

Subdivided Module Catalogue
for the Subject
Media Communication
as a Master's with 1 major
with the degree "Master of Science"
(120 ECTS credits)

Examination regulations version: 2016
Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

Learning Outcomes

German contents and learning outcome available but not translated yet.

Berufsziele

Im viersemestrigen Masterstudiengang (akademischer Grad: „Master of Science, M.Sc.“) werden die im Bachelorstudiengang erworbenen grundlegenden Fähigkeiten und Kenntnisse der Medienkommunikation vertieft und erweitert. Die Studierenden erlangen die Fähigkeit, eigenständig nach wissenschaftlichen Methoden zu arbeiten und werden auf die Berufspraxis vorbereitet. Das Studium versieht die Studierenden mit einer Berufsfeldqualifikation für ein breites Spektrum an Handlungsfeldern in Organisationen, Institutionen und in der Privatwirtschaft, beispielsweise in den Bereichen Forschung, Medien, Öffentlichkeitsarbeit und strategische Kommunikation, Bildung, Kultur und Unterhaltung. Die Berufsfelder beziehen sich unter anderem auf

- die Lehre an Schulen, Hochschulen und Universitäten
- die Forschung in universitären und außeruniversitären Forschungseinrichtungen
- eine Tätigkeit im Medienbereich und in der Öffentlichkeitsarbeit oder dem Marketing, etc.
- Unternehmenskommunikation (intern und extern) Personal
- Medienproduktion (Film, Radio, TV, Games, Social Media, Entertainment etc.)
- Tätigkeiten in der Weiterbildung
- Tätigkeiten in der Bildungsevaluation
- Digitalisierungsprozesse
- Tätigkeit im öffentlichen Dienst

Nach unserer bisherigen Erfahrung sind die Einstellungsaussichten von Absolvent:innen der Medienkommunikation sehr gut.

Qualifikationsziele

Nach erfolgreichem Abschluss des Studiums verfügen die Absolvent:innen über die folgenden Kompetenzen:

- Die Absolventinnen und Absolventen verfügen über fortgeschrittene methodische Kompetenzen, nicht nur in theoretischer Hinsicht, sondern vermittelt über Praktika auch in der Anwendung in der Forschung und in der außeruniversitären Berufspraxis.
- Sie verfügen in einem der vier Schwerpunkt Strategische Kommunikation, Entertainment, Multimedia Applications oder Online und Mobilkommunikation über umfassende Kenntnisse auf dem aktuellen wissenschaftlichen Stand.
- Sie sind in der Lage, ihre methodischen Fähigkeiten selbstständig auf wissenschaftliche Fragestellungen anzuwenden, Untersuchungen zu planen, durchzuführen und auszuwerten.
- Sie sind in der Lage, die eigenen methodischen Fähigkeiten zu erweitern und sich anhand von Primärliteratur, insbesondere in englischer Sprache, in den aktuellen Forschungsstand zu einer Forschungsfrage einzuarbeiten.
- Sie sind in der Lage, unter Anwendung der wissenschaftlichen Arbeitsweise und unter Beachtung der Regeln guter wissenschaftlicher Praxis psychologische Fragestellungen selbstständig zu bearbeiten und die Ergebnisse ihrer Arbeit darzustellen, zu bewerten und zu vertreten.
- Sie verfügen über grundlegendes Wissen in nicht originär in der Medienkommunikation vertretenen Disziplinen, die aber relevant für Medienforschung und die Berufspraxis sind oder Tätigkeitsfelder für Absolvent:innen bieten, wie z.B. Volks- und Betriebswirtschaftliche Inhalte, Informatik oder Psychologie.
- Sie besitzen die Fähigkeit, als Absolvent:innen der Medienkommunikation in interdisziplinär zusammengesetzten Teams mitzuwirken oder diese zu leiten.

