

Subdivided Module Catalogue  
for the Subject  
**Psychology of digital media**  
as a Master's with 1 major  
with the degree "Master of Science"  
(120 ECTS credits)

Examination regulations version: 2022  
Responsible: Faculty of Human Sciences  
Responsible: Institute of Human Computer Media

## Learning Outcomes

### Scientific Qualification

- The graduates know the key topics, theories and results on human experience and behavior when engaging with digital media.
- The graduates are able to independently identify and reflect upon the state of scientific knowledge regarding a focal phenomenon. This includes a critical evaluation of different sources.
- The graduates are able to develop and formulate research questions that can be tested empirically.
- The graduates have a inventory of methods at their disposal, which enables them to answer psychological research questions based on empirical studies.
- The graduates can take different perspectives on questions about human experience and behavior when dealing with digital media. Such perspectives are psychological (e.g., from developmental psychology, educational psychology, personality psychology) as well as perspectives from computer science and perspectives above and beyond disciplinary boundaries.

### Employment qualifications

- The graduates can understand and reflect upon questions about human experience and behavior when engaging with digital media that are asked by stakeholders from business and society.
- The graduates answer questions about human experience and behavior when engaging with digital media that are asked by stakeholders from business and society, based on existing theories and results.
- The graduates answer questions about human experience and behavior when engaging with digital media that are asked by stakeholders from business and society, by conducting empirical studies.

### Self-development

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

### Empowerment for social engagement

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

## Abbreviations used

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

Term: **SS** = summer semester, **WS** = winter semester

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

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

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

## Conventions

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

## Notes

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

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

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

## In accordance with

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

**ASPO2015**

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

**12-May-2022 (2022-41)**

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

## The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
<b>Compulsory Courses (75 ECTS credits)</b>				
o6-PDM-MBE1-222-m01	Media in Education and Development 1	5	NUM	18
o6-PDM-MBE2-222-m01	Media in Education and Development 2	5	NUM	19
o6-PDM-KMP1-222-m01	Psychology of Communication and Media 1	5	NUM	16
o6-PDM-KMP2-222-m01	Psychology of Communication and Media 2	5	NUM	17
10-PDM-IS-222-m01	Multimodal Intelligent Systems	5	NUM	30
o6-PDM-GL1-222-m01	Basics 1	5	NUM	14
o6-PDM-GL2-222-m01	Basics 2	5	NUM	15
o6-PDM-ME1-222-m01	Methods 1	5	NUM	20
o6-PDM-ME2-222-m01	Methods 2	5	NUM	21
o6-PDM-FPA-222-m01	Research Project A	10	NUM	12
o6-PDM-FPB-222-m01	Research Project B	10	NUM	13
o6-PDM-PR-222-m01	Internship	10	B/NB	23
<b>Compulsory Electives (15 ECTS credits)</b>				
o4-DH-A1-152-m01	Digital Humanities in Overview	5	B/NB	5
o6-PDM-PSY1-222-m01	Psychology 1	5	NUM	24
o6-PDM-PSY2-222-m01	Psychology 2	5	NUM	25
o6-PDM-PSY3-222-m01	Psychology 3	10	NUM	26
o6-MCS-VUsEx-152-m01	Specialisation User Experience	5	NUM	9
o6-MCS-AT-152-m01	Current Trends of Human-Computer Systems	5	NUM	7
o6-MCS-GL-222-m01	Foundations of Human-Computer-Systems	5	NUM	8
o6-PDM-AB-222-m01	Selected Areas in Psychology of Digital Media	5	NUM	11
10-PDM-PRIS-222-m01	Principles of Interactive Systems	5	NUM	31
10-I=PM-212-m01	Professional Project Management	5	NUM	27
10-I=PRJAK-212-m01	Project - Current Topics in Computer Science	5	NUM	29
12-EBWL-G-212-m01	Organization	5	NUM	35
12-P&O-F-212-m01	Human Resource Management	5	NUM	56
12-Ebus-F-212-m01	E-Business	5	NUM	33
12-M-ECC-182-m01	Business Communication in Print, Online and Social Media	5	NUM	48
12-M-PCW-182-m01	Project Modul: Crossmedial Business Communication	10	NUM	52
12-M-PACW-182-m01	Project Modul: Audiovisual Business Communication	10	NUM	50
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	54
12-EPS-212-m01	Entrepreneurship	5	NUM	40
12-IM-212-m01	Strategic and Innovation Management	5	NUM	46
<b>Thesis (30 ECTS credits)</b>				
o6-PDM-MT-222-m01	Master-Thesis	30	NUM	22

Module title		Abbreviation
<b>Digital Humanities in Overview</b>		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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
Students are familiar with the core principles of digital humanities and have gained an overview of the discipline.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2) Module taught in: German and/or English		
<b>Method of assessment</b> (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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (Minor, 2015) Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2015) Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (2 majors) Digital Humanities (2015) Master's degree (1 major) General and Applied Linguistics (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major, 1 minor) Digital Humanities (2016) Master's degree (1 major) Media Communication (2018) Bachelor's degree (2 majors) Classical Archaeology (2018) Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018) Bachelor's degree (1 major, 1 minor) Digital Humanities (2018) Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2018)		
Master's with 1 major Psychology of digital media (2022)	JMU Würzburg • generated 21-Okt-2023 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2022	page 5 / 56

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' 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)

