Subdivided Module Catalogue

for the Subject

Media Entertainment

as a Master's with 1 major

with the degree "Master of Science"

(120 ECTS credits)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Learning Outcomes

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

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

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

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

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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)):

> **12-May-2022 (2022-40)**

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.

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (75 ECTS credits)				
06-ENT-ADA-222-m01	Advanced Data Analysis	5	NUM	8
06-ENT-Ehi-222-m01	Entertainment History	5	NUM	12
06-ENT-Epsy-222-m01	Entertainment Psychology	5	NUM	17
06-ENT-Econ-222-m01	Entertainment Conception	5	NUM	10
06-ENT-Ema-222-m01	Entertainment Marketing	5	NUM	15
06-ENT-AES-222-m01	Advanced Entertainment Studies	5	NUM	9
06-ENT-Esto-222-m01	Entertainment & Stories	5	NUM	18
06-ENT-Efi-222-m01	Entertainment & Film	5	NUM	11
06-ENT-Emu-222-m01	Entertainment & Music	5	NUM	16
06-ENT-EIM-222-m01	Entertainment & Interactive Media	5	NUM	13
06-ENT-Ein-222-m01	Entertainment Industries	5	NUM	14
06-ENT-RP-222-m01	Research Project	10	NUM	21
06-ENT-PR-222-m01	Internship	10	B/NB	20
Compulsory Electives (15 ECTS credits)				
04-DH-A1-152-m01	Digital Humanities in Overview	5	B/NB	5
06-PDM-PSY1-222-m01	Psychology 1	5	NUM	26
06-PDM-PSY2-222-m01	Psychology 2	5	NUM	27
06-PDM-PSY3-222-m01	Psychology 3	10	NUM	28
06-MCS-VUsEx-152-m01	Specialisation User Experience	5	NUM	24
06-MCS-AT-152-m01	Current Trends of Human-Computer Systems	5	NUM	22
06-MCS-GL-222-m01	Foundations of Human-Computer-Systems	5	NUM	23
06-ENT-AB-222-m01	Selected Areas in Media Entertainment	5	NUM	7
10-HCI-PRIS-212-m01	Principles of Interactive Systems	5	NUM	29
10-I=PM-212-m01	Professional Project Management	5	NUM	31
10-I=PRJAK-212-m01	Project - Current Topics in Computer Science	5	NUM	33
12-EBWL-G-212-m01	Organization	5	NUM	37
12-P&O-F-212-m01	Human Resource Management	5	NUM	51
12-Ebus-F-212-m01	E-Business	5	NUM	35
12-M-ECC-182-m01	Business Communication in Print, Online and Social Media	5	NUM	43
12-M-PCW-182-m01	Project Modul: Crossmedial Business Communication	10	NUM	47
12-M-PACW-182-m01	Project Modul: Audiovisual Business Communication	10	NUM	45
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	49
12-EPS-212-m01	Entrepreneurship	5	NUM	39
12-IM-212-m01	Strategic and Innovation Management	5	NUM	41
Thesis (30 ECTS credits)				
06-ENT-MT-222-m01	Master-Thesis	30	NUM	19

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Digital Humanities in Overview		04-DH-A1-152-m01

Module coordinator	Module offered by
holder of the Chair of Digital Humanities and German Literature of the Modern Period	Chair of Digital Humanities and German Literature of the Modern Period

ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Overview of the discipline of digital humanities with a focus on abstraction, formalisation and data modelling as well as text encoding, the digital library and applications in the humanities.

Intended learning outcomes

Students are familiar with the core principles of digital humanities and have gained an overview of the discipline.

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

V (2) + T (2)
Module taught in: German and/or English

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

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

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)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Areas in Media Entertainment	06-ENT-AB-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, a certain area of media entertainment is focused. This focus could be related to certain entertaining media, entertainment offerings, entertainment theories or entertainment phenomena.

Intended learning outcomes

Students gain knowledge of as well as skills in analyzing and reflecting a certain area of media entertainment. They are able to acquire a deep expertise in a special area of the entertainment business or entertainment research.

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

V/S (2)

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 (60 to 120 minutes) or
b) term paper (15 to 20 pages)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Advanced Data Analysis			06-ENT-ADA-222-m01	

Module coordinator			Module offered by	
holder of the Professorship of Media and Business Communication			Institute of Human Computer Media	

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

Duration	Module level	Other prerequisites		
1 semester	graduate	--		

Contents

This module provides advanced methods of data analysis, i.e. multivariate methods of data analysis like multiple regression analysis, several forms of variance analysis, factor analysis as well as mediator and moderator analysis. The basic logic of each method is explained in a first step, followed by illustrating examples. Finally, the application of the methods can be trained in different exercises.

