Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject
Media Communication as a Bachelor’s with 1 major
with the degree "Bachelor of Arts" (180 ECTS credits)

Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

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

Information on assessment procedures:
- 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 a module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.
- Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.
In accordance with the general regulations governing the degree subject described in this module catalogue:

**ASPO2009**

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

**25-Oct-2012 (2012-175)**

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.

Every module will be described using the following form:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Module title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECTS</td>
<td>Duration</td>
</tr>
<tr>
<td>Courses</td>
<td>To be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y</td>
</tr>
<tr>
<td>Method of assessment</td>
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<tr>
<td>Only after successful completion of</td>
<td>if applicable</td>
</tr>
<tr>
<td>Other prerequisites</td>
<td>if applicable</td>
</tr>
<tr>
<td>Participants and allocation of places</td>
<td>if applicable</td>
</tr>
<tr>
<td>Additional information</td>
<td>if applicable</td>
</tr>
<tr>
<td>Referred to in LPO I</td>
<td>if applicable (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
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</tr>
<tr>
<td>06-MK-MedInf1-102-m01</td>
<td><strong>Computer Science in Media 1</strong></td>
</tr>
<tr>
<td>06-MK-MedInf2-102-m01</td>
<td><strong>Computer Science in Media 2</strong></td>
</tr>
<tr>
<td>06-MK-IPSY1-102-m01</td>
<td><strong>Instructional Psychology 1</strong></td>
</tr>
<tr>
<td>06-MK-IPSY2-102-m01</td>
<td><strong>Instructional Psychology 2</strong></td>
</tr>
</tbody>
</table>

**Computer Science in Media 1**
- **ECTS:** 6
- **Duration:** 1 semester
- **Method of grading:** numerical grade
- **Modul level:** undergraduate
- **Courses:** V + T (no information on SWS (weekly contact hours) and course language available)
- **Method of assessment:**
  - a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages)
- **Language of assessment:** German, English
- **Participants and allocation of places:**
  - Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.

**Computer Science in Media 2**
- **ECTS:** 6
- **Duration:** 1 semester
- **Method of grading:** numerical grade
- **Modul level:** undergraduate
- **Courses:** V + Ü (no information on SWS (weekly contact hours) and course language available)
- **Method of assessment:**
  - a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages)
- **Language of assessment:** German, English
- **Participants and allocation of places:**
  - Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.

**Instructional Psychology 1**
- **ECTS:** 10
- **Duration:** 1 semester
- **Method of grading:** written examination
- **Modul level:** undergraduate
- **Courses:** V + V + S (no information on SWS (weekly contact hours) and course language available)
- **Method of assessment:** written examination (approx. 100 minutes)
- **Language of assessment:** German, English
- **Other prerequisites:** Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.

**Instructional Psychology 2**
- **ECTS:** 10
- **Duration:** 1 semester
- **Method of grading:** written examination
- **Modul level:** undergraduate
- **Courses:** V + S + S (no information on SWS (weekly contact hours) and course language available)
- **Method of assessment:** written examination (approx. 100 minutes)
- **Language of assessment:** German, English
- **Other prerequisites:** Admission prerequisite to assessment: one presentation (60 minutes) per seminar and one written elaboration (6 to 10 pages) in one seminar.
### Media and Communication Science 1

<table>
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<th>ECTS</th>
<th>Duration</th>
<th>Method of grading</th>
<th>Modul level</th>
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<tr>
<td>8</td>
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<td>numerical grade</td>
<td>undergraduate</td>
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</table>

**Courses**
- 06-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available)

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

#### Assessment in module component 06-MK-MKW1-1-102: Media Systems Press and Broadcast
- 6 ECTS, Method of grading: numerical grade
- written examination (approx. 80 minutes)
- Language of assessment: German, English

#### Assessment in module component 06-MK-MKW1-2-102: Introduction to Conception and Marketing of Media
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

### Media and Communication Science 2

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**Courses**
- 06-MK-MKW2-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MKW2-2-102: S (no information on SWS (weekly contact hours) and course language available)

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

#### Assessment in module component 06-MK-MKW2-1-102: Media Processes and Effects Research
- 4 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

#### Assessment in module component 06-MK-MKW2-2-102: Applied Research on Media Processes and Effects
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (approx. 60 minutes) or b) written elaborations of assumptions on texts (10 elaborations, 0.5 pages each) or c) term paper (approx. 20 pages)
- Language of assessment: German, English
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<th>Modul level</th>
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<td>numerical grade</td>
<td>undergraduate</td>
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**Courses**

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

- **06-MK-MedProd1-1-102**: S (no information on SWS (weekly contact hours) and course language available)
- **06-MK-MedProd1-2-102**: V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

