

Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject Media Communication as a Master's with 1 major with the degree "Master of Science" (120 ECTS credits)

Responsible: Faculty of Human Sciences Examination regulations version: 2013 Responsible: Institute of Human Computer Media Examination regulations version: 2013 Abbreviations used: Course types: $\mathbf{E} = \text{field trip}$, $\mathbf{K} = \text{colloquium}$, $\mathbf{O} = \text{conversatorium}$, $\mathbf{P} = \text{placement/lab course}$, $\mathbf{R} = \text{project}$, $\mathbf{S} = \text{seminar}$, $\mathbf{T} = \text{tutorial}$, $\mathbf{U} = \text{exercise}$, \mathbf{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 Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not cremodules in this SFB: ditable for bonus. Information on Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the meassessment procedures: thod 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:

ASP02009

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

10-Jul-2013 (2013-63)

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:

Abbreviation	Module title										
	ECTS		Duration	(in semesters)	Method of grading		Module level				
	Courses		To be s	be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y							
	Method of as	ssessm	ent								
	Only after su completion of		ıl if appli	if applicable							
	Other prereq	juisites	if appli	if applicable							
	Participants and allocati- on of places		ocati- if appli	if applicable							
	Additional information		on if appli	if applicable							
	Referred to i	n LPO I	if appli	if applicable (examination regulations for teaching-degree programmes)							

06-MK-E-132-m01	Entert	ainmen	t								
-	ECTS 5 Duration			n	1 semester	Method of grading numerical grade	Modul level	graduate			
	Course	es		S (no	(no information on SWS (weekly contact hours) and course language available)						
	Metho	d of ass	sessment	tion (page	15 to 45 minutes) \ s) or f) regular com	(approx. 60 minutes) or b) oral examination o with written elaboration (10 to 15 pages) or d) ppletion of exercises (75%, approx. 60 hours) nt: German, English					
06-MK-SC-132-	Strate	Strategic Communication									
m01	ECTS 5 Duratio		n	1 semester	Method of grading numerical grade	Modul level	graduate				
	Courses			S (no	information on SV	NS (weekly contact hours) and course language	ge available)				
	Method of assessment			tion (page	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presenta ion (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 bages) or f) regular completion of exercises (75%, approx. 60 hours) .anguage of assessment: German, English						
06-MK-ENM-132-	Educat	tion in N	lew Media	1							
m01	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate			
	Course	es		S (no	information on SV	NS (weekly contact hours) and course language	ge available)				
	Metho	d of ass	sessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) prese tion (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum pages) or f) regular completion of exercises (75%, approx. 60 hours) Language of assessment: German, English							
06-MK-IM-132-m01	Immer	sive Me	dia								
	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate			
	Course	es		S (no	S (no information on SWS (weekly contact hours) and course language available)						
	Metho	d of ass	sessment	tion (page	15 to 45 minutes) \ s) or f) regular com	(approx. 60 minutes) or b) oral examination o with written elaboration (10 to 15 pages) or d) ppletion of exercises (75%, approx. 60 hours) nt: German, English					
06-MK-AS1-132-	Advan	ced Stu	dies 1								
m01	ECTS	10	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate			
	Course	es		S (no	information on SV	NS (weekly contact hours) and course language	ge available)				
			a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presenta- tion (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours) Language of assessment: German, English								

