



Hochschule Neu-Ulm
University of Applied Sciences

Module Handbook

Master Program

**Communication and Design
for Sustainability (CDS)**

Ed. October 2023



Hochschule Neu-Ulm
University of Applied Sciences

Table of Contents

Moduls:

Sustainable Economic Models and responsible Management

Media Production and Storytelling

Lifestyle and Communication

Ethics and Sustainability: Models and Empirical Methods

Design and Transformation

Communication for Sustainability

Life Centered Design

Design Research and transformational Design

Quantitative Research Methods

Academic Writing

Sustainable Projects and Social Innovation

Conceptual Seminar

Study Project Design: Concept and Strategy

Study Project Kommunikation: Concept and Strategy

Master Thesis

Master Seminar

Study Plan (SPO 20231)

Master Program Communication and Design for Sustainability (CDS)

Modules (Responsibility) + Module No.	Type of Lecture	ECTS	Hrs Semester			Assessment (P) Prüfungsnr.
			1	2	3	
Sustainable Economic Models and responsible Management (J. Mayer) 10100	SU, Ü	5	2			P (PP, St) 101017
Media Production and Storytelling (B. Brandstetter) 10200	SU, Ü	5	2			P (PP, St) 101018
Lifestyle and Communication (A. Kimpflinger) 10300	SU, Ü	5	2			P (PP, St) 101019
Ethics and Sustainability: Models and Empirical Methods (U. Reisach) 10400	SU, Ü	5	2			P (PP, St) 101020
Design and Transformation (M. Caspers) 10500	SU, Ü	5	2			P (PP, St) 101021
Communication for Sustainability (J. Mayer) 10600	SU, Ü	5	2			P (PP, St) 101022
Life Centered Design (P. Franzreb) 20100	SU, Ü	5		2		P (PP, St) 101023
Design Research and transformational Design (M. Caspers) 20200	SU, Ü	5		2		P (PP, St) 101024
Quantitative Research Methods (S. Schöberl) 20300	SU, Ü	5		2		P (PP, St) 101025
Academic Writing (A. Zenk) 20400	SE	5		2		P (St) 101026
Sustainable Projects and Social Innovation (J. Mayer) 20500	SU, Ü	5		2		P (PP) 101027
Conceptual Seminar (Caspers, Brandstetter) 20600	SU, Ü	5		2		P (PP) 101028
Study Project Design: Concept and Strategy (Caspers, Franzreb) 30100	SU, Ü	5			2	P (PP) 101029
Study Project Kommunikation: Concept and Strategy (Brandstetter, Mayer) 30200	SU, Ü	5			2	P (PP) 101030
Master Thesis	Master Seminar 90200	SE	2			P (Kol) 100769
	Master Thesis 90100	MA	18			P (MA) 101031
Sum		90	12	12	4	



Hochschule Neu-Ulm
University of Applied Sciences

Abbreviations

ECTS = Points acc. to European Credit Transfer System

KoI = Kolloquium

LV = Lecture

MA = Master Thesis

P = Assessment

PP = Presentation

SE = Seminar

St = Student's Research Project

SU = Seminar

SWS = Weekly Hours per Semester

Ü = Practice

Edited 16.07.2023

Module Description/Syllabus

Module	Sustainable Economic Models and Responsible Management		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English <input type="checkbox"/> German	Duration	1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	<input checked="" type="radio"/> in the 1st semester <input type="radio"/> from the 2nd semester	
Mode of delivery	Seminar-based teaching, case studies / simulation, e-learning / blended learning		
Responsible for the module	Prof. Dr. Judith Mayer		
Teaching Methods	Case Studies, Groupwork and Group Presentations, Self-learning		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

(1) Professional-methodical competences (incl. digital competences)

After participating in the module course, students are able to,

- think systemically and holistically (also in terms of the circular economy)
- apply holistic management approaches practically and conceptually
- to think strategic CSR in terms of sustainable value creation
- analyse the sustainability transformation of individual sectors
- discuss different types of impact investments
- apply concepts for the management of relationships with relevant target groups in the sense of the stakeholder economy.

