

Module/Course Description/Syllabus

Module:	Strategic International Corporate Communication		
Module courses:			
Course Title:	Strategic International Corporate Communication		
Recommended alternative module or courses:			
Course of studies:	Master International Corporate Communication and Media Management		
HISinOne Code:	Auskunft seitens SUP nicht möglich		
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Wilke Hammerschmidt		
Lecturer/s:	Prof. Dr. Julia Kormann / Prof. Dr. Wilke Hammerschmidt		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Face-to-face, e-learning, self-study		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 1st semester
Teaching Methods:	Face-to-face and e-learning	Volume: hours per semester week	03
	Case studies		
	Presentations		
Work parameters:	Contact hours in lecture form 45	Excercises (hours) 	Self-studies (hours) 135
			All together (hours)
			ECTS-Credits: 06
Number of Participants:			Length of programme: 1 semester
Use for other studies:	Students acquire the knowledge and skills to pursue an academic career in a PhD		

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>60 ECTS in corporate communications or media management, e.g. marketing, design, journalism</p>
<p>Learning outcomes:</p>	<p>This Master's programme is designed to provide its graduates with the competences and skills required to leverage the value of corporate communication and media management in international organizations.</p> <p>Students will be able to ...</p> <ul style="list-style-type: none"> ... translate organizational strategies into communicative action and thereby add value to international enterprises, institutions and organisations ... develop compelling user experiences with state-of-the art media concepts and artefacts ... deliver communication and media concepts based on research in their professional career as well as pursue an academic career.
<p>Content:</p>	<ul style="list-style-type: none"> • Corporate Communication as value-adding function in international organisations: From business and communication strategies to communication controlling • Leadership issues and global trends in international corporate communication and media management • Strategic Corporate Communication as a business asset in times of digitalization and global change • Reputation Management: Building and maintaining trust and enhancing the company's reputation • Stakeholder Management: Identifying and interacting with key stakeholders • Issues Management and crisis communication: From radar-function to proactive preparedness and appropriate crisis response

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Term papers and presentations</p>
<p>Assessment methods/ components:</p>	
<p>Assessment criteria:</p>	<p>Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Seminars</p> <p>Case studies</p> <p>Group work</p>

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<p>Required reading and other learning resources/tools:</p>	<p>Carroll: The Handbook of Communication and Corporate Reputation. Wiley 2015</p> <p>Cho, Hynyi; Reimer, Thorsten: The Sage Handbook of Risk Communication. Sage 2015</p> <p>Cornelissen, Joep: Corporate communication. A guide to theory & practice. 6th ed. Sage 2017.</p> <p>Goodman, Michael; Hirsch, Peter B.: Corporate Communication: Critical Business Asset for Strategic Global Challenge. Peter Lang 2014</p> <p>Gillis, Tamara L. (Ed.): The IABC Handbook of Organizational Communication. A Guide to Internal Communication, PR, Marketing and Leadership, Wiley 2011 -- to be continued</p>
<p>Recommended reading and other learning resources/ tools:</p>	<p>cont.: Sriramesh, Krishnamurthy; Vercic, Dejan: The Global Public Relations Handbook: Theory, Research, and Practice. Routledge 2009</p> <p>Tench, Ralph; Vercic, Dejan; Zerfass, Ansgar: Communication Excellence: How to Develop, Manage and Lead Exceptional Communications. Palgrave Macmillan 2017</p> <p>Wilcox, Dennis L./Cameron, Glen T./Reber, Bryan H.: Public Relations. Strategies and Tactics. 11th ed., global edition, Pearson 2015</p>
<p>Document Version:</p>	<p>1</p>
<p>Document Date:</p>	<p>11.09.2017</p>
<p>Document was created by:</p>	<p>Prof. Dr. Wilke Hammerschmidt</p>
<p>Valid from:</p>	<p>01.10.2017</p>
<p>Updated:</p>	<p><input type="text"/> by <input type="text"/></p>
<p>Additional information:</p>	<p><input type="text"/></p>
<p></p>	<p></p>

Module/Course Description/Syllabus

Module:	Media Management and Content Production in the Digital Ag			
Module courses:	Media Management in the Digital Age			
Course Title:	Media Management in the Digital Age			
Recommended alternative module or courses:	-			
Course of studies:	Master International Corporate Communications and Media Management (ICMCM)			
HISinOne Code:				
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Barbara Brandstetter			
Lecturer/s:	Prof. Dr. Barbara Brandstetter			
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	1st semester
Teaching Methods:	Lecture		Volume: hours per semester week	03
	Case Studies			
	Group Work & Presentations			
Work parameters:	Contact hours in lecture form	Excercises (hours)	Self-studies (hours)	All together (hours)
	60	60	60	
				ECTS-Credits: 06
Number of Participants:	30		Length of programme:	1 semester
Use for other studies:	Media Management Corporate Communication Strategy			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="635 271 1536 353">Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td data-bbox="635 365 1536 448">A minimum of 30 ECTS in communication modules</td> </tr> <tr> <td data-bbox="635 459 1536 542"></td> </tr> <tr> <td data-bbox="635 553 1536 636"></td> </tr> <tr> <td data-bbox="635 647 1536 730"></td> </tr> <tr> <td data-bbox="635 741 1536 824"></td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 30 ECTS in communication modules				
Bachelor degree with 210 ECTS and results of 2.3 or better							
A minimum of 30 ECTS in communication modules							
<p>Learning outcomes:</p>	<p>The students will have an advanced understanding</p> <ul style="list-style-type: none"> - of the main theories in media management - of changes in media consumption - of different business models in media industries - of relevant players in the media industries - of platform economies <p>The students will know</p> <ul style="list-style-type: none"> - how to develop business ideas for specific target groups - how to create multimedia stories for online and mobile - how to choose the best media for telling compelling stories on multiple platforms - how to use social media to distribute content 						
<p>Content:</p>	<p>This course aims to introduce students to basic theories of media management. In the course students will discuss different case studies and develop their own business idea for the media industry.</p> <p>Students will learn how to conceptualize and create multimedia stories for online and mobile devices and how to choose the best media for telling compelling stories on multiple platforms.</p>						

Module/Course Description/Syllabus

Examination Regulations:	Term paper and presentations
	Candidates need to achieve >50% of the maximum points in order to succeed
Assessment methods/ components:	<p>Portfolio and/or presentations</p> <ol style="list-style-type: none"> 1. Application of tools and assessment criteria on media business cases 2. Adaptation of research methods 3. Presentations 4. Term paper
Assessment criteria:	
Planned learning activities and teaching methods:	Specific lecture notes / e-learning / tests on Moodle
	Interactively developed content via whiteboard
	Case studies
	Group work; media training in the media lab
	Specific lecture (International Journal on Media Management, Journal of Media Business Studies, Reuters Institute, Niemanlab...)