Wissenschaftliche Befähigung

- Die Absolvent:innen verfügen über ein breites, detailliertes und kritisches Verständnis der zentralen Theorien und Prinzipien in einem der vier Schwerpunkte, das den Stand der Fachliteratur sowie vertiefendes Wissen zum aktuellen Stand der Forschung einschließt.
- Die Absolvent:innen verfügen über vertiefte Kenntnisse der forschungsmethodischen und theoretischen Bereiche der Medienkommunikation und können auf dieses fundierte Wissen zur Erlangung neuer Erkenntnisse zurückgreifen.
- Die Absolvent:innen besitzen ein differenziertes Methodeninventar, um empirische Fragestellungen strukturieren, analysieren und durchführen zu können.
- Die Absolvent:innen verfügen über einen erweiterten Überblick über Bereiche der Medienkommunikation und sind in der Lage, Besonderheiten, Grenzen, Terminologien und Lehrmeinungen (wissenschafts-)theoretisch zu definieren und zu interpretieren.
- Die Absolvent:innen kennen angrenzende Gebiete der Psychologie sowie interdisziplinäre Zusammenhänge und entwickeln auf der Grundlage des Wissens und Verstehens eigenständige anwendungs- und forschungsorientierte Ideen.
- Die Absolventinnen und Absolventen verfügen über Kenntnisse des aktuellen Forschungsstandes in mindestens einem Schwerpunktbereich der Medienkommunikation und wenden diese Fähigkeiten und Kenntnisse an, indem sie innerhalb dieses Schwerpunkts selbstständig Projekte mitentwickeln. Sie können ihr Wissen und Verstehen sowie ihre Fähigkeiten zur Problemlösung auch in neuen und unvertrauten Situationen anwenden, die in einem breiteren oder multidisziplinären Zusammenhang mit der Medienkommunikation stehen.
- Die Absolvent:innen sind in der Lage, mit Fachvertretern auf dem aktuellen Stand der Forschung medienkommunikative Fragestellungen zu diskutieren.
- Die Absolvent:innen sind in der Lage, sich anhand von Primärliteratur, insbesondere in englischer Sprache, in den aktuellen Forschungsstand eines Schwerpunkts einzuarbeiten, diesen zu reflektieren und daraus eigenständige Frage- und Problemstellungen abzuleiten.

Befähigung zur Aufnahme einer Erwerbstätigkeit

- Die Absolvent:innen schätzen die eigenen Fähigkeiten ein, nutzen sachbezogene Gestaltungs- und Entscheidungsfreiheiten autonom und entwickeln diese unter Anleitung weiter, in dem sie unter Anwendung der wissenschaftlichen Arbeitsweise und unter Beachtung der Regeln guter wissenschaftlicher Praxis medienkommunikative Fragestellungen und die Ergebnisse ihrer Arbeit öffentlich vertreten.
- Die Absolvent:innen begründen das eigene berufliche Handeln mit theoretischem und methodischem Wissen und reflektieren es hinsichtlich alternativer Entwürfe.
- Die Absolvent:innen verfügen über ein breites Wissen über ihr Studienfach hinaus. Sie haben grundlegendes Wissen in nicht originär medienkommunikativen Disziplinen, die aber relevant für Medienforschung und Berufspraxis sind oder Tätigkeitsfelder für die Absolvent:innen bieten.

Persönlichkeitsentwicklung

- Die Absolvent:innen kommunizieren und kooperieren mit anderen Fachvertreterinnen und Fachvertretern, um eine Aufgabenstellung verantwortungsvoll zu lösen und binden Beteiligte unter Berücksichtigung der jeweiligen Gruppensituation zielorientiert in Aufgabenstellungen ein.
- Die Absolventinnen und Absolventen kennen die Regeln guter wissenschaftlicher Praxis und reflektieren ihr berufliches Handeln in Bezug auf diese.
- Die Absolvent:innen verfügen über die Fähigkeit, eigenverantwortlich und selbstständig zu arbeiten. Auch in einem internationalen Umfeld sind sie in der Lage, neue Themen selbstständig zu erschließen und Kontakte zu knüpfen.

Befähigung zum gesellschaftlichen Engagement

- Die Absolvent:innen können gesellschaftlich relevante Fragestellungen und Entwicklungen der Medienkommunikation (z. B. im Bereich Bildung, Recht, Arbeitswelt, Technikfolgenabschätzung

...) kritisch reflektieren und deren Auswirkungen auf die Wirtschaft, Gesellschaft, Kultur und Politik erfassen und entwickeln ihr berufliches Handeln weiter.

- Die Absolvent:innen können ihr Wissen bezüglich wirtschaftlicher, (bildungs-)politischer, gesellschaftlicher, naturwissenschaftlicher, kultureller etc. Fragestellungen erweitern und begründet Position beziehen.
- Die Absolvent:innen haben die Bereitschaft und Fähigkeit entwickelt, ihre Kompetenzen in partizipative Prozesse einzubringen und aktiv an Entscheidungen mitzuwirken.

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)):

01-Jun-2016 (2016-78)

05-Apr-2017 (2017-16)

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.

