Module Catalogue
for the Subject
European Ethnology
as a minor in a Bachelor’s degree programme
(60 ECTS credits)

Examination regulations version: 2009
Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies
Responsible: Institute of German Studies
Contents

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Content and Objectives of the Programme

In the Bachelor programme European Ethnology / Cultural Anthropology as a secondary subject (60 ECTS), students acquire knowledge in a cultural science which uses historical, empirical and comparative methods, has a sociological and socio-historical orientation and is concerned with everyday life, culture and way of life of broad sections of the population of Europe from medieval times to the present. From the wide range of research fields in folklife, there result in both theory and method points of contact with numerous related sciences. This is one of the reasons why folklife sees itself as an integrating field of study with an interdisciplinary bias. In order to understand man better as formed, acting and creating in a cultural perspective and as dependent on historical, economic, social, intellectual and socio-cultural processes, a wide range of methods is employed to analyse evidence of culture transmitted in material and traditional form.

This is achieved with modules dedicated to the following fields: European cultures and societies, working methods and empirical research in cultural sciences, identities and lifestyles, material culture and museology, culture in media and communications, and an introduction to European ethnology. They develop abilities, in both individual and group work, in cultural/analytical understanding, critical appraisal and solution-oriented treatment of cultural phenomena and socio-cultural problems present and past.

The Bachelor programme in European Ethnology/Folklife with its methodical, subject-specific and extra-disciplinary skills, is thus also a preparation for flexible response to tasks in various career fields (such as museums and media, culture management and tourism, at universities and other educational establishments, or self-employment).
Abbreviations used

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

Term: SS = summer semester, WS = winter semester

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2009

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

16-Mar-2011 (2011-27)

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
(50 ECTS credits)
Module title
Introduction to European Ethnology / Folklife

Abbreviation
04-EEVK-Einf-092-m01

Module coordinator
holder of the Chair of European Ethnology

Module offered by
Chair of European Ethnology

ECTS
10

Method of grading
numerical grade

Only after succ. compl. of module(s)
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Duration
1 semester

Module level
undergraduate

Other prerequisites
By way of exception, additional prerequisites are listed in the section on assessments.

Contents
The module "introduction to European Ethnology/ Cultural Anthropology" provides an overall overview of the history, relevant research approaches and technical theories. Furthermore, historically important representatives and institutions as well as common basic terms of the module will be presented and consolidated by the study of adequate key texts. Moreover, students will be familiar with current research issues, historical as well as current cultural developments and research discussions. Introduction to the dealing with sources that are especially used in the module European Ethnology/ Cultural Anthropology. In addition, students will be provided with the scope, inventory and the respective analysis method of these sources.
- Overview of the history, of essential research approaches and technical theories as well as of historical important representatives and institutions.
- Students will be provided with technical basic terms and reading matter of relevant key texts.
- They will be provided with historical and current developments and specific discussions as well as current research issues.
- Introduction to the technical dealing with sources and their relevant analysis methods.

Intended learning outcomes
In the module European Ethnology/ Cultural Anthropology, students acquire basic knowledge concerning object areas, technical terms and study approaches. They are familiar with the historical classification of the most important regions as well as the most important developments, expert representatives, institutions and theories. They are able to identify current technical research approaches and developments. Students are able to use technical terms and are familiar with current, historical texts of historical importance. Additionally, the students achieve basic knowledge concerning the folkloric sources, the respective source criticism and the respective analysis methods.
- Basic knowledge of object areas, technical terms and study approaches.
- Ability to historically classify the most important regions and developments, expert representatives, theories and institutions and to identify current technical research approaches.
- Technical terms can be used.
- Students are familiar with current and historical texts of historical significance.
- Basic knowledge of folkloric source types, source criticism and analysis methods.

