

Module Catalogue

for the Subject

Psychology of digital media

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

Contents

The subject is divided into	3
Learning Outcomes	4
Abbreviations used, Conventions, Notes, In accordance with	5
Compulsory Courses	6
Media in Education and Development 1	7
Media in Education and Development 2	8
Psychology of Communication and Media 1	9
Psychology of Communication and Media 2	10
Multimodal Intelligent Systems	11
Basics 1	12
Basics 2	13
Methods 1	14
Methods 2	15
Research Project A	16
Research Project B	17
Internship	18
Compulsory Electives	19
Digital Humanities in Overview	20
Psychology 1	21
Psychology 2	22
Psychology 3	23
Psychology 4	24
Specialisation User Experience	25
Persuasive Interaction	26
Digital media 1	27
HCI Bachelor Seminar Current Trends	28
Foundations of Human-Computer-Interaction	29
Foundations of Psychological Ergonomics	30
Selected Areas in Psychology of Digital Media	31
Principles of Interactive Systems	32
Professional Project Management	34
Project - Current Topics in Computer Science	35
Introduction to Informatics	36
Introduction to Python	37
Marketing	38
Sales and Communications Management	40
Introduction to Management	41
Human Resource Management	42
E-Business	43
Business Communication in Print, Online and Social Media	44
Project Modul: Crossmedial Business Communication	45
Project Modul: Audiovisual Business Communication	46
Project Modul: Journalism in Economic Policy	47
Entrepreneurship	48
Strategic and Innovation Management	50
Thesis	51
Master-Thesis	52

The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	75	6
Compulsory Electives	15	19
Thesis	30	51

Learning Outcomes

Scientific Qualification

- The graduates know the key topics, theories and results on human experience and behavior when engaging with digital media.
- 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 a inventory of methods at their disposal, which enables them to answer psychological research questions based on empirical studies.
- The graduates can take different perspectives on questions about human experience and behavior when dealing with digital media. Such perspectives are psychological (e.g., from developmental psychology, educational psychology, personality psychology) as well as perspectives from computer science and perspectives above and beyond disciplinary boundaries.

