

Module Catalogue

for the Subject

Media Entertainment

as a Master's with 1 major
with the degree "Master of Arts"
(120 ECTS credits)

Examination regulations version: 2026
Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

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The subject is divided into

section / sub-section	ECTS credits	starting page
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Thesis	30	51

Learning Outcomes

Scientific Qualification

- The graduates know the key topics, theories and results on the experience of media entertainment.
- The graduates are able to independently identify and reflect upon the state of scientific knowledge regarding a focal phenomenon. This includes a critical evaluation of different sources.
- The graduates are able to develop and formulate research questions that can be tested empirically.
- The graduates have an inventory of advanced social scientific methods at their disposal, which enables them to answer research questions on media entertainment based on empirical studies.
- The graduates can take different perspectives on questions about media entertainment, including historical, psychological, conceptual-driven, or marketing-related perspectives.

Employment qualifications

- The graduates are able to understand and reflect upon questions about media entertainment that are asked by stakeholders from business and society.
- The graduates are able to answer questions about media entertainment that are asked by stakeholders from business and society, based on existing theories and results.
- The graduates are able to find answers to questions about media entertainment that are asked by stakeholders from business and society, by conducting empirical studies.

Self-development

- The graduates are able to understand and reflect upon questions and perspectives from different disciplines, especially from communication science and psychology.
- The graduates can contribute their own knowledge and skills into interdisciplinary teams, and they can work efficiently in these teams.

Empowerment for social engagement

- The graduates are able to take part in the social discourse about media entertainment and they can develop a standpoint.
- The graduates know the challenges for democracies caused by media entertainment and are able to contribute to meet these challenges.

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:

ASPO2015

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

??-???-2026 (2026-??)

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

(75 ECTS credits)