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (75 ECTS credits)				
o6-MK-E-152-m01	Entertainment	5	NUM	17
o6-MK-SC-162-m01	Marketing and Strategic Communication	5	NUM	30
o6-MK-ENM-162-m01	Online and Mobile Communication	5	NUM	19
o6-MK-IM-162-m01	Multimedia Applications	5	NUM	20
o6-MK-AS1-152-m01	Advanced Studies 1	10	NUM	15
o6-MK-AS2-152-m01	Advanced Studies 2	10	NUM	16
o6-MK-RP-162-m01	Research Project	10	NUM	29
o6-MK-ME1-152-m01	Methods 1	5	NUM	23
o6-MK-ME2-152-m01	Methods 2	5	NUM	24
o6-MK-JOB-152-m01	MK On the Job	5	NUM	21
o6-MK-PR-162-m01	Internship MK	10	B/NB	25
Compulsory Electives (15 ECTS credits)				
o6-MK-EinfMCS-152-m01	Introduction to Human-Computer Interaction for Media Communication	5	NUM	18
o4-DH-A1-152-m01	Digital Humanities in Overview	5	B/NB	10
o6-MCS-VUEx-152-m01	Specialisation User Experience	5	NUM	13
o6-MCS-AT-152-m01	Current Trends of Human-Computer Systems	5	NUM	12
12-NW-EBWL-152-m01	Introduction to Business Administration - Minor	5	NUM	67
12-GP-G-152-m01	Integrated Business Processes	5	NUM	38
12-EBus-F-152-m01	eBusiness	5	NUM	33
12-FRBE-F-152-m01	Forward and Reverse Business Engineering	5	NUM	36
12-P&O-F-152-m01	Human Resource Management & Organizational Theory	5	NUM	69
12-IM-152-m01	Innovation Management	5	NUM	40
12-EPS-152-m01	Entrepreneurship	5	NUM	34
12-M-MUS-161-m01	Mobile and Ubiquitous Systems	5	NUM	53
o2-N-P-W06-152-m01	German and European Trade Mark Law	3	NUM	8
o2-N-P-W07-152-m01	Copyright Law and Fundamentals of Patent Law including references to EU Law	2	NUM	9
o6-MK-PSY1-152-m01	Psychology 1	5	NUM	26
o6-MK-PSY2-152-m01	Psychology 2	5	NUM	27
o6-MK-PSY3-152-m01	Psychology 3	10	NUM	28
10-I=PM-161-m01	Professional Project Management	5	NUM	31
12-M-WJ1-161-m01	Research and formats in crossmedia economics journalism 1	5	NUM	59
12-M-WJ2-161-m01	Research and formats in crossmedia economics journalism 2	5	NUM	61
12-M-WPS-161-m01	Production of a cross-media economic journal	10	NUM	65
12-M-EMP-161-m01	European Macroeconomic Policy	5	NUM	48
12-M-WPE-161-m01	European Competition Policy	5	NUM	63
12-M-EG1-161-m01	Monetary Policy and the Financial System	5	NUM	44
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	46
12-M-EWS-161-m01	European Economic Statistics	5	NUM	50

12-M-EFP-161-m01	European Public Finance	5	NUM	42
12-M-OEA-161-m01	Labor Market Economics	5	NUM	55
12-M-TP-161-m01	Trade Policy and the World Trading System	5	NUM	57
12-M-ITMF-161-m01	International Trade and the Multinational Firm	5	NUM	51
Thesis (30 ECTS credits)				
06-MK-MA-152-m01	Master-Thesis in Media Communication	30	NUM	22

Module title		Abbreviation
German and European Trade Mark Law		02-N-P-W06-152-m01
Module coordinator		Module offered by
Dean of Studies Faculty of Law		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture provides an overview of German and European trademark law. In addition to the basics of the trademark concept and protection according to the German Trademark Act, the prerequisites and effects of the European Community Trademark according to the Community Trademark Regulation will be dealt with. Furthermore, special regulations of the German Trademark Law, such as business designations, geographical indications and the trademark protection of Internet domains are discussed.		
Intended learning outcomes		
Students are able to analyze trademark law issues from the perspective of German and European law.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester		
Allocation of places		
There are no restrictions with regard to available places for students of Rechtswissenschaft (Law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 20 places will be allocated to students of other subjects. 10 of these will be allocated to students of the Master's degree programme Economics. Should the number of available places exceed the number of applications, the remaining places may be allocated to students of other subjects. Should there be more than 10 applications, the remaining places will be allocated as follows: Students applying after not having successfully completed assessment in past years will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.		
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 appears in		
Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) Nanostructure Technology (2016) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title			Abbreviation
Copyright Law and Fundamentals of Patent Law including references to EU Law			02-N-P-W07-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
2	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
In addition to the general principles of intellectual property law, the course covers the protection of works under the German Copyright Act. Furthermore, the German design law as well as the patent law and utility model law will be examined.			
Intended learning outcomes			
The students have acquired basic knowledge of intellectual property law and copyright law. They are able to classify problems from these areas in the context of German and European regulations.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (1)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester			
Allocation of places			
There are no restrictions with regard to available places for students of Rechtswissenschaft (Law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 20 places will be allocated to students of other subjects. 10 of these will be allocated to students of the Master's degree programme Economics. Should the number of available places exceed the number of applications, the remaining places may be allocated to students of other subjects. Should there be more than 10 applications, the remaining places will be allocated as follows: Students applying after not having successfully completed assessment in past years will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
60 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) Nanostructure Technology (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)			