**Assessment in module component 06-MK-MedProd1-1-102: Media Production 1**

- 2 ECTS, Method of grading: (not) successfully completed
- a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)
- Language of assessment: German, English

**Assessment in module component 06-MK-MedProd1-2-102: Media Analysis 1**

- 4 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)
- Language of assessment: German, English

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**Courses**

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

- **06-MK-MedProd2-1-102**: S (no information on SWS (weekly contact hours) and course language available)
- **06-MK-MedProd2-2-102**: V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

**Assessment in module component 06-MK-MedProd2-1-102: Media Production 2**

- 2 ECTS, Method of grading: (not) successfully completed
- a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)
- Language of assessment: German, English

**Assessment in module component 06-MK-MedProd2-2-102: Media Analysis 2**

- 4 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)
- Language of assessment: German, English
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**Courses**
- 06-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedPsy1-2-102: S (no information on SWS (weekly contact hours) and course language available)

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

**Assessment in module component 06-MK-MedPsy1-1-102: Media Psychology 1**
- 8 ECTS, Method of grading: numerical grade
- a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

**Assessment in module component 06-MK-MedPsy1-2-102: Basic concepts**
- 4 ECTS, Method of grading: (not) successfully completed
- a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

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<th>Module: Media Psychology 2</th>
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<td>undergraduate</td>
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**Courses**
- 06-MK-MedPsy2-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedPsy2-1-102: S (no information on SWS (weekly contact hours) and course language available)

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

**Assessment in module component 06-MK-MedPsy2-1-102: Media Psychology 2**
- 8 ECTS, Method of grading: numerical grade
- a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

**Assessment in module component 06-MK-MedPsy2-2-102: Theoretical and empirical approaches**
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English
Methods 1

**ECTS** 10  
**Duration** 1 semester  
**Method of grading** numerical grade  
**Modul level** undergraduate

**Courses**
- This module comprises 3 module components. Information on courses will be listed separately for each module component.
  - 06-MK-Meth1-1-102: S (no information on SWS (weekly contact hours) and course language available)
  - 06-MK-Meth1-2-102: P (no information on SWS (weekly contact hours) and course language available)
  - 06-MK-Meth1-3-102: S + T (no information on SWS (weekly contact hours) and course language available)

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

**Assessment in module component 06-MK-Meth1-1-102:** Observation
- 3 ECTS, Method of grading: (not) successfully completed
  - a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
  - Language of assessment: German, English

**Assessment in module component 06-MK-Meth1-2-102:** Participating in empirical studies
- 1 ECTS, Method of grading: (not) successfully completed
  - proof of having spent 25 hours acting as a participant in experiments
  - Language of assessment: German, English

**Assessment in module component 06-MK-Meth1-3-102:** QM A QM A
- 6 ECTS, Method of grading: numerical grade
  - a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
  - Language of assessment: German, English

Methods 2

**ECTS** 10  
**Duration** 1 semester  
**Method of grading** numerical grade  
**Modul level** undergraduate

**Courses**
- This module comprises 3 module components. Information on courses will be listed separately for each module component.
  - 06-MK-Meth2-1-102: S (no information on SWS (weekly contact hours) and course language available)
  - 06-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course language available)
  - 06-MK-Meth2-3-102: S + T (no information on SWS (weekly contact hours) and course language available)

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

**Assessment in module component 06-MK-Meth2-1-102:** Survey & Experiment
- 2 ECTS, Method of grading: (not) successfully completed
  - a) written examination (approx. 60 minutes) or b) presentation (45 to 60 minutes)
  - Language of assessment: German, English

**Assessment in module component 06-MK-Meth2-2-102:** SPSS
- 2 ECTS, Method of grading: (not) successfully completed
  - regular completion of exercises (75%, 30 hours)
  - Language of assessment: German, English

**Assessment in module component 06-MK-Meth2-3-102:** QM B QM B
- 6 ECTS, Method of grading: numerical grade
  - a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
  - Language of assessment: German, English
### Business, Market and Media 1

<table>
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<th>ECTS</th>
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<tr>
<td>10</td>
<td>1 semester</td>
<td>numerical grade</td>
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**Courses**
- 06-MK-WMM1-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-WMM1-2-102: V (no information on SWS (weekly contact hours) and course language available)

**Method of grading**
- numerical grade

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

**Assessment in module component 06-MK-WMM1-1-102: Business, Market and Media**
- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 50 minutes)
- Language of assessment: German, English

**Assessment in module component 06-MK-WMM1-2-102: Industrial and Organizational Psychology**
- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 50 minutes)
- Language of assessment: German, English