Module title		Abbreviation
<b>Current Trends of Human-Computer Systems</b>		o6-MCS-AT-152-m01
Module coordinator		Module offered by
chairperson of examination committee of the Bachelor's degree programme Mensch-Computer-Systeme (Human-Computer Systems)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides an introduction to typical scientific research work with a focus on human-computer systems topics. Content includes the use of scientific media (conference proceedings, journals, books, etc.) and the presentation of scientific content. Students search for and analyze scientific publications in relation to a specific research question. Analysis involves identifying relevant content, synthesizing it into coherent arguments, and critiquing it. Students present the results of their analysis to other participants with an oral presentation.		
Intended learning outcomes		
After participating in the module courses, students will be able to understand relevant information from scientific texts and identify and interpret the important key points. They will be able to summarize these and compare and evaluate them with other results and present the overall results to a specialized audience.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
presentation (approx. 20 minutes) with handout (approx. 5 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Human-Computer Systems (2015) Bachelor' degree (1 major) Human-Computer Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Human-Computer Systems (2018) Bachelor' degree (1 major) Human-Computer Systems (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
<b>Foundations of Human-Computer-Systems</b>		o6-MCS-GL-222-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Bachelor's degree programme Mensch-Computer-Systeme (Human-Computer Systems)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>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.</p> <p>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.</p>		
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)		
<p>written examination (approx. 90 minutes).</p> <p>Language of assessment: German or English</p> <p>creditable for bonus</p>		
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		
<p>Master's degree (1 major) Media Entertainment (2022)</p> <p>Master's degree (1 major) Psychology of digital media (2022)</p>		



Module title		Abbreviation
<b>Specialisation User Experience</b>		o6-MCS-VUEx-152-m01
Module coordinator		Module offered by
holder of the Chair of Psychological Ergonomics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (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), b) presentation (approx. 20 minutes) and handout (approx. 5 pages), c) presentation of project results (approx. 30 minutes), d) presentation (approx. 45 minutes), 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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Human-Computer Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor' degree (1 major) Human-Computer Systems (2016) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Bachelor' degree (1 major) Human-Computer Systems (2018) Master's degree (1 major) Media Communication (2019) Bachelor' degree (1 major) Human-Computer Systems (2022)		
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Master's degree (1 major) Media Entertainment (2022)  
Master's degree (1 major) Psychology of digital media (2022)

<b>Module title</b>		<b>Abbreviation</b>
<b>Selected Areas in Psychology of Digital Media</b>		o6-PDM-AB-222-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
In this module, selected topics of digital media from research and practice are taught. The module takes up current trends in research, theories or methods as well as practical issues from psychology or computer science or communication science, so that students can discover and deepen their own interests.		
<b>Intended learning outcomes</b>		
Students gain in-depth insights into specific issues from research and/or practice. They know about current trends or developments in the field.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V/S (2)		
<b>Method of assessment</b> (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) Language of assessment: German or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		

<b>Module title</b>		<b>Abbreviation</b>
<b>Research Project A</b>		o6-PDM-FPA-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Communication Psychology and New Media, holder of the Chair of Psychology IV, holder of the Professorship of Developmental Psychology		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
In this module, students get to know a research-related subfield of the psychology of digital media in depth. Theories from communication psychology, educational psychology, and/or developmental psychology will be drawn upon. During the course of the semester, students will go through an entire research cycle under supervision: From understanding theory, developing a research question, creating stimuli and measurement instruments, to collecting data and then analyzing the data.		
<b>Intended learning outcomes</b>		
Students are able to apply empirical research methods. The module contributes to being able to structure scientific texts, to design and conduct an empirical study, and to answer research questions and to test hypotheses. In addition, students will be able to prepare and present the findings adequately.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
R (6)		
<b>Method of assessment</b> (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 (approx. 30 minutes) or b) project report (approx. 10 pages) or c) scientific poster (1 page, DIN A0) with presentation Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Research Project B		o6-PDM-FPB-222-mo1
Module coordinator		Module offered by
holder of the Professorship of Media Informatics, holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, a research-related sub-area (such as: interactive technical systems or media and communication psychology phenomena) is introduced in detail. In the course of the semester, the entire research cycle of familiarization with theory, development of a research question, technical implementation of a prototype and its evaluation, or the production of stimuli, and subsequent analysis or hypothesis testing, will be conducted in a guided manner.		
Intended learning outcomes		
The students are able to apply scientific methods. The module contributes to being able to categorize scientific texts, develop simple technical prototypes or produce media stimuli and evaluate them appropriately and test research questions. In addition, students will be able to prepare and present the findings in an appealing way (e.g. in poster or demonstration form).		
Courses (type, number of weekly contact hours, language — if other than German)		
R (6)		
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) 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) Psychology of digital media (2022)		