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Küng, Lucy: Strategic Management in the Media. London: Sage, 2017</p> <p>Küng, Lucy: Innovators in Digital News. London: I. B. Tauris, 2016</p> <p>Wirtz, Bernd: Media and Internet Management. Wiesbaden: Springer Fachmedien, 2011</p> <p>Picard, Robert & Wildman, Steven: Handbook on the Economics of the Media. Cheltenham: Edward Elgar Publishing Limited, 2015</p> <p>Journal of Media Business Studies - Taylor & Francis Online</p>
<p>Recommended reading and other learning resources/tools:</p>	<p>International Journal on Media Management - Taylor & Francis Online</p> <p>Doyle, Gillian: Understanding media economics. London: Sage Publications, 2013</p> <p>Picard, Robert: The Economics and Financing of Media Companies. Fordham University Press, 2011</p> <p>Harrower, Tim: Inside Reporting. New York: McGraw-Hill, 2013</p> <p>Lambert, Joa: Digital Storytelling. New York: Routledge, 2013</p>
<p>Document Version:</p>	<p>3</p>
<p>Document Date:</p>	<p>12.01.2020</p>
<p>Document was created by:</p>	<p>Prof. Dr. Barbara Brandstetter</p>
<p>Valid from:</p>	<p>01.03.2020</p>
<p>Updated:</p>	<p>12.05.2020 by Prof. Dr. Barbara Brandstetter</p>
<p>Additional information:</p>	

Module/Course Description/Syllabus

Module:	Institutional/Ethical/Cultural Aspects of ICCMM			
Module courses:	Institutional, Ethical and Cultural Aspects of ICCMM			
Course Title:	Institutional, Ethical and Cultural Aspects of ICCMM			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communications and Media Management (ICCM)			
HISinOne Code:				
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach			
Lecturer/s:	Prof. Dr. Ulrike Reisach			
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	1st semester
Teaching Methods:	Lecture		Volume:	hours per semester week 03
	Group work and presentations of case studies			
	Discussion of case studies, presentations and portfolios			
Work parameters:	Contact hours in lecture form	Excercises (hours)	Self-studies (hours)	All together (hours)
	45	15	120	
				ECTS-Credits: 06
Number of Participants:	30		Length of programme:	1 semester
Use for other studies:	Corporate Communication Strategy and Concepts Marketing and Marketing Communications Media Management, Media Design and Production Data Ethics and Media Ethics			

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<p>Prerequisites:</p>	<table border="1"> <tr> <td>Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td>A minimum of 30 ECTS in communication modules</td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 30 ECTS in communication modules				
Bachelor degree with 210 ECTS and results of 2.3 or better							
A minimum of 30 ECTS in communication modules							
<p>Learning outcomes:</p>	<ol style="list-style-type: none"> 1. Ability to actively deal with the complexities of diverse regulatory framework conditions, ethical values and communication behaviors in business- or NGO-related projects. 2. Ability to set criteria, evaluate and choose the right channels, wording and design to successfully convince international partners and target groups. 3. Identification of potential cultural and ethical issues of international (social) media and corporate communications 4. Understanding of ethical and cultural expectations of stakeholders in international communication processes. 5. Critical reflection of their own communication and perception in international encounters 6. Development of efficient communication strategies to avoid concerns regarding legitimacy and organizational reputation. 						
<p>Content:</p>	<ol style="list-style-type: none"> 1. Institutions and framework conditions for corporate communications <ul style="list-style-type: none"> • The main stakeholders of corporate communication and media in different societies • International and national institutions, regulations and expectations for communication and media; standards and political realization • Concepts and issues associated with different national institutional frameworks • Global trends and interactions between companies, business associations, NPOs, NGOs, policy and of the global/local (social) media environment 2. Ethical standards <ul style="list-style-type: none"> • Principles of ethical actions, worldwide and selected specific principles • Societal and business ethics (e.g. truth, justice) vs. profit orientation • International ethical standards (EU, UN, OECD and others) • The historical, societal and cultural background of specific standards • Analysis of best and worst practices in international media and business 3. Culture <ul style="list-style-type: none"> • Culture, perceptions and interpretations (e.g. form, design, structure) • Case studies/examples for visible and invisible cultural differences • Culture, values and communication: how culture and institutional settings influence communication in different societies - case studies • Analysis of best practice cases and discussion with representatives of the respective regions 						

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<p>Examination Regulations:</p>	<p>Portfolio and/or presentations</p> <hr/> <p>Candidates need to achieve >50% of the maximum points in order to succeed</p> <hr/> <p>Candidates need to transfer and apply their knowledge to communication cases</p> <hr/> <hr/> <hr/>
<p>Assessment methods/ components:</p>	<p>Portfolio and/or presentations</p> <ol style="list-style-type: none"> 1. Application of tools and assessment criteria on communication cases from media, public institutions, NGOs or companies 2. Adaptation to case specifics in order to reach at conclusions and well-grounded recommendations 3. Convincing messages (content, appropriate wording and designs) that address audiences in specific societies and internationally 4. Suggestion of channels, partners and processes referring to the respective ethical, institutional and cultural framework conditions 5. For presentations: Accurate moderation of a discussion/dialogue with the audience
<p>Assessment criteria:</p>	<p>Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking.</p> <p>Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements.</p> <p>Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities.</p> <p>Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment.</p> <p>Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific lecture notes and visualizations via data projector / Power Point</p> <hr/> <p>Interactively developed content via whiteboard/flip chart</p> <hr/> <p>Selected webpages/videos/cases on international communication cases/issues provided on the university's e-learning platform</p> <hr/> <p>Group work and classroom interaction; discussion/dialogue on cases/presentations</p> <hr/> <p>Guest lectures from international subject experts and company/NGO representatives</p>

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<p>Required reading and other learning resources/tools:</p>	<p>Acemoglu, Daren and Robinson, James A.: Why nations fail. The origins of power, prosperity and poverty. Profile Books, London 2013</p> <p>Barmeyer, Christoph and Franklin, Peter (Hrsg.): Intercultural Management. A case-based approach to achieving complementarity and synergy. Palgrave/McMillan, 2016</p> <p>Brey, Philipp: International differences in ethical standards and in the interpretation of legal frameworks. Satori project founded by the European Commission, 2015 http://satoriproject.eu/m</p> <p>Curran, James: Media and Society. 5th ed., London Bloomsbury Academic, 2010</p> <p>Singh, Nitish, Pereira, Arun: The culturally customized web site, New York, USA 2005 und Singh, Nitish: Localization Strategies for Global E-Business, Cambridge 2012</p>
<p>Recommended reading and other learning resources/ tools:</p>	<p>Adler, Nancy. with Gundersen, A: International Dimensions of Organizational Behavior, 5th edition, Thomson South Western USA, 2008</p> <p>The High-Level Expert Group on Artificial Intelligence (2019). Ethics Guidelines for Trustworthy AI. European Commission, Brussels, April 2019</p> <p>Sandel, Michael J.: Justice. What's the right thing to do? Mc Millan reprint edition, 2010</p> <p>Sen, Amartya: The Idea of Justice, Penguin Books, 2010 and Sen, Amartya: Development as Freedom, Ocford University Press, 2001</p> <p>van Dijck, José. 2014. Datafication, dataism and dataveillance: Big Data between scientific paradigm and ideology. Surveillance & Society 12(2): 197-208.</p>
<p>Document Version:</p>	<p>11</p>
<p>Document Date:</p>	<p>18.12.2019</p>
<p>Document was created by:</p>	<p>Prof. Dr. Ulrike Reisach</p>
<p>Valid from:</p>	<p>01.03.2020</p>
<p>Updated:</p>	<p>12.05.2020 by Ulrike Reisach</p>
<p>Additional information:</p>	<p></p>
<p></p>	<p></p>

