor' degree (1 major) Computer Science (2014)  
Bachelor' degree (1 major) Business Management and Economics (2013)  
Bachelor' degree (1 major) Business Information Systems (2014)  
Bachelor' degree (1 major) Business Information Systems (2013)  
Master's degree (1 major) Media Communication (2014)  
Master's degree (1 major) Media Communication (2013)

Module title			Abbreviation
Human Resource Management & Organizational Theory			12-P&O-F-o82-mo1
Module coordinator		Module offered by	
holder of the Chair for 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			
<p>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.</p> <p>Reading list to be provided during lecture</p>			
Intended learning outcomes			
<p>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 scientific literature.</p>			
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			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) Media Communication (2014)			
Master's with 1 major Media Communication (2014)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 34 / 79

Master's degree (1 major) Media Communication (2013)  
 Master's degree (1 major) China Business and Economics (2014)  
 Master's degree (1 major) China Business and Economics (2012)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title		Abbreviation
Innovation Management		12-IM-091-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		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>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.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> <li>• The importance of innovations</li> <li>• The sources of innovations</li> <li>• The New Product Development process</li> <li>• The roles in the innovation process</li> <li>• The importance of intellectual property rights</li> <li>• How innovations diffuse in the market</li> </ul>		
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)		
<p>written examination (approx. 60 minutes) Language of assessment: German, English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor' degree (1 major) Business Management and Economics (2009)            Bachelor' degree (1 major) Business Management and Economics (2013)            Bachelor' degree (1 major) Business Management and Economics (2010)            Bachelor' degree (1 major) Economathematics (2009)            Bachelor' degree (1 major) Economathematics (2012)            Bachelor' degree (1 major) Economathematics (2008)            Bachelor' degree (1 major) Business Information Systems (2014)</p>		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 36 / 79

Bachelor' degree (1 major) Business Information Systems (2013)  
 Bachelor' degree (1 major) Business Information Systems (2009)  
 Master's degree (1 major) Media Communication (2014)  
 Master's degree (1 major) Media Communication (2013)  
 Master's degree (1 major) China Business and Economics (2014)  
 Master's degree (1 major) China Business and Economics (2012)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title		Abbreviation
Entrepreneurship		12-EPS-091-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		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>Description:</p> <p>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.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> <li>1. Introduction to entrepreneurship</li> <li>2. Human resources in start-ups</li> <li>3. Opportunity analysis</li> <li>4. Business modelling</li> <li>5. Entrepreneurship in the digital industry</li> <li>6. Business planning</li> <li>7. Finance</li> <li>8. Marketing in start-ups</li> </ol>		
Intended learning outcomes		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> <li>(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;</li> <li>(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;</li> <li>(iii) apply theories within the entrepreneurship field to real life situations;</li> <li>(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;</li> <li>(v) plan human resources and marketing in a start-up.</li> </ol>		
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)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German, English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

**Module appears in**

Bachelor' degree (1 major) Business Management and Economics (2009)  
 Bachelor' degree (1 major) Business Management and Economics (2007)  
 Bachelor' degree (1 major) Business Management and Economics (2013)  
 Bachelor' degree (1 major) Business Management and Economics (2008)  
 Bachelor' degree (1 major) Business Management and Economics (2010)  
 Bachelor' degree (1 major) Econometrics (2009)  
 Bachelor' degree (1 major) Econometrics (2012)  
 Bachelor' degree (1 major) Econometrics (2008)  
 Bachelor' degree (1 major) Business Information Systems (2014)  
 Bachelor' degree (1 major) Business Information Systems (2013)  
 Bachelor' degree (1 major) Business Information Systems (2007)  
 Bachelor' degree (1 major) Business Information Systems (2009)  
 Bachelor' degree (1 major) Business Information Systems (2008)  
 Master's degree (1 major) Media Communication (2014)  
 Master's degree (1 major) Media Communication (2013)  
 Master's degree (1 major) China Business and Economics (2014)  
 Master's degree (1 major) China Business and Economics (2012)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

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			
<p>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.</p> <p>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.</p>			
Intended learning outcomes			
<p>The module provides students with knowledge of:</p> <p>(i) Mobile Infrastructure</p> <p>(ii) Mobile Business</p> <p>(iii) The Auto-ID technologies</p> <p>(iv) Smart Metering</p> <p>(v) Sensor networks and localization systems</p>			
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)			
<p>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)</p> <p>Language of assessment: German, English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2013)			
Master's degree (1 major) Media Communication (2014)			
Master's degree (1 major) Media Communication (2013)			
Master's with 1 major Media Communication (2014)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 40 / 79