Courses (type, number of weekly contact hours, language — if other than German)
This module comprises 3 module components. Information on courses will be listed separately for each module component.
- 04-EEVK-Einf-1-092: Ü + Ü (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-Einf-2-092: V (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-Einf-3-092: Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 04-EEVK-Einf-1-092: History of the Subject, Theories, Basic Terms

History of the Subject, Theories, Basic Terms
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<thead>
<tr>
<th>Module Catalogue for the Subject European Ethnology minor in a Bachelor’s degree programme, 60 ECTS credits</th>
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| **Assessment in module component 04-EEVK-Einf-2-092:** Research into Everyday Culture  
  - 5 ECTS, Method of grading: numerical grade  
  - written examination (approx. 90 minutes)  
  - Assessment offered: once a year, winter semester  
  - Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course. |
| **Assessment in module component 04-EEVK-Einf-3-092:** Treatment of Sources  
  - 2 ECTS, Method of grading: (not) successfully completed  
  - preparation of a log (approx. 1 page per block of topics) as specified at the beginning of the course  
  - Assessment offered: once a year, summer semester  
  - Other prerequisites: Admission prerequisite to assessment: regular attendance. |
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Module title: Working Methods and Empirical Research in Cultural Studies
Abbreviation: 04-EEVK-KAEF-092-m01

Module coordinator: holder of the Chair of European Ethnology
Module offered by: Chair of European Ethnology

ECTS: 10
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: undergraduate
Other prerequisites: By way of exception, additional prerequisites are listed in the section on assessments.

Contents: Introduction to organisation and execution of smaller qualitative empiric research designs, overview of the historic development of folkloric field studies, creation and execution of smaller qualitative empiric research.

Intended learning outcomes: Ability to evaluate the possibilities and boundaries of qualitative folkloric research designs. Ability to reflect on usage of research methods. Strengthening of capacity for teamwork within the scope of smaller research tasks.

Courses: This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-EEVK-KAEF-1-092: S (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-KAEF-2-092: Ü + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment: Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 04-EEVK-KAEF-1-092: Working Methods and Techniques
- 4 ECTS, Method of grading: numerical grade
- presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 15 pages, to be handed in during semester break), weighted 1:1
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

Assessment in module component 04-EEVK-KAEF-2-092: Project Empirical Research
- 6 ECTS, Method of grading: numerical grade
- practical examination: presentation of project (approx. 30 minutes), position paper (1 to 2 pages)
- Assessment offered: once a year, summer semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title | Abbreviation
--- | ---
Identities and Lifestyles | 04-EEVK-IUL-092-m01

Module coordinator | Module offered by
holder of the Chair of European Ethnology | Chair of European Ethnology

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Duration | Module level | Other prerequisites
1 semester | undergraduate | By way of exception, additional prerequisites are listed in the section on assessments.

Contents

Identities and lifestyles characterise partial cultures of modern as well as historical societies regarding their everyday life. Symbols, norms and strategies for action become important, since they influence group and gender identities or assign identities in a communicative regard. The preparation, analysis and interpretation of certain subject areas and material groups of everyday and popular culture based on, e.g. regionality, nationality, territoriality, gender, sex and minorities are an integral part of this course.

- Preparation, analysis and interpretation of certain subject areas and material groups of everyday and popular culture based on, e.g. regionality, nationality, territoriality as well as gender, sex and minorities.

Intended learning outcomes

The students acquire knowledge of practical application in regard to personal managements and the organisation of groups. Furthermore, students will develop sensitivity and the ability to discuss stereotypes and prejudices as well as their creation and exploitation. The module aims to develop an application-oriented awareness of the problems in terms of group and gender identities as well as so-called subcultures.

- Knowledge of practical application in regard to personal managements and the organisation of groups.
- Development of sensitivity and the ability to discuss stereotypes and prejudices as well as their creation and exploitation.
- Development of an application-oriented awareness of the problems in terms of group and gender identities and so-called subcultures.

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

This module comprises 3 module components. Information on courses will be listed separately for each module component.