Intended learning outcomes

Students learn the basic logic of the different multivariate methods of data analysis and are able to competently conduct them by themselves. This enables a competent and self-contained analysis of data that are produced in studies of the research project or the master thesis.

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

S (2)

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

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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 Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Advanced Entertainment Studies			06-ENT-AES-222-m01	

Module coordinator		Module offered by		
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media		

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

Duration	Module level	Other prerequisites	
1 semester	graduate	--	

Contents

In this module, advanced studies in entertainment research are analyzed and critically reflected in terms of their theoretical foundation, research logic, methodological quality, and their results. Own research designs are developed and critically analyzed as well.

Intended learning outcomes

Students learn about the quality criteria and the procedures in advanced empirical entertainment research. They are able to evaluate other studies with respect to these quality criteria, and they are able to design studies by themselves that meet these quality criteria.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entertainment Conception		06-ENT-Econ-222-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

In this module, advanced concepts of entertainment offerings are developed and analyzed with regard to their potential on the entertainment market. This comprises analyses of market segments, of offerings of competitors, of potential target groups, as well as of societal and medial trends.

Intended learning outcomes

Students learn to conceptually develop entertainment offerings and to critically check their market potential. By doing this, they gain the qualification for successful market positioning of entertainment products.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entertainment & Film		06-ENT-Efi-222-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

In this module, construction and design principles, forms, as well as reception and effects of entertaining films are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.

Intended learning outcomes

Students learn to systematically and analytically look on entertaining films. They develop an evidence-based perspective on the conception and on effects of entertaining films by including fitting empirical studies on certain aspects of entertaining films.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
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Module title	Abbreviation
Entertainment History	06-ENT-Ehi-222-m01

Module coordinator	Module offered by
holder of the Professorship of Media and Business Communication	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, we look at the historical development of media entertainment from end of 19th century up to the present by focusing on famous examples of entertainment offerings. These miles stones are reflected on the background of societal changes and evolving needs and expectations of human beings.

Intended learning outcomes

Students learn why certain historical entertainment offerings were new and fascinating in their times and why they became miles stones in entertainment history. They learn that entertainment offerings are able to unfold their impact and their fascination only under certain societal contexts and on background of certain needs of the people.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
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Module title		Abbreviation
Entertainment & Interactive Media		06-ENT-EIM-222-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

In this module, construction and design principles, forms, as well as reception and effects of entertaining interactive media are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.

Intended learning outcomes

Students learn to systematically and analytically look on entertaining interactive media. They develop an evidence-based perspective on the conception and on effects of entertaining interactive media by including fitting empirical studies on certain aspects of entertaining interactive media.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
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Module title	Abbreviation
Entertainment Industries	06-ENT-Ein-222-m01

Module coordinator	Module offered by
holder of the Professorship of Media and Business Communication	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, job fields and concrete jobs in the entertainment, music and event industries are processed and reflected. Current trends of the job market are analyzed. Experts/practitioners from different job fields are invited to ensure the direct exchange with the world outside the university.

Intended learning outcomes

Students gain knowledge about different job fields and learn to differentiate between job fields. They understand which requirements and conditions are connected to different job fields, and they know how they meet these criteria based on what they have learned in this media entertainment program. They get familiar with the current trends in entertainment, music and event industries.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entertainment Marketing		06-ENT-Ema-222-m01

Module coordinator	Module offered by
holder of the Professorship of Media and Business Communication	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, we analyze entertainment institutions, entertainment offerings, or even entertaining celebrities with respect to their market value and their branding. Starting from an analysis of the current status of the brand, we strategically plan a re-positioning of the brand including a new brand communication. The new brand strategy is finally presented in a pitch.

Intended learning outcomes

Students learn to analyze and to optimize entertainment brands which are suboptimally positioned in the market. They learn to evaluate entertainment brands according to the requirements of the entertainment market, and not according to their own interest or liking. They get familiar with a pitch presentation being able to present a brand strategy in a marketing-like manner.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Entertainment & Music	06-ENT-Emu-222-m01

Module coordinator	Module offered by
holder of the Professorship of Media and Business Communication	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, construction and design principles, forms, as well as reception and effects of entertaining music are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.

Intended learning outcomes

Students learn to systematically and analytically look on entertaining music. They develop an evidence-based perspective on the conception and on effects of entertaining music by including fitting empirical studies on certain aspects of entertaining music.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
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Module title		Abbreviation
Entertainment Psychology		06-ENT-Epsy-222-m01

Module coordinator		Module offered by
holder of the Chair of Psychology of Communication and New Media		Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, basic and advanced concepts, theories, results and empirical paradigms in entertainment research are processed and challenged from a psychological perspective.

