

## Annex SFB

### Studienfachbeschreibung (subject description, SFB) for the subject Media Communication as a Master's with 1 major with the Degree (120 ECTS credits)

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

Examination regulations version: 2013  
Examination regulations version: 2013

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)):

**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	<b>Module title</b>						
	ECTS		Duration	(in semesters)	Method of grading		Module level
	Courses		To be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y				
	Method of assessment						
	Only after successful completion of		if applicable				
	Other prerequisites		if applicable				
	Participants and allocation of places		if applicable				
	Additional information		if applicable				
	Referred to in LPO I		if applicable (examination regulations for teaching-degree programmes)				

Compulsory Courses (80 ECTS credits)							
06-MK-E-132-m01	<b>Entertainment</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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-SC-132-m01	<b>Strategic Communication</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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-ENM-132-m01	<b>Education in New Media</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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-IM-132-m01	<b>Immersive Media</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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-AS1-132-m01	<b>Advanced Studies 1</b>						
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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					

o6-MK-AS2-132-m01	<b>Advanced Studies 2</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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						
o6-MK-RP-132-m01	<b>Research Project</b>							
	ECTS	15	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	R (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 30 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						
o6-MK-ME1-132-m01	<b>Methods 1</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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						
o6-MK-ME2-132-m01	<b>Methods 2</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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						
o6-MK-JOB-132-m01	<b>MK On the Job</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (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-PR-132-mo1	<b>Internship</b>							
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	graduate
	Courses	P (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	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, English						
	other prerequisites	Prior to the placement, approval must be obtained from the placement supervisor.						
Additional Information	Additional information on module duration: 1 to 2 semesters.							
<b>Compulsory Electives (10 ECTS credits)</b>								
12-EPS-091-mo1	<b>Entrepreneurship</b>							
	ECTS	5	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	written examination (approx. 60 minutes) Language of assessment: German, English						
12-P&O-F-082-mo1	<b>Human Resource Management &amp; Organizational Theory</b>							
	ECTS	5	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	written examination (approx. 60 minutes)						
12-IM-091-mo1	<b>Innovation Management</b>							
	ECTS	5	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	written examination (approx. 60 minutes) Language of assessment: German, English						
12-NW-EBWL-111-mo1	<b>Introduction to Business Administration - Minor</b>							
	ECTS	5	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	written examination (approx. 60 minutes)						
	Participants and allocation 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 students 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 Wirtschaftsmathematik (Mathematics for Economics) Bachelor's (BSc with 180 ECTS credits).						
06-MCI-Einf-101-mo1	<b>Introduction to Human-Computer Interaction</b>							
	ECTS	5	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. 75 minutes) and presentation (approx. 10 minutes) and written elaboration (approx. 10 pages, ungraded) or b) written examination (approx. 75 minutes) and written elaboration (approx. 5 pages) and presentation (approx. 15 minutes) Language of assessment: German or English						

o6-MCS-Ak-Tre1-101-m01	<b>Current Trends of Human-Computer Systems</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	unknown
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	presentation (approx. 20 minutes) with written elaboration (approx. 12 pages) Language of assessment: German or English						
o6-MCS-VU-sEx-101-m01	<b>Specialisation User Experience</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	Specialisation assessment. Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems: a) written examination (approx. 75 minutes) and presentation of project results (approx. 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 examination (approx. 75 minutes), or e) term paper (approx. 10 pages). Language of assessment: German or English						
12-M-MUS-132-m01	<b>Mobile and Ubiquitous Systems</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	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 consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (approx. 20 to 30 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) presentation (approx. 20 minutes) and written examination (approx. 60 minutes), weighted 1:3 or f) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, English						
12-GP-G-132-m01	<b>Integrated Business Processes</b>							
	ECTS	5	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) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1						
	Participants and allocation of places	Wirtschaftsinformatik (Business Information Systems) Bachelor's (180 ECTS): no restrictions. Other degree programmes: minimum 15 places. More places will be available provided there is enough capacity. Should the number of applications from students of other subjects exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective subject; among applicants with the same number of ECTS credits, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot; applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						

12-EBus-F-132-mo1	<b>eBusiness</b>							
	ECTS	5	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) 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-mo1	<b>Forward and Reverse Business Engineering</b>							
	ECTS	5	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) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1						
	Participants and allocation of places	Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications from Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) When places are allocated in accordance with (2) and the number of applications from students of other subjects exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.						
o6-MCS-EinfErgon-132-mo1	<b>Introduction to Ergonomics</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	written examination (approx. 60 minutes) Language of assessment: German or English						
o4-DH-A1-132-mo1	<b>Digital Humanities in Overview</b>							
	ECTS	5	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	written examination (approx. 60 minutes) 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.						

04-DH-B1-132-m01	<b>Design</b>							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	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.						
<b>Thesis (30 ECTS credits)</b>								
06-MK-MT-132-m01	<b>Master Thesis Media Communication</b>							
	ECTS	30	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	no courses assigned						
	Method of assessment	Master's thesis (approx. 80 pages)						
other prerequisites	Registration for assessment on a continuous basis as agreed upon with supervisor.							