

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

Responsible: Institute of Human Computer Media

Examination regulations version: 2015

Examination regulations version: 2015

Abbreviations used: Course types: $\mathbf{E} = \text{field trip}$, $\mathbf{K} = \text{colloquium}$, $\mathbf{O} = \text{conversatorium}$, $\mathbf{P} = \text{placement/lab course}$, $\mathbf{R} = \text{project}$, $\mathbf{S} = \text{seminar}$, $\mathbf{T} = \text{tutorial}$, $\mathbf{U} = \text{exercise}$, $\mathbf{V} = \mathbf{V} = \mathbf$

= 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: ditable for bonus.

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not cre-

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:

ASP02015

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

13-Jul-2015 (2015-29)

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 sp	ecified in the form X	(y) with course type)	abbreviated as specified abo	ove and number of we	ekly contact hours y			
	Method of as	sessm	ent								
	Only after su completion o		ıl if applic	fapplicable							
	Other prereq	uisites	if applic	able							
	Participants on of places		ocati- if applic	able							
	Additional in	formati	ion if applic	able							
	Referred to in	า LPO I	if applic	able (examination re	gulations for teachin	g-degree programmes)					

Compulsory Course	es (8o EC	TS cred	lits)										
06-MK-E-152-m01	Enterta	inment											
	ECTS	5	Duratio	1	1 semester	Method of gradir	ng numerical grade	Modul level	graduate				
	Course	S		S (2)	_								
	Methoc	d of asse	essment		ssment group Sem								
) written examination (approx. 60 minutes) or) oral examination of one candidate each (approx. 30 minutes) or) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or								
				d) ter	m paper (15 to 20	pages) or	() () () () ()						
					rtfolio (maximum 2		1: - 1.						
o (MV CC 150	Ctratas	ia Cama			nguage of assessment: German and/or English								
06-MK-SC-152- mo1			munication		Lomostor	Mathadafaradir	numariaal arada	Madullaval	T are due to				
		5	Duration		1 semester	Method of gradin	ng numerical grade	Modul level	graduate				
	Course			S (2)		·							
	Method	ı or asse	essment		ssment group Sem	inar: (approx. 60 minutes)) or						
							approx. 30 minutes) or						
				c) pre	esentation (15 to 4	minutes) and writte	en elaboration (10 to 15 pages)	or					
					m paper (15 to 20								
					rtfolio (maximum 2		nolish						
06-MK-ENM-152-	Language of assessment: German and/or English Education in New Media												
mo1		5	Duration		1 semester	Method of gradir	numerical grade	Modul level	graduate				
	Course			S (2)			5		, •				
	Methoc	d of asse	essment	Asses	ssment group Sem	inar:							
				a) wr	itten examination ((approx. 60 minutes)							
							approx. 30 minutes) or						
					esentation (15 to 45) m paper (15 to 20)		en elaboration (10 to 15 pages)	or					
					rtfolio (maximum 2								
						nt: German and/or E	nglish						
06-MK-IM-152-m01	Immers	ive Med	dia										
	ECTS	5	Duratio	1	1 semester	Method of gradir	ng numerical grade	Modul level	graduate				
	Course	s		S (2)	_								
	Method	d of asse	essment		ssment group Sem								
				a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or									
								٥r					
				c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or									
				e) portfolio (maximum 20 pages)									
				Lang	uage of assessmer	it: German and/or E	nglish						
Master's with 1 major Me	dia Commuı	nication (20	015)				JMU Würzburg • generated 18-Apr	r-2025 • exam. reg. data	record 88 f26 - - H 2015 page 3 / 14				