- 04-EEVK-IUL-1-092: S (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-IUL-2-092: S (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-IUL-3-092: S (no information on SWS (weekly contact hours) and course language available)

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

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 04-EEVK-IUL-1-092: Symbols, Norms, Systems of Order

- 3 ECTS, Method of grading: numerical grade
- presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 10 pages, to be handed in during semester break), weighted 1:1
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

Assessment in module component 04-EEVK-IUL-2-092: Group Cultures and Gender Identities

- 3 ECTS, Method of grading: numerical grade
- presentation (approx. 35 minutes) with position paper (2 to 3 pages)
- Assessment offered: once a year, winter semester
Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

**Assessment in module component 04-EEVK-IUL-3-092: Everyday and Popular Cultures**
- 4 ECTS, Method of grading: numerical grade
- Presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 15 pages, to be handed in during semester break), weighted 1:1
- Assessment offered: once a year, summer semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

**Allocation of places**
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**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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<td>04-EEVK-MUK-092-m01</td>
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<td>holder of the Chair of European Ethnology</td>
<td>Chair of European Ethnology</td>
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<td>1 semester</td>
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<td>By way of exception, additional prerequisites are listed in the section on assessments.</td>
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**Contents**

- Overview of basic problems, positions and discourses of the media culture, their history and development.
- Introduction to the methods and media theory, basic knowledge of the technical history of the media culture.
- Introduction to the theory and practice of mass communication processes. Introduction to and overview of methods and techniques of the visual anthropology.
- Overview of the history of science, positions, discourses and methods of literary and narratological research in European Ethnology/ Cultural Anthropology.
- Overview of the classification and specialities as well as knowledge and understanding of research-relevant issues concerning the classification and history of literary and narratological research in European Ethnology/ Cultural Anthropology. Students have knowledge of the structure and characteristics of relevant text types.

**Intended learning outcomes**

- Students acquire methodological skills in the area of media culture, media technology, visual anthropology as well as literary and narratological research in European Ethnology/ Cultural Anthropology.
- Ability to analyse media cultural, communication-theoretical as well as literary and narratological research texts and facts.
- Ability to reflect on the involved factors of media-cultural and communication-cultural processes.
- Students are able to apply important media or communication-cultural methods.

**Courses**

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- **04-EEVK-MUK-1-092**: S + Ü (no information on SWS (weekly contact hours) and course language available)
- **04-EEVK-MUK-2-092**: S + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 04-EEVK-MUK-1-092**: Forms of Everyday Communication

- 5 ECTS, Method of grading: numerical grade
- presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 10 pages, to be handed in during semester break), weighted 1:1
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

**Assessment in module component 04-EEVK-MUK-2-092**: Media and Mediality

- 5 ECTS, Method of grading: numerical grade
- presentation (approx. 35 minutes) with position paper (2 to 3 pages)
- Assessment offered: once a year, summer semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.
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Module title: European Cultures and Societies  
Abbreviation: 04-EEVK-EKG-NF-092-m01

Module coordinator: holder of the Chair of European Ethnology  
Module offered by: Chair of European Ethnology

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

Duration: 1 semester  
Module level: undergraduate  
Other prerequisites: By way of exception, additional prerequisites are listed in the section on assessments.

Contents:

On the basis of specific examples from other European countries, the module presents important cultural phenomena and processes in certain regions as well as Europe-wide of the past and present. Thus, not only are the developments of cultural contacts and cultural conflicts studied, but also the close connections of the cultural exchange within European societies. Additionally, they are explained via texts as well as media.

- Important cultural phenomena of entire Europe as well as of specific regions and historical as well as current processes of other European countries will be investigated with the help of specific examples.
- Examination of developments concerning cultural contacts and conflicts.
- The module provides students with close connections of the cultural exchange within European society via texts and media.

Intended learning outcomes:

Students acquire knowledge of intercultural competences as well as where they are applied to. They achieve skills of cultural analysis concerning cultures or societies. The students acquire the ability to analyse processes of the cultural contact, cultural conflict and the cultural exchange of the past and present in Europe. They are able to reflect on historic origins, their history of ideas and their coherences of European cultures and societies and are able to interpret the reading matter of foreign language and cultural-scientific texts.