(2) Personal competences (incl. social competences)

- multidimensional and holistic thinking (economic, social, environmental dimension)
- critical reflection on existing economic practices, management approaches and key figures
- constructive handling of criticism and conflicts in the context of group work / presentation
- independent implementation of project work

Learning Content

- Doughnut Economics
- Circular Economy
- History of management concepts (focus on stakeholder management)
- Business ethics (corporate citizenship)
- Impact Investing / ESG Investing
- Sustainable / Social Entrepreneurship

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>First Semester</p> <p>Portfolio Assessment</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Chandler, David (2022): Strategic Corporate Social Responsibility – Sustainable Value Creation</p> <p>Crane, Andrew, Matten, Dirk, Glozer, Sarah, Spence, Laura (2019): Business Ethics: Manging Corporate Citizenship and Sustainability in the Age of Globalization</p> <p>Raworth, Kate (2018): Doughnut Economics</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 08.11.2022</p>
<p>Document was created by</p>	<p>JM</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>11.07.2023</p>	<p>by MC</p>

Modulbezeichnung	Media production and storytelling		
Modulkurs/e	-		Gewichtung für Gesamtnote (in %) 4,5%
Studiengang	Communication and Design for Sustainability		
Prüfungsnummer des SuP	geltende SPO		
Studienart	<input checked="" type="checkbox"/> Vollzeit <input type="checkbox"/> Teilzeit		
Niveau des Abschlusses	<input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master		
Häufigkeit des Angebots	<input type="checkbox"/> Wintersemester <input type="checkbox"/> Sommersemester <input checked="" type="checkbox"/> jedes Semester		
Sprachniveaustufen und Kurscode SAP (falls erforderlich) <input type="checkbox"/>			
Lehrsprache	<input checked="" type="checkbox"/> Deutsch	<input type="checkbox"/> andere Sprache	Dauer des Moduls 1 Semester
Lehrende/Dozenten	Diese entnehmen Sie bitte dem jeweils gültigen Vorlesungsverzeichnis		
Kurstyp/Art der Lerneinheit	<input checked="" type="checkbox"/> Pflichtmodul <input type="checkbox"/> Wahlpflichtmodul	<input checked="" type="checkbox"/> im <input type="checkbox"/> ab dem 1. Semester	
Vermittlungsart	Seminar-based teaching / e-learning / blended learning		
Modulverantwortliche/r	Prof. Dr. Barbara Brandstetter		
Lehrmethoden	Teaching lecture, discussion, case studies, group work		
Arbeitsaufwand	Selbststudium (Stunden) 120	Kontaktzeit (Stunden) 30	Insgesamt (Stunden) 150
Geplante Gruppengröße min./max.	10 / 30	ECTS-Punkte 05	Semester-Wochenstunden 02
Verwendbarkeit für andere Studiengänge	-		

Voraussetzungen für die Teilnahme

The qualification and admission requirements are regulated in the Statutes on the Admission, Matriculation, Leave of Absence, Re-registration and Exmatriculation Procedure at Neu-Ulm University of Applied Sciences of 25.01.2016 as amended; the remaining provisions of the Matriculation Statutes apply accordingly.

Lernergebnisse (1) fachlich-methodische (z.B. digitale) Kompetenzen, (2) personale Kompetenzen

1) Professional-methodical competencies (incl. digital competencies):

After participating in the module events, students can,

- develop a multimedia content strategy
- identify media usage behaviour and needs of different target groups and adapt content accordingly
- design and create multimedia content that is appropriate for the target group
- write text for online, taking into account the basics of search engine optimisation
- create visual content (infographics, memes, ...)
- know the basics of multimedia storytelling and put them into practice
- create storyboards, videos and audio content for online based on technical basics (camera, sound, editing)
- develop a marketing strategy across different media channels
- determine the success of a content strategy
- use artificial intelligence (AI) tools in conception, production and marketing

2) Personal skills (including social skills):

After participating in the module events, students will be able to,

- deal constructively with conflicts and criticism of their project and the content produced
- think economically and act responsibly
- critically reflect on sources
- carry out projects on their responsibility

Lern- und Lehrinhalte

The module "Media Production & Storytelling" teaches students how to develop content strategies and how to prepare content in a way that is suitable for the target group and the media. The students know the basics and tasks of storytelling. They are also able to create visual content such as infographics or memes. They also acquire the basics for creating video and audio content for online. They will also acquire in-depth knowledge in dealing with sources and skills in professional research and questioning techniques. Students will also use different AI-tools and discuss the results. Students will produce their content in the HNU media centre (studio with LED wall, control room, voiceover booths, newsroom).