Module title		Abbreviation
Advanced Data Analysis		o6-ENT-ADA-262-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module provides advanced methods of data analysis, i.e. multivariate methods of data analysis like multiple regression analysis, several forms of variance analysis, factor analysis as well as mediator and moderator analysis. The basic logic of each method is explained in a first step, followed by illustrating examples. Finally, the application of the methods can be trained in different exercises.		
Intended learning outcomes		
Students learn the basic logic of the different multivariate methods of data analysis and are able to competently conduct them by themselves. This enables a competent and self-contained analysis of data that are produced in studies of the research project or the master thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment History		o6-ENT-Ehi-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, we look at the historical development of media entertainment from end of 19th century up to the present by focusing on famous examples of entertainment offerings. These milestones are reflected on the background of societal changes and evolving needs and expectations of human beings.		
Intended learning outcomes		
Students learn why certain historical entertainment offerings were new and fascinating in their times and why they became milestones in entertainment history. They learn that entertainment offerings are able to unfold their impact and their fascination only under certain societal contexts and on background of certain needs of the people.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment Psychology		o6-ENT-Epsy-262-m01
Module coordinator		Module offered by
holder of the Chair of Psychology of Communication 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		
In this module, basic and advanced concepts, theories, results and empirical paradigms in entertainment research are processed and challenged from a psychological perspective.		
Intended learning outcomes		
Students learn different psychological approaches and research paradigms being able to explain the attention to as well as the reception and effects of entertaining media offerings. They learn to classify different approaches according to their potential for explaining entertainment phenomena, and they understand which approaches overlap and which complement each other.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment Conception		o6-ENT-Econ-262-mo1
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, advanced concepts of entertainment offerings are developed and analyzed with regard to their potential on the entertainment market. This comprises analyses of market segments, of offerings of competitors, of potential target groups, as well as of societal and medial trends.		
Intended learning outcomes		
Students learn to conceptually develop entertainment offerings and to critically check their market potential. By doing this, they gain the qualification for successful market positioning of entertainment products.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment Marketing		o6-ENT-Ema-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Faculty of 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 module, we analyze entertainment institutions, entertainment offerings, or even entertaining celebrities with respect to their market value and their branding. Starting from an analysis of the current status of the brand, we strategically plan a re-positioning of the brand including a new brand communication. The new brand strategy is finally presented in a pitch.		
Intended learning outcomes		
Students learn to analyze and to optimize entertainment brands which are suboptimally positioned in the market. They learn to evaluate entertainment brands according to the requirements of the entertainment market, and not according to their own interest or liking. They get familiar with a pitch presentation being able to present a brand strategy in a marketing-like manner.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Advanced Entertainment Studies		o6-ENT-AES-262-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, advanced studies in entertainment research are analyzed and critically reflected in terms of their theoretical foundation, research logic, methodological quality, and their results. Own research designs are developed and critically analyzed as well.		
Intended learning outcomes		
Students learn about the quality criteria and the procedures in advanced empirical entertainment research. They are able to evaluate other studies with respect to these quality criteria, and they are able to design studies by themselves that meet these quality criteria.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment & Stories		o6-ENT-Esto-262-m01
Module coordinator		Module offered by
holder of the Chair of Psychology of Communication 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		
In this module, construction and design principles, forms, as well as reception and effects of entertaining stories are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.		
Intended learning outcomes		
Students learn to systematically and analytically look on entertaining stories. They develop an evidence-based perspective on the conception and on effects of entertaining stories by including fitting empirical studies on certain aspects of entertaining stories.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment & Film		o6-ENT-Efi-262-mo1
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, construction and design principles, forms, as well as reception and effects of entertaining films are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.		
Intended learning outcomes		
Students learn to systematically and analytically look on entertaining films. They develop an evidence-based perspective on the conception and on effects of entertaining films by including fitting empirical studies on certain aspects of entertaining films.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment & Music		o6-ENT-Emu-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, construction and design principles, forms, as well as reception and effects of entertaining music are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.		
Intended learning outcomes		
Students learn to systematically and analytically look on entertaining music. They develop an evidence-based perspective on the conception and on effects of entertaining music by including fitting empirical studies on certain aspects of entertaining music.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment & Interactive Media		o6-ENT-EIM-262-mo1
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, construction and design principles, forms, as well as reception and effects of entertaining interactive media are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.		
Intended learning outcomes		
Students learn to systematically and analytically look on entertaining interactive media. They develop an evidence-based perspective on the conception and on effects of entertaining interactive media by including fitting empirical studies on certain aspects of entertaining interactive media.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entertainment Industries		o6-ENT-Ein-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, job fields and concrete jobs in the entertainment, music and event industries are processed and reflected. Current trends of the job market are analyzed. Experts/practitioners from different job fields are invited to ensure the direct exchange with the world outside the university.		
Intended learning outcomes		
Students gain knowledge about different job fields and learn to differentiate between job fields. They understand which requirements and conditions are connected to different job fields, and they know how they meet these criteria based on what they have learned in this media entertainment program. They get familiar with the current trends in entertainment, music and event industries.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Research Project		o6-ENT-RP-262-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)		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		
In this module, we run through a complete entertainment research process: Exploring the state of research, finding a research gap, building the theoretical foundation, deriving research questions and hypotheses, designing the research logic, doing the operationalization, conducting the study, analyzing the data, interpreting the results, and finally writing the research report.		
Intended learning outcomes		
Students get to know every step of a complete research process. Doing so, they are able to develop, to conduct, to analyze and to report a study by themselves, for example in the context of their master thesis. They learn to anticipatory plan a research project, and how to avoid risks and unnecessary excursions.		
Courses (type, number of weekly contact hours, language — if other than German)		
R (6) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) presentation (30 to 45 minutes) and term paper (10 to 15 pages) or b) portfolio (approx. 20 pages) or c) project report (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Internship		o6-ENT-PR-222-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)		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	--
Contents		
The internship aims to provide insights into fields of employment with relevance to media entertainment. The internship provides an opportunity for students to enhance their acquired knowledge and skills by applying them to practical issues. Students will further get an opportunity to gain additional practical experience in the field of media entertainment before entering the labor market.		
Intended learning outcomes		
The internship provides students with an opportunity to apply the knowledge and skills acquired at the university to practical issues of the media entertainment business. They should obtain practical skills of professionals and reflect those skills against the theoretical background of their university education.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
report on work placement (approx. 8 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
Duration of practical course: 8 weeks. Prior to the placement, approval must be obtained from the placement supervisor.		
Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Compulsory Electives

(15 ECTS credits)