Module/Course Description/Syllabus

Module:	Human Centered Design and Design Thinking			
Module courses:	Human Centered Design and Design Thinking			
Course Title:	Human Centered Design and Design Thinking			
Recommended alternative module or courses:	-			
Course of studies:	International Corporate Communication and Media Management			
HISinOne Code:	2610400			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Danny Franzreb			
Lecturer/s:	Prof. Dr. Markus Caspers, Prof. Danny Franzreb, Prof. Patricia Franzreb			
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory		
Mode of delivery:	face-to-face			
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	1st semester
Teaching Methods:	seminars, exercises, project		Volume: hours per semester week	03
Work parameters:	Contact hours in lecture form 45	Excercises (hours) 65	Self-studies (hours) 70	All together (hours)
	ECTS-Credits:			06
Number of Participants:	20		Length of programme:	1 semester
Use for other studies:	n.a.			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="633 271 1535 353">None</td> </tr> <tr> <td data-bbox="633 365 1535 448"> </td> </tr> <tr> <td data-bbox="633 459 1535 542"> </td> </tr> <tr> <td data-bbox="633 553 1535 636"> </td> </tr> <tr> <td data-bbox="633 647 1535 730"> </td> </tr> <tr> <td data-bbox="633 741 1535 824"> </td> </tr> </table>	None					
None							
<p>Learning outcomes:</p>	<ul style="list-style-type: none"> - Specialized knowledge in implementing and working with the tools, tactics, and trends of HCD and Design Thinking in this rapidly changing field - Demonstrate an advanced understanding of human centered design processes for strategical application in international / national projects - Advanced skills in applying and moderating human centered design processes to create solutions that shape the future of digital products <p>Specialized knowledge in the utilization of agile and lean design methods within interdisciplinary teams</p>						
<p>Content:</p>	<p>Throughout the course students will explore experience design and related fields such as service design and interaction design, understanding human behavior, rigorous research, prototyping and testing.</p> <p>Human-centered design (HCD) is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. In the digital age creative thinkers can be more successful by learning directly from the people they are designing for as they immerse themselves in peoples' lives to deeply understand their needs. Design thinking is very closely connected to HCD. Hence it can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity. This module teaches these creative approaches to problem solving in practical lessons across all major steps of modern projects. It especially focuses on focuses on trends, opportunities and challenges in the digital information society.</p>						

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Project with documentation</p>															
<p>Assessment methods/ components:</p>	<table border="1"> <thead> <tr> <th>Task</th> <th>Weighth</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>1. Project + Artifacts</td> <td>100/100</td> <td>Week 1 - 15</td> </tr> </tbody> </table>	Task	Weighth	Date	1. Project + Artifacts	100/100	Week 1 - 15									
Task	Weighth	Date														
1. Project + Artifacts	100/100	Week 1 - 15														
<p>Assessment criteria:</p>	<table border="1"> <tbody> <tr> <td>High Distinction</td> <td>85-100</td> <td>Outstanding or exemplary performance in the following areas: artifact quality; developement process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject.</td> </tr> <tr> <td>Distinction</td> <td>75-84</td> <td>Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas.</td> </tr> <tr> <td>Credit</td> <td>65-74</td> <td>Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment.</td> </tr> <tr> <td>Pass</td> <td>50-64</td> <td>Usually awarded to students whose performance meets the requirements set for work provided for assessment.</td> </tr> <tr> <td>Fail</td> <td>0-49</td> <td>Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.</td> </tr> </tbody> </table>	High Distinction	85-100	Outstanding or exemplary performance in the following areas: artifact quality; developement process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject.	Distinction	75-84	Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas.	Credit	65-74	Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment.	Pass	50-64	Usually awarded to students whose performance meets the requirements set for work provided for assessment.	Fail	0-49	Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.
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Fail	0-49	Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.														
<p>Planned learning activities and teaching methods:</p>	<p>Seminars</p> <p>Exercises</p> <p>Project</p>															

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Required reading and other learning resources/tools:	<input type="text" value="Brown, Tim: Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperBusiness 2009"/>
	<input type="text" value="Verbeek, Peter-Paul: What Things Do. Reflections on Technology, Agency and Design, Pennsylvania University Press 2005"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Recommended reading and other learning resources/tools:	<input type="text" value="International Organization for Standardization: Ergonomics of human-system interaction - Part 210: Human-centred design for interactive systems, ISO 2010"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Document Version:	<input type="text" value="1"/>
Document Date:	<input type="text" value="11.09.2017"/>
Document was created by:	<input type="text" value="Prof. Danny Franzreb"/>
Valid from:	<input type="text" value="11.09.2017"/>
Updated:	<input type="text"/> by <input type="text"/>
Additional information:	<input type="text"/>

Module/Course Description/Syllabus

Module:	Methods of Communication and Media Research		
Module courses:	Methods of Communication and Media Research		
Course Title:	Methods of Communication and Media Research		
Recommended alternative module or courses:	-		
Course of studies:	International Corporate Communication and Media Management		
HISinOne Code:	2610500		
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Stefanie Schöberl		
Lecturer/s:	Prof. Dr. Stefanie Schöberl		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Face-to-face, self studies, E-Learning		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 1st semester
Teaching Methods:	Lectures, exercises, projects	Volume: hours per semester week	03
Work parameters:	Contact hours in lecture form 45	Excercises (hours) 65	Self-studies (hours) 70 All together (hours)
			ECTS-Credits: 06
Number of Participants:	20		Length of programme: 1 semester
Use for other studies:			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="635 271 1536 353">none</td> </tr> <tr> <td data-bbox="635 365 1536 448"> </td> </tr> <tr> <td data-bbox="635 459 1536 542"> </td> </tr> <tr> <td data-bbox="635 553 1536 636"> </td> </tr> <tr> <td data-bbox="635 647 1536 730"> </td> </tr> <tr> <td data-bbox="635 741 1536 824"> </td> </tr> </table>	none					
none							
<p>Learning outcomes:</p>	<p>The students will acquire</p> <ul style="list-style-type: none"> • specialised knowledge in the process of empirical research consisting of desk research, finding an appropriate research question, deriving hypotheses, determining samples and survey methods, • specialised problem-solving skills in designing a real-life study depending on the research question, • advanced skills in data analysis, statistical testing and drawing the correct conclusions and as a result deriving appropriate recommendations for action. 						
<p>Content:</p>	<p>This course provides a comprehensive understanding of qualitative and particularly quantitative empirical methods which are appropriate to do research on communication and media behaviour. In detail this course deals with the following issues:</p> <ul style="list-style-type: none"> • Generating hypotheses • Research Methods of Survey and Observation • Survey: Construction of standardized questionnaires, Determining the sample size and structure; selecting the appropriate survey method • Observation: Web analytics as an instrument for business and market research as well as performance measurement • Analysis of data with statistical software (SPSS) • Statistical tests of the data • Interpretation of the results and deriving recommendations for action. 						