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 can be chosen to earn a 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: every winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (Minor, 2015) Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2015) Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (2 majors) Digital Humanities (2015) Master's degree (1 major) General and Applied Linguistics (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major, 1 minor) Digital Humanities (2016) Master's degree (1 major) Media Communication (2018) Bachelor's degree (2 majors) Classical Archaeology (2018) Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018) Bachelor's degree (1 major, 1 minor) Digital Humanities (2018) Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2018)			
Master's with 1 major Media Communication (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	
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Bachelor's degree (2 majors) Digital Humanities (2018)
 Master's degree (1 major) Media Communication (2019)
 Bachelor's degree (1 major, 1 minor) European Ethnology (Minor, 2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (1 major, 1 minor) Auxiliary Sciences of History (Minor, 2021)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Master's degree (1 major) Media Entertainment (2022)
 Master's degree (1 major) Psychology of digital media (2022)
 Master's degree (1 major) General and Applied Linguistics (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (Minor, 2023)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)

Module title		Abbreviation
Current Trends of Human-Computer Systems		o6-MCS-AT-152-m01
Module coordinator		Module offered by
chairperson of examination committee of the Bachelor's degree programme Mensch-Computer-Systeme (Human-Computer Systems)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 appears in		
Bachelor's degree (1 major) Human-Computer Systems (2015) Bachelor's degree (1 major) Human-Computer Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Human-Computer Systems (2018) Bachelor's degree (1 major) Human-Computer Systems (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Specialisation User Experience		o6-MCS-VUEx-152-m01
Module coordinator		Module offered by
holder of the Chair of Psychological Ergonomics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module provides in-depth content, methods and applications of user experience research, i.e. the design of human-computer systems 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-system 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems:</p> <ul style="list-style-type: none"> 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). <p>Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
--		
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 appears in		
<p>Bachelor's degree (1 major) Human-Computer Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major) Human-Computer Systems (2016) Master's degree (1 major) Media Communication (2016)</p>		
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Master's degree (1 major) Media Communication (2018)
Bachelor's degree (1 major) Human-Computer Systems (2018)
Master's degree (1 major) Media Communication (2019)
Bachelor's degree (1 major) Human-Computer Systems (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)

Module title		Abbreviation
Advanced Studies 1		o6-MK-AS1-152-m01
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module aims to provide deeper knowledge about the topics (concepts, theories, empirical analysis and practice) in media communication. Students will choose one out of the four core areas of the degree programme (i. e. media psychology, communication science, computer science in media, instructional psychology). The purpose of this module is to thoroughly investigate specific contents and research in the selected area.		
Intended learning outcomes		
Students should extend and consolidate their specialist knowledge in the selected area and should develop an advanced understanding of the development and logic of research projects in the respective area. The module focuses on the detailed and critical exploration of the specific field of research.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Advanced Studies 2		o6-MK-AS2-152-m01
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module aims to provide deeper knowledge about the topics (concepts, theories, empirical analysis and practice) in media communication. Students will choose one out of the four core areas of the degree programme (i. e. media psychology, communication science, computer science in media, instructional psychology). The purpose of this module is to thoroughly investigate specific contents and research in the selected area.		
Intended learning outcomes		
Students should extend and consolidate their specialist knowledge in the selected area and should develop an advanced understanding of the development and logic of research projects in the respective area. The module focuses on the detailed and critical exploration of the specific field of research.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Entertainment		o6-MK-E-152-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The press, cinema, radio, TV, and even computers and the internet are often suspected to solely entertain users, thereby undermining a critical, objective and reflective examination of the information given. As a consequence, entertainment is often thought to be a threat to the information function of media. Formerly neglected by most researchers, there has been a rising interest in the scientific understanding of entertainment. This course offers an insight into the current state of entertainment research.		
Intended learning outcomes		
Students should consolidate their specialist knowledge in the field of mediated entertainment and should thus develop an advanced understanding of the development and logic of research projects in this area.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Introduction to Human-Computer Interaction for Media Communication		o6-MK-EinfMCS-152-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Bachelor's degree programme Mensch-Computer-Systeme (Human-Computer Systems)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Human-Computer Interaction is concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them. This course gives an introduction into the principle biological, physiological, and psychological constraints as defined by the human user and relates these constraints to the conceptual and technical solutions of today's computer systems and existing as well as prospective interaction metaphors between humans and computers. The course covers topics about human perception and cognition, memory and attention, the design of interactive systems, prominent evaluation methods, the principles of computer systems, typical input processing techniques, interface technology, and examples of typical interaction metaphors, from text-based input to graphical desktops to multimodal interfaces. Accompanying lab-work will introduce students to typical tasks involved in this field, i.e., prominent evaluation methods and prototyping of interfaces.		
Intended learning outcomes		
After the course, the students will have a broad understanding of the underlying principles of human users and computer systems. They will understand the constraints and capabilities of current user interfaces and they will learn about the necessary steps applied in user-centered design and development approaches.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 90 minutes) Language of assessment: German 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 appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016)		