Module title		Abbreviation
<b>Basics 1</b>		o6-PDM-GL1-222-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	undergraduate	--
Contents		
This module teaches basic knowledge necessary for researching digital media in terms of experience and behavior. This basic knowledge is imparted from the fields of media psychology, online and mobile communication, developmental psychology, educational psychology, media informatics and human-computer interaction. Depending on their previous knowledge based on their bachelor's program, students can put an emphasis on compensating for knowledge gaps.		
Intended learning outcomes		
Students will be familiar with theories, findings, and techniques from the above-mentioned areas that are necessary for understanding the functioning and impact of digital media.		
Courses (type, number of weekly contact hours, language — if other than German)		
V/S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 25 minutes) or Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
<b>Basics 2</b>		o6-PDM-GL2-222-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	undergraduate	--
Contents		
This module teaches basic knowledge necessary for researching digital media in terms of experience and behavior. This basic knowledge is imparted from the fields of media psychology, online and mobile communication, developmental psychology, educational psychology, media informatics and human-computer interaction. Depending on their previous knowledge based on their bachelor's program, students can put an emphasis on compensating for knowledge gaps.		
Intended learning outcomes		
Students will be familiar with theories, findings, and techniques from the above-mentioned areas that are necessary for understanding the functioning and impact of digital media.		
Courses (type, number of weekly contact hours, language — if other than German)		
V/S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 25 minutes) or Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Psychology of Communication and Media 1		o6-PDM-KMP1-222-mo1
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media, holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module student learn about communication processes that are mediated by digital media and how digital media are being experienced by recipients. Based on research from psychology and communication studies as well as adjoined disciplines effects on the experience and behavior of users are addressed. For example, communication via social networks, watching films and videos, playing video games, interacting with social robots or immersion in virtual realities.		
Intended learning outcomes		
The students learn how digital media effect the psychological processes of media users. Students evaluate these effects on the basis of current research results. Students can critically reflect on studies and apply the knowledge they have acquired to practical issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
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) term paper (15 to 20 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		



Module title		Abbreviation
Psychology of Communication and Media 2		o6-PDM-KMP2-222-m01
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media, holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module student learn about communication processes that are mediated by digital media and how digital media are being experienced by recipients. Based on research from psychology and communication studies as well as adjoined disciplines effects on the experience and behavior of users are addressed. For example, communication via social networks, watching films and videos, playing video games, interacting with social robots or immersion in virtual realities. The Communication and Media Psychology 2 module supplements and expands the contents of the module Communication and Media Psychology 1.		
Intended learning outcomes		
The students learn how digital media effect the psychological processes of media users. Students evaluate these effects on the basis of current research results. Students can critically reflect on studies and apply the knowledge they have acquired to practical issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
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) term paper (15 to 20 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Media in Education and Development 1		o6-PDM-MBE1-222-m01
Module coordinator		Module offered by
holder of the Professorship of Developmental Psychology, holder of the Chair of Psychology IV		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 covers the role of media in the education and development of children, adolescents and adults. Using current research from developmental psychology, educational psychology, media psychology and related fields, we will discuss, for example, how different media are used for formal and informal learning processes, how they can be designed to enhance learning processes, how media influence cognitive, emotional and social development across the lifespan, and how media literacy can be developed or trained. The module focuses on developmental psychological aspects of media use, media effects and media competence.		
Intended learning outcomes		
Students will learn about the role of media in learning, education and development processes and will be able to assess and evaluate these issues based on relevant research. They are able to critically reflect on relevant research and to apply the acquired knowledge in practical fields.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
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) presentation (approx. 30 minutes) or c) term paper (approx. 10 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Media in Education and Development 2		o6-PDM-MBE2-222-m01
Module coordinator		Module offered by
holder of the Chair of Psychology IV, holder of the Professorship of Developmental 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		
This module covers the role of media in the education and development of children, adolescents and adults. Using current research from developmental psychology, educational psychology, media psychology and related fields, we will discuss, for example, how different media are used for formal and informal learning processes, how they can be designed to enhance learning processes, how media influence cognitive, emotional and social development across the lifespan, and how media literacy can be developed or trained. The module focuses on educational psychological aspects of media use, media effects and media competence.		
Intended learning outcomes		
Students will learn about the role of media in learning, education and development processes and will be able to assess and evaluate these issues based on relevant research. They are able to critically reflect on relevant research and to apply the acquired knowledge in practical fields.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
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) presentation (approx. 30 minutes) or c) term paper (approx. 10 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
<b>Methods 1</b>		o6-PDM-ME1-222-mo1
Module coordinator		Module offered by
holder of the Chair of Communication Psychology and New Media		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Advanced quantitative methods are taught in the module. These methods are commonly used to analyze data from empirical studies that investigate the psychology of digital media at a state of the art level. The primary focus is on the analysis of main effects, interaction effects, and mediation models for categorical and continuous variables, based on the general linear model. In addition, in-depth knowledge of about data from experiments and surveys and frequently used designs (between-, within- and mixed-participant) will be acquired.		
Intended learning outcomes		
Students will be able to select appropriate multivariate quantitative analyses, run the analyses in statistic software packages, and report the results. In addition, the module enables the students to understand and critically read scientific texts.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 26 minutes) or Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

<b>Module title</b>		<b>Abbreviation</b>
<b>Methods 2</b>		o6-PDM-ME2-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Communication Psychology and New Media		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
In this module, all phases of empirical research processes are recapitulated and reflected. The focus is on the application of the knowledge over the course of theory formation, hypothesis derivation, operationalization, data analysis and data interpretation. Principles of the open science movement are conveyed. Based on examples from timely studies on the psychology of digital media, decisions in the research process are discussed and justified. Students practice how to write up research results in scientific articles or theses.		
<b>Intended learning outcomes</b>		
Students will be able to plan, carry out, and report studies on the psychology of digital media. This enables them to write their own research reports in the private sector (e.g. market and opinion research), (English-language) scientific journal publications, as well as the master thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (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) term paper (15 to 20 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		