Employment qualifications

- The graduates can understand and reflect upon questions about human experience and behavior when engaging with digital media that are asked by stakeholders from business and society.
- The graduates answer questions about human experience and behavior when engaging with digital media that are asked by stakeholders from business and society, based on existing theories and results.
- The graduates answer questions about human experience and behavior when engaging with digital media 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 other disciplines, especially from computer science.
- 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 digital communication and they can develop a standpoint.
- The graduates know the challenges for democracies caused by digital communication and social media and the graduates can contribute to mastering 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
Media in Education and Development 1		o6-PDM-MBE1-262-mo1
Module coordinator		Module offered by
holder of the Professorship of Developmental Psychology, holder of the Chair of Psychology IV		Institute of Psychology
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 covers the role of media in the education and development of children, adolescents and adults. Using current research from developmental psychology, educational psychology, media psychology and related fields, we will discuss, for example, how different media are used for formal and informal learning processes, how they can be designed to enhance learning processes, how media influence cognitive, emotional and social development across the lifespan, and how media literacy can be developed or trained. The module focuses on developmental psychological aspects of media use, media effects and media competence.		
Intended learning outcomes		
Students will learn about the role of media in learning, education and development processes and will be able to assess and evaluate these issues based on relevant research. They are able to critically reflect on relevant research and to apply the acquired knowledge in practical fields.		
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 minutes) or b) presentation (approx. 30 minutes) or c) 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		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Media in Education and Development 2		o6-PDM-MBE2-262-mo1
Module coordinator		Module offered by
holder of the Chair of Psychology IV, holder of the Professorship of Developmental Psychology		Institute of Psychology
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 covers the role of media in the education and development of children, adolescents and adults. Using current research from developmental psychology, educational psychology, media psychology and related fields, we will discuss, for example, how different media are used for formal and informal learning processes, how they can be designed to enhance learning processes, how media influence cognitive, emotional and social development across the lifespan, and how media literacy can be developed or trained. The module focuses on educational psychological aspects of media use, media effects and media competence.		
Intended learning outcomes		
Students will learn about the role of media in learning, education and development processes and will be able to assess and evaluate these issues based on relevant research. They are able to critically reflect on relevant research and to apply the acquired knowledge in practical fields.		
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 minutes) or b) presentation (approx. 30 minutes) or c) 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology of Communication and Media 1		o6-PDM-KMP1-262-mo1
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media, 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 student learn about communication processes that are mediated by digital media and how digital media are being experienced by recipients. Based on research from psychology and communication studies as well as adjoined disciplines effects on the experience and behavior of users are addressed. For example, communication via social networks, watching films and videos, playing video games, interacting with social robots or immersion in virtual realities.		
Intended learning outcomes		
The students learn how digital media effect the psychological processes of media users. Students evaluate these effects on the basis of current research results. Students can critically reflect on studies and apply the knowledge they have acquired to practical issues.		
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) presentation (25 to 45 minutes) and term paper (10 to 15 pages) or b) term paper (15 to 20 pages) or c) portfolio (approx. 20 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		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology of Communication and Media 2		o6-PDM-KMP2-262-mo1
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media, 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 student learn about communication processes that are mediated by digital media and how digital media are being experienced by recipients. Based on research from psychology and communication studies as well as adjoined disciplines effects on the experience and behavior of users are addressed. For example, communication via social networks, watching films and videos, playing video games, interacting with social robots or immersion in virtual realities. The Communication and Media Psychology 2 module supplements and expands the contents of the module Communication and Media Psychology 1.		
Intended learning outcomes		
The students learn how digital media effect the psychological processes of media users. Students evaluate these effects on the basis of current research results. Students can critically reflect on studies and apply the knowledge they have acquired to practical issues.		
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) presentation (25 to 45 minutes) and term paper (10 to 15 pages) or b) term paper (15 to 20 pages) or c) portfolio (approx. 20 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		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Multimodal Intelligent Systems		10-PDM-IS-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media Informatics		
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 teaches about the interaction with multimodal intelligent systems, such as socially interactive agents. These systems use different modalities, such as speech, gestures, facial expressions, in input and/or output to support natural human-machine interaction. To be used in social domains, these systems must have some social intelligence. Application areas of are for example elderly support, education or storytelling. Besides theoretical contents, the modeling of the interaction with such systems is presented practically.		
Intended learning outcomes		
The students are able to independently prepare a topic area of multimodal intelligent systems and present it in a plenary session. In addition, they know the most important building blocks and have a basic overview of different subfields, such as the use or effect of different modalities, the use of contextual knowledge, or application domains. The module also enables them to understand and critically classify scientific texts.		
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) presentation (25 to 45 minutes) and term paper (10 to 15 pages) or b) term paper (15 to 20 pages) or c) portfolio (approx. 20 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		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Basics 1		o6-PDM-GL1-262-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, Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module teaches basic knowledge necessary for researching digital media in terms of experience and behavior. This basic knowledge is imparted from the fields of media psychology, online and mobile communication, developmental psychology, educational psychology, media informatics and human-computer interaction. Depending on their previous knowledge based on their bachelor's program, students can put an emphasis on compensating for knowledge gaps.		
Intended learning outcomes		
Students will be familiar with theories, findings, and techniques from the above-mentioned areas that are necessary for understanding the functioning and impact of digital media.		
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 (approx. 60 minutes) or b) oral examination of one candidate each (approx. 25 minutes) or 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