Module title		Abbreviation
Online and Mobile Communication		o6-MK-ENM-162-m01
Module coordinator		Module offered by
holder of the Chair of Instructional Psychology and New Media		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module provides an insight in the current state of research in learning and instruction using new media. Students will deal with psychological theories and empirical evidence from e-learning research. They will focus on innovative learning arrangements, e. g. pedagogical agents, virtual tutors, personalised learning environments or augmented reality. Topics will be critically discussed on the basis of current research articles, reviews and meta-analyses.		
Intended learning outcomes		
Students learn about the current state of eLearning research. They are able to understand research articles, reflect on and question their results and outline practical implications. Students are thus able to develop their own research questions in instructional psychology and to evaluate the quality of concrete eLearning measures from a researcher's point of view.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
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 appears in		
Master's degree (1 major) Media Communication (2016)		

Module title		Abbreviation
Multimedia Applications		o6-MK-IM-162-mo1
Module coordinator		Module offered by
holder of the Professorship of Media Informatics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module provides students with advanced skills in the design and implementation of digital artefacts or multi-media applications in the context of modern human-computer interfaces.		
Intended learning outcomes		
The students are familiar with key concepts regarding the design and implementation of novel interactive media and are able to apply this knowledge in practice.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2016)		

Module title		Abbreviation
MK On the Job		o6-MK-JOB-152-m01
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
To improve the employability of the degree programme, this module aims to equip students with vocational skills and qualifications (techniques of personnel selection, self-presentation in job-related contexts etc.).		
Intended learning outcomes		
Vocational and practical skills such as personnel selection, self presentation/self marketing.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Master-Thesis in Media Communication		o6-MK-MA-152-m01
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the module, students work on a problem from a special field of the four core professorships of the program. In doing so, they apply the standard methods of the subject. The duration of this module is limited to a defined period of time. The students are supervised by one of the four core professorships.		
Intended learning outcomes		
Students are able to identify a scientifically relevant question, they can research, describe and evaluate the state of research in order to derive research desiderata and research questions. They develop a methodical approach and test hypotheses/answer the research question. The goal is a significant gain in knowledge. In empirical work, students learn to collect data for hypothesis testing and analyze data in a methodologically correct way. They can then use the results to answer the research question. Further, students can formulate scientific papers according to the requirements of the subject.		
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 can be chosen to earn a bonus)		
Master's thesis (approx. 80 pages) Registration on a continuous basis as agreed upon with supervisor.		
Allocation of places		
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Additional information		
Time to complete: 6 months.		
Workload		
900 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title			Abbreviation
Methods 1			o6-MK-ME1-152-mo1
Module coordinator		Module offered by	
all Professorships at the Institute of Human-Computer-Media		Institute of Human Computer Media	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module discusses complex data analysis methods that are essential for the research fields of media communication (e. g. multivariate statistics).			
Intended learning outcomes			
Students should expand their statistical knowledge by learning about complex data analysis methods. Students should be able to understand research using these methods as well as to apply these methods to their own research projects.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)			

Module title		Abbreviation
Methods 2		o6-MK-ME2-152-mo1
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module discusses advanced techniques of data collection. Students should obtain an overview of different data collection techniques that are used in media communication research. Based on the knowledge of common data collection techniques (e. g. written surveys), this module covers, for example, innovative techniques such as eye tracking or physiological measures.		
Intended learning outcomes		
Students should acquire a profound knowledge of the data collection techniques discussed and should deepen their methodological skills. In addition, students should become acquainted with innovative data collection techniques.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) completion of exercises on a regular basis (approx. 60 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Human-Computer-Interaction (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Internship MK		o6-MK-PR-162-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	graduate	Prior to the placement, approval must be obtained from the placement supervisor.
Contents		
The placement aims to provide an insight into the different fields of activity in the media and communication business. The placement provides students with an opportunity to enhance their acquired knowledge and skills by applying them to practical issues. Students also get an opportunity to gain additional practical experience in the field of media communication before entering the labour market.		
Intended learning outcomes		
The placement provides students with an opportunity to apply the knowledge and skills acquired at university to practical issues of the media business. They should obtain practical skills of different media professions and reflect those skills against the theoretical background of their university education.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
report on work placement (approx. 8 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
Additional information on module duration: 8 weeks.		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Psychology 1		o6-MK-PSY1-152-m01
Module coordinator		Module offered by
holder of the Chair of Media 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		
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 can be chosen to earn a bonus)		
written examination (approx. 75 minutes)		
Allocation of places		
max. 15 places. 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Psychology 2		o6-MK-PSY2-152-m01
Module coordinator		Module offered by
holder of the Chair of Media 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		
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 can be chosen to earn a bonus)		
written examination (approx. 75 minutes)		
Allocation of places		
max. 15 places. 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Psychology 3		o6-MK-PSY3-152-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Psychology
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 can be chosen to earn a bonus)		
written examination (approx. 120 minutes)		
Allocation of places		
max. 15 places. 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Research Project		o6-MK-RP-162-mo1
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students will choose one out of the four core areas of the degree programme (media psychology, communication science, computer science in media, instructional psychology). In the selected area, the students will develop, in small groups, their own research project. This project provides them with an opportunity to apply their subject-specific knowledge as well as their skills in methodology and statistics. Over the course of this module, students will go through all stages of a research project.		
Intended learning outcomes		
Students apply their acquired knowledge (content-related, methodological, statistical) to research practice by developing their own empirical research project. In doing so, they experience every single step of the research process - from the idea through to the documentation of the results.		
Courses (type, number of weekly contact hours, language — if other than German)		
R (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Project: a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title			Abbreviation
Marketing and Strategic Communication			o6-MK-SC-162-mo1
Module coordinator		Module offered by	
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course offers students an opportunity to creatively deal with the analysis of brands and the development of suitable positioning and communication strategies. Students learn how they can use strategic communication to successfully position a brand in the market.			
Intended learning outcomes			
Students learn more about brand communication etc., apply their knowledge to their own brand positioning projects and learn on a practical basis how strategic communication can be used in the field of brand communication.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)			