<b>Module title</b>		<b>Abbreviation</b>
<b>Master-Thesis</b>		o6-PDM-MT-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
30	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
<b>Method of assessment</b> (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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
Time to complete: 6 months Registration takes place continuously, after consultation with the supervisor.		
<b>Workload</b>		
900 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Internship		o6-PDM-PR-222-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The internship aims to provide insights into fields of employment with relevance to the psychology of digital media. The internship provides an opportunity for students to enhance their acquired knowledge and skills by applying them to practical issues. Students will further get an opportunity to gain additional practical experience in the field before entering the labor market.		
Intended learning outcomes		
The internship provides students with an opportunity to apply the knowledge and skills acquired at the university to practical issues of the digital media business. They should obtain practical skills of professionals and reflect those skills against the theoretical background of their university education.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages) Language of assessment: German and/or English		
Allocation of places		
Duration: 8 weeks Approval must be obtained from the supervisors before the start of the internship.		
Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
Psychology 1		o6-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)		



Module title		Abbreviation
Psychology 2		o6-PDM-PSY2-222-mo1
Module coordinator		Module offered by
chairperson of examination committee of the Master's degree programme Psychologie digitaler Medien (Psychology of digital media)		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module offers the opportunity to choose from a defined selection of courses from the various subfields of psychology - provided that access can be made possible within the framework of the admission restrictions. The module thus conveys basic theories, methods and results of the different sub-fields of psychology, e.g., cognitive psychology, social psychology, differential psychology or general psychology.		
Intended learning outcomes		
The students are familiar with basic theories, methods and results from the respective subfield of psychology and gain an overview of the central questions and the subject area of the different psychological fields. In addition to the importance for their research-related competencies, they also learn about references to application-related issues.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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		
--		
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)		

Module title		Abbreviation
Psychology 3		o6-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)		

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	--
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). creditable for bonus Language of assessment: German and/or English		
Allocation of places		
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Additional information		
We recommend completing module 10-I=PRJAK in parallel. 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)		
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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)

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	--
<b>Contents</b>		
Completion of a project task (in Teams).		
<b>Intended learning outcomes</b>		
The project allows participants to work on a problem in computer science in teams.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
P (4)		
<b>Method of assessment</b> (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)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT,SE,IT,KI,ES,LR,HCI,GE		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
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)		

<b>Module title</b>		<b>Abbreviation</b>
<b>Multimodal Intelligent Systems</b>		10-PDM-IS-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media Informatics		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
This module teaches about the interaction with multimodal intelligent systems, such as socially interactive agents. These systems use different modalities, such as speech, gestures, facial expressions, in input and/or output to support natural human-machine interaction. To be used in social domains, these systems must have some social intelligence. Application areas of are for example elderly support, education or storytelling. Besides theoretical contents, the modeling of the interaction with such systems is presented practically.		
<b>Intended learning outcomes</b>		
The students are able to independently prepare a topic area of multimodal intelligent systems and present it in a plenary session. In addition, they know the most important building blocks and have a basic overview of different subfields, such as the use or effect of different modalities, the use of contextual knowledge, or application domains. The module also enables them to understand and critically classify scientific texts.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (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) term paper (15 to 20 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		

Module title		Abbreviation
<b>Principles of Interactive Systems</b>		10-PDM-PRIS-222-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science IX		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		
<p>This course provides an introduction into the requirements, concepts, and engineering art of highly interactive human-computer systems. Such systems are typically found in perceptual computing, Virtual, Augmented, Mixed Reality, computer games, and cyber-physical systems. Lately, these systems are often termed Real-Time Interactive Systems (RIS) due to their common aspects. The course covers theoretical models derived from the requirements of the application area as well as common hands-on and novel solutions necessary to tackle and fulfill these requirements. The first part of the course will concentrate on the conceptual principles characterizing real-time interactive systems. Questions answered are: What are the main requirements? How do we handle multiple modalities? How do we define the timeliness of RIS? Why is it important? What do we have to do to assure timeliness? The second part will introduce a conceptual model of the mission-critical aspects of time, latencies, processes, and events necessary to describe a system's behavior. The third part introduces the application state, its requirements of distribution and coherence, and the consequences these requirements have on decoupling and software quality aspects in general. The last part introduces some potential solutions to data redundancy, distribution, synchronization, and interoperability. Along the way, typical and prominent state-of-the-art approaches to reoccurring engineering tasks are discussed. This includes pipeline systems, scene graphs, application graphs (aka field routing), event systems, entity and component models, and others. Novel concepts like actor models and ontologies will be covered as alternative solutions. The theoretical and conceptual discussions will be put into a practical context of today's commercial and research systems, e.g., X3D, instant reality, Unity3d, Unreal Engine 4, and Simulator X.</p>		
Intended learning outcomes		
<p>After the course, the students will have a solid understanding of the boundary conditions defined by both, the physiological and psychological characteristics of the human users as well as by the architectures and technological characteristics of today's computer systems. Participants will gain a solid understanding about what they can expect from today's technological solutions. They will be able to choose the appropriate approach and tools to solve a given engineering task in this application area and they will have a well-founded basis enabling them to develop alternative approaches for future real-time interactive systems.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) Module taught in : German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 90 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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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) Psychology of digital media (2022)