Module title		Abbreviation
Digital Humanities in Overview		04-DH-A1-152-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		
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 (2) + T (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: only in winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology 1		o6-PDM-PSY1-262-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital 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		
The module offers the opportunity to choose from a defined selection of courses from the various subfields of psychology - provided that access can be made possible within the framework of the admission restrictions. The module thus conveys basic theories, methods and results of the different sub-fields of psychology, e.g., cognitive psychology, social psychology, differential psychology or general psychology.		
Intended learning outcomes		
The students are familiar with basic theories, methods and results from the respective subfield of psychology and gain an overview of the central questions and the subject area of the different psychological fields. In addition to the importance for their research-related competencies, they also learn about references to application-related issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 75 minutes) Language of assessment: German and/or English		
Allocation of places		
max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology 2		o6-PDM-PSY2-262-m01
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital 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		
The module offers the opportunity to choose from a defined selection of courses from the various subfields of psychology - provided that access can be made possible within the framework of the admission restrictions. The module thus conveys basic theories, methods and results of the different sub-fields of psychology, e.g., cognitive psychology, social psychology, differential psychology or general psychology.		
Intended learning outcomes		
The students are familiar with basic theories, methods and results from the respective subfield of psychology and gain an overview of the central questions and the subject area of the different psychological fields. In addition to the importance for their research-related competencies, they also learn about references to application-related issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 75 minutes) Language of assessment: German and/or English		
Allocation of places		
max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology 3		o6-PDM-PSY3-262-m01
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
The module offers the opportunity to choose from a defined selection of courses from the various subfields of psychology - provided that access can be made possible within the framework of the admission restrictions. The module thus conveys basic theories, methods and results of the different sub-fields of psychology, e.g., cognitive psychology, social psychology, differential psychology or general psychology.		
Intended learning outcomes		
The students are familiar with basic theories, methods and results from the respective subfield of psychology and gain an overview of the central questions and the subject area of the different psychological fields. In addition to the importance for their research-related competencies, they also learn about references to application-related issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 120 minutes) Language of assessment: German and/or English		
Allocation of places		
max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.		
Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology 4		o6-PDM-PSY4-262-m01
Module coordinator		Module offered by
--		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.		
Additional information		
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Workload		
90 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Specialisation User Experience		o6-HCI-B-VUsEx-242-m01
Module coordinator		Module offered by
holder of the Chair of Psychological Ergonomics		Chair of Psychological Ergonomics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module provides in-depth content, methods and applications of user experience research, i.e. the design of human-computer interaction with regard to a good user experience. Examples of application come from the public and private spheres and include, for example, customer satisfaction, persuasive interfaces, aesthetic design and service design.		
Intended learning outcomes		
After participating in this module, students will be able to name the principles of selected user experience methods and domains and will be able to design user interfaces themselves as well as conduct studies to investigate corresponding questions from the field of human-computer interaction. Furthermore, they will be able to explain the advantages and disadvantages of different user experience methods, analyze and evaluate empirical studies as well as design solutions.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems: a) written examination (approx. 90 minutes) or b) presentation (approx. 20 minutes) and handout (approx. 5 pages) or c) presentation of project results (approx. 30 minutes) or d) presentation (approx. 45 minutes) or e) oral examination of one candidate each (approx. 30 minutes) or f) term paper (approx. 10 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: every semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
HCI Bachelor Seminar Current Trends		o6-HCI-B-AT-242-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Bachelor's degree programme Human-Computer Interaction		Chair of Computer Science IX (Human-Computer Interaction)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides an introduction to typical scientific research work with a focus on human-computer systems topics. Content includes the use of scientific media (conference proceedings, journals, books, etc.) and the presentation of scientific content. Students search for and analyze scientific publications in relation to a specific research question. Analysis involves identifying relevant content, synthesizing it into coherent arguments, and critiquing it. Students present the results of their analysis to other participants with an oral presentation.		
Intended learning outcomes		
After participating in the module courses, students will be able to understand relevant information from scientific texts and identify and interpret the important key points. They will be able to summarize these and compare and evaluate them with other results and present the overall results to a specialized audience.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
presentation (approx. 20 minutes) with handout (approx. 5 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: every semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Foundations of Human-Computer-Interaction		o6-HCI-B-GLHCI-242-mo1
Module coordinator		Module offered by