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Term papers and presentations</p>															
<p>Assessment methods/ components:</p>	<p>Tutorial participation (ongoing) 20% Term paper (week 12): 60% Final presentation (week 13): 20%</p>															
<p>Assessment criteria:</p>	<table border="0"> <tr> <td>High Distinction</td> <td>85-100</td> <td>Outstanding or exemplary performance in the following areas: artifact quality; development process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject.</td> </tr> <tr> <td>Distinction</td> <td>75-84</td> <td>Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas.</td> </tr> <tr> <td>Credit</td> <td>65-74</td> <td>Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment.</td> </tr> <tr> <td>Pass</td> <td>50-64</td> <td>Usually awarded to students whose performance meets the requirements set for work provided for assessment.</td> </tr> <tr> <td>Fail</td> <td>0-49</td> <td>Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.</td> </tr> </table>	High Distinction	85-100	Outstanding or exemplary performance in the following areas: artifact quality; development process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject.	Distinction	75-84	Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas.	Credit	65-74	Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment.	Pass	50-64	Usually awarded to students whose performance meets the requirements set for work provided for assessment.	Fail	0-49	Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.
High Distinction	85-100	Outstanding or exemplary performance in the following areas: artifact quality; development process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject.														
Distinction	75-84	Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas.														
Credit	65-74	Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment.														
Pass	50-64	Usually awarded to students whose performance meets the requirements set for work provided for assessment.														
Fail	0-49	Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.														
<p>Planned learning activities and teaching methods:</p>	<p>Lectures</p> <p>Project work</p> <p>Exercises</p>															

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Wrench, J., Thomas-Maddox, C., Peck Richmond, V., McCroskey, J.C.: Quantitative Research Methods for Communication: A Hands-On Approach, New York 2012</p>
<p>Recommended reading and other learning resources/tools:</p>	<p>Creswell, J.W.: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition, Thousand Oaks/London/New Delhi 2013</p> <p>Neuman, W.L.: Social Research Methods: Qualitative and Quantitative Approaches, 8th Edition, New York 2013</p> <p>Hair, J. F., Black, W., Babin, B., Anderson, R. und Tatham, R.: Multivariate Data Analysis, 7th Edition, Upper Saddle River (NJ) 2013</p>
<p>Document Version:</p>	<p>1</p>
<p>Document Date:</p>	<p>15.09.2017</p>
<p>Document was created by:</p>	<p>Prof. Dr. Stefanie Schöberl</p>
<p>Valid from:</p>	<p>15.09.2017</p>
<p>Updated:</p>	<p><input type="text"/> by <input type="text"/></p>
<p>Additional information:</p>	<p><input type="text"/></p>
<p></p>	<p></p>

Module/Course Description/Syllabus

Module:	Transfer Semester		
Module courses:			
Course Title:	Transfer Semester		
Recommended alternative module or courses:	International Brand and Sales Management OR International Semester		
Course of studies:	Master International Corporate Communication and Media Management		
HISinOne Code:			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Wilke Hammerschmidt		
Lecturer/s:	Professors of HNU		
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory	
Mode of delivery:			
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 2nd semester
Teaching Methods:	Practical experience	Volume: hours per semester week	03
	Subject-related training and coaching		
	Adaption and self-reflection		
Work parameters:	Contact hours in lecture form 6	Excercises (hours) 420	Self-studies (hours) 464
			All together (hours) 30
			ECTS-Credits: 30
Number of Participants:	10	Length of programme:	1 semester
Use for other studies:	Advanced Corporate Communication (or any discipline within Corporate Communication) Advanced Marketing Communication Media Management Media Design and Production		

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="635 271 1536 353">Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td data-bbox="635 365 1536 448">A minimum of 60 ECTS in communication modules</td> </tr> <tr> <td data-bbox="635 459 1536 542"></td> </tr> <tr> <td data-bbox="635 553 1536 636"></td> </tr> <tr> <td data-bbox="635 647 1536 730"></td> </tr> <tr> <td data-bbox="635 741 1536 824"></td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 60 ECTS in communication modules				
Bachelor degree with 210 ECTS and results of 2.3 or better							
A minimum of 60 ECTS in communication modules							
<p>Learning outcomes:</p>	<ul style="list-style-type: none"> - Deepened understanding of the relationship between theory and practice - Ability to apply the theoretical knowledge in practice and to reflect it critically - Ability to actively deal with practical situations and challenges and to assess them - Ability to derive, implement and evaluate appropriate measures - Ability to base practical decisions on scientific findings - Ability to effectively identify challenges for pro-active communication activities - Critical self-reflection and identification of personal strengths and weaknesses in a practical environment 						
<p>Content:</p>	<ul style="list-style-type: none"> - Training on the job - Coachings with regard to individual needs, e.g. personal strengths and weaknesses etc. 						

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>3 Project study papers</p>
	<p>1 Learning Diary</p>
	<p>Candidates need to transfer and apply their knowledge to the practical situation</p>
	<p>Candidates need to achieve >50% of the maximum points in order to succeed</p>
<p>Assessment methods/ components:</p>	<p>Project study papers to critically reflect the tasks and their implementation</p> <p>Learning diary to document and reflect the individual learning path</p>
<p>Assessment criteria:</p>	<p>Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking.</p> <p>Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements.</p> <p>Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities.</p> <p>Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment.</p> <p>Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Individual coachings by the professors</p>

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Depending on the topics of the transfer semester</p>
<p>Recommended reading and other learning resources/tools:</p>	
<p>Document Version:</p>	<p>2</p>
<p>Document Date:</p>	<p>18.11.2019</p>
<p>Document was created by:</p>	<p>Prof. Dr. Wilke Hammerschmidt</p>
<p>Valid from:</p>	<p>18.11.2019</p>
<p>Updated:</p>	<p>12.05.2020 by Prof. Dr. Wilke Hammerschmidt</p>
<p>Additional information:</p>	

Module/Course Description/Syllabus

Module:	Strategic Brand Management		
Module courses:	Strategic Brand Management and Branding Tools Branding Seminar Branding Case Studies		
Course Title:			
Recommended alternative module or courses:	Courses taken at partner university abroad		
Course of studies:	International Corp. Comm. and Media Mgmt (ICMCM)/Master of Adv. Mgmt (MAM)		
HISinOne Code:			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Jens Uwe Pätzmann		
Lecturer/s:	Prof. Dr. Jens Uwe Pätzmann		
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory	
Mode of delivery:	face-to-face		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 2nd semester
Teaching Methods:	Lecture and exercises	Volume: hours per semester week	07
	Personal coaching and one-to-one feedback		
	Discussions		
Work parameters:	Contact hours in lecture form 35	Excercises (hours) 55	Self-studies (hours) 210
			All together (hours) 10
			ECTS-Credits: 10
Number of Participants:	10 - 15 (ICMCM) 20 (MAM)		Length of programme: 1 semester
Use for other studies:	Corporate Communication Strategy and Concepts Marketing and Marketing Communications Media Management Media Design and Production		