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06-MK-AS2-132-	Advand	ced Stu	dies 2									
m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	2S		S (no	S (no information on SWS (weekly contact hours) and course language available)							
	Method	d of ass	essment	tion (page	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presenta- tion (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) or f) regular completion of exercises (75%, approx. 60 hours) Language of assessment: German, English							
06-MK-RP-132-m01	Resear	Research Project										
	ECTS 15 Duration		n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	s		R (no	information on SWS	weekly contact hou	rs) and course language avail	able)				
			sessment	tatior 20 pa	n (15 to 30 minutes) v	with written elaborati mpletion of exercises			(approx. 30 minutes) or c) presen- pages) or e) portfolio (maximum			
06-MK-ME1-132-	Metho	-										
m01	ECTS 5 Duratio				1 semester	Method of grading		Modul level	graduate			
	Course	_					rs) and course language avail					
	Method of assessment			tion (page	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presen tion (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 2 pages) or f) regular completion of exercises (75%, approx. 60 hours) Language of assessment: German, English							
06-MK-ME2-132-	Methods 2											
m01	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	25		S (no information on SWS (weekly contact hours) and course language available)								
	Methoo	d of ass	essment	tion (page	(15 to 45 minutes) wit	th written elaboratior letion of exercises (79	r b) oral examination of one ca n (10 to 15 pages) or d) term pa 5%, approx. 60 hours)	andidate each (a aper (15 to 20 pa	approx. 30 minutes) or c) presenta- ages) or e) portfolio (maximum 20			
06-MK-JOB-132-	MK On	the Job)									
m01	ECTS 5 Duratio		Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	25		S (no	information on SWS	(weekly contact hou	rs) and course language avail	able)				
	Method	d of ass	essment	tion (page	(15 to 45 minutes) wit s) or f) regular compl	rmation on SWS (weekly contact hours) and course language available) examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presenta- 0.45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 f) regular completion of exercises (75%, approx. 60 hours) of assessment: German, English						

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06-MK-PR-132-m01	2-mo1 Internship											
	ECTS	10	Duration	ı	1 semester	Method of grading	(not) successfully completed	Modul level	graduate			
	Course	S		P (no	information on SWS	(weekly contact hou	rs) and course language availa	ble)				
	Metho	d of asse	essment									
				cal course (approx. 8 pages) Language of assessment: German, English								
	othorn	rerequis	itos	-	Prior to the placement, approval must be obtained from the placement supervisor.							
		nal Info						1501.	_			
Compulsory Electiv				Auditi	Additional information on module duration: 1 to 2 semesters.							
12-EPS-091-m01												
	Entrepreneurship ECTS 5 Duration			1	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Courses						hours) and course language av	1	undergraduate			
	Method of assessment											
					age of assessment:							
12-P&O-F-082-m01	Human	Resour	ce Manag	gement	& Organizational T	heory						
	ECTS	5	Duration		1 semester	Method of grading	-	Modul level	undergraduate			
	Course	-				· · ·	hours) and course language av	ailable)				
	Metho	Method of assessment written examination (approx. 60 minutes)										
12-IM-091-m01		tion Mar	nagemen									
	ECTS	5	Duration		1 semester	Method of grading		Modul level	undergraduate			
	Courses			V + Ü (no information on SWS (weekly contact hours) and course language available)								
	Method of assessment		essment	written examination (approx. 60 minutes) Language of assessment: German, English								
12-NW-EBWL-111-	Introdu	uction to	Busines	s Administration - Minor								
m01	ECTS	5	Duration	ı	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	S	,	V + Ü	(no information on S	SWS (weekly contact	hours) and course language av	ailable)	·			
	Metho	d of asse	essment	written examination (approx. 60 minutes)								
	Participants and allo- cation of places			Number of places: maximum 200. Places will be allocated by lot. Modules 12-NW-EBWL and 12-NW-EVWL are not open for stu- dents of the following subjects: Wirtschaftswissenschaft (Business Management and Economics) Bachelor's (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) Bachelor's (BSc with 180 ECTS credits) and Wirtschafts- mathematik (Mathematics for Economics) Bachelor's (BSc with 180 ECTS credits).								
06-MCI-Einf-101-	Introdu	uction to	Human-O	Compu	ter Interaction							
m01	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	-					hours) and course language av	-				
			essment	ungra 15 mir	ded) or b) written ex	amination (approx. 7	5 minutes) and written elabora	ition (approx. 5	en elaboration (approx. 10 pages, pages) and presentation (approx.			
Master's with 1 major Me	dia Commu	inication (20	013)				JMU Würzburg • generated 23-Aug-20	21 • exam. reg. data i	record 88 f26 - - H 2013 page 5 / 8			