06-MK-AS1-152-	Advand	Advanced Studies 1												
mo1	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	:S		S (4)				•	-					
	Method	d of ass	essment	Asses	ssessment group Seminar:									
) written examination (approx. 60 minutes) or									
					oral examination of one candidate each (approx. 30 minutes) or presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or									
					term paper (15 to 20 pages) or									
					portfolio (maximum 20 pages) Iguage of assessment: German and/or English									
				Langu										
06-MK-AS2-152-	Advanc	ed Stu	dies 2											
mo1	ECTS					Method of grading	numerical grade	Modul level	graduate					
	Course	:S		S (4)	-									
	Method	d of ass	essment		sment group Sem									
		a) written examination (approx. 60 minutes) or												
		b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or												
					erm paper (15 to 20 pages) or									
				e) poi	tfolio (maximum 2	20 pages)								
				Langu	lage of assessmer	nt: German and/or Eng	lish							
06-MK-RP-152-m01	Resear													
	ECTS	15	Duratio					Modul level	graduate					
	Course	:S		R (6)										
	Method	d of ass	essment		ssment group Proje									
						(approx. 100 minutes)								
						one candidate each (ap	elaboration (10 to 15 pages)	or						
					m paper (15 to 20		cluboration (10 to 15 pages)	OI .						
				e) poi	tfolio (maximum 2	20 pages)								
			,	Langu	lage of assessmer	nt: German and/or Eng	lish							
06-MK-ME1-152-	Metho	ds 1												
mo1	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	!S		S (2)										
	Method	d of ass	essment		sessment group Seminar:									
		a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or												
								or						
					c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or									
				e) portfolio (maximum 20 pages)										
				Langu	lage of assessmer	nt: German and/or Eng	lish							

06-MK-ME2-152-	Method	ls 2						"						
mo1	ECTS	5	Duration	า	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Courses	S		S (2)										
	Method	of asse	ssment			pprox. 60 minutes) or								
						e candidate each (ap								
					m paper (15 to 45 m		elaboration (10 to 15 pages) or							
					tfolio (maximum 20									
					ompletion of exercises on a regular basis (approx. 60 hours)									
					nguage of assessment: German and/or English									
o6 MK IOP 452	MK On	the leb		credit	editable for bonus									
06-MK-JOB-152- mo1			Duration		1 comostor	Method of grading	numarical grada	Modul level	graduato					
		5	Duration	S (2)	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Courses	d of asse	ccmont	` '	sment group Semir	225			-					
	Method	1 01 asse	SSIIIeIII	a) wri	tten examination (a	pprox. 60 minutes) or								
						e candidate each (ap								
					presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or									
					term paper (15 to 20 pages) or portfolio (maximum 20 pages)									
					Language of assessment: German and/or English									
06-MK-PR-152-m01	Interns	hip												
	ECTS	10	Duration	า	1 semester	Method of grading	(not) successfully completed	Modul level	graduate					
	Courses	5		P (o)										
	Method	of asse	ssment		on work placemen									
						: German and/or Engl			_					
		rerequis				'	ned from the placement super	visor.						
	Additio			Addit	ional information or	n module duration: 8 v	weeks.							
Compulsory Electiv	es (10 EC	CTS cred	its)											
General														
o6-MK-EinfM-	Introdu	ction to	Human-	Compu	ter Interaction for N	Media Communication								
CS-152-m01	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses	S		V (3)										
	Method	of asse	ssment		written examination (approx. 90 minutes)									
					Language of assessment: German or English									
				creditable for bonus										

04-DH-A1-152-m01	Digital	Human	ities in O	erviev	v		"					
	ECTS	5	Duratio	n	1 semester	Method of grading (not) successfully completed	Modul level	undergraduate				
	Course	S		V (2) -								
					le taught in: Germai		,					
	Method	d of asso	essment		rritten examination (approx. 6o minutes) anguage of assessment: German and/or English							
o6-MCS-VU-	Specialisation User Experience											
sEx-152-m01	ECTS	5	Duratio	1	1 semester Method of grading numerical grade Modul level undergraduate							
	Course	S		S (2)								
			essment	ter Sy a) wri b) pre c) pre d) pre e) ora f) tern Langu credit	stems: tten examination (a) esentation (approx. 2) sentation of project esentation (approx. 2) l examination of one n paper (approx. 10) lage of assessment: lable for bonus	e candidate each (approx. 30 minutes) or	isessiment in the	e specialisations framan compa				
o6-MCS-Ak-		t Trends	of Huma	n-Com	puter Systems							
Tre1-152-mo1	ECTS	5	Duratio	1	1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Course	S		S (2)								
	Method	d of asso	essment		ntation (approx. 20 lage of assessment:	minutes) with written elaboration (approx. 12 pages German or English	5)					
12-NW-EBWL-152-	Introdu	iction to	Busines	s Admi	nistration - Minor							
mo1	ECTS	5	Duration	ion 1 semester Method of grading numerical grade Modul level undergradua								
	Course	S		V (2) + Ü (2)								
	Method	d of ass	essment	writte	n examination (app	rox. 60 minutes)						
		oants ar of place		200 places (lottery)								