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td>Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td>A minimum of 30 ECTS in communication modules</td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 30 ECTS in communication modules				
Bachelor degree with 210 ECTS and results of 2.3 or better							
A minimum of 30 ECTS in communication modules							
<p>Learning outcomes:</p>	<ul style="list-style-type: none"> + Brand Management seeks to increase a product's or service's perceived value to the customers. It is therefore an important key to success in markets, where products and services adjust more and more. + The aim of this module is to provide students with all relevant theoretical dimensions of successful Brand Management. They will become acquainted with branding tools and they will learn how to use them effectively. + The module aims to introduce students to current branding problems, which shall be examined and scientifically compiled. Students are required to demonstrate a critical reflection of the theories and concepts presented in this module. + By writing a scientifically based assignment essential skills for scientific working will be improved. + Furthermore it is about putting Brand Management theory into practice by examining a number of real-world brands and case studies. Students will develop an understanding of the complex reality and process of Brand Management. + They will learn how to generate creative and original solutions to strategic branding problems and to communicate these efficiently. + Further soft skills like personal initiative, teamwork, attitude of responsibility, self-awareness and critical ability will be trained. 						
<p>Content:</p>	<p>After having introduced students to the relevant methods of modern branding, they will get to know and actively learn how to develop branding strategies:</p> <ol style="list-style-type: none"> 1. Brand Concept (Brand Definition) 2. Brand Positioning 3. Brand Personality 4. Brand Architecture 5. Brand Planning (Customer Insights, Target Group Prototyping, Target Group Diary, Integrated Creative Brief, Channel Integration Plan, Claim and Key Visual, Content Planning) 6. Internal Branding 7. Brand Controlling <p>Students will work on international cases which are each related to one chapter of the lecture (1 - 6). They will discuss and deep dive into branding issues presented beforehand in the lecture.</p>						

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Portfolio-examination incl.</p> <hr/> <p>Written examination of approximately 90 min.</p> <hr/> <p>Group Presentation</p> <hr/> <p>Written assignment (5000 words)</p> <hr/>
<p>Assessment methods/ components:</p>	
<p>Assessment criteria:</p>	<p>Marks 1.0-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific notes and visualizations via data projector / Power Point</p> <hr/> <p>Interactively developed content via whiteboard/flip chart</p> <hr/> <p>Script/selected webpages/videos/cases on international branding cases/issues provided on the university's e-learning platform (moodle)</p> <hr/> <p>Group work and classroom interaction through exercises; discussion/dialogue on cases/presentations</p> <hr/> <p>Guest lectures from international subject experts and company representatives (not regularly)</p>

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<div data-bbox="611 248 1533 331" style="border: 1px solid black; padding: 2px;">Kapferer, Jean N.: The New Strategic Brand Management (latest edition)</div> <div data-bbox="611 342 1533 425" style="border: 1px solid black; padding: 2px;">Keller, Kevin L.: Strategic Brand Management (global edition)</div> <div data-bbox="611 436 1533 519" style="border: 1px solid black; padding: 2px;">Kotler, Philip/Keller, Kevin: Marketing Management (global edition)</div> <div data-bbox="611 530 1533 613" style="border: 1px solid black; padding: 2px;">Perrey, Jesko/Freundt Tjark/Spillecke, Dennis: Power Brands (latest edition)</div> <div data-bbox="611 624 1533 707" style="border: 1px solid black; padding: 2px;">Szmigin, I./Piacentini, M.: Consumer Behaviour (latest edition)</div>
<p>Recommended reading and other learning resources/ tools:</p>	<div data-bbox="611 750 1533 833" style="border: 1px solid black; padding: 2px;">Journal of Brand Management</div> <div data-bbox="611 844 1533 927" style="border: 1px solid black; padding: 2px;">Journal of Consumer Behaviour</div> <div data-bbox="611 938 1533 1021" style="border: 1px solid black; padding: 2px;">Journal of Consumer Culture</div> <div data-bbox="611 1032 1533 1115" style="border: 1px solid black; padding: 2px;">Journal of Consumer Psychology</div> <div data-bbox="611 1126 1533 1209" style="border: 1px solid black; padding: 2px;"></div>
<p>Document Version:</p>	<div data-bbox="611 1229 874 1283" style="border: 1px solid black; padding: 2px;">2</div>
<p>Document Date:</p>	<div data-bbox="611 1323 874 1377" style="border: 1px solid black; padding: 2px;">23.02.2018</div>
<p>Document was created by:</p>	<div data-bbox="611 1400 1533 1453" style="border: 1px solid black; padding: 2px;">Prof. Dr. Jens Uwe Pätzmann</div>
<p>Valid from:</p>	<div data-bbox="611 1471 874 1525" style="border: 1px solid black; padding: 2px;"></div>
<p>Updated:</p>	<div data-bbox="611 1545 874 1599" style="border: 1px solid black; padding: 2px;">12.05.2020</div> <p style="margin-left: 20px;">by</p> <div data-bbox="981 1545 1533 1599" style="border: 1px solid black; padding: 2px;">Prof. Dr. Jens Pätzmann</div>
<p>Additional information:</p>	<div data-bbox="611 1664 1533 1928" style="border: 1px solid black; padding: 2px;"></div>

Module/Course Description/Syllabus

Module:	Research Project & Content Production			
Module courses:	Research Project & Content Production			
Course Title:	Research Project & Content Production			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communications and Media Management (ICMCM)			
HISinOne Code:				
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach			
Lecturer/s:	Prof. Dr. Ulrike Reisach, Prof. Dr. Barbara Brandstetter			
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	2nd semester
Teaching Methods:	Lecture		Volume:	hours per semester week 04
	Group work and presentations; media training at the university's media centre			
	Discussion of examples, presentations and portfolios			
Work parameters:	Contact hours in lecture form	Exercises (hours)	Self-studies (hours)	All together (hours)
	45	95	160	
				ECTS-Credits: 10
Number of Participants:	30		Length of programme:	1 semester
Use for other studies:	Media Management Media Design and Production			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>Bachelor degree with 210 ECTS and results of 2.3 or better</p> <p>A minimum of 30 ECTS in communication modules</p>
<p>Learning outcomes:</p>	<p>Students will be able to</p> <ul style="list-style-type: none"> • Analyze and assess practical examples of international research topics in the fields of communication and media management • Investigate stakeholder interests and financial sources of publications and media products • Recognize future impacts through forecasting and scenario techniques • Identify upcoming issues/ trends in different societies/markets • Effectively identify challenges and opportunities for international communication • Develop constructive relationships with team members, divergent opinions and approaches • Produce compelling multimedia content for different target groups • Organize themselves and their tasks in media production • Use different media channels to distribute their research outcomes / projects / ideas
<p>Content:</p>	<ol style="list-style-type: none"> 1. Research practice (BB+UR) 2. Content/financial source analysis (BB and UR) and investigative journalism (BB) 3. International stakeholder interests/media usage/perceptions (UR) 4. Forecasting and scenario techniques (UR) 4. Text production (BB+UR) 5. Content provision on social media (BB) 6. Multimedia content production (videos, podcasts,) (BB) <p>Examples for Research Projects and Content Production:</p> <ul style="list-style-type: none"> • Privacy settings in social media • Sponsored content and research funding • Independent research and balanced content • Potential risks such as biases, disinformation, virality and polarization • Production of blogs, videos and texts (SEO, ...)

