

## Annex SFB

### Studienfachbeschreibung (subject description, SFB) for the subject Media Entertainment 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: 2022  
Examination regulations version: 2022

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:

**ASPO2015**

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

**12-May-2022 (2022-40)**

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 (75 ECTS credits)							
o6-ENT-ADA-222-m01	<b>Advanced Data Analysis</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (2)					
	Method of assessment	written examination (approx. 60 minutes) Language of assessment: German and/or English					
o6-ENT-Ehi-222-m01	<b>Entertainment History</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (2)					
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Epsy-222-m01	<b>Entertainment Psychology</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (2)					
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Econ-222-m01	<b>Entertainment Conception</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (2)					
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Ema-222-m01	<b>Entertainment Marketing</b>						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level   graduate
	Courses	S (2)					
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					

o6-ENT-AES-222-mo1	<b>Advanced Entertainment Studies</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Esto-222-mo1	<b>Entertainment &amp; Stories</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Efi-222-mo1	<b>Entertainment &amp; Film</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-Emu-222-mo1	<b>Entertainment &amp; Music</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					
o6-ENT-EIM-222-mo1	<b>Entertainment &amp; Interactive Media</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English					

o6-ENT-Ein-222-m01	<b>Entertainment Industries</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2)						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-RP-222-m01	<b>Research Project</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	R (6)						
	Method of assessment	a) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or b) portfolio (approx. 20 pages) or c) project report (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-PR-222-m01	<b>Internship</b>							
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	graduate
	Courses	P (o)						
	Method of assessment	report on work placement (approx. 8 pages) Language of assessment: German and/or English						
	Additional Information	Duration of practical course: 8 weeks. Prior to the placement, approval must be obtained from the placement supervisor.						
<b>Compulsory Electives (15 ECTS credits)</b>								
o4-DH-A1-152-m01	<b>Digital Humanities in Overview</b>							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses	V (2) + T (2) Module taught in: German and/or English						
	Method of assessment	written examination (approx. 60 minutes) Language of assessment: German and/or English						
o6-PDM-PSY1-222-m01	<b>Psychology 1</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + V (2)						
	Method of assessment	written examination (approx. 75 minutes)						
	Participants and allocation of places	max. 8						

o6-PDM- PSY2-222-mo1	<b>Psychology 2</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + V (2)						
	Method of assessment	written examination (approx. 75 minutes)						
	Participants and allocation of places	max. 81						
o6-PDM- PSY3-222-mo1	<b>Psychology 3</b>							
	ECTS	10	Duration	2 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + V (2)						
	Method of assessment	written examination (approx. 120 minutes)						
	Participants and allocation of places	max. 81						
o6-MCS-VU- SEx-152-mo1	<b>Specialisation User Experience</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (2)						
	Method of assessment	<p>Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems:</p> <p>a) written examination (approx. 90 minutes) or  b) presentation (approx. 20 minutes) and handout (approx. 5 pages) or  c) presentation of project results (approx. 30 minutes) or  d) presentation (approx. 45 minutes) or  e) oral examination of one candidate each (approx. 30 minutes) or  f) term paper (approx. 10 pages).</p> <p>Language of assessment: German and/or English  credible for bonus</p>						
o6-MCS-AT-152- mo1	<b>Current Trends of Human-Computer Systems</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (2)						
	Method of assessment	<p>presentation (approx. 20 minutes) with handout (approx. 5 pages)</p> <p>Language of assessment: German and/or English  credible for bonus</p>						
o6-MCS-GL-222- mo1	<b>Foundations of Human-Computer-Systems</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (3)						
	Method of assessment	<p>written examination (approx. 90 minutes)</p> <p>Language of assessment: German or English  credible for bonus</p>						

06-ENT-AB-222-mo1	<b>Selected Areas in Media Entertainment</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V/S (2)						
	Method of assessment	a) written examination (60 to 120 minutes) or b) term paper (15 to 20 pages)						
10-HCI-PRIS-212-mo1	<b>Principles of Interactive Systems</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + Ü (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus						
10-I=PM-212-mo1	<b>Professional Project Management</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (4)						
	Method of assessment	written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus						
	other prerequisites	We recommend completing module 10-I=PRJAK in parallel.						
	Additional Information	Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE,IT,KI,ES,LR,HCI,GE						
10-I=PRJAK-212-mo1	<b>Project - Current Topics in Computer Science</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	P (4)						
	Method of assessment	project report (10 to 15 pages) and presentation of project (15 to 30 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)						
	Additional Information	Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE						
12-EBWL-G-212-mo1	<b>Organization</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + T (2)						
	Method of assessment	written examination (approx. 60 minutes) Language of assessment: German and/or English						
Master's with 1 major Media Entertainment (2022)					JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record 88 26 - - H 2022			page 7 / 9

12-P&O-F-212-m01	<b>Human Resource Management</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + Ü (2)						
	Method of assessment	written examination (approx. 60 minutes)						
12-Ebus-F-212-m01	<b>E-Business</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + T (2)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or d) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English						
12-M-ECC-182-m01	<b>Business Communication in Print, Online and Social Media</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + Ü (2)						
	Method of assessment	written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus						
12-M-PCW-182-m01	<b>Project Modul: Crossmedial Business Communication</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2)						
	Method of assessment	portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus						
12-M-PACW-182-m01	<b>Project Modul: Audiovisual Business Communication</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2)						
	Method of assessment	portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus						

12-M-WPJ-182-m01	<b>Project Modul: Journalism in Economic Policy</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2)						
	Method of assessment	portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus						
12-EPS-212-m01	<b>Entrepreneurship</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + Ü (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate) Language of assessment: German and/or English						
12-IM-212-m01	<b>Strategic and Innovation Management</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + Ü (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate) Language of assessment: German and/or English						
<b>Thesis (30 ECTS credits)</b>								
06-ENT-MT-222-m01	<b>Master-Thesis</b>							
	ECTS	30	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	No courses assigned to module						
	Method of assessment	Master's thesis (approx. 80 pages) Language of assessment: German and/or English						
	Additional Information	Time to complete: 6 month Registration on a continuous basis as agreed upon with supervisor						