holder of the Chair of Computer Science IX (Human-Computer Interaction)		Chair of Computer Science IX (Human-Computer Interaction)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides a comprehensive insight into the content and methods of human-computer interaction. The entire cycle consisting of design, implementation and evaluation of interactive computer systems is considered. Techniques of input/output processing and important and typical interaction metaphors, from text-based input to graphical desktop applications and multimodal interfaces, are presented, and prominent evaluation methods and basic statistics are explained. The module provides insights into fundamental topics of human-computer interaction, user-centered design, and the theory and application of the scientific method. Accompanying practical tasks in the exercise teach students typical methods of needs analysis, prototype development and evaluation.		
Intended learning outcomes		
After participating in the module course, students have acquired basic specialist skills. They remember specific methods and procedures. They will be able to identify relevant use cases, recognize possible issues and tasks and compare different possible solutions. They will be able to solve initial prototype tasks, organize the solution process, implement the individual steps of the solution process, evaluate prototypes using methodological and statistical methods, and interpret and compare the results.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (3) + Ü (1) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 120 minutes) or b) presentation (30 to 60 minutes) or c) oral examination of one candidate each (30 to 60 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: only in winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Foundations of Psychological Ergonomics		o6-HCI-B-GLPE-242-mo1
Module coordinator		Module offered by
holder of the Chair of Psychological Ergonomics		Chair of Psychological Ergonomics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module conveys content from general psychology, cognitive and physical ergonomics for students of human-computer interaction. The content focuses on the cognitive abilities of humans from general psychology (perception and visual and auditory information processing, cognitive information processing, memory, attention, decision-making), cognitive ergonomics (design of displays and controls, automation, mental workload) and physical ergonomics (anthropometry, biomechanics). The basics are illustrated and deepened by carrying out demonstrations and small experiments and using practical examples from human-machine interaction. In addition, general design principles for human-machine interaction are derived from the findings of general psychology and cognitive and physical ergonomics.		
Intended learning outcomes		
After participating in the module courses, students have acquired basic specialist skills. They will be able to reproduce specific findings from general psychology and cognitive and physical ergonomics. They can apply this knowledge in relation to human-machine interaction and review and evaluate existing technical systems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (1) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 90 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: only in winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Selected Areas in Media Entertainment		o6-ENT-AB-262-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)		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		
In this module, a certain area of media entertainment is focused. This focus could be related to certain entertaining media, entertainment offerings, entertainment theories or entertainment phenomena.		
Intended learning outcomes		
Students gain knowledge of as well as skills in analyzing and reflecting a certain area of media entertainment. They are able to acquire a deep expertise in a special area of the entertainment business or entertainment research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V/S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (60 to 120 minutes) or b) term paper (15 to 20 pages)		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Professional Project Management		10-I=PM-252-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	graduate	We recommend completing module 10-I=PRJAK in parallel.
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 (4)		
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 may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Project - Current Topics in Computer Science		10-I=PRJAK-252-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		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	graduate	--
Contents		
Completion of a project task (in Teams).		
Intended learning outcomes		
The project allows participants to work on a problem in computer science in teams.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project report (10 to 15 pages) and presentation of project (15 to 30 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE, SEC, IN		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction to Informatics		10-I-EinI1-262-mo1
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 90 minutes) or b) oral examination (approx. 15 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
max. 20 There is no limit on the number of places available for students of law and digital media psychology. A total of 20 places are available for students of other disciplines. If the number of applications from other fields of study exceeds 20, places will be allocated as follows: Priority will be given to applicants who are reapplying after failing the exam in previous years. The remaining places will be allocated by lot. Any places that become available at a later date will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Introduction to Python			10-I-EinPy-262-mo1
Module coordinator		Module offered by	
--		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	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 90 minutes) or b) oral examination (approx. 15 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
max. 20 The limit on the number of participants does not apply to students enrolled in the Digital Media Psychology program or the Political and Social Studies program (bachelor's degree, acquisition of 180, 120, 75, 60 ECTS credits) and Social Studies or Politics and Society (teaching subject for elementary school teachers, teaching subject for middle school teachers, didactic subject within the framework of elementary school didactics, didactic subject within the framework of middle school subject group didactics, advanced subject for high school teachers). The specified number of participant places is available to students of other subjects in whose SFB the module is listed. In the event that the number of applications exceeds the number of available places, the places will be allocated among all affected students according to their study progress (number of semesters); in the event of a tie, the decision will be made by lot. Any places that become available at a later date will be allocated by lot in a succession procedure.			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
Marketing		12-Mark-G-262-mo1
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Description In this module, students will acquire the theoretical foundations of market-oriented management. Content: With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.		