- Acquisition of knowledge concerning intercultural competences as well as their areas of application.
- They are familiar with and able to apply respective methods during the field research in the European foreign country.
- Acquisition of skills regarding processes of the cultural contact, cultural conflict and cultural exchange in the past and present Europe.
- Ability to reflect on historic origins as well as on their history of ideas of European cultures and societies.
- Ability to interpret the reading matter of foreign language and cultural-scientific texts.

Courses:

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 04-EEVK-EKG-2-092: S (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-EKG-3-092: S (no information on SWS (weekly contact hours) and course language available)

Method of assessment:

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 04-EEVK-EKG-2-092: Everyday Culture and Habitats in Europe 1

- 2 ECTS, Method of grading: numerical grade
- Presentation (approx. 25 minutes) with position paper (1 to 2 pages) or log (approx. 1 page per block of topics)
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

Assessment in module component 04-EEVK-EKG-3-092: Everyday Culture and Habitats in Europe 2

- 2 ECTS, Method of grading: numerical grade
- Presentation (approx. 25 minutes) with position paper (1 to 2 pages) or log (approx. 1 page per block of topics)
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.
- 3 ECTS, Method of grading: numerical grade
- presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 10 pages, to be handed in during semester break), weighted 1:1
- Assessment offered: once a year, summer semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

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Module title | Abbreviation
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Material Culture and Museology | 04-EEVK-MKM-NF-092-m01

Module coordinator | Module offered by
holder of the Chair of European Ethnology | Chair of European Ethnology

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<td>1 semester</td>
<td>undergraduate</td>
<td>By way of exception, additional prerequisites are listed in the section on assessments.</td>
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Contents

Students will be provided with detailed knowledge of the emergence and development of European museums as well as the ability to create concepts and techniques for presenting in a museum. They will also be supported by examples and realised by exhibitions. Moreover, students will be provided with basic knowledge of material culture, e.g. terminology, typology, technology, context of use, coherences of the interaction between people and objects in past and present age.

- The module provides students also with knowledge of the emergence and development of European museums as well as the ability to create concepts and techniques for presenting in a museum.
- Consolidation of knowledge by representative examples.
- Students will practically apply their knowledge in the context of exhibition projects or their conception.
- The module provides students with basic knowledge of terminology, typology, technology, context of use, coherences of the interaction between people and objects in past and present age.

Intended learning outcomes

Overview of fundamental problems, positions and discourses in terms of the development of European museums and the advanced knowledge of their history. Knowledge and comprehension of relevant research questions as well as questions concerning exhibitions. Students acquire techniques and approaches concerning the material research and acquisition. They are able to analyse and classify objects of material culture as well as they are acquainted with their structure, characteristics, terminology and ranges. Ability to reflect on historic origins, their history of ideas and their coherences.

- Overview of fundamental problems, positions and discourses in the development of European museums.
- Advanced historic knowledge of European museums.
- Knowledge and comprehension of relevant research questions as well as questions concerning exhibitions.
- Ability to create an exhibition concept autonomously.
- Mastering of techniques and approaches to research and acquire materials.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 04-EEVK-MKM-NF-1-092: Ü (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-MKM-NF-2-092: Ü (no information on SWS (weekly contact hours) and course language available)

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

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 04-EEVK-MKM-NF-1-092: Museology and Exhibition Infrastructure

- 3 ECTS, Method of grading: numerical grade
- presentation (approx. 35 minutes) with position paper (2 to 3 pages)
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.
| Assessment in module component 04-EEVK-MKM-NF-2-092: Material Culture and Popular Aesthetics |
|---|---|
| • 2 ECTS, Method of grading: numerical grade |
| • presentation (approx. 25 minutes) with position paper (1 to 2 pages) |
| • Assessment offered: once a year, summer semester |
| • Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course. |

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Compulsory Electives
(10 ECTS credits)
### Module title
Selected aspects of Indian intellectual and cultural history

### Abbreviation
04:IB30-082-m01

### Module coordinator
holder of the Chair of Indology

### Module offered by
Chair of Indology

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
--

## Contents
Using original and/or translated textual sources (potentially from a range of epochs and genres), this course will discuss key aspects of Indian intellectual and cultural history, e. g. the Hindu concept of the state and the kingdom, material culture, art history and iconography.