### Business, Market and Media 2

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<tr>
<td>8</td>
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<td>numerical grade</td>
<td>undergraduate</td>
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</table>

**Courses**
- S + T (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
- a) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages)
- Language of assessment: German, English

### Practice

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<th>ECTS</th>
<th>Duration</th>
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<th>Modul level</th>
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<tbody>
<tr>
<td>10</td>
<td>1 semester</td>
<td>(not) successfully completed</td>
<td>undergraduate</td>
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**Courses**
- S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
- project report (5 to 8 pages) including media product created (200 hours)
- Language of assessment: German, English

### Compulsory Electives (20 ECTS credits)

#### Advanced studies Media Psychology 1

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<tbody>
<tr>
<td>10</td>
<td>1 semester</td>
<td>numerical grade</td>
<td>undergraduate</td>
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</table>

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

**Method of assessment**
- a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
- Language of assessment: German, English

#### Advanced studies Communication Science 1

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<th>Method of grading</th>
<th>Modul level</th>
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<tr>
<td>10</td>
<td>1 semester</td>
<td>numerical grade</td>
<td>undergraduate</td>
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</table>

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

**Method of assessment**
- a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
- Language of assessment: German, English
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<th>Course Code</th>
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<th>Duration</th>
<th>Method of Grading</th>
<th>Modul Level</th>
<th>Course Information</th>
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</table>
| 06-MK-VertMI1-102-m01| Advanced studies Computer Science in Media 1| 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-VertIP1-102-m01| Advanced studies Instructional Psychology 1 | 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-VertMP2-102-m01| Advanced studies Media Psychology 2         | 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-VertKW2-102-m01| Advanced studies Communication Science 2    | 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-VertMI2-102-m01| Advanced studies Computer Science in Media 2| 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-VertIP2-102-m01| Advanced studies Instructional Psychology 2 | 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
| 06-MK-Fe-102-m01    | Research in Media Kommunikation             | 10   | 1 semester | numerical grade   | undergraduate| Courses: S (no information on SWS (weekly contact hours) and course language available)
Method of assessment: a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English |
### Thesis (12 ECTS credits)

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<th>Code</th>
<th>Bachelor Thesis Media Communication</th>
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<td>Duration</td>
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<td>Courses</td>
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<tr>
<td>Method of assessment</td>
<td>Bachelor's thesis (approx. 30 pages)</td>
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### Subject-specific Key Skills (15 ECTS credits)

Module 41-IK-SW1 will no longer be available after the summer semester 2012. It will then be replaced by 41-IK-BM.

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<th>Code</th>
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<tr>
<td>Courses</td>
<td>Ü (no information on SWS (weekly contact hours) and course language available)</td>
</tr>
<tr>
<td>Method of assessment</td>
<td>a) written examination (approx. 60 minutes) or b) preparing and delivering a presentation with slides (approx. 10 minutes or approx. 5 minutes and 1 page) or c) completing exercises (approx. 10 exercises) or d) presentation without slides (approx. 30 minutes) or e) preparing and delivering a presentation with slides (approx. 5 minutes) and completing exercises (approx. 5 exercises) or f) presentation without slides (approx. 15 minutes) and completing exercises (approx. 5 exercises)</td>
</tr>
<tr>
<td>Referred to in LPO I</td>
<td>§ 99 (1) 1. Sprachheilpäd. Sonderpädagogik und Bezugswissenschaften der Sprachheilpädagogik SO</td>
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</tbody>
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### Internship

<table>
<thead>
<tr>
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<tr>
<td>ECTS</td>
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<tr>
<td>Duration</td>
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</tr>
<tr>
<td>Method of grading</td>
<td>(not) successfully completed</td>
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<tr>
<td>Modul level</td>
<td>undergraduate</td>
</tr>
<tr>
<td>Courses</td>
<td>P (no information on SWS (weekly contact hours) and course language available)</td>
</tr>
<tr>
<td>Method of assessment</td>
<td>placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages)</td>
</tr>
<tr>
<td>Additional Information</td>
<td>Additional information on module duration: 8 weeks.</td>
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### Academic techniques for scientific writing and presentation

<table>
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<tr>
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<tr>
<td>Duration</td>
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<tr>
<td>Method of grading</td>
<td>(not) successfully completed</td>
</tr>
<tr>
<td>Modul level</td>
<td>undergraduate</td>
</tr>
<tr>
<td>Courses</td>
<td>S (no information on SWS (weekly contact hours) and course language available)</td>
</tr>
<tr>
<td>Method of assessment</td>
<td>a) written examination (approx. 30 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (15 to 30 minutes) with written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) or e) portfolio (maximum 20 pages)</td>
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