Intended learning outcomes		
The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Module taught in: German and/or English		
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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title		Abbreviation
Sales and Communications Management		12-M-IMM-262-mo1
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of 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		
This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas. Rough course structure: • Sales management: • Designing the sales structure • Strategic sales management • Management of sales staff • Communication management: • Traditional communication tools (e.g. TV, flyers) • Digital communication tools (e.g. social media marketing; search engine marketing, display advertising) • Systematic channel integration		
Intended learning outcomes		
Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction to Management		12-EBWL-G-262-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterprises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Human Resource Management		12-P&O-F-262-mo1
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
E-Business		12-Ebus-F-262-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.		
Intended learning outcomes		
The module provides students with knowledge about: (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Business Communication in Print, Online and Social Media		12-M-ECC-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of 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		
This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. Crisis communication of companies will also be covered – in particular opinion-makers on the web as well as protest culture on the web.		
Intended learning outcomes		
By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Project Modul: Crossmedial Business Communication		12-M-PCW-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling) as well as technical developments. A technical introduction to equipment and editing will be given during the seminar.		
Intended learning outcomes		
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.		
Intended learning outcomes		
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Project Modul: Journalism in Economic Policy		12-M-WPJ-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.		
Intended learning outcomes		
Students learn the terminology, topics, and framework of economic journalism. After completing the seminar they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
portfolio (e. g. record of research activities, commentary, text analyses of different types of media); approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 20 pages Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entrepreneurship		12-EPS-262-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups		
Intended learning outcomes		
After completing the module "Entrepreneurship", the students should be able to (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: every year, winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Strategic and Innovation Management		12-IM-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.		
Intended learning outcomes		
At the end of the module students are able to understand: • The importance of innovations • The sources of innovations • The New Product Development process • The roles in the innovation process • The importance of intellectual property rights • How innovations diffuse in the market		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes each candidate) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction in Music and Society		04-EM-MG5-262-m01
Module coordinator		Module offered by
--		Institute for Musical Research
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (60 to 90 minutes) or b) written homework (3.000 to 5.000 words) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Introduction in Musical Traditions of the World			04-EM-MW5-262-m01
Module coordinator		Module offered by	
--		Institute for Musical Research	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (60 to 90 minutes) or b) written homework (3.000 to 5.000 words) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
Current and Historical Issues in Ethnomusicology 4		04-EM-AHE4-262-m01
Module coordinator		Module offered by
holder of the Chair of Ethnomusicology		Institute for Musical Research
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 focuses on particular themes and issues related to contemporary and/or historical music-making within sociocultural contexts. Themes will be explored from interdisciplinary and transcultural perspectives. Theoretical frameworks and methodological approaches relevant to the theme will be reviewed. Applications to case studies from diverse musical idioms and cultures will be examined. Course topics and themes covered may vary from semester to semester.		
Intended learning outcomes		
Upon successful completion of this module, students should be able to: demonstrate a critical understanding of theoretical frameworks, methodological approaches, and cross-cultural applications relevant to the seminar theme; evaluate and critique a range of issues relevant to the seminar theme; and effectively communicate their own research and/or ideas in written and/or verbal form.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written homework (approx. 3.000 to 5.000 words) or b) portfolio (70 to 100 hours total) or c) presentation (20 to 30 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Thesis

(30 ECTS credits)

Module title		Abbreviation
Master-Thesis		o6-ENT-MT-262-m01
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)		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	--
Contents		
In this module, students work on a scientific question stemming from one of the research teams involved in the study program. In doing so, they apply the methods of the discipline. The duration of the work is limited to a defined period of time. The students are supervised by a member of one of the research teams involved in the program.		
Intended learning outcomes		
Students will be able to identify a scientifically relevant question, examine the state of research, and describe and evaluate it in order to derive research desiderata and research questions. They develop a methodical approach and test hypotheses/answer the research questions. The goal is to gain knowledge against the background of existing theories and findings. In empirical work, students learn to collect data for hypothesis testing and to evaluate it in a methodologically correct way. Furthermore, students will be able to write scientific papers according to the requirements of the discipline.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Master's thesis (approx. 70 pages)		
Allocation of places		
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Additional information		
Time to complete: 6 month Registration on a continuous basis as agreed upon with supervisor		
Workload		
900 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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