## Intended learning outcomes
Students are familiar with the aspects the course discussed. They are able to evaluate these aspects and understand their importance for Indian intellectual and cultural history.

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

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

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

a) presentation (approx. 10 to 20 minutes) with written elaboration (approx. 7 to 10 pages), weighted 2:3 or b) presentation (approx. 10 to 20 minutes) and written examination (approx. 90 minutes), weighted 2:3

Language of assessment: German or English

## Allocation of places
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## Additional information
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## Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Practical course in the heritage or cultural sector</td>
<td>04-Mus-Pr-102-m01</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Professorship of Museum Studies</td>
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<tr>
<th>ECTS</th>
<th>Method of grading</th>
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<tbody>
<tr>
<td>5</td>
<td>(not) successfully completed</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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**Contents**

Within the module a work placement of 4 weeks has to be completed. Work placements can be completed in all national and international museums or institutions in the culture sector that are led according to all common and technical criteria in full-time. Under professional supervision, students become familiar with different vocational fields and working environments and collect experiences, which are relevant for their studies.

**Intended learning outcomes**

Students acquire practical work skills in selected areas of the museum or cultural work. Moreover, they have expanded their general as well as social competences, particularly in view of autonomous and independent action. These competences will be required when they submit their application for a work placement and the independent accomplishment of the given tasks.

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

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

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

placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 4 pages)

**Allocation of places**

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**Additional information**

Additional information on module duration: 4 weeks.

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

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Module title | Culture management
---|---
Abbreviation | 04-Mus-Kult-102-m01

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<tr>
<td>Other prerequisites</td>
<td>Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.</td>
</tr>
</tbody>
</table>

Contents

The module provides students with basics of the marketing and cultural management as well as press and public relations. Furthermore, students will apply the study matter, which they have already acquired, to an application-orientated example.

Intended learning outcomes

Students are able to apply different marketing and management methods reflectively. They are able to classify them on a practical profession and result-orientated in view of organisational, conceptional as well as contentual requirements and to evaluate the particular effort. Furthermore, they acquire practical work skills.

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

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

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

a) presentation (approx. 30 minutes) with position paper (approx. 2 pages) and written examination (approx. 60 to 90 minutes) or b) introductory presentation (approx. 15 minutes) with position paper (1 page), weighted 3:2

Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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

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**Module title**
Research Field Culture

**Abbreviation**
04-EEVK-FFK-092-m01

**Module coordinator**
holder of the Chair of European Ethnology

**Module offered by**
Chair of European Ethnology

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**Duration**
1 semester

**Module level**
undergraduate

**Contents**
- Students gain an insight into cultural-scientific research and topic areas that are defined by the determinants tradition and modernity as well as by space and time.
- Overview of research approaches and theoretical positions of historico-cultural work.
- Tradition situations, tradition carriers and modalities as well as phenomena and factors of the cultural change will be covered.
- Students will be provided with approaches and techniques of the cultural analysis.

**Intended learning outcomes**
- Students develop an understanding of historical and cultural contexts.
- The module provides students with historico-cultural knowledge.
- They gain insights into positions and research fields of the historico-cultural work.
- They are able to classify historical cultural heritage, cultural bodies and cultural mediators temporally and spatially.
- The students are able to reflect the use of cultural analysis critically.

**Courses**
This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 04-EEVK-FFK-1-092: S (no information on SWS (weekly contact hours) and course language available)
- 04-EEVK-FFK-2-092: S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 04-EEVK-FFK-1-092: Tradition and Modern Times**
- 2 ECTS, Method of grading: numerical grade
- Presentation (approx. 25 minutes) with position paper (1 to 2 pages)
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

**Assessment in module component 04-EEVK-FFK-2-092: Time and Space**
- 3 ECTS, Method of grading: numerical grade
- Presentation (approx. 35 minutes) with position paper (2 to 3 pages)
- Assessment offered: once a year, winter semester
- Other prerequisites: Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

**Allocation of places**

**Additional information**

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

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