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Presentation/Portfolio of media production</p> <hr/> <p>Candidates need to achieve >50% of the maximum points in order to succeed</p> <hr/> <p>Candidates need to transfer and apply their knowledge to communication cases</p> <hr/> <p>Candidates need to produce compelling multimedia content in order to promote their projects / business ideas / research results</p> <hr/>
<p>Assessment methods/ components:</p>	<p>Portfolio and/or presentations</p> <ol style="list-style-type: none"> 1. Application of tools and channels 2. Creation of a multimedia story based on research and target-group understanding 3. Adaptation of design and style to purpose and target groups 4. Convincing messages (content, appropriate wording and designs) that address audiences in specific societies and internationally
<p>Assessment criteria:</p>	<p>Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific lecture notes and visualizations via data projector / Power Point</p> <hr/> <p>Interactively developed content via whiteboard/flip chart</p> <hr/> <p>Selected webpages/videos/cases on international communication cases/issues provided on the university's e-learning platform</p> <hr/> <p>Group work and classroom interaction; discussion/dialogue on cases/presentations</p> <hr/> <p>Media training at the universities's media centre; Guest lectures from international subject experts and company/NGO representatives</p>

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Gershon, R.A. (2017) Digital Media and Innovation: Management and Design Strategies in Communication http://dx.doi.org/10.4135/9781483399836</p> <p>Gregory, W. J. (1994). Critical Appreciation: Thinking, Speaking and Acting Critically, in B. Brady and L. Peeno (eds.) New Systems Thinking and Action for a New Century, International Society</p> <p>Miller, Carolyn Handler (2014): Digital Storytelling. Burlington: Focal Press</p> <p>Harrower, Tim (2013): Inside Reporting. New York: McGraw-Hill</p>
<p>Recommended reading and other learning resources/tools:</p>	<p>Reuters institute for the study of journalism (reutersinstitute.politics.ox.ac.uk)</p> <p>Niemanlab (niemanlab.org)</p> <p>DataEthics.EU</p>
<p>Document Version:</p>	<p>2</p>
<p>Document Date:</p>	<p>18.12.2019</p>
<p>Document was created by:</p>	<p>Prof. Dr. Barbara Brandstetter and Prof. Dr. Ulrike Reisach</p>
<p>Valid from:</p>	<p>01.03.2020</p>
<p>Updated:</p>	<p>12.05.2020 by Ulrike Reisach & Barbara Brandstetter</p>
<p>Additional information:</p>	

Module/Course Description/Syllabus

Module:	Strategic Market Research		
Module courses:	Strategic Market Research Management and Market Research Tools Market Research Seminar Market Research case studies		
Course Title:			
Recommended alternative module or courses:	Courses taken at partner university abroad		
Course of studies:	International Corp. Comm. and Media Mgmt (ICMCM)/Master of Adv. Mgmt (MAM)		
HISinOne Code:			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Sascha Fabian		
Lecturer/s:	Prof. Dr. Sascha Fabian		
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory	
Mode of delivery:			
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 2nd semester
Teaching Methods:	Blended learning with the following methods:	Volume: hours per semester week	08
	Lectures, tutorials, guest speakes, multimedia presentations, task assignments, self learning,		
	personal coaching, students help other students to find solutions, sample solutions		
Work parameters:	Contact hours in lecture form 70	Excercises (hours) 	Self-studies (hours) 230
			All together (hours)
			ECTS-Credits: 10
Number of Participants:	10 - 15 (ICMCM) 20 (MAM)		Length of programme: 1 semester
Use for other studies:			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>Bachelor degree with 210 ECTS and results of 2.3 or better</p> <p>A minimum of 30 ECTS in communication modules</p> <p>Attending course "theory of market research" and course "Market Research case Study/ conceptual Seminar", basic understanding of windows and excel</p>
<p>Learning outcomes:</p>	<p>Insights into Strategic Market Research Theory is an important key to success. It guarantees that management decisions can be taken on relevant, accurate, reliable, and current information. This course aims to provide students with a detailed understanding of the essential technologies and methods of Market Research, which are most important in a later executive career. Further it teaches students a framework for understanding the value, limitations of published research.</p> <p>This course aims to broaden students understanding of sophisticated software in the area of market research. To accomplish that goal students get used to SPSS (always latest version) and Lighthouse by Sawtooth (always latest version). After completing this course, Students shall be able to build either an Online Questionnaire or an CAPI questionnaire by using Lighthouse. Additionally they have to be able to analyse the resulting data by using SPSS.</p> <p>Furthermore, the module aims to broaden students' theoretical knowledge. They are required to demonstrate a critical application of the theories and concepts presented in the module. Students will learn to develop considerable problem-solving capabilities to "real world problems" and to communicate these efficiently. Students are expected to realizes, that in reality assumptions of theoretical models are often not fulfilled and how to handle the resulting obstacles. Further soft skills like personal initiative, teamwork, project management, attitude of responsibility, self-awareness and critical ability will be trained.</p>
<p>Content:</p>	<ul style="list-style-type: none"> - Introduction to Market Research - The Market Research Process - Data and getting Data - Descriptive Statistics - Hypothesis Testing and ANOVA - Regression Analyses, Factor Analysis, MaxDiff Approach - Communicating the Results <p>Lighthouse Development of traditional online and CAPI questionnaire (e.g. numeric questions, select questions, semantic differentials, rankings, ..), - MaxDiff Setups to analyse preference structures, - Conjoint Analysis with latent calls analysis and hierarchical bayes estimations of part-worth utilities, Simulations</p> <p>SPSS Starting SPSS and understanding the different windows, Transferring Paper and pencil questionnaire to SPSS, Defining variables (e.g. type, scale type, ...), Merging data from Excel, Analysing Distributions of data, Recoding data and computing values, Building classes bases on continuous data, Understanding different chart types and how to built them (e.g. box plots), Calculating, understanding the Prerequisites of and interpreting statistical parameters, Analysing Multiple Response data, Segmenting data for analysis.</p> <p>Students will apply their theoretical knowledge to real Market Research problems. The discussed cases aim to cover national and international Market Research topics and will either be an actual challenge of either a local or an international company.</p>