Ggf. besondere Zulassungsbedingungen (falls zutreffend)	-		
Fachsemester, in dem die/der Studierende zur erstmaligen Erbringung der Studien- und Prüfungsleistungen verbindlich angemeldet sein muss			
Prüfungsform(en)	Portfolio examination		
Empfohlene oder verpflichtende Fachliteratur und andere Lernressourcen bzw. -instrumente	Connock, Alex. 2023. Media Management and Artificial Intelligence. London: Routledge		
	Gitner, Seth. 2022. Multimedia Storytelling for Digital Communicators in a Multiplatform World. London: Routledge		
	Robertson, Margaret. 2019. Communicating Sustainability. London: Routledge		
	Getto, Guiseppe; Labriola, Jack & Sheryl Ruszkiewicz. 2023. Content Strategy. A How-to Guide. London: Routledge		
	Owens, Jim. 2023. Video Production Handbook. London: Routledge		
zusätzliche Informationen (zum Modul)			
Dokumentversion	2	Datum der Erstellung	26.07.2023
Dokument wurde erstellt von	Prof. Dr. Barbara Brandstetter	Gültig ab	März 2023
Aktualisierung		durch	

Module Description/Syllabus

Module	Lifestyle and Communication		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	10300 (101019)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input checked="" type="checkbox"/> winter term	<input type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input type="checkbox"/> in the <input type="checkbox"/> from the semester
Mode of delivery	Presence Learning, Blended Learning, E-Learning		
Responsible for the module	Prof. Dr. Dario Müller, LL.M.		
Teaching Methods	Seminar Teaching, Group Work, Case Studies, Discussion		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

The students know the theoretical and practical basics from the field of marketing as well as business administration.

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

After participating in the module events, students are able to,

- understand and discuss the terms "lifestyles" and "everyday lifestyles" and apply these methods/procedures in a sustainability context
- to transfer and implement knowledge on lifestyles, lifestyle and sustainability to scientific and practical tasks.
- to use digital media to search for information and to subject it to a critical evaluation.
- to independently transfer and investigate findings on research gaps.
- handle digital media (sources) responsibly by, among other things, critically reviewing sources, comparing them with each other, drawing conclusions and citing them in a scientifically correct manner.

2) Personal competences (incl. social competences):

After participating in the module courses, students will be able to - work

- work together in a team via digital communication tools and develop, analyse and present joint results (for exercises).
- critically reflect on their working methods and own solutions in the area of lifestyles and sustainability and defend them in discussions.
- to acquire knowledge in the field of lifestyles and sustainability independently.
- think holistically and critically in strategic situations.
- build logical chains of argumentation and formulate them precisely.

Learning Content

In the Lifestyle and Communication module, students gain an insight into the theoretical concepts of lifestyles and everyday lifestyles in the context of sustainability. Furthermore, current papers such as "Environmental Awareness Study 2022" and "Climate Neutral Regions and Municipalities as a Metastrategy to Promote Sustainable Lifestyles" on lifestyles and sustainability will be analysed and discussed. Lifestyle Typologies in the Marketing field will be presented and self-reflection will be empowered. The issues with lifestyle concepts for B2C Marketing will also be a great topic of discussion in the example of the textile industry. Subsequently, the students develop small research projects that deal with lifestyles and sustainability. Through the transfer to practical tasks, what has been learned is deepened and practised.

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>First Semester</p> <p>Portfolio</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Krason, Agnieszka; Mayr, Martin; Schipperges, Michael (2003): „The modern middle classes in Western and central eastern Europe. Cross-cultural targeting in the case of Bank Austria Creditanstalt“. In: ESOMAR (Hrsg.): Excellence in Consumer Insights, Madrid, S. 13-37</p> <p>Scholl, G., Hage, M. (2022), Lebensstile, Lebensführung und Nachhaltigkeit, Schriftenreihe des IÖW 176/04</p> <p>Bourdieu, P. (1984), Distinction: A Social Critique of the Judgement of Taste, ISBN 9780415567886, Routledge</p> <p>Miller, Daniel (1987): Material Culture and Mass Consumption, Oxford, New York</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 31.07.2023</p>
<p>Document was created by</p>	<p>AK</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>11.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Design Ethics and Sustainability		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English <input type="checkbox"/> German	Duration	1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	<input checked="" type="radio"/> in the 1st semester	<input type="radio"/> from the 2nd semester
Mode of delivery	Classroom teaching and digital teaching		
Responsible for the module			
Teaching Methods	Lecture, Simulation/Games; guest speakers if necessary Case Studies, Group Work Learning by Research		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies	MA ICCMM MA SE&SD		