Master's degree (1 major) Business Management (2013)  
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Introduction to the German Legal System			02-J1-082-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
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.			
Die Vorlesung führt über die Beantwortung allgemeiner juristischer Fragen wie der Normenhierarchie, der Gesetzssystematik und Auslegungstechniken in die großen Rechtsgebiete der Rechtswissenschaft ein. Dabei werden insbesondere die fünf Bücher des Bürgerlichen Gesetzbuches sowie das Handels-, Gesellschafts- und das Arbeitsrecht besprochen. Gegenstand der Einheit Öffentliches Recht sind die Grundrechte, das Staatsorganisationsrecht, das Verwaltungsrecht in seinen allgemeinen und besonderen Ausprägungen sowie das Europa- und das Völkerrecht. Im Strafrecht wird inhaltlich vor allem auf den allgemeinen Teil und die wichtigsten Normen des Besonderen Teils des Strafgesetzbuches eingegangen.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden verfügen über Basiswissen in den wichtigsten Teilbereichen der Rechtswissenschaft. Sie haben neben fachlichen Grundkenntnissen über das materielle und das Prozessrecht auch allgemeine Kenntnisse beispielsweise über die Gesetzssystematik und die Rechtsquellenlehre erworben. Anhand von Beispielfällen haben sie ersten Einblick ins juristische Arbeiten erhalten.			
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. 120 minutes)			
Allocation of places			
Number of places: maximum 80. Students applying after not having successfully completed assessment in the past two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor' degree (1 major) Chemistry (2009) Bachelor' degree (1 major) Geography (2008) Bachelor' degree (1 major) Geography (2010)			
Master's with 1 major Media Communication (2014)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 42 / 79

Bachelor' degree (1 major) Computer Science (2014)  
 Bachelor' degree (1 major) Econometrics (2009)  
 Bachelor' degree (1 major) Political and Social Studies (2008)  
 Bachelor' degree (1 major) Political and Social Studies (2011)  
 Master's degree (1 major) Media Communication (2014)  
 No final examination Special study offering (2010)

Module title		Abbreviation
German and European Trade Mark Law		02-N-P-Wo6-111-m01
Module coordinator		Module offered by
Dean of Studies Faculty of Law		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
German contents available but not translated yet.		
Die Vorlesung vermittelt einen Überblick über das Deutsche und Europäische Markenrecht. Neben den Grundlagen des Markenbegriffs und -schutzes nach dem deutschen Markengesetz werden u.a. die Voraussetzungen und Wirkungen der Europäischen Gemeinschaftsmarke nach der Gemeinschaftsmarkenverordnung behandelt. Ferner werden Spezialregelungen des deutschen Markenrechts wie z.B. zu geschäftlichen Bezeichnungen, geographischen Herkunftsangaben sowie zum kennzeichenrechtlichen Schutz von Internet Domains besprochen.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden können markenrechtliche Fragestellungen unter Gesichtspunkten des deutschen und europäischen Rechts analysieren.		
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)		
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: usually once a year, summer semester		
Allocation of places		
Degree programm law (degree "Erste Juristische Staatsprüfung") and Bachelor's Privatrecht (Private Law) (minor with 60 ECTS credits): no restrictions. Students of other degree programmes: 20 places. Places will be allocated as follows: Students applying after not having successfully completed assessment in in the last two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Nanostructure Technology (2011) Master's degree (1 major) Nanostructure Technology (2010) Master's degree (1 major) Media Communication (2014)		

Module title			Abbreviation
Copyright Law and Fundamentals of Patent Law including references to EU Law			02-N-P-W07-111-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
2	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
German contents available but not translated yet.			
Die Veranstaltung behandelt neben den allgemeinen Grundlagen des Gewerblichen Rechtsschutzes den Schutz von Werken nach dem deutschen Urhebergesetz. In einem weiteren Veranstaltungsteil werden das Geschmacksmusterrecht sowie das Patent- und Gebrauchsmusterrecht beleuchtet.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben grundlegende Kenntnisse des Gewerblichen Rechtsschutzes und des Urheberrechts erworben. Sie können Problematiken aus diesen Bereichen in den Kontext der deutschen und europäischen Regelungen einordnen.			
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)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: usually once a year, summer semester			
Allocation of places			
Degree programm law (degree "Erste Juristische Staatsprüfung") and Bachelor's Privatrecht (Private Law) (minor with 60 ECTS credits): no restrictions. Students of other degree programmes: 20 places. Places will be allocated as follows: Students applying after not having successfully completed assessment in in the last two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Nanostructure Technology (2011) Master's degree (1 major) Nanostructure Technology (2010) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)			