12-GP-G-152-m01	Integra	ted Bus	iness Pro	cesse	<u> </u>								
	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	S		V (2)	+ Ü (2)			,					
	Method	d of ass	essment			pprox. 60 minutes) (or						
					term paper (approx. 15 pages) or term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)								
				credi	table for bonus								
		oants an of place		ness provi subje	5 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschaftsinformatik (Busiess Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects rovided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their ubjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. 4) A waiting list will be maintained and places re-allocated by lot as they become available.								
12-Ebus-F-152-m01	eBusin	ess											
[ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
ĺ	Course	S		V (2)	+ Ü (2)				•				
	Method	1 of asse	essment	b) ter c) ter	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) Language of assessment: German and/or English								
12-FRBE-F-152-m01	Forward	d and R	everse Bu	sines									
[ECTS	5	Duration	ı	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	S		V (2)	+ Ü (2)								
	Method	l of asse	essment	b) ter c) ter	m paper (approx. 15		or esentation (approx. 10 minutes); (weighted 2:1)					
		oants an of place		Bach rentia accor by lot	elor's students of W al consideration. (2) rdance with (1) and (t among applicants f	irtschaftsinformatik The remaining place (2) and the number o from this group. (4) F	(Business Information Systems es will be allocated to students of applications exceeds the nun Places on all courses of the mod	s) (BSc with 180 I of other subjects nber of available dule with a restri	will be allocated as follows: (1) ECTS credits) will be given prefesor. (3) When places are allocated in places, places will be allocated cted number of places will be alloy lot as they become available.				
12-P&O-F-152-m01	Human	Resour	ce Manag	emen	t & Organizational 7	Theory							
[ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
[Course	S		V (2)	+ Ü (2)								
	Method	of ass	essment	writte	en examination (app	rox. 60 minutes)							

12-IM-152-m01	Innovation	Managemen	t								
	ECTS 5	Duratio	n	1 semester	Method of grading numerica	al grade	Modul level	undergraduate			
	Courses		V (2)	$V(2) + \ddot{U}(2)$							
	Method of a	assessment		written examination (approx. 60 minutes) Language of assessment: German and/or English							
12-EPS-152-m01	Entrepreneurship										
	ECTS 5	Duratio	n 1 semester		Method of grading numerica	al grade	Modul level	undergraduate			
	Courses		V (2)	+ Ü (2)			•				
	Method of a	assessment		en examination (ap uage of assessmer	prox. 6o minutes) t: German and/or English						
12-M-MUS-152-	Mobile and	Ubiquitous	Syster	ns							
mo1	ECTS 5	Duratio	n	1 semester	Method of grading numerica	al grade	Modul level	graduate			
	Courses		V (2)	(2) + Ü (2)							
			c) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus								
02-N-P-W06-152-	German and	d European 1	rade M	Mark Law							
mo1	ECTS 3	Duratio	n	1 semester	Method of grading numerica	al grade	Modul level	undergraduate			
	Courses		V (2)								
	Method of a	assessment	a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester								
	Participants cation of pl		There are no restrictions with regard to available places for students of Rechtswissenschaft (Law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 20 places will be allocated to students of other subjects. 10 of these will be allocated to students of the Master's degree programme Economics. Should the number of available places exceed the number of applications, the remaining places may be allocated to students of other subjects. Should there be more than 10 applications, the remaining places will be allocated as follows: Students applying after not having successfully completed assessment in past years will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.								