Module title		Abbreviation
Professional Project Management		10-I=PM-161-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	Simultaneous completion of module 10-I=PRJ is recommended.
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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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, IS, ES, LR, HCI.		
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 appears in		
Master's degree (1 major) Computer Science (2016) Master's degree (1 major) Media Communication (2016) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Master's degree (1 major) Computer Science (2017) Master's degree (1 major) Media Communication (2018)		
Master's with 1 major Media Communication (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	page 31 / 70

Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
eBusiness		12-EBus-F-152-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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 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 appears in		
Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title		Abbreviation
Entrepreneurship		12-EPS-152-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		
<p>This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.</p> <ol style="list-style-type: none"> (1) Introduction (2) Who becomes an entrepreneur? (3) Opportunity identification & exploitation entrepreneurship (4) The business model (5) The business plan (6) Entrepreneurial strategies (7) Finance for entrepreneurs (8) Marketing for entrepreneurs (9) Entrepreneurial networks (10) Digital strategy and digital transformation (11) Entrepreneurial leadership and team (12) Entrepreneurial exit and failure (13) Corporate entrepreneurship and innovation (14) Wrap-up and Q&A 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of entrepreneurship • Explain theoretical concepts and mechanisms behind entrepreneurship • Enable students to critically appraise alternative approaches to entrepreneurship • Enable students to evaluate the boundaries and risks of entrepreneurship <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> • Assess alternative options for creating and sustaining competitive advantage of startups • Create and evaluate concepts related to entrepreneurship • Make judgements about the organizational and managerial implications of entrepreneurial decisions • Systematically choose between different routes of action 		

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 can be chosen to earn a bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
Allocation of places
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Econometrics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Forward and Reverse Business Engineering			12-FRBE-F-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		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			
<p>"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.</p> <p>The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.</p>			
Intended learning outcomes			
<p>The "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios.2. Mastery of forward engineering methods such as situation analysis, requirements analysis, process modeling, and business blueprinting, as well as reverse engineering methods like reverse business engineering and their practical implementation in corresponding tools.3. Students develop interdisciplinary methodological skills that enable them to independently and flexibly tackle complex challenges. This includes, in particular, the application of the aforementioned methods of forward and reverse engineering			
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 can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) creditable for bonus</p>			
Allocation of places			
<p>50 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Workload			
150 h			
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Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Bachelor's degree (1 major) Computer Science (2015)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Econometrics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p> <p>Master's degree (1 major) Media Communication (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Bachelor's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Media Communication (2016)</p> <p>Bachelor's degree (1 major) Econometrics (2017)</p> <p>Bachelor's degree (1 major) Computer Science (2017)</p> <p>Master's degree (1 major) Media Communication (2018)</p> <p>Bachelor's degree (1 major) Computer Science (2019)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2019)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p> <p>Master's degree (1 major) Media Communication (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Econometrics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Econometrics (2022)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Econometrics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title			Abbreviation
Integrated Business Processes			12-GP-G-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		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			
<p>This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.</p> <p>The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the processes and functionalities.</p>			
Intended learning outcomes			
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none">1. reflect technical principles and operational models of ERP systems,2. understand the functionality of ERP systems and3. perform and understand business processes within the ERP system SAP Business ByDesign.			
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 can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) creditable for bonus</p>			
Allocation of places			
<p>15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
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 appears in