o6-MCS-Ak-	Curren	t Trends	of Huma	n-Com	puter Systems						
Tre1-101-m01	ECTS	5	Duratio	n	1 semester	Method of gradin	g numerical grade	Modul level	unknown		
	Courses			S (no	S (no information on SWS (weekly contact hours) and course language available)						
	Methoo	d of ass	essment	presentation (approx. 20 minutes) with written elaboration (approx. 12 pages) Language of assessment: German or English							
o6-MCS-VU-	Specia	lisation	User Exp	erienc	ence						
sEx-101-m01	ECTS	5	Duratio	n	1 semester	Method of gradin	g numerical grade	Modul level	undergraduate		
	Course	S		S (no	information on SW	S (weekly contact h	ours) and course langua	ge available)			
	Method	d of ass	essment	cialisa prox. minut tion (a	Specialisation assessment. Unless otherwise specified, the following methods can be chosen from for assessment in the spe- cialisations Human-Computer Systems: a) written examination (approx. 75 minutes) and presentation of project results (ap- prox. 15 minutes), b) presentation (approx. 20 minutes) and written elaboration (approx. 5 pages), c) presentation (approx. 20 minutes) and presentation of project results (approx. 20 minutes), d) presentation (approx. 20 minutes) and written examina- tion (approx. 75 minutes), or e) term paper (approx. 10 pages). Language of assessment: German or English						
12-M-MUS-132-	Mobile	and Ub	iquitous	Systen							
m01	ECTS 5 Duratio			n	1 semester	Method of gradin	g numerical grade	Modul level	graduate		
	Courses				no information on	SWS (weekly conta	ct hours) and course lan	guage available)			
				weigh 3: app f) enti	ited 1:2 or d) oral expression or the second s	xamination (one can r e) presentation (a uterised written exa	ididate each: approx. 10	o to 15 minutes; groups o written examination (app	aboration (approx. 20 pages), of 2: approx. 20 minutes; groups of prox. 60 minutes), weighted 1:3 or		
12-GP-G-132-m01	Integrated Business Processes										
	ECTS	5	Duratio	n	1 semester	Method of gradin	g numerical grade	Modul level	undergraduate		
	Course	:S	•	V + Ü	V + Ü (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment			a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1							
	Participants and allo- cation of places			mum dents applid dits a ted by numb dy ha tion. I	15 places. More pla of other subjects e cants irrespective o lready achieved in y lot. Quota 2 (25% ver of subject seme ve successfully con Places on all course	aces will be availabl exceed the number of their subjects acc the respective subj- of places): number sters, places will be npleted at least one es of the module co	e provided there is enou of available places, plac ording to the following q ect; among applicants w of subject semesters of allocated by lot. Quota module component of t	igh capacity. Should the es will be allocated in a uotas: Quota 1 (50% of p ith the same number of the respective applicant 3 (25% of places): alloca the respective module w d number of places will	5. Other degree programmes: mini- enumber of applications from stu- standardised procedure among all places): total number of ECTS cre- ECTS credits, places will be alloca- t; among applicants with the same ation by lot; applicants who alrea- ill be given preferential considera- be allocated in the same procedu-		