02-N-P-W07-152-	Copyri	ght Law	and Fund	lament	als of Patent Law in	cluding references to	o EU Law						
mo1	ECTS	2	Duration	<u> </u>	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	es	•	V (1)				•					
	Metho	d of asse	essment	b) ora	n) written examination (approx. 120 minutes) or n) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester								
		pants an of place		dents will be numb applie sessn	with the minor Private allocated to studen er of applications, the cations, the remaining ment in past years wi	atrecht (Private Law). Ints of the Master's d The remaining places Ing places will be allo Ill be given preferent	A total of 20 places will be allo egree programme Economics. S may be allocated to students of cated as follows: Students app	ocated to studer Should the num of other subjects olying after not h	Law) as well as Bachelor's stunts of other subjects. 10 of these ber of available places exceed the s. Should there be more than 10 naving successfully completed asallocated by lot. A waiting list will				
06-MK-PSY1-152-	Psych	ology 1											
m01	ECTS 5 Duratio				1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	es		V (2) -	+ V (2)								
	Method of assessment			writte	n examination (appr	rox. 75 minutes)							
	Participants and allo- cation of places			max.	max. 15 places. Should the number of applications exceed the number of available places, places will be allocated by lot.								
06-MK-PSY2-152-	Psycho	ology 2											
mo1	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	es		V (2) -	+ V (2)								
	Metho	d of asse	essment	writte	n examination (appr	rox. 75 minutes)							
		pants an of place		max.	15 places. Should th	e number of applicat	tions exceed the number of ava	ailable places, p	laces will be allocated by lot.				
06-MK-PSY3-152-	Psycho	ology 3											
mo1	ECTS	10	Duratio	1	2 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	es		V (2) -	+ V (2)								
	Metho	d of asse	essment	writte	n examination (appr	rox. 120 minutes)							
	Participants and allo- cation of places			max. 15 places. Should the number of applications exceed the number of available places, places will be allocated by lot.									

10-l=PM-152-m01	Professional Project Management											
	ECTS	5	Duration	n	1 semester	Method of gradin	g numerical grade	Modul	level	graduate		
	Course	es		V (2)								
	other prerequisites			If ann of one date). Langu	ounced by the le e candidate each		g of the course, the writt or an oral examination i			replaced by an oral examination s (approx. 15 minutes per candi-		
	other	orerequi	sites	Simul	ltaneous comple	tion of module 10-I=PF	l) is recommended.					
	Referre	ed to in	LPO I	§ 22 II Nr. 3 b)								
Economics Journal	ism											
12-M-WJ1-152-m01	Resea	rch and	formats ir	ı econ	omics journalism	1						
	ECTS	5	Duration	1	1 semester	Method of gradin	g numerical grade	Modul	level	graduate		
	Course			S (2)								
	Metho	d of ass	essment	mats: Langu	text, audio or vi	deo) ent: German and/or En		search activities) i	n diffe	rent types of media (possible for-		
		pants a of place		degrekomn will be sional same come number ster's subjection noner to the control of the control	umber of places ee subject Econominisation (Medie allocated as following, places available. 4. Show of application budgere subject Medienker degree subject Medienker or not all of thes because), the remaining or mot all of thes because), the remaining em. (Medienker), the remaining or mot all of thes because), the remaining or mot all of thes because), the remaining or mot all of thes because), the remaining or mot all of thes because (Medienker), the remaining or mot all of these because) winter semester	mics and a maximum of a Communication). Shallows: 1. Applicants with eein a related subject, will be allocated by lot buld the number of plass from students of this ommunikation (Media Medienkommunikation g places will be allocate places be taken by saining places will be a 2, 12-M-WJ3, 12-M-WJ4. Applicants who were	of 8 of which will be allo ould the number of app I be ranked, in ascending. Places will be allocated as a waiting list will be cesset aside for students of the Matter's (Media Communication). Should the students of the Matter's Ilocated to students of the Jacaba and Laced to Students of the Jaced	cated to students clications exceed to go order, according to the maintained and the first of the Master's places will be alled the number of properties of the Master's degree subject Potte Master's degree to 12-M-SWJ will be procedure are e	of the the nurning to the his ran places ocated places object Popiet Pop	ocated to students of the Master' Master's degree subject Medien- mber of available places, places e final grade of their first profes- king. Among applicants with the re-allocated by lot as they be- e subject Economics exceed the to students of the Master's de- available for students of the Ma- applications from students of thi olitical and Social Studies. Should and Social Studies (after a lotte- ject Economics. Places on modu- ated once a year at the beginning to attend all courses assigned to required).		