Module title		Abbreviation
Psychology 1		o6-MK-PSY1-141-mo1
Module coordinator		Module offered by
unknown		Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + V (no information on SWS (weekly contact hours) and course language available)		
<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)		
written examination (approx. 75 minutes)		
<b>Allocation of places</b>		
Number of places: maximum 15. Places will be allocated by lot.		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		

Module title		Abbreviation
Psychology 2		o6-MK-PSY2-141-mo1
Module coordinator		Module offered by
unknown		Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + V (no information on SWS (weekly contact hours) and course language available)		
<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)		
written examination (approx. 75 minutes)		
<b>Allocation of places</b>		
Number of places: maximum 15. Places will be allocated by lot.		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		

Module title		Abbreviation
Psychology 3		o6-MK-PSY3-141-mo1
Module coordinator		Module offered by
unknown		Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + V (no information on SWS (weekly contact hours) and course language available)		
<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)		
written examination (approx. 120 minutes)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		



Module title		Abbreviation
Professional Project Management		10-I-PM-141-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science III		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		
Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.		
Intended learning outcomes		
The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.		
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 to 120 minutes); if announced by the lecturer at the beginning of the course, the written examination can be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups (approx. 30 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014)		

Module title			Abbreviation
Economic Journalism 1			12-M-WJ1-142-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	graduate	--	
Contents			
The course explores the specific aims and opportunities of journalistic research. It focuses on the various forms of journalistic presentation (news, report, background report) for crossmedia publishing.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Berufsspezifische Fähigkeiten in der Recherche und im Interview; Sammeln und Ordnen von Informationen nach Kriterien der Aktualität und Relevanz; Beherrschen der Darstellungsformen Meldung, Nachricht, Bericht und Hintergrundbericht mit ihren medialen Merkmalen und kommunikativen Funktionen in unterschiedlichen Medien-gattungen.			
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) Language of assessment: German, English			
Allocation of places			
Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places set aside for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses assigned to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).			
Additional information			
--			

<b>Workload</b>
--
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Economics (2014)

Module title		Abbreviation
Economic Journalism 2		12-M-WJ2-142-mo1
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	graduate	--
Contents		
In this course, students will consolidate their knowledge of specific and advanced techniques of journalistic research (on the internet in particular). The course will focus on additional forms of journalistic presentation (interview, reportage, profile, commentary) for crossmedia publishing.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.  Die Studierenden erlernen komplexe Recherchemethoden und werden zur Anwendung moderner Internet-Recherchetechniken befähigt. Es werden Kompetenzen in der selbstständigen Recherche komplexer journalistischer Inhalte für unterschiedliche Mediengattungen und der Umsetzung in den Darstellungsformen Reportage, Porträt, Kommentar und Glosse vermittelt.		
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) Language of assessment: German, English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Economics (2014)		

Module title			Abbreviation
Economic Journalism 3			12-M-WJ3-142-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	graduate	--	
Contents			
The course will describe, analyse and reflect national reporting on topics from the area of economics (economic policy, monetary policy, financial policy, tax policy and competition policy). Students will produce journalistic contributions on these topics in different types of media. The key question addressed will be how to present relevant economic interrelations to a lay audience.			
Intended learning outcomes			
Students learn how current topics of national economic policy are presented, commented and investigated. The course provides skills to adopt a critical approach to relevant sources of national economics policy.			
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) Language of assessment: German, English			
Allocation of places			
Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places set aside for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses assigned to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).			
Additional information			
--			
Workload			
--			

<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Journalism 4			12-M-WJ4-142-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	graduate	--	
Contents			
The course will describe, analyse and reflect reporting in Europe on economic topics (economic policy, monetary policy, financial policy, tax policy and competition policy). Students will produce journalistic contributions on these topics in different types of media. The key question addressed will be how to present relevant economic interrelations to a lay audience.			
Intended learning outcomes			
Students learn how current topics of european economics policy are presented, commented and investigated. The course provides skills to adopt a critical approach to relevant sources of european economics policy.			
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) Language of assessment: German, English			
Allocation of places			
Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places set aside for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses assigned to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).			
Additional information			
--			
Workload			
--			

<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Economics (2014)