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12-EBus-F-132-m01	eBusin	ess											
	ECTS	5	Duratio	า	1 semester	Method of grading	numerical grac	de	Modul level	undergraduate			
	Course	s	•	V + Ü	no information o	n SWS (weekly contac	t hours) and cou	rse language av	ailable)				
	Method	d of ass	essment		a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1								
12-FRBE-F-132-m01	Forwar	d and R	everse Bu	siness									
	ECTS 5 Duration				1 semester	Method of grading	numerical grac	de	Modul level	undergraduate			
	Course	S		V + Ü	(no information o	n SWS (weekly contac	t hours) and cou	rse language av	ailable)				
	Method	d of ass	essment	a) wri prese	tten examination ntation (approx. 1	(approx. 60 minutes) o minutes), weighted	or b) term paper 2:1	(approx. 15 page	es) or c) term pa	aper (approx. 10 to 15 pages) and			
		oants ar		follow given alloca Inform applic achie alloca same are al availa cordin gree s of pla meste (2), ap ven p	vs: (1) Bachelor's s preferential consi inted in accordance nation Systems) (It cants from this gro ved in the respect number of subject located in accorda ble places, places ng to the following subject; among ap ces): number of sub- ers, places will be oplicants who alre- referential conside	students of Wirtschaft ideration. (2) The rema- e with (1) and the num BSc with 180 ECTS cre- pup according to the fe- ive degree subject; ar 2 (25% of places): nu ct semesters, places we ance with (2) and the s will be allocated in a g quotas: Quota 1 (50%) oplicants with the sam ubject semesters of the allocated by lot. Quote eady have successfully eration. (6) Places on	sinformatik (Busi aining places will ber of applicatio dits) exceeds the ollowing quotas: nong applicants mber of subject s ill be allocated b number of applic standardised pr of places): tota e number of ECT e respective app a 3 (25% of place completed at le all courses of the	iness Information I be allocated to ns from Bachelo e number of avait Quota 1 (50% of with the same n semesters of the by lot. Quota 3 (2 cations from stud rocedure among al number of ECT S credits achieve plicant; among a es): allocation b east one module e module compo	on Systems) (BS ostudents of oth or's students of ilable places, pl f places): total umber of ECTS respective app 25% of places): dents of other s all applicants i S credits alread ed, places will l pplicants with y lot. (5) Within component of onent with a res	aces, places will be allocated as 5c with 180 ECTS credits) will be her subjects. (3) When places are Wirtschaftsinformatik (Business laces will be allocated among number of ECTS credits already credits achieved, places will be olicant; among applicants with the allocation by lot. (4) When places ubjects exceeds the number of irrespective of their subjects ac- be allocated by lot. Quota 2 (25% the same number of subject se- the groups according to (1) and the respective module will be gi- tricted number of places will be l as they become available.			
o6-MCS-EinfEr-	Introdu	iction to	Ergonon				5			,			
gon-132-m01	ECTS	5	Duratio	า	1 semester	Method of grading	numerical grad	de	Modul level	undergraduate			
	Course	S		V (no	V (no information on SWS (weekly contact hours) and course language available)								
	Methoo	d of ass	essment			oprox. 60 minutes) nt: German or English							
04-DH-A1-132-m01	Digital	Human	ities in O	/erviev	v								
	ECTS	5	Duratio	ı	1 semester	Method of grading	numerical grac	de	Modul level	undergraduate			
	Course	S		V + T	(no information or	n SWS (weekly contac	hours) and cour	rse language ava	ailable)				
	Method	d of ass	essment	Langu	lage of assessmer	oprox. 60 minutes) nt: German or English ordinator or lecturer at			ssment is held i	n English, students will be infor-			

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04-DH-B1-132-m01	Design										
	ECTS	5	Duratio	า	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Courses			S (no	(no information on SWS (weekly contact hours) and course language available)						
Thesis (30 ECTS cre			c) pres ges) o Langu	a) 3 to 5 assignments to be completed at home (approx. 3 pages each) or b) written examination (approx. 45 to 60 minutes) or c) presentation (approx. 20 to 30 minutes) or d) oral examination (approx. 20 minutes) or e) term paper (approx. 10 to 12 pages) or f) practical project (e. g. transcription, encoding and web publication of letters) Language of assessment: German or English unless stated otherwise. If assessment is held in English, students will be informed by the module coordinator or lecturer at the beginning of the semester.							
06-MK-MT-132-	Master	Thesis	Media Co	ommunication							
m01	ECTS	30	Duration	า	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			no courses assigned							
	Method of assessment			Maste	Master's thesis (approx. 80 pages)						
	other p	rerequis	sites	Regist	Registration for assessment on a continuous basis as agreed upon with supervisor.						