Intended learning outcomes

Students learn different psychological approaches and research paradigms being able to explain the attention to as well as the reception and effects of entertaining media offerings. They learn to classify different approaches according to their potential for explaining entertainment phenomena, and they understand which approaches overlap and which complement each other.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
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UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Entertainment & Stories	06-ENT-Esto-222-m01

Module coordinator	Module offered by
holder of the Chair of Psychology of Communication and New Media	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, construction and design principles, forms, as well as reception and effects of entertaining stories are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.

Intended learning outcomes

Students learn to systematically and analytically look on entertaining stories. They develop an evidence-based perspective on the conception and on effects of entertaining stories by including fitting empirical studies on certain aspects of entertaining stories.

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

S (2)

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) oral examination of one candidate each (30 minutes) or
b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or
c) portfolio (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Master-Thesis			06-ENT-MT-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, students work on a scientific question stemming from one of the research teams involved in the study program. In doing so, they apply the methods of the discipline. The duration of the work is limited to a defined period of time. The students are supervised by a member of one of the research teams involved in the program.

Intended learning outcomes

Students will be able to identify a scientifically relevant question, examine the state of research, and describe and evaluate it in order to derive research desiderata and research questions. They develop a methodical approach and test hypotheses/answer the research questions. The goal is to gain knowledge against the background of existing theories and findings. In empirical work, students learn to collect data for hypothesis testing and to evaluate it in a methodologically correct way. Furthermore, students will be able to write scientific papers according to the requirements of the discipline.

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

No courses assigned to module

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

Master's thesis (approx. 80 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

Time to complete: 6 month
Registration on a continuous basis as agreed upon with supervisor

Workload

900 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Internship	06-ENT-PR-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The internship aims to provide insights into fields of employment with relevance to media entertainment. The internship provides an opportunity for students to enhance their acquired knowledge and skills by applying them to practical issues. Students will further get an opportunity to gain additional practical experience in the field of media entertainment before entering the labor market.

Intended learning outcomes

The internship provides students with an opportunity to apply the knowledge and skills acquired at the university to practical issues of the media entertainment business. They should obtain practical skills of professionals and reflect those skills against the theoretical background of their university education.

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

P (o)

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

Duration of practical course: 8 weeks.
Prior to the placement, approval must be obtained from the placement supervisor.

Workload

300 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Research Project		06-ENT-RP-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Media Entertainment (Media Entertainment)	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this module, we run though a complete entertainment research process: Exploring the state of research, finding a research gap, building the theoretical foundation, deriving research questions and hypotheses, designing the research logic, doing the operationalization, conducting the study, analyzing the data, interpreting the results, and finally writing the research report.

Intended learning outcomes

Students get to know every step of a complete research process. Doing so, they are able to develop, to conduct, to analyze and to report a study by themselves, for example in the context of their master thesis. They learn to anticipatory plan a research project, and how to avoid risks and unnecessary excursions.

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

R (6)

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) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or
b) portfolio (approx. 20 pages) or
c) project report (15 to 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Current Trends of Human-Computer Systems		06-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)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Foundations of Human-Computer-Systems	06-MCS-GL-222-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

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

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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 Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Specialisation User Experience		06-MCS-VUsEx-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)

Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems:
a) written examination (approx. 90 minutes) or
b) presentation (approx. 20 minutes) and handout (approx. 5 pages) or
c) presentation of project results (approx. 30 minutes) or
d) presentation (approx. 45 minutes) or
e) oral examination of one candidate each (approx. 30 minutes) or
f) term paper (approx. 10 pages).
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: every semester

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

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Module appears in

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)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

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)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Psychology 1		06-PDM-PSY1-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
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. 8

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 Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Psychology 2		06-PDM-PSY2-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
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. 81

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 Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Psychology 3		06-PDM-PSY3-222-m01

Module coordinator	Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
10	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. 81

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 Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Principles of Interactive Systems	10-HCI-PRIS-212-m01

Module coordinator	Module offered by
holder of the Chair of Computer Science IX	Institute of Computer Science

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module teaches requirements, concepts and practical solutions for interactive human-computer systems of extended reality (virtual reality, mixed reality, augmented reality), perceptual computing, computer games and cyber-physical systems. Due to their common characteristics, these systems have recently often been referred to as real-time interactive systems.

In the lecture, theoretical models are introduced, requirements of the application domain are derived, and current and novel conceptual and practical solutions are presented. First, conceptual principles for characterizing real-time interactive systems are presented. Then, conceptual models of the mission-critical aspects of time, latencies, processes, and events necessary to describe the behavior of a system are introduced. This is followed by a presentation of the application state, its distribution and coherence requirements, and the consequences of these requirements on decoupling and software quality in general. Then, potential solutions for data redundancy, distribution, synchronization, and interoperability are addressed. Furthermore, concepts underlying virtual reality such as immersion and presence are discussed, as well as various methods for measuring them. Finally, avatars and the concept of embodiment will be discussed. The exercise will provide an insight into practical research work and experiments of the chair as well as a first practical insight into software technologies and frameworks for the creation of interactive real-time systems, e.g. Unity3d and/or Unreal Engine.