Bachelor's degree (1 major) Computer Science (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Econometrics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Master's degree (1 major) Media Communication (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Master's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Master's degree (1 major) Media Communication (2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Innovation Management		12-IM-152-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		
<p>This theory-led and practice-oriented module equips you with essential knowledge in the areas of strategic management and innovation management. It is a primer on these topics that provides a broad overview on the field.</p> <p><i>Strategic management</i></p> <ol style="list-style-type: none"> (1) Introduction (2) Strategic analysis (3) Business strategy (4) Corporate strategy (5) Strategy implementation (6) Strategic leadership (7) Internationalization, corporate governance, and corporate social responsibility <p><i>Innovation management</i></p> <ol style="list-style-type: none"> (8) Introduction (9) Sources of technology and innovation (10) Developing new products and services (11) Introducing new products and services (12) Technology and innovation strategy (13) Open innovation (14) Wrap-up and Q&A 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Understand the role of strategic and innovation management • Understand theoretical concepts related to strategic and innovation management • Critically appraise alternative approaches to strategic and innovation management • Evaluate the boundaries and risks of strategic and innovation management <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> • Create and evaluate concepts related to strategic and innovation management • Assess the role of strategic and innovation management for creating and sustaining competitive advantage 		
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<ul style="list-style-type: none"> • Make judgements about the organizational and managerial implications of strategic and innovation management • Systematically choose between different routes of action
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 can be chosen to earn a bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English
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)
--
Module appears in
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
European Public Finance		12-M-EFP-161-mo1
Module coordinator		Module offered by
holder of the Chair of Public Finance		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		
<p>The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.</p> <p>Course contents:</p> <ol style="list-style-type: none"> 1. The European Union: History and Institutions 2. The Budget of the European Union 3. Economic Analysis of the Brexit Process 4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU 5. Tax Competition or Tax Coordination in Europe? 6. European Climate Policy: Emission Trading and Green Deal 		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
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 appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Media Communication (2016)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Applied Human Geography (2017)
Master's degree (1 major) Media Communication (2018)
Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Monetary Policy and the Financial System			12-M-EG1-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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			
<p>This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each winter term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>			
Intended learning outcomes			
Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
30 places. (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
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Monetary Policy, Foreign Exchange Markets, and the International Monetary System			12-M-EG2-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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			
<p>The course deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.</p> <p>Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.</p> <p>Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.</p> <p>Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.</p> <p>Managed-floating as a solution for the policy trilemma.</p>			
Intended learning outcomes			
<p>By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>			
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Allocation of places
30 places. (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
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In particular, the course outline is as follows:			
I. Targets of macroeconomic policy			
II. The mechanics of the two core macroeconomic models			
a. The classical model of a self-stabilizing corn economy			
b. The Keynesian model of a monetary economy with inherent instability			
c. The financial system and banks in the two models			
III. The diverging policy implications of the two paradigms			
a. Unemployment: wage rigidities versus rationing of the labor market by the goods market			
b. Government debt: Crowding out versus Modern Monetary Theory (MMT)			
c. Inflation: quantity theory versus Phillips curve			
d. The incompatibility of the two worlds			
IV. A simple IS/MP/PC model			
V. The monetary policy of the ECB			
a. The mandate of the ECB and possible trade-offs with unemployment and financial stability			
b. Conventional/unconventional instruments of the ECB / The risk of fiscal dominance			
c. ECB strategy and climate policy			
d. The threat of deflation and the Zero-Lower Bound			
VI. The difficult task of coordinating 19 independent national fiscal policies in the EMU			
a. Specific challenges due to lack of political integration: Lack of coordination versus lack of fiscal discipline			
b. The limitations set by Stability and Growth Pact			
c. The rationale of fiscal rules: Maastricht Treaty, Fiscal Compact/Debt Brake, Golden Rule / reform proposals			
VII. Specific EMU topics			
a. Is the EMU an optimum currency area?			
b. The financial crisis and the euro crisis: The dismal performance of the ECB until 2012 and the paradigm change by Mario Draghi (“Whatever it takes”)			
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c. The ECB in the Corona crisis and Next Generation EU
Intended learning outcomes
By the end of the course, students will have gained a basic understanding of European macroeconomics.
Courses (type, number of weekly contact hours, language — if other than German)
Ü (2) + V (2)
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English
Allocation of places
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-161-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		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		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat 		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
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 appears in		
<p>Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)</p>		

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-161-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		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		
<p><u>Content</u></p> <p>The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]</p> <p><u>Outline</u></p> <p>I Ricardian Trade Theory</p> <p>II Heckscher-Ohlin Trade Theory</p> <p>III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition</p> <p>IV Firm Heterogeneity, Trade and FDI</p> <p>V The Multinational Firm</p> <p><u>Literature:</u></p> <p>The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:</p> <p>Helpman, E. (2011). Understanding Global Trade. Princeton University Press.</p> <p>Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition</p> <p>Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley</p> <p>Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press</p> <p>Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York</p> <p>Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill</p> <p>Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press</p>		
Intended learning outcomes		
<p>The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.</p>		
Master's with 1 major Media Communication (2016)		page 51 / 70