Module title		Abbreviation
<b>E-Business</b>		12-Ebus-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business 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		
--		
Additional information		
--		
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) China Business and Economics (2021) Bachelor' degree (1 major) Business Information Systems (2021) Bachelor' degree (1 major) Economathematics (2021) Bachelor' degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor' degree (1 major) Economathematics (2022) Bachelor' degree (1 major) Artificial Intelligence and Data Science (2022)		
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Master's degree (1 major) Psychology of digital media (2022)  
exchange program Business Management and Economics (2022)  
Bachelor' degree (1 major) Artificial Intelligence and Data Science (2023)  
Bachelor' degree (1 major) Mathematics (2023)  
Bachelor' degree (1 major) Business Information Systems (2023)  
Bachelor' degree (1 major) Economathematics (2023)  
Bachelor' degree (1 major) Business Management and Economics (2023)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

<b>Module title</b>		<b>Abbreviation</b>
<b>Organization</b>		12-EBWL-G-212-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course will introduce students to relevant subject areas of business administration. Students will acquire an overview of the different perspectives and main points of view from which a theoretical examination of business enterprise may take place. The course will focus on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, a study will be made of the economic subject's decision-making behaviour.</p> <p>Reading list to be provided during lecture.</p>		
<b>Intended learning outcomes</b>		
The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (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		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: every year, winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Biology (2011)</p> <p>Bachelor' degree (1 major) Chemistry (2010)</p> <p>Bachelor' degree (1 major) Mathematics (2014)</p> <p>Bachelor' degree (1 major) Physics (2012)</p> <p>Bachelor' degree (1 major) Psychology (2010)</p> <p>Bachelor' degree (1 major) Economathematics (2012)</p> <p>Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2013)</p> <p>Bachelor's degree (1 major, 1 minor) Pedagogy (2011)</p> <p>Bachelor's degree (1 major, 1 minor) Pedagogy (2009)</p> <p>Bachelor's degree (1 major, 1 minor) Pedagogy (2013)</p> <p>Bachelor's degree (1 major, 1 minor) French Studies (2013)</p>		
Master's with 1 major Psychology of digital media (2022)	JMU Würzburg • generated 21-Okt-2023 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2022	page 35 / 56

Bachelor's degree (1 major, 1 minor) History (2010)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2013)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2013)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2012)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2010)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2010)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)  
 Bachelor's degree (1 major, 1 minor) Gallo-Roman philology (2010)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2013)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2010)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2010)  
 Bachelor's degree (2 majors) Classical Archaeology (2013)  
 Bachelor's degree (2 majors) Pedagogy (2013)  
 Bachelor's degree (2 majors) Philosophy (2013)  
 Bachelor's degree (2 majors) Special Education (2009)  
 Bachelor's degree (2 majors) Digital Humanities (2012)  
 Bachelor's degree (2 majors) Political and Social Studies (2011)  
 Bachelor's degree (2 majors) Russian Language and Culture (2012)  
 Bachelor's degree (2 majors) European Ethnology (2013)  
 Magister Theologiae Catholic Theology (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2009)  
 Bachelor's degree (2 majors) English and American Studies (2009)  
 Bachelor's degree (2 majors) Gallo-Roman philology (2009)  
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 Bachelor's degree (2 majors) Italian Studies (2009)  
 Bachelor' degree (1 major) Biology (2015)  
 Bachelor' degree (1 major) Chemistry (2015)  
 Bachelor' degree (1 major) Geography (2015)  
 Bachelor' degree (1 major) Computer Science (2015)  
 Bachelor' degree (1 major) Mathematics (2015)  
 Bachelor' degree (1 major) Musicology (2015)  
 Bachelor' degree (1 major) Physics (2015)  
 Bachelor' degree (1 major) Psychology (2015)  
 Bachelor' degree (1 major) Nanostructure Technology (2015)  
 Bachelor' degree (1 major) Biomedicine (2015)  
 Bachelor' degree (1 major) Human-Computer Systems (2015)  
 Bachelor' degree (1 major) Music Education (2015)  
 Bachelor' degree (1 major) Computational Mathematics (2015)  
 Bachelor' degree (1 major) Political and Social Studies (2015)  
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 Bachelor' degree (1 major) Academic Speech Therapy (2015)  
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 Bachelor's degree (1 major, 1 minor) Egyptology (2015)  
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 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)  
 Bachelor's degree (1 major, 1 minor) History (2015)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2015)  
 Bachelor's degree (1 major, 1 minor) Musicology (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)  
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)

Bachelor's degree (1 major, 1 minor) Music Education (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)  
 Bachelor's degree (2 majors) Egyptology (2015)  
 Bachelor's degree (2 majors) Classical Archaeology (2015)  
 Bachelor's degree (2 majors) Pedagogy (2015)  
 Bachelor's degree (2 majors) Protestant Theology (2015)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2015)  
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 Bachelor's degree (2 majors) Digital Humanities (2015)  
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 Bachelor's degree (2 majors) Russian Language and Culture (2015)  
 Bachelor's degree (2 majors) Greek Philology (2015)  
 Bachelor's degree (2 majors) European Ethnology (2015)  
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)  
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2015)  
 Bachelor's degree (2 majors) Geography (2015)  
 Bachelor's degree (2 majors) French Studies (2015)  
 Bachelor's degree (2 majors) History (2015)  
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)  
 Bachelor's degree (2 majors) German Language and Literature (2015)  
 Bachelor' degree (1 major) Mathematical Physics (2016)  
 Bachelor' degree (1 major) Human-Computer Systems (2016)  
 Bachelor's degree (2 majors) Theological Studies (2011)  
 Bachelor's degree (1 major, 1 minor) French Studies (2016)  
 Bachelor's degree (2 majors) French Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)  
 Bachelor's degree (2 majors) Italian Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)  
 Bachelor's degree (2 majors) Spanish Studies (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Italian) (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2016)  
 Bachelor' degree (1 major) Romanic Languages (Italian/Spanish) (2016)  
 Bachelor' degree (1 major) Games Engineering (2016)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)  
 Bachelor's degree (2 majors) English and American Studies (2016)  
 Bachelor' degree (1 major) Media Communication (2016)  
 Bachelor' degree (1 major) Food Chemistry (2016)  
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)  
 Bachelor' degree (1 major) Biology (2017)  
 Bachelor's degree (1 major, 1 minor) Geography (2017)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)

Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)  
 Bachelor' degree (1 major) Aerospace Computer Science (2017)  
 Bachelor' degree (1 major) Modern China (2017)  
 Bachelor' degree (1 major) Biochemistry (2017)  
 Bachelor' degree (1 major) Chemistry (2017)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)  
 Bachelor' degree (1 major) Games Engineering (2017)  
 Bachelor' degree (1 major) Computer Science (2017)  
 Bachelor' degree (1 major) Media Communication (2018)  
 Bachelor' degree (1 major) Biomedicine (2018)  
 Bachelor' degree (1 major) Human-Computer Systems (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 (2 majors) Digital Humanities (2018)  
 Bachelor' degree (1 major) Computer Science (2019)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)  
 Module studies (Bachelor) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2019)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2019)  
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)  
 Bachelor' degree (1 major) Modern China (2019)  
 Bachelor' degree (1 major) Food Chemistry (2019)  
 Bachelor' degree (1 major) Biomedicine (2020)  
 Bachelor' degree (1 major) Pedagogy (2020)  
 Bachelor' degree (1 major) Political and Social Studies (2020)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)  
 Bachelor's degree (2 majors) European Ethnology (2020)  
 Bachelor's degree (2 majors) Political and Social Studies (2020)  
 Bachelor's degree (2 majors) Special Education (2020)  
 Bachelor' degree (1 major) Physics (2020)  
 Bachelor' degree (1 major) Nanostructure Technology (2020)  
 Bachelor' degree (1 major) Mathematical Physics (2020)  
 Bachelor' degree (1 major) Aerospace Computer Science (2020)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)  
 Bachelor's degree (2 majors) Pedagogy (2020)  
 Bachelor' degree (1 major) Psychology (2020)  
 Bachelor' degree (1 major) Biology (2021)  
 Magister Theologiae Catholic Theology (2021)  
 Bachelor's degree (2 majors) History (2021)  
 Bachelor's degree (1 major, 1 minor) History (2021)  
 Bachelor' degree (1 major) Media Communication (2021)  
 Bachelor's degree (2 majors) Theological Studies (2021)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)  
 Bachelor's degree (2 majors) English and American Studies (2021)  
 Master's degree (1 major) China Business and Economics (2021)  
 Bachelor' degree (1 major) Functional Materials (2021)  
 Bachelor' degree (1 major) Computer Science und Sustainability (2021)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)  
 Bachelor' degree (1 major) Food Chemistry (2021)



Bachelor' degree (1 major) Quantum Technology (2021)  
 Bachelor's degree (2 majors) Special Education (2021)  
 Bachelor' degree (1 major) Business Information Systems (2021)  
 Bachelor' degree (1 major) Economathematics (2021)  
 Bachelor' degree (1 major) Business Management and Economics (2021)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
 Bachelor' degree (1 major) Human-Computer Systems (2022)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)  
 Bachelor' degree (1 major) Biochemistry (2022)  
 Bachelor' degree (1 major) Biology (2022)  
 Bachelor' degree (1 major) Economathematics (2022)  
 Bachelor' degree (1 major) Mathematical Data Science (2022)  
 Bachelor' degree (1 major) Artificial Intelligence and Data Science (2022)  
 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)  
 exchange program Business Management and Economics (2022)  
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)  
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)  
 Bachelor' degree (1 major) Franco-German studies: language, culture, digital competence (2022)  
 Bachelor' degree (1 major) Midwifery (2022)  
 Bachelor' degree (1 major) European Law (2023)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)  
 Bachelor's degree (2 majors) English and American Studies (2023)  
 Bachelor' degree (1 major) Artificial Intelligence and Data Science (2023)  
 Bachelor' degree (1 major) Mathematics (2023)  
 Bachelor' degree (1 major) Business Information Systems (2023)  
 Bachelor' degree (1 major) Economathematics (2023)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)  
 Bachelor's degree (2 majors) Special Education (2023)  
 Bachelor' degree (1 major) Business Management and Economics (2023)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)  
 Bachelor' degree (1 major) Geography (2023)  
 Bachelor's degree (2 majors) Geography (2023)  
 Bachelor's degree (1 major, 1 minor) Geography (2023)  
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)

Module title		Abbreviation
Entrepreneurship		12-EPS-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>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.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> <li>1. Introduction to entrepreneurship</li> <li>2. Human resources in start-ups</li> <li>3. Opportunity analysis</li> <li>4. Business modelling</li> <li>5. Entrepreneurship in the digital industry</li> <li>6. Business planning</li> <li>7. Finance</li> <li>8. Marketing in start-ups</li> </ol>		
Intended learning outcomes		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> <li>(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;</li> <li>(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;</li> <li>(iii) apply theories within the entrepreneurship field to real life situations;</li> <li>(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;</li> <li>(v) plan human resources and marketing in a start-up.</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (as individual or group work; approx. 10 pages per person) or</p> <p>c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		