Module title		Abbreviation
Project in Economic Policy		12-M-PS-142-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		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 provides students with an insight into the processes involved in journalistic media production and reproduction for classic and digital media. Students become familiar with the technical basics as well as the practice of creating print, audio and video formats.		
Intended learning outcomes		
Students will become familiar with the technical basics and practice of creating print, audio and video formats. The journalistic workflow will be explained and practised.		
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 (15 to 45 minutes) with written elaboration (10 to 15 pages) Language of assessment: German, English		
Allocation of places		
Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places set aside for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses assigned to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

**Module appears in**

Master's degree (1 major) Media Communication (2014)

Master's degree (1 major) Economics (2014)

Module title		Abbreviation
Seminar in Economic Policy for Journalists		12-M-WPS-142-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	graduate	--
<b>Contents</b>		
Acquiring an in-depth understanding of specific problems of macroeconomics.		
<b>Intended learning outcomes</b>		
Students learn to apply the techniques of scientific work: Producing, presenting and defending a scientific paper. Discussing papers and presentations of other students. Preparation for writing the Master thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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)		
presentation (approx. 30 to 45 minutes) Assessment offered: once a year, winter semester		
<b>Allocation of places</b>		
Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places set aside for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses assigned to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 59 / 79

**Module appears in**

Master's degree (1 major) Media Communication (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-132-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		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			
<p>Description:</p> <p>The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.</p> <p>Content:</p> <p>The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.</p>			
Intended learning outcomes			
After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.			
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) Language of assessment: German, English			
Allocation of places			
Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (1) Should the number of applications 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 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. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-			
Master's with 1 major Media Communication (2014)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 61 / 79

ces on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

--

**Workload**

--

**Teaching cycle**

--

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

--

**Module appears in**

Master's degree (1 major) Business Information Systems (2013)  
Master's degree (1 major) Business Information Systems (2014)  
Master's degree (1 major) Media Communication (2014)  
Master's degree (1 major) Business Management (2013)  
Master's degree (1 major) Business Management (2014)  
Master's degree (1 major) Economics (2014)  
Master's degree (1 major) Economics (2013)

Module title		Abbreviation
European Competition Policy		12-M-WPE-141-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		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		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Legal environment, competition laws</li> <li>2. Market definition <ul style="list-style-type: none"> <li>- Qualitative methods</li> <li>- Simple quantitative methods</li> <li>- Hypothetical monopoly test</li> </ul> </li> <li>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</li> <li>4. Horizontal mergers and collusion <ul style="list-style-type: none"> <li>- Economic theory</li> <li>- Efficiency effects</li> <li>- Coordinated effects</li> </ul> </li> <li>5. Vertical relations and contracts <ul style="list-style-type: none"> <li>- Economic analysis of contracts</li> <li>- "More economic approach"</li> </ul> </li> <li>6. Abuse of dominant position <ul style="list-style-type: none"> <li>- Classification of abusive conduct</li> <li>- Economic analysis of abusive conduct and theory of harm</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
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)		
<p>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German, English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.</p>		

<b>Additional information</b>
--
<b>Workload</b>
--
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)



Module title			Abbreviation
European Monetary Policy - Closed Economy			12-M-EG1-132-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		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			
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"><li>1. Intertemporal allocation -- How do households and firms take an optimal decision regarding investments and savings? Why are financial markets efficient? What is the meaning of financial accounting?</li><li>2. Banking, financial markets and crisis -- What are the main functions of banks? What are the roles of banks in an economy? What are the reasons and solutions for liquidity and solvency problems of banks?</li><li>3. Macroeconomic analysis of banks -- Banks as intermediaries vs. originators of saving deposits. Macro models of banking -- The role of banks during the financial crisis.</li><li>4. Money demand -- What are the key determinants of money demand?</li><li>5. The monetary transmission channel -- Connection between monetary policy and the real economy in the BMW model. Description of the basic model. Extension of the basic model of fiscal policy.</li><li>6. Deflation -- Consequences of deflation on macro variables on the basis of different models.</li></ol>			
Intended learning outcomes			
By completing this course, students receive a profound understanding of theory and practice of the monetary policy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary transmission channel. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
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) Language of assessment: German, English			
Allocation of places			
Number of places: 30. Should the number of applications 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 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. In this procedure, 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			
--			
Workload			
--			

<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Monetary Policy - Open Economy			12-M-EG2-132-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		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			
<p>The course deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.</p> <p>Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.</p> <p>Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.</p> <p>Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.</p> <p>Managed-floating as a solution for the policy trilemma.</p>			
Intended learning outcomes			
By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
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) Language of assessment: German, English			
Master's with 1 major Media Communication (2014)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 67 / 79