Intended learning outcomes

After participating in the module courses, students are able to recognize basic application scenarios for Interactive Systems. They remember subject-specific approaches and can apply them to adequate problems. They know theoretical models and they can summarize, compare and explain different approaches and evaluate their performance. They can apply available tools to typically occurring tasks and know their advantages and disadvantages. Furthermore, you can independently familiarize yourself with complex technical systems as well as independently develop problem-solving proposals, communicate these in a team and integrate them in a prototype.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 90 minutes) or
b) oral examination of one candidate each (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: every semester

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Human-Computer-Interaction (2021)
Master's degree (1 major) Computational Mathematics (2022)
Master's degree (1 major) Mathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Artificial Intelligence & Extended Reality (2024)
Master's degree (1 major) Artificial Intelligence (2024)
Master's degree (1 major) Computational Mathematics (2024)
Master's degree (1 major) Mathematics (2024)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Professional Project Management		10-I=PM-212-m01

Module coordinator	Module offered by
holder of the Chair of Computer Science III	Institute of Computer Science

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

Duration	Module level	Other prerequisites
1 semester	graduate	We recommend completing module 10-I=PRJAK in parallel.

Contents

Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.

Intended learning outcomes

The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.

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

V (4)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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,KI,ES,LR,HCI,GE

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 (2021)
Master's degree (1 major) Computational Mathematics (2022)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) Mathematics (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Media Entertainment (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Psychology of digital media (2022)
Master's degree (1 major) Computer Science (2023)
Master's degree (1 major) Computational Mathematics (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Mathematics (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) Economathematics (2024)
Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Project - Current Topics in Computer Science			10-I=PRJAK-212-m01	

Module coordinator			Module offered by	
Dean of Studies Informatik (Computer Science)			Institute of Computer Science	

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Completion of a project task (in Teams).

Intended learning outcomes

The project allows participants to work on a problem in computer science in teams.

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

P (4)

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

project report (10 to 15 pages) and presentation of project (15 to 30 minutes)
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)

Allocation of places

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Additional information

Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE

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 (2021)
Master's degree (1 major) Computational Mathematics (2022)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) Mathematics (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
Master's degree (1 major) Computer Science (2023)
Master's degree (1 major) Computational Mathematics (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Mathematics (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) Economathematics (2024)
Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
E-Business	12-Ebus-F-212-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) + T (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 (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or
d) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)
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) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (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) Economathematics (2022)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
Bachelor's degree (1 major) Mathematics (2023)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Organization			12-EBWL-G-212-m01

Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterpreises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.

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

V (2) + T (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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: 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) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (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) Economathematics (2022)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
Bachelor's degree (1 major) Mathematics (2023)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Entrepreneurship	12-EPS-212-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.

Contents of the course:
1. Introduction to entrepreneurship
2. Human resources in start-ups
3. Opportunity analysis
4. Business modelling
5. Entrepreneurship in the digital industry
6. Business planning
7. Finance
8. Marketing in start-ups

Intended learning outcomes

After completing the module "Entrepreneurship", the students should be able to
(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;
(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;
(iii) apply theories within the entrepreneurship field to real life situations;
(iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch;
(v) plan human resources and marketing in a start-up.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 minutes) or
b) term paper (as individual or group work; approx. 10 pages each person) or
c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

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) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (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) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Strategic and Innovation Management	12-IM-212-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.

Intended learning outcomes

At the end of the module students are able to understand:
- The importance of innovations
- The sources of innovations
- The New Product Development process
- The roles in the innovation process
- The importance of intellectual property rights
- How innovations diffuse in the market

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 minutes) or
b) term paper (as individual or group work; approx. 10 pages each person) or
c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate)
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) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Business Communication in Print, Online and Social Media		12-M-ECC-182-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. 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)

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
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
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)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-182-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.

Intended learning outcomes

Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.

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

S (2)

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. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Media Communication (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Project Modul: Crossmedial Business Communication		12-M-PCW-182-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

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 (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Media Communication (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Project Modul: Journalism in Economic Policy		12-M-WPJ-182-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.

Intended learning outcomes

Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.

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

S (2)

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. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Subdivided Module Catalogue for the Subject
Media Entertainment
Master's with 1 major, 120 ECTS credits

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Module title		Abbreviation
Human Resource Management		12-P&O-F-212-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 Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.

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

V (2) + Ü (2)

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

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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) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (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) Economathematics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)