12-M-WJ2-152-m01	Resear	ch and f	formats in	n econ	omics journalism 2								
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		S (2)	_								
	Method	d of asso	essment	mats: Langi	teportage, profile and (polemic) commentary (including record of research activities) in different types of media (possible fornats: text, audio or video) anguage of assessment: German and/or English assessment offered: In the semester in which the course is offered								
		oants ar of place		degree komn will b sional same come numb gree ster's subjection none ry profess 12 of the	umber of places is researched as followed as followed as followed university degree in ranking, places will available. 4. Should be of applications from the remaining placet, the remaining placet, the remaining placedure), the remain e-M-WJ1, 12-M-WJ2, 12 winter semester. Approximation of the semester.	s and a maximum of ommunication). Shows: 1. Applicants will not a related subject. 2 be allocated by lot. 3 the number of place om students of this smunikation (Media Colienkommunikation (aces will be allocated laces be taken by stuing places will be allocated laces will be allocated laces be taken by stuing places will be allocated laces will be allocated laces be taken by stuing places will be allocated laces	8 of which will be allocatuld the number of applicated the ranked, in ascending or a llocated. Places will be allocated as A waiting list will be mades set aside for students of the remaining place of the Master's deposite of the Master's deposit	ed to students of the ations exceed the nun order, according to the according to this ran aintained and places of the Master's degreeaces will be allocated the number of places acceed the number of er's degree subject Political Master's degree subject Political Master's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's degree subject Political cal-2-M-SWJ will be allocated the number of er's	ocated to students of the Master's Master's degree subject Mediennber of available places, places e final grade of their first profesking. Among applicants with the re-allocated by lot as they bese subject Economics exceed the to students of the Master's deavailable for students of the Maapplications from students of this olitical and Social Studies. Should and Social Studies (after a lottesect Economics. Places on moduated once a year at the beginning to attend all courses assigned to required).				
12-M-EMP-152-	Europe	an Macı	roeconom	ic Poli	icy								
mo1	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		V (2) + Ü (2) Module taught in: German and/or English									
	Participants and allocation of places			a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English									
				Mana Econo	gement, Economics omics) and Chinese	, Wirtschaftsinformat and Economics as we	ik (Business İnformation ell as China Business and	Systems), Wirtschaft Economics. A total o	r's degree programmes Business smathematik (Mathematics for f 10 places each will be allocated ed Human Geography) and PSS.				

12-M-WPE-152-	European Competition Policy												
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		V (2) Modu	/ (2) Module taught in: German and/or English								
	Method	d of asso	essment	b) wri c) terr d) pro Langu	written examination (approx. 60 to 90 minutes) or) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) project report (approx. 10 pages) and presentation (approx. 15 minutes) anguage of assessment: German and/or English creditable for bonus								
		oants ar of place		Mana Econo	10 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 10 places each will be allocated by lot to students of the Master's degree programmes Angewandte Humangeographie (Applied Human Geography) and PSS.								
12-M-EG1-152-m01	Moneta	ary Polic	cy and the	e Finan	Financial System								
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	s		V (2) -	+ Ü (2)								
	Method	d of asso	essment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English									
		oants ar of place		respe dy act be all with t all co	ould the number of ctive of their subjective of their subjectived in the respective to by Quite same number of urses of the module	ets according to the fo ctive degree subject; tota 2 (25 % of places subject semesters, p with a restricted nur	ollowing quotas: a) Quota 1 (50) among applicants with the sam s): number of subject semesters places will be allocated by lot. c	% of places): to ne number of EC s of the respecti) Quota 3 (25 %	allocated among all applicants irtal number of ECTS credits alrea-TS credits achieved, places will ve applicant; among applicants of places): Lottery. (2) Places on occdure. (3) A waiting list will be				