<b>Allocation of places</b>
Number of places: 30. Should the number of applications 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 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. In this procedure, 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.
<b>Additional information</b>
--
<b>Workload</b>
--
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-132-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		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	--
<b>Contents</b>		
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat		
<b>Intended learning outcomes</b>		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)		

Module title		Abbreviation
European Public Finance		12-M-EFP-132-m01
Module coordinator		Module offered by
holder of the Chair of Public 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	graduate	--
<b>Contents</b>		
<p>Description:</p> <p>In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. The budget of the European Union</li> <li>2. The Common Agricultural Policy (CAP)</li> <li>3. The Stability and Growth Pact (SGP)</li> <li>4. Tax competition or tax coordination in Europe?</li> <li>5. Emissions trading and European climate policy</li> </ol>		
<b>Intended learning outcomes</b>		
After completing the course "Europäische Finanzpolitik" students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English		
<b>Allocation of places</b>		
Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014)		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 70 / 79

Master's degree (1 major) Media Communication (2014)  
Master's degree (1 major) Business Management (2013)  
Master's degree (1 major) Business Management (2014)  
Master's degree (1 major) Economics (2014)  
Master's degree (1 major) Economics (2013)

Module title		Abbreviation
Labor Market Economics		12-M-OEA-132-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		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		
<p>Description:</p> <p>In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Labour market empirics</li> <li>2. Why has Germany not been able, for more than two decades, to clear the labour markets?</li> <li>3. What policy is best suited to tackle labour market problems?</li> <li>4. How can we break through the rigid political-economic structures in our society?</li> </ol> <p>Basic reading:</p> <p>BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.</p> <p>EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.</p> <p>FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.</p> <p>JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius &amp; Lucius, Stuttgart.</p> <p>LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.</p> <p>LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Macroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.</p>		
Intended learning outcomes		
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.		
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) Language of assessment: German, English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		



**Module appears in**

Master's degree (1 major) Media Communication (2014)  
Master's degree (1 major) Business Management (2013)  
Master's degree (1 major) Business Management (2014)  
Master's degree (1 major) Economics (2014)  
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Trade Policy and the World Trading System			12-M-TP-141-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		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			
<p>Content:</p> <p>Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introduction to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic distortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also address the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Development of lines of the world trade system, of world trade and current issues</li><li>2. The doctrine of free trade and its challenges</li><li>3. Trade policy instruments and their effects under perfect competition</li><li>4. Competition effects of market opening</li><li>5. Native market failure: trade policy as a second, third, or ... -best</li><li>6. Trade policy in market power on the international commodity markets</li><li>7. Political economy, international integration and the world trade system</li></ol> <p>Reading:</p> <ul style="list-style-type: none"><li>- Key text for many sections of the course: Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachusetts.</li><li>- Lines of development and current issues of the world trade system are described in a clear and understandable way in the following books: Bhagwati, J. (2002), Free Trade Today, Princeton University Press. Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press. Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition. Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press.</li><li>- A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks: Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, 9th Edition. Caves, R., Jones, R. W. and Frankel, J. A. (2007), World Trade and Payments. An Introduction, Addison-Wesley, 10th Edition.</li></ul>			
Intended learning outcomes			
Students acquire a critical understanding of the benefits of free trade and the possible displayed at various circumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an understanding of the structure and dynamics of the world trade order.			
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)			

<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. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
--
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-141-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		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		
<p>Description:</p> <p>The course starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Structure of the lecture</li> <li>2. Ricardian trade theory</li> <li>3. Heckscher-Ohlin trade theory</li> <li>4. The general neoclassical model</li> <li>5. Sector-specific factors: the Ricardo-Viner model</li> <li>6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition</li> <li>7. Firm heterogeneity, trade and FDI</li> <li>8. The multinational firm</li> </ol> <p>Reading:</p> <p>Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press</p> <p>Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.</p> <p>Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.</p> <p>Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.</p> <p>Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.</p> <p>Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.</p> <p>A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.</p>		
Intended learning outcomes		
The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.		
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) Language of assessment: German, English		
Allocation of places		
--		
Additional information		
--		
Master's with 1 major Media Communication (2014)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2014	page 76 / 79

<b>Workload</b>
--
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

# Thesis

(30 ECTS credits)

Module title		Abbreviation
Master Thesis Media Communication		o6-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.
<b>Contents</b>		
Students develop their own empirical research project.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
no courses assigned		
<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)		
Master's thesis (approx. 80 pages)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2014)		
Master's degree (1 major) Media Communication (2013)		