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Portfolio-examination incl.</p>
	<p>1 written examination (90min)</p>
	<p>1 presentation</p>
<p>Assessment methods/ components:</p>	
<p>Assessment criteria:</p>	<p>Marks 1.0-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">A Concise Guide to Market Research (Sarstedt, Marco and Mooi, Erik) - latest Version</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Marketing Research (Cooper, Donald and Schindler, Pamela)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Tutorials and handbook of lighthouse (available as pdf)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> </div> <div style="border: 1px solid black; padding: 5px;"> </div>
<p>Recommended reading and other learning resources/ tools:</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Edward F. McQuarrie: The Market Research Toolbox: A Concise Guide for Beginners, Sage Publications, Inc; Second Edition, ISBN-10: 1412913187</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">D. V. L. Smith: The Art & Science of Interpreting Market Research Evidence, ISBN-10: 0470844248</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Ian Brace: Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research (Market Research in Practice Series)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Students are asked to find solutions to the given exercises by themselves. They are allowed to use anything that helps to answer the exercises (e.g. google, books, youtube, ...)</div> <div style="border: 1px solid black; padding: 5px;">A sample solution is available four weeks before the exam to prepare for the SPSS Part of the exam</div>
<p>Document Version:</p>	<div style="border: 1px solid black; padding: 5px; width: 100px;">2</div>
<p>Document Date:</p>	<div style="border: 1px solid black; padding: 5px; width: 100px;">18.11.2019</div>
<p>Document was created by:</p>	<div style="border: 1px solid black; padding: 5px; width: 100%;">Prof. Dr. Sascha Fabian</div>
<p>Valid from:</p>	<div style="border: 1px solid black; padding: 5px; width: 100px;">18.11.2019</div>
<p>Updated:</p>	<div style="border: 1px solid black; padding: 5px; width: 100px;">12.05.2020</div> <p style="margin-left: 100px;">by</p> <div style="border: 1px solid black; padding: 5px; width: 150px; margin-left: 100px;">Sascha Fabian</div>
<p>Additional information:</p>	<div style="border: 1px solid black; height: 100px; width: 100%;"></div>

Module/Course Description/Syllabus

Module:	Transfer Conference			
Module courses:				
Course Title:	Transfer Conference			
Recommended alternative module or courses:	--			
Course of studies:	Master International Corporate Communication and Media Management			
HISinOne Code:				
Study Cycle:	<input type="radio"/> first	<input type="radio"/> second	<input checked="" type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Stefanie Schöberl			
Lecturer/s:	Professors of HNU			
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	3rd semester
Teaching Methods:	Discussion		Volume: hours per semester week	02
	Presentation			
	Workshop			
Work parameters:	Contact hours in lecture form	Excercises (hours)	Self-studies (hours)	All together (hours)
	27	13	20	
				ECTS-Credits: 02
Number of Participants:	30		Length of programme:	1 semester
Use for other studies:				

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="635 271 1532 353">Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td data-bbox="635 365 1532 448">A minimum of 60 ECTS in communication modules</td> </tr> <tr> <td data-bbox="635 459 1532 542">Successful participation and conclusion of the 2nd semester of ICCMM (International Semester OR Brand and Sales Management OR Transfer Semester)</td> </tr> <tr> <td data-bbox="635 553 1532 636"></td> </tr> <tr> <td data-bbox="635 647 1532 730"></td> </tr> <tr> <td data-bbox="635 741 1532 824"></td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 60 ECTS in communication modules	Successful participation and conclusion of the 2nd semester of ICCMM (International Semester OR Brand and Sales Management OR Transfer Semester)			
Bachelor degree with 210 ECTS and results of 2.3 or better							
A minimum of 60 ECTS in communication modules							
Successful participation and conclusion of the 2nd semester of ICCMM (International Semester OR Brand and Sales Management OR Transfer Semester)							
<p>Learning outcomes:</p>	<ul style="list-style-type: none"> - Ability to critically self-reflect the subject-related competencies acquired in the second semester of ICCMM - Ability to transfer the gained subject related theoretical and practical experiences - Ability to discuss and defend the own point of view - Deepened understanding of the other students' subject-related theoretical and practical experiences and competencies - Develop an understanding of how the different experiences are interlinked, which synergies result from their interaction and understand how the various competencies combine to form an overall picture 						
<p>Content:</p>	<p>Students will work in a workshop-setup and share their experiences gained in the second semester of ICCMM.</p> <p>Depending on their choice within the second semester, they will share:</p> <ul style="list-style-type: none"> - Deepened insights into intercultural factors and challenges (International Semester) - Deepened insights into brand and sales management (Brand and Sales Management) - Deepened insights into practical tasks and challenges (Transfer Semesters) 						

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Workshop and presentation</p>
	<p>Candidates need to achieve >50% of the maximum points in order to succeed</p>
<p>Assessment methods/ components:</p>	
<p>Assessment criteria:</p>	<p>Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Workshop-setup and -methodologies</p>
	<p>Discussions and presentations</p>
	<p>Preparation and presentation of posters</p>

Module/Course Description/Syllabus

Required reading and other learning resources/tools:	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Recommended reading and other learning resources/tools:	<input type="text"/>
	<input type="text"/>
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	<input type="text"/>
	<input type="text"/>
Document Version:	<input type="text" value="1"/>
Document Date:	<input type="text" value="18.11.2019"/>
Document was created by:	<input type="text" value="Prof. Dr. Stefanie Schöberl"/>
Valid from:	<input type="text" value="18.11.2019"/>
Updated:	<input type="text"/> by <input type="text"/>
Additional information:	<input type="text"/>

Module/Course Description/Syllabus

Module:	International Strategic Management		
Module courses:			
Course Title:	International Strategic Management		
Recommended alternative module or courses:			
Course of studies:	Master International Corporate Communication and Media Management		
HISinOne Code:	2630100		
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Daniel Schallmo		
Lecturer/s:	Prof. Dr. Daniel Schallmo		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Face-to-face, e-learning		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 3rd semester
Teaching Methods:	Face-to-face and e-learning	Volume: hours per semester week	03
	Case studies		
	Presentations		
Work parameters:	Contact hours in lecture form 45	Excercises (hours) 45	Self-studies (hours) 60
			All together (hours) 05
			ECTS-Credits: 05
Number of Participants:			Length of programme: 1 semester
Use for other studies:	Students acquire the knowledge and skills to pursue an academic career in a PhD		

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>60 ECTS in corporate communications or media management, e.g. marketing, design, journalism</p>
<p>Learning outcomes:</p>	<ul style="list-style-type: none"> -Participants are made aware of the topic of strategic management -Participants understand what strategic management can look like and how they themselves can become innovative leaders -Participants know how the approach for strategic management is applied for a real company -Participants exchange views and network with each other
<p>Content:</p>	<ul style="list-style-type: none"> -An overview of the approach and tools for strategic management -Describing an existing company • Conducting the strategic external analysis (What external drivers from the macro- and micro environment are relevant to us?) -Developing a strategic prognosis (How will the drivers develop in future and how can we derive scenarios from there?) -Conducting the strategic internal analysis (What internal factors are relevant to us?) -Developing strategic guidelines (What is our vision? Our mission?...) -Deriving strategic options (What strategic options do we have and how can they be evaluated?) -Formulating the strategy (How can the strategy be formulated and what are relevant projects and measures?)

