

Annex SFB

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

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

Examination regulations version: 2026
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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)):

??-???-2026 (2026-??)

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 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-262-mo1	Advanced Data Analysis							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (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						
o6-ENT-Ehi-262-mo1	Entertainment History							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Epsy-262-mo1	Entertainment Psychology							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Econ-262-mo1	Entertainment Conception							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Ema-262-mo1	Entertainment Marketing							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						

o6-ENT-AES-262-mo1	Advanced Entertainment Studies							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Esto-262-mo1	Entertainment & Stories							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Efi-262-mo1	Entertainment & Film							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-Emu-262-mo1	Entertainment & Music							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-EIM-262-mo1	Entertainment & Interactive Media							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						

o6-ENT-Ein-262-mo1	Entertainment Industries							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with term paper (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English						
o6-ENT-RP-262-mo1	Research Project							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	R (6) Module taught in: German and/or English						
	Method of assessment	a) presentation (30 to 45 minutes) and term paper (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-mo1	Internship							
	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.						
Compulsory Electives (15 ECTS credits)								
o4-DH-A1-152-mo1	Digital Humanities in Overview							
	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-PSY1-262-mo1	Psychology 1							
	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) Language of assessment: German and/or English						
	Participants and allo- cation of places	max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.						

o6-PDM- PSY2-262-mo1	Psychology 2							
	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) Language of assessment: German and/or English					
	Participants and allo- cation of places		max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.					
o6-PDM- PSY3-262-mo1	Psychology 3							
	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) Language of assessment: German and/or English					
	Participants and allo- cation of places		max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.					
o6-PDM- PSY4-262-mo1	Psychology 4							
	ECTS	3	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		V (2)					
	Method of assessment		written examination (approx. 60 minutes) Language of assessment: German and/or English					
	Participants and allo- cation of places		max. 8 Should the number of applications exceed the number of available places, places will be allocated by lot.					
o6-HCI-B-VU- sEx-242-mo1	Specialisation User Experience							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2) Module taught in: German and/or English					
	Method of assessment		Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Compu- ter Systems: 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) Language of assessment: German and/or English creditable for bonus					

o6-HCI-B-AT-242-mo1	HCI Bachelor Seminar Current Trends							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	presentation (approx. 20 minutes) with handout (approx. 5 pages) Language of assessment: German and/or English creditable for bonus						
o6-HCI-B-GLH-CL-242-mo1	Foundations of Human-Computer-Interaction							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (3) + Ü (1) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 120 minutes) or b) presentation (30 to 60 minutes) or c) oral examination of one candidate each (30 to 60 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						
o6-HCI-B-GL-PE-242-mo1	Foundations of Psychological Ergonomics							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + Ü (1) Module taught in: German and/or English						
	Method of assessment	written examination (approx. 90 minutes) Language of assessment: German and/or English creditable for bonus						
o6-ENT-AB-262-mo1	Selected Areas in Media Entertainment							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V/S (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (60 to 120 minutes) or b) term paper (15 to 20 pages)						

10-I=PM-252-m01	Professional Project Management							
	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, IN						
	Referred to in LPO I	§ 22 II Nr. 3 b)						
10-I=PRJAK-252-m01	Project - Current Topics in Computer Science							
	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, SEC, IN						
10-I-EinI1-262-m01	Introduction to Informatics							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	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 (approx. 15 minutes) Language of assessment: German and/or English creditable for bonus						
	Participants and allocation of places	max. 20 There is no limit on the number of places available for students of law and digital media psychology. A total of 20 places are available for students of other disciplines. If the number of applications from other fields of study exceeds 20, places will be allocated as follows: Priority will be given to applicants who are reapplying after failing the exam in previous years. The remaining places will be allocated by lot. Any places that become available at a later date will be allocated by lot.						

10-I-Ein-Py-262-mo1	Introduction to Python							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	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 (approx. 15 minutes) Language of assessment: German and/or English creditable for bonus						
	Participants and allocation of places	max. 20 The limit on the number of participants does not apply to students enrolled in the Digital Media Psychology program or the Political and Social Studies program (bachelor's degree, acquisition of 180, 120, 75, 60 ECTS credits) and Social Studies or Politics and Society (teaching subject for elementary school teachers, teaching subject for middle school teachers, didactic subject within the framework of elementary school didactics, didactic subject within the framework of middle school subject group didactics, advanced subject for high school teachers). The specified number of participant places is available to students of other subjects in whose SFB the module is listed. In the event that the number of applications exceeds the number of available places, the places will be allocated among all affected students according to their study progress (number of semesters); in the event of a tie, the decision will be made by lot. Any places that become available at a later date will be allocated by lot in a succession procedure.						
12-Mark-G-262-mo1	Marketing							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + T (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-M-IMM-262-mo1	Sales and Communications Management							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + Ü (2) Module taught in: English						
	Method of assessment	a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus						
12-EBWL-G-262-mo1	Introduction to Management							
	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) creditable for bonus						

12-P&O-F-262-mo1	Human Resource Management							
	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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-Ebus-F-262-mo1	E-Business							
	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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-M-ECC-262-mo1	Business Communication in Print, Online and Social Media							
	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. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-M-PCW-262-mo1	Project Modul: Crossmedial Business Communication							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus						
	Participants and allocation of places	20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.						

12-M-PACW-262-mo1	Project Modul: Audiovisual Business Communication							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2) Module taught in: German and/or English					
	Method of assessment		a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus					
	Participants and allocation of places		20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.					
12-M-WPJ-242-mo1	Project Modul: Journalism in Economic Policy							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		S (2) Module taught in: German and/or English					
	Method of assessment		portfolio (e. g. record of research activities, commentary, text analyses of different types of media); approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 20 pages Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus					
	Participants and allocation of places		10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.					
12-EPS-262-mo1	Entrepreneurship							
	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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus					

12-IM-242-m01	Strategic and Innovation Management							
	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. 15 minutes each candidate) Language of assessment: German and/or English creditable for bonus						
04-EM-MG5-262-m01	Introduction in Music and Society							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses	V (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (60 to 90 minutes) or b) written homework (3.000 to 5.000 words) Language of assessment: German and/or English						
04-EM-MW5-262-m01	Introduction in Musical Traditions of the World							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses	V (2) Module taught in: German and/or English						
	Method of assessment	a) written examination (60 to 90 minutes) or b) written homework (3.000 to 5.000 words) Language of assessment: German and/or English						
04-EM-AHE4-262-m01	Current and Historical Issues in Ethnomusicology 4							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	S (2) Module taught in: German and/or English						
	Method of assessment	a) written homework (approx. 3.000 to 5.000 words) or b) portfolio (70 to 100 hours total) or c) presentation (20 to 30 minutes) Language of assessment: German and/or English						
Thesis (30 ECTS credits)								
06-ENT-MT-262-m01	Master-Thesis							
	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. 70 pages)						
	Additional Information	Time to complete: 6 month Registration on a continuous basis as agreed upon with supervisor						