Courses (type, number of weekly contact hours, language — if other than German)
Ü (2) + V (2)
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
Mobile and Ubiquitous Systems		12-M-MUS-161-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	graduate	--
Contents		
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> - Understand the technological basics of mobile & ubiquitous computing. - Analysing business applications in processes, products/services and business models - Apply the concepts learned to real-life problems in a business context 		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: 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		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major Media Communication (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	page 53 / 70

Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Media Communication (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)

Module title			Abbreviation
Labor Market Economics			12-M-OEA-161-m01
Module coordinator		Module offered by	
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		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			
<p>This course provides an overview of the field of modern labor economics. The course will cover the following topics:</p> <ol style="list-style-type: none">1. Labor supply2. Labor demand3. Human capital formation4. Compensating wage differentials5. Discrimination <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.</p> <p>The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.</p>			
Intended learning outcomes			
The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Master's with 1 major Media Communication (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	page 55 / 70

Module appears in

Master's degree (1 major) Economathematics (2016)
 Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) Media Communication (2016)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Media Communication (2018)
 Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-161-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		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		
<p><u>Content</u></p> <p>The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.</p> <p><u>Outline</u></p> <ol style="list-style-type: none"> 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system <p><u>Literatur:</u></p> <p>The main text used is:</p> <p>Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts.</p> <p>The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:</p> <p>Bhagwati, J. (2002). Free Trade Today, Princeton University Press</p> <p>Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press</p> <p>Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material)</p> <p>Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press</p> <p>Basic refreshers are</p> <p>Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition</p> <p>Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition</p>		

This literature is complemented by papers from scholarly journals.

Intended learning outcomes

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

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

Ü (2) + V (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

a) written examination (approx. 60 to 120 minutes) or
b) term paper (approx. 15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Media Communication (2016)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Media Communication (2018)
Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Research and formats in crossmedia economics journalism 1			12-M-WJ1-161-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		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. However, 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)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 20 hours): interview, news items, and background story (including record of research activities) in different types of media (possible formats: text, audio or video) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social			
Master's with 1 major Media Communication (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	
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Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

Master's degree (1 major) Business Management (2015)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Media Communication (2016)
Master's degree (1 major) Media Communication (2018)

Module title			Abbreviation
Research and formats in crossmedia economics journalism 2			12-M-WJ2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		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			
The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups			
Intended learning outcomes			
After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) + S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 20 hours): reportage, profile and (polemic) commentary (including record of research activities) in different types of media (possible formats: text, audio or video) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			

Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018)

Module title		Abbreviation
European Competition Policy		12-M-WPE-161-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		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		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Legal environment, competition laws 2. Market definition <ul style="list-style-type: none"> • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion <ul style="list-style-type: none"> • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts <ul style="list-style-type: none"> • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position <ul style="list-style-type: none"> • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		

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 appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Production of a cross-media economic journal			12-M-WPS-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		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.			
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)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (research, reportage, profile or (polemic) commentary, approx. 5 minutes per item) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			
Additional information			
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Workload
300 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018)

Module title			Abbreviation
Introduction to Business Administration - Minor			12-NW-EBWL-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		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			
<p>This course aims to provide non-specialist students with an overview of the structure and the ways of thinking of modern business administration. In this context, we will also apply selected conventional tools for the description and solution of problems in selected areas of the subject.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none">1. What is business?2. Business and its view of human beings3. Optimal decisions in business administration4. Cooperation benefits5. Coordination of conventional markets6. Market failure7. Coordination in companies8. Stakeholder value vs. shareholder value9. Financial implementation of shareholder value10. Legal forms			
Intended learning outcomes			
After completing the module, students should be able to describe the modern business economics as a scientific discipline in its institutional economic expression and to master appropriate level in their problem-solving techniques used on the character of an orientation session.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
200 places (lottery)			
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 appears in			
Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Computer Science (2015)			
Master's with 1 major Media Communication (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	page 67 / 70

Bachelor's degree (1 major) Political and Social Studies (2015)
 Master's degree (1 major) Media Communication (2015)
 Master's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Computer Science (2017)
 Master's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Master's degree (1 major) Media Communication (2019)
 Master's degree (1 major) Diversity management, religion and education (2019)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Geography (2023)

Module title			Abbreviation
Human Resource Management & Organizational Theory			12-P&O-F-152-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 "Personal" ("Human Resources Management") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and human resource management.			
Syllabus			
1. Human Resource Management in enterprises 2. The economic drivers of employers and employees 3. Incentive and remuneration systems 4. Challenges for the management of teams 5. Information as a driving force of personnel management 6. Demographic challenges of human resource management			
Intended learning outcomes			
The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the areas personnel economics and management on the basis of text books and scientific literature.			
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 can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
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)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016)			
Master's with 1 major Media Communication (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Medienkommunikation - 2016	
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Master's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Economathematics (2017)
Master's degree (1 major) Media Communication (2018)
Master's degree (1 major) China Business and Economics (2019)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
Master's degree (1 major) Media Communication (2019)
Bachelor's degree (1 major) Business Information Systems (2020)