12-M-PS-152-m01	Production of a cross-media economic journal												
	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Courses	Ì	S (2)										
	Method of	assessment			ctivities as member o German and/or Engl		given as well as	contributions made by students					
	Participant cation of p		The n degree komm will b sional same come numb gree ster's subjection for the control of the con	The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's legree subject Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medien-communikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the ame ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications from students of this ubject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should unlike the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should one or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to attend all courses assigned to these modules and to be admitted to the corresponding assessments (separate registration required).									
12-M-EG2-152-m01	Monetary I ECTS 5	Policy, Foreig		ange Markets, and	the International Mo		Modul level	graduate					
	Courses	Daration		+ Ü (2)	Method of glading	numerical grade	Modulitevel	Sidduite					
		assessment	a) wri	tten examination (a m paper (approx. 15	pprox. 6o minutes) o pages) German and/or Engl								
	Participant cation of p		respe dy ac be all with t all co	ould the number of ective of their subjec hieved in the respec ocated by lot. b) Qu the same number of urses of the module	ts according to the fo tive degree subject; ota 2 (25 % of places subject semesters, p with a restricted nun	llowing quotas: a) Quota 1 (50 among applicants with the sa): number of subject semeste laces will be allocated by lot.	o % of places): to me number of EC rs of the respecti c) Quota 3 (25 %	allocated among all applicants ir- otal number of ECTS credits alrea- ITS credits achieved, places will ve applicant; among applicants of places): Lottery. (2) Places on ocedure. (3) A waiting list will be					
12-M-EWS-152-	European E	Economic Sta	tistics	•	· · · · · · · · · · · · · · · · · · ·								
mo1	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Courses	,	V (2)	+ Ü (2)			'						
	Method of	assessment	b) ter	m paper (approx. 15	pprox. 6o minutes) o pages) German and/or Engl								
Master's with 1 major Me	edia Communicati	ion (2015)				JMU Würzburg • generated 18-Apr-	2025 • exam. reg. data r	ecord 88 f26 - - H 2015 page 13 / 14					

12-M-EFP-152-m01	European Public Finance									
	ECTS	5	Duration	ı	1 semester	Method of grading	numerical grade	Modul level	graduate	
	Courses	S		V (2) + Ü (2) Module taught in: German and/or English						
	Method	l of ass	essment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English						
	Participants and allo- cation of places			10 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 10 places each will be allocated by lot to students of the Master's degree programmes Angewandte Humangeographie (Applied Human Geography) and PSS.						
12-M-OEA-152-m01	Labor Market Economics									
	ECTS 5 Duration				1 semester	Method of grading	numerical grade	Modul level	graduate	
	Courses			$V(2) + \ddot{U}(2)$						
	Method of assessment			a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English						
12-M-TP-152-m01	Trade Policy and the World Trading System									
	ECTS 5 Duration			ı	1 semester	Method of grading	numerical grade	Modul level	graduate	
	Courses	S		V (2)	+ Ü (2)					
	Method of assessment			a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English						
12-M-ITMF-152- mo1	Interna	tional T	rade and	the M	he Multinational Firm					
	ECTS 5 Duration			ı	1 semester	Method of grading	numerical grade	Modul level	graduate	
	Courses			$V(2) + \ddot{U}(2)$						
	Method of assessment			a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English						
Thesis (30 ECTS cre	edits)									
06-MK-MA-152-	Master-	-Thesis	in Media	Communication						
mo1	ECTS 30 Duration			ı	1 semester	Method of grading	numerical grade	Modul level	graduate	
	Courses			No courses assigned to module						
	Method	d of asso	essment	Master's thesis (approx. 80 pages) Registration on a continuous basis as agreed upon with supervisor.						
	Additional Information			Time to complete: 6 months.						