<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>           Bachelor' degree (1 major) Biology (2011)            Bachelor' degree (1 major) Chemistry (2010)            Bachelor' degree (1 major) Mathematics (2014)            Bachelor' degree (1 major) Physics (2012)            Bachelor' degree (1 major) Psychology (2010)            Bachelor' degree (1 major) Economathematics (2012)            Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2013)            Bachelor's degree (1 major, 1 minor) Pedagogy (2011)            Bachelor's degree (1 major, 1 minor) Pedagogy (2009)            Bachelor's degree (1 major, 1 minor) Pedagogy (2013)            Bachelor's degree (1 major, 1 minor) French Studies (2013)            Bachelor's degree (1 major, 1 minor) History (2010)            Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2013)            Bachelor's degree (1 major, 1 minor) Philosophy (2013)            Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2012)            Bachelor's degree (1 major, 1 minor) Spanish Studies (2010)            Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)            Bachelor's degree (1 major, 1 minor) English and American Studies (2010)            Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)            Bachelor's degree (1 major, 1 minor) Gallo-Roman philology (2010)            Bachelor's degree (1 major, 1 minor) German Language and Literature (2013)            Bachelor's degree (1 major, 1 minor) German Language and Literature (2010)            Bachelor's degree (1 major, 1 minor) Italian Studies (2010)            Bachelor's degree (2 majors) Classical Archaeology (2013)            Bachelor's degree (2 majors) Pedagogy (2013)            Bachelor's degree (2 majors) Philosophy (2013)            Bachelor's degree (2 majors) Special Education (2009)            Bachelor's degree (2 majors) Digital Humanities (2012)            Bachelor's degree (2 majors) Political and Social Studies (2011)            Bachelor's degree (2 majors) Russian Language and Culture (2012)            Bachelor's degree (2 majors) European Ethnology (2013)            Magister Theologiae Catholic Theology (2013)            Bachelor's degree (2 majors) Spanish Studies (2013)            Bachelor's degree (2 majors) Spanish Studies (2009)            Bachelor's degree (2 majors) English and American Studies (2009)            Bachelor's degree (2 majors) Gallo-Roman philology (2009)            Bachelor's degree (2 majors) German Language and Literature (2013)            Bachelor's degree (2 majors) Italian Studies (2009)            Bachelor' degree (1 major) Biology (2015)            Bachelor' degree (1 major) Chemistry (2015)            Bachelor' degree (1 major) Geography (2015)            Bachelor' degree (1 major) Computer Science (2015)            Bachelor' degree (1 major) Mathematics (2015)            Bachelor' degree (1 major) Musicology (2015)            Bachelor' degree (1 major) Physics (2015)            Bachelor' degree (1 major) Psychology (2015)         </p>		
Master's with 1 major Psychology of digital media (2022)	JMU Würzburg • generated 21-Okt-2023 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2022	page 41 / 56

Bachelor' degree (1 major) Business Management and Economics (2015)  
 Bachelor' degree (1 major) Nanostructure Technology (2015)  
 Bachelor' degree (1 major) Business Information Systems (2015)  
 Bachelor' degree (1 major) Biomedicine (2015)  
 Bachelor' degree (1 major) Human-Computer Systems (2015)  
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 Bachelor's degree (1 major, 1 minor) Egyptology (2015)  
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 Bachelor's degree (1 major, 1 minor) Philosophy (2015)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)  
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 Bachelor's degree (1 major, 1 minor) Music Education (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)  
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 Bachelor's degree (2 majors) French Studies (2015)  
 Bachelor's degree (2 majors) History (2015)  
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)  
 Bachelor's degree (2 majors) German Language and Literature (2015)  
 Bachelor' degree (1 major) Mathematical Physics (2016)

Bachelor' degree (1 major) Human-Computer Systems (2016)  
 Bachelor's degree (2 majors) Theological Studies (2011)  
 Bachelor's degree (1 major, 1 minor) French Studies (2016)  
 Bachelor's degree (2 majors) French Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)  
 Bachelor's degree (2 majors) Italian Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)  
 Bachelor's degree (2 majors) Spanish Studies (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Italian) (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2016)  
 Bachelor' degree (1 major) Romanic Languages (Italian/Spanish) (2016)  
 Bachelor' degree (1 major) Business Information Systems (2016)  
 Bachelor' degree (1 major) Games Engineering (2016)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)  
 Bachelor's degree (2 majors) English and American Studies (2016)  
 Bachelor' degree (1 major) Media Communication (2016)  
 Bachelor' degree (1 major) Food Chemistry (2016)  
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)  
 Bachelor' degree (1 major) Biology (2017)  
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 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)  
 Bachelor' degree (1 major) Aerospace Computer Science (2017)  
 Bachelor' degree (1 major) Modern China (2017)  
 Bachelor' degree (1 major) Biochemistry (2017)  
 Bachelor' degree (1 major) Chemistry (2017)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)  
 Bachelor' degree (1 major) Economathematics (2017)  
 Bachelor' degree (1 major) Games Engineering (2017)  
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 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 (2 majors) Digital Humanities (2018)  
 Bachelor' degree (1 major) Computer Science (2019)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)  
 Module studies (Bachelor) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2019)  
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 Bachelor' degree (1 major) Biomedicine (2020)  
 Bachelor' degree (1 major) Pedagogy (2020)  
 Bachelor' degree (1 major) Political and Social Studies (2020)  
 Bachelor' degree (1 major) Business Information Systems (2020)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)