Basics 2		o6-PDM-GL2-262-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, Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module teaches basic knowledge necessary for researching digital media in terms of experience and behavior. This basic knowledge is imparted from the fields of media psychology, online and mobile communication, developmental psychology, educational psychology, media informatics and human-computer interaction. Depending on their previous knowledge based on their bachelor's program, students can put an emphasis on compensating for knowledge gaps.		
Intended learning outcomes		
Students will be familiar with theories, findings, and techniques from the above-mentioned areas that are necessary for understanding the functioning and impact of digital media.		
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 (approx. 60 minutes) or b) oral examination of one candidate each (approx. 25 minutes) or 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
Methods 1		o6-PDM-ME1-262-mo1
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		
Advanced quantitative methods are taught in the module. These methods are commonly used to analyze data from empirical studies that investigate the psychology of digital media at a state of the art level. The primary focus is on the analysis of main effects, interaction effects, and mediation models for categorical and continuous variables, based on the general linear model. In addition, in-depth knowledge of about data from experiments and surveys and frequently used designs (between-, within- and mixed-participant) will be acquired.		
Intended learning outcomes		
Students will be able to select appropriate multivariate quantitative analyses, run the analyses in statistic software packages, and report the results. In addition, the module enables the students to understand and critically read scientific texts.		
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 creditable for bonus		
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
Methods 2		o6-PDM-ME2-262-mo1
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, all phases of empirical research processes are recapitulated and reflected. The focus is on the application of the knowledge over the course of theory formation, hypothesis derivation, operationalization, data analysis and data interpretation. Principles of the open science movement are conveyed. Based on examples from timely studies on the psychology of digital media, decisions in the research process are discussed and justified. Students practice how to write up research results in scientific articles or theses.		
Intended learning outcomes		
Students will be able to plan, carry out, and report studies on the psychology of digital media. This enables them to write their own research reports in the private sector (e.g. market and opinion research), (English-language) scientific journal publications, as well as 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) presentation (25 to 45 minutes) and term paper (10 to 15 pages) or b) term paper (15 to 20 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
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 A		o6-PDM-FPA-262-m01
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media, holder of the Chair of Psychology IV, holder of the Professorship of Developmental Psychology		Institute of Human Computer Media, Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, students get to know a research-related subfield of the psychology of digital media in depth. Theories from communication psychology, educational psychology, and/or developmental psychology will be drawn upon. During the course of the semester, students will go through an entire research cycle under supervision: From understanding theory, developing a research question, creating stimuli and measurement instruments, to collecting data and then analyzing the data.		
Intended learning outcomes		
Students are able to apply empirical research methods. The module contributes to being able to structure scientific texts, to design and conduct an empirical study, and to answer research questions and to test hypotheses. In addition, students will be able to prepare and present the findings adequately.		
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 (approx. 30 minutes) or b) project report (approx. 10 pages) or c) scientific poster (1 page, DIN A0) with presentation (approx. 10 minutes) Language of assessment: German and/or English creditable for bonus		
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
Research Project B		o6-PDM-FPB-262-m01
Module coordinator		Module offered by
holder of the Professorship of Media Informatics, holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, a research-related sub-area (such as: interactive technical systems or media and communication psychology phenomena) is introduced in detail. In the course of the semester, the entire research cycle of familiarization with theory, development of a research question, technical implementation of a prototype and its evaluation, or the production of stimuli, and subsequent analysis or hypothesis testing, will be conducted in a guided manner.		
Intended learning outcomes		
The students are able to apply scientific methods. The module contributes to being able to categorize scientific texts, develop simple technical prototypes or produce media stimuli and evaluate them appropriately and test research questions. In addition, students will be able to prepare and present the findings in an appealing way (e.g. in poster or demonstration form).		
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 (25 to 45 minutes) and term paper (10 to 15 pages) or b) portfolio (approx. 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
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-PDM-PR-222-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	(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 the psychology of digital media. 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 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 digital media 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		
Duration: 8 weeks Approval must be obtained from the supervisors before the start of the internship.		
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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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-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		
--		
Workload		
150 h		
Teaching cycle		
--		
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
Persuasive Interaction		o6-HCI-B-PIA-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 is a shell module for individual target modules. Students acquire basic qualifications and competencies they need for the study of Human-Computer Interaction. Contents and corresponding target modules from topics of computer science, psychology, mathematics, statistics or user experience correspond to the individual competence needs of the students.		
Intended learning outcomes		
After participation in this module, students possess professional, methodological, social and/or personal competencies on fundamental topics from the field of human-computer interaction. Concrete qualification goals/competencies correspond to the target module to be credited. Students are able to participate in more in-depth and advanced modules in the field of human-computer interaction.		
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
Digital media 1		10-MK-DigMed1-212-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science V		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The development of multimedia and multimodal media for the presentation of information has fundamentally transformed the way computers and media are used within few years. Since digital media is created on the computer but consumed by humans, media informatics needs to focus on technology as well as humans. The module aims to provide fundamental knowledge of digitization and coding as well as the basic functionalities of digital media types such as audio, images, 2D vector graphics and texts.		
Intended learning outcomes		
Students acquire a basic knowledge of human perception as well as the digitization, compression and editing of various digital media types. In the accompanying tutorials, the contents of the lecture are deepened, practiced and practically applied.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (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)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
Instead of an exercise, a tutorial with 2 SWS can be offered.		
Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