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Weekly presentations and summary, pdf. (40%)</p> <hr/> <p>Final presentation, incl. a communication concept for the strategy (40%)</p> <hr/> <p>Weekly individual review of each student (20%)</p> <hr/> <hr/> <hr/>
<p>Assessment methods/ components:</p>	<p>-Weekly presentations and summary, pdf. (40%) -Final presentation, incl. a communication concept for the strategy (40%) -Weekly individual review of each student (20%)</p>
<p>Assessment criteria:</p>	<p>-Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. -Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. -Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. -Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. -Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Lecture</p> <hr/> <p>Cases</p> <hr/> <p>Group work and presentation</p> <hr/> <p>Discussion</p> <hr/> <hr/>

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation; Pijl et. al.</p> <p>Essentials of Strategic Management: Effective Formulation and Execution of Strategy; Wunder</p> <p>Strategic Management; Lynch</p> <p>Strategic International Management: Text and Cases; Moschett et al.</p>
<p>Recommended reading and other learning resources/tools:</p>	<p></p> <p></p> <p></p> <p></p> <p></p>
<p>Document Version:</p>	<p>1</p>
<p>Document Date:</p>	<p>27.03.2019</p>
<p>Document was created by:</p>	<p>Prof. Dr. Daniel Schallmo</p>
<p>Valid from:</p>	<p>27.03.2019</p>
<p>Updated:</p>	<p><input type="text"/> by <input type="text"/></p>
<p>Additional information:</p>	<p></p>
<p></p>	<p></p>

Module/Course Description/Syllabus

Module:	Sustainability and CSR communication		
Module courses:	n.a.		
Course Title:			
Recommended alternative module or courses:			
Course of studies:	Master International Corporate Communication and Media Management		
HISinOne Code:			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Julia Kormann		
Lecturer/s:	Prof. Dr. Julia Kormann, tba.		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Capstone Project, e-learning		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 3rd semester
Teaching Methods:	Lecture, team work	Volume: hours per semester week	03
Work parameters:	Contact hours in lecture form 30	Excercises (hours) 20	Self-studies (hours) 100
			All together (hours) 05
			ECTS-Credits: 05
Number of Participants:	n.a.		Length of programme: 1 semester
Use for other studies:			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>60 ECTS in media or corporate communication studies</p>
<p>Learning outcomes:</p>	<p>In this module of HNU's graduate program students will acquire:</p> <ul style="list-style-type: none"> • Specialised knowledge in Sustainability and CSR as overarching issues in economy and society in the 21st century and its relevance for international corporate communication and media management • Specialised problem-solving skills in a real-life project assignment for businesses or non-profit organisations in the field of sustainability / CSR
<p>Content:</p>	<p>Global change is transforming the planet at unprecedented rates – economies and societies are affected on a global level. Sustainability and CSR gain momentum among all communication stakeholders in today's disruptive business world.</p> <p>This module integrates online courses of the virtual academy of sustainability (VAN = Virtuelle Akademie Nachhaltigkeit) and/or other relevant MOOCs and translates theory to practice in an onsite capstone project in an innovative teaching environment.</p>

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	Exam / Paper
	Presentation
<p>Assessment methods/ components:</p>	<p>Exam / Paper: 50%</p> <p>Final Presentation: 50%</p>
<p>Assessment criteria:</p>	<p>HNU's code of conduct for scientific writing applies</p>
<p>Planned learning activities and teaching methods:</p>	Lecture / Online Lecture
	team / project work

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Belz, Frank-Martin; Peattie, Ken (2012): Sustainability Marketing: A Global Perspective. Jon Wiley OR Online-Lecture "Sustainability Marketing" by Virtual Academy Sustainability</p> <p>Diehl, Sandra; Karmasin, Matthias et.al. (Eds.) (2017): Handbook of Integrated CSR Communication. Springer</p> <p>Pompper, Donnalyn (2017): Corporate Social Responsibility, Sustainability and Public Relations: Negotiating Multiple Complex Challenges. Routledge</p> <p>Chandler, David; Werther, William B. Jr. (2013): Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation. 3rd ed, SAGE Publications</p>
<p>Recommended reading and other learning resources/tools:</p>	<p></p> <p></p> <p></p> <p></p> <p></p>
<p>Document Version:</p>	<p>2,0</p>
<p>Document Date:</p>	<p>18.11.2019</p>
<p>Document was created by:</p>	<p>Prof. Dr. Julia Kormann</p>
<p>Valid from:</p>	<p>18.11.2019</p>
<p>Updated:</p>	<p>31.01.2020 by Prof. Dr. Julia Kormann</p>
<p>Additional information:</p>	<p></p>
<p></p>	<p></p>

Module/Course Description/Syllabus

Module:	Master: Master Thesis and Master Seminar		
Module courses:	Master Thesis Master Seminar		
Course Title:	Master Thesis and Master Seminar		
Recommended alternative module or courses:			
Course of studies:	Master International Corporate Communication and Media Management		
HISinOne Code:			
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Wilke Hammerschmidt		
Lecturer/s:	The subject of the master thesis is given, supervised and evaluated by a professor of the university of applied sciences Neu-Ulm.		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Master seminar: Colloquium, Master thesis: written master thesis		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 3rd semester
Teaching Methods:	Individual coaching and support by the professo	Volume: hours per semester week	02
	Literature study		
	Self-study		
Work parameters:	Contact hours in lecture form 30	Excercises (hours) 	Self-studies (hours) 495
			All together (hours)
			ECTS-Credits: 18
Number of Participants:		Length of programme:	1 semester
Use for other studies:			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>The Master thesis may only be registered by students who have passed the examinations of the first semester.</p>
<p>Learning outcomes:</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Understand and apply the scientific research process, • conduct the literature research and state the current state of research, • identify research gaps and derive and formulate a valid research question, • develop, demonstrate and apply an appropriate research design, • know scientific research methods and evaluate and apply them in the context of the research design, • analyze and interpret empirical results using appropriate methods, • know, select and apply methods for evaluation of findings, • develop and argue universal models based on the gained insights and demonstrate them in an appropriate manner, • summarize the achieved contribution to research, show the restrictions regarding general validity of the thesis and point out approaches for further research, • know common citation styles and apply them correctly, • present the scientific work and procedure in a structured and target-specific manner and take position within a critical discussion, • use gained project-, self- and time management skills.
<p>Content:</p>	<ul style="list-style-type: none"> • Research process • Topic identification, -selection and thematic delimitation • Scientific methodical work • Literature research, demonstration of current state of research and presentation of existing research gaps • Derivation of one or more research question(s) • Development and application of a research design • Derivation, argumentation and demonstration of findings • Citation and representation of sources • Defence of the master thesis and scientific discussion of results

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Written Master thesis (16 ECTS)</p>
	<p>Master Seminar (colloquium) (2 ECTS)</p>
<p>Assessment methods/ components:</p>	<p>Correct application of the scientific research process</p>
<p>Assessment criteria:</p>	<p>Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Self-study</p>
	<p>Literature study</p>
	<p>Individual coaching by the professors</p>

Module/Course Description/Syllabus

Required reading and other learning resources/tools:	Turabian, Kate L.: Manual for Writers of Research Papers, Theses, and Dissertations, Eighth Edition. The University of Chicago Press 2013
	Bailey, Stephen: Academic Writing: A Handbook for International Students. 4th Edition. Routledge 2015
	MLA Handbook for Writers of Research Papers, Seventh Edition. The Modern Language Association of America 2009
Recommended reading and other learning resources/ tools:	Robert K. Yin: Qualitative Research from Start to Finish. 2nd Edition. Guilford 2016.
Document Version:	1
Document Date:	09.05.2020
Document was created by:	Prof. Dr. Wilke Hammerschmidt
Valid from:	09.05.2020
Updated:	<input type="text"/> by <input type="text"/>
Additional information:	