Bachelor's degree (2 majors) European Ethnology (2020)  
 Bachelor's degree (2 majors) Political and Social Studies (2020)  
 Bachelor's degree (2 majors) Special Education (2020)  
 Bachelor' degree (1 major) Physics (2020)  
 Bachelor' degree (1 major) Nanostructure Technology (2020)  
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 Bachelor' degree (1 major) Biology (2021)  
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 Bachelor's degree (2 majors) English and American Studies (2021)  
 Master's degree (1 major) China Business and Economics (2021)  
 Bachelor' degree (1 major) Functional Materials (2021)  
 Bachelor' degree (1 major) Computer Science und Sustainability (2021)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)  
 Bachelor' degree (1 major) Food Chemistry (2021)  
 Bachelor' degree (1 major) Quantum Technology (2021)  
 Bachelor's degree (2 majors) Special Education (2021)  
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 Bachelor' degree (1 major) Economathematics (2021)  
 Bachelor' degree (1 major) Business Management and Economics (2021)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
 Bachelor' degree (1 major) Human-Computer Systems (2022)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)  
 Bachelor' degree (1 major) Biochemistry (2022)  
 Bachelor' degree (1 major) Biology (2022)  
 Bachelor' degree (1 major) Economathematics (2022)  
 Bachelor' degree (1 major) Mathematical Data Science (2022)  
 Bachelor' degree (1 major) Artificial Intelligence and Data Science (2022)  
 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)  
 exchange program Business Management and Economics (2022)  
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)  
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)  
 Bachelor' degree (1 major) Franco-German studies: language, culture, digital competence (2022)  
 Bachelor' degree (1 major) Midwifery (2022)  
 Bachelor' degree (1 major) European Law (2023)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)  
 Bachelor's degree (2 majors) English and American Studies (2023)  
 Bachelor' degree (1 major) Artificial Intelligence and Data Science (2023)  
 Bachelor' degree (1 major) Mathematics (2023)  
 Bachelor' degree (1 major) Business Information Systems (2023)  
 Bachelor' degree (1 major) Economathematics (2023)

Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)  
 Bachelor's degree (2 majors) Special Education (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) Geography (2023)  
 Bachelor's degree (2 majors) Geography (2023)  
 Bachelor's degree (1 major, 1 minor) Geography (2023)  
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)

Module title		Abbreviation
<b>Strategic and Innovation Management</b>		12-IM-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>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.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> <li>• The importance of innovations</li> <li>• The sources of innovations</li> <li>• The New Product Development process</li> <li>• The roles in the innovation process</li> <li>• The importance of intellectual property rights</li> <li>• How innovations diffuse in the market</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages per person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor' degree (1 major) Business Information Systems (2021) Bachelor' degree (1 major) Economathematics (2021) Bachelor' degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p>		
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Bachelor' 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' degree (1 major) Business Information Systems (2023)  
 Bachelor' degree (1 major) Economathematics (2023)  
 Bachelor' degree (1 major) Business Management and Economics (2023)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
<b>Business Communication in Print, Online and Social Media</b>		12-M-ECC-182-m01
Module coordinator		Module offered by
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module 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.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>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)</p>		
Master's with 1 major Psychology of digital media (2022)	JMU Würzburg • generated 21-Okt-2023 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2022	page 48 / 56



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)

Module title		Abbreviation
<b>Project Modul: Audiovisual Business Communication</b>		12-M-PACW-182-m01
Module coordinator		Module offered by
Holder of the Professorship of Economic Journalism		Faculty of Business 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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (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 Assessment offered: In the semester in which the course is offered Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
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)		

Master's degree (1 major) Econometrics (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)

Module title		Abbreviation
<b>Project Modul: Crossmedial Business Communication</b>		12-M-PCW-182-m01
Module coordinator		Module offered by
Holder of the Professorship of Economic Journalism		Faculty of Business 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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (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 Assessment offered: In the semester in which the course is offered Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
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)		
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Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (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)

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 Business 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		
<p>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.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>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            Assessment offered: In the semester in which the course is offered            Language of assessment: German and/or English            creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>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)</p>		
Master's with 1 major Psychology of digital media (2022)	JMU Würzburg • generated 21-Okt-2023 • exam. reg. data record Master (120 ECTS) Psychologie digitaler Medien - 2022	page 54 / 56

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)

Module title		Abbreviation
Human Resource Management		12-P&O-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture "Personal und Organisation" ("Human Resources Management and Organisation") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and organisation.</p> <p>Reading list to be provided during lecture</p>		
Intended learning outcomes		
<p>The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the area personnel economics and organisation on the basis of text books and scientific literature.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor' degree (1 major) Business Information Systems (2021)</p> <p>Bachelor' degree (1 major) Economathematics (2021)</p> <p>Bachelor' degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor' degree (1 major) Economathematics (2022)</p> <p>Master's degree (1 major) Media Entertainment (2022)</p> <p>Master's degree (1 major) Psychology of digital media (2022)</p> <p>Bachelor' degree (1 major) Business Information Systems (2023)</p> <p>Bachelor' degree (1 major) Economathematics (2023)</p> <p>Bachelor' degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>		