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 Psychology of Digital Media		o6-PDM-AB-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		
In this module, selected topics of digital media from research and practice are taught. The module takes up current trends in research, theories or methods as well as practical issues from psychology or computer science or communication science, so that students can discover and deepen their own interests.		
Intended learning outcomes		
Students gain in-depth insights into specific issues from research and/or practice. They know about current trends or developments in the field.		
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) Language of assessment: German or English		
Allocation of places		
--		
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
Principles of Interactive Systems			10-PDM-PRIS-222-m01
Module coordinator		Module offered by	
holder of the Chair of Computer Science IX		Institute of Computer Science	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course provides an introduction into the requirements, concepts, and engineering art of highly interactive human-computer systems. Such systems are typically found in perceptual computing, Virtual, Augmented, Mixed Reality, computer games, and cyber-physical systems. Lately, these systems are often termed Real-Time Interactive Systems (RIS) due to their common aspects. The course covers theoretical models derived from the requirements of the application area as well as common hands-on and novel solutions necessary to tackle and fulfill these requirements. The first part of the course will concentrate on the conceptual principles characterizing real-time interactive systems. Questions answered are: What are the main requirements? How do we handle multiple modalities? How do we define the timeliness of RIS? Why is it important? What do we have to do to assure timeliness? The second part will introduce a conceptual model of the mission-critical aspects of time, latencies, processes, and events necessary to describe a system's behavior. The third part introduces the application state, it's requirements of distribution and coherence, and the consequences these requirements have on decoupling and software quality aspects in general. The last part introduces some potential solutions to data redundancy, distribution, synchronization, and interoperability. Along the way, typical and prominent state-of-the-art approaches to reoccurring engineering tasks are discussed. This includes pipeline systems, scene graphs, application graphs (aka field routing), event systems, entity and component models, and others. Novel concepts like actor models and ontologies will be covered as alternative solutions. The theoretical and conceptual discussions will be put into a practical context of today's commercial and research systems, e.g., X3D, instant reality, Unity3d, Unreal Engine 4, and Simulator X.			
Intended learning outcomes			
After the course, the students will have a solid understanding of the boundary conditions defined by both, the physiological and psychological characteristics of the human users as well as by the architectures and technological characteristics of today's computer systems. Participants will gain a solid understanding about what they can expect from today's technological solutions. They will be able to choose the appropriate approach and tools to solve a given engineering task in this application area and they will have a well-founded basis enabling them to develop alternative approaches for future real-time interactive systems.			
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)			
written examination (approx. 90 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
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-Einl1-262-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			
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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) + 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			
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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-m01
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		
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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) + 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		
Master's with 1 major Psychology of digital media (2026)	JMU Würzburg • generated 25-Nov-2025 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2026	page 38 / 52

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
Sales and Communications Management			12-M-IMM-262-m01
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			
--			
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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Master's with 1 major Psychology of digital media (2026)		JMU Würzburg • generated 25-Nov-2025 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2026	page 40 / 52

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		
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Additional information		
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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		
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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
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		
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Additional information		
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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-mo1
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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Master's with 1 major Psychology of digital media (2026)	JMU Würzburg • generated 25-Nov-2025 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2026	page 47 / 52

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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Thesis

(30 ECTS credits)

Module title		Abbreviation
Master-Thesis		o6-PDM-MT-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)
	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. 60 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
Time to complete: 6 months Registration takes place continuously, after consultation with the 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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