Prerequisites and co-requisites (if applicable)

Basic knowledge of ethics
Scientific thinking, research and communication

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

Ability to solve problems in a technical-methodical appropriate, creative and practically applicable way.

Examples: Ability to recognise dynamic complexity; logical and systematic thinking; knowledge of various technically relevant problem-solving methods; ability to adapt these to the respective needs.

Social-communicative competence

Ability to implement knowledge and skills, personal values in active, self-organised action.

Example: networked thinking, situation-appropriate analyses and discourse, and joint planning and decision-making where appropriate.

2) Personal competences (incl. social competences):

(a) Ability to cooperate and communicate constructively and creatively with others.

Examples: Discursive communication as knowledge sharing and appreciation of other perspectives and reasoning.

(b) Ability to critically self-assess, to make one's own considered judgements and to act according to one's personal values. Examples:

Recognition of own strengths and weaknesses; ability to think critically and, if necessary, to formulate and accept criticism in an appropriate form.

Learning Content

Analysis of meanings and dynamic contexts for sustainability, sustainability communication in different situational, cultural and ethical implementation challenges. Dealing with sustainability dilemmas, conflicting goals and wicked problems.

Theory and application using the following levels of responsibility as examples:

- The responsibility of the individual (individual level)
- The responsibility of institutions of various forms (meso level)
- The responsibility of society (order level, macro level)

Strengthening understanding of context and complexity, e.g. through methods of societal complexity ("Societal Complexity"), values-led approaches to design, ethics of care, workshops and business games as teaching and learning tools (simulation, playful problem analysis, introduction to systems thinking and wicked problems)

Goal- and value-related knowledge: Knowing why, knowing the goals of the project and the goals of the participants (stakeholders).
Examples: Discursive research of sources, goals and stakeholders and analysis of the mode of decision making, communication and potential consequences. Examples: (1) Systematic approach to case studies with difficult initial conditions; (2) Acting responsibly and communicating diplomatically in the situational context; (3) Analysis and reasoned choice of appropriate sustainability communication in each case.

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>First semester</p> <p>Portfolio examination: (1) 4 pages of individual written analysis/synthesis e.g. of dynamic complexity, discourse analyses/interview analyses and (2) 10 min per person: discursive group presentation of (controversial) case studies/decision-making approaches</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Clausen, Andrea: Grundwissen Unternehmensethik. Ein Arbeitsbuch, UTB Tübingen (jüngste Version), Ferdinand, Hans Michel: Werte schaffen - die Verantwortung von Unternehmen. Springer/Gabler 2021; Noll, Bernd: Grundriss der Wirtschaftsethik. Kohlhammer/Stuttgart 2010</p> <p>Vester, Frederic: Die Kunst vernetzt zu denken. Ideen und Werkzeuge für einen neuen Umgang mit Komplexität. Ein Bericht an den Club of Rome, DTV München (jüngste Version)</p> <p>Mainzer, Klaus: Komplexität, W. Fink Verlag, UTB 3012 (jüngste Version)</p> <p>Fischer, D., (2019). Nachhaltigkeitskommunikation. In: Zemanek, E., Klüwick, U. (Eds.), Nachhaltigkeit interdisziplinär. Konzepte, Diskurse, Praktiken. UTB, Stuttgart, 51-69</p> <p>Ulrich, Peter: Integrative Wirtschaftsethik: Grundlagen einer lebensdienlichen Ökonomie, Bern 2007</p> <p>Ole Sejer Iversen , Kim Halskov & Tuck W. Leong (2012) Values-led participatory design, CoDesign, 8:2-3, 87-103,</p> <p>Sweeting, B. (2018). Wicked problems in design and ethics. In P. H. Jones & K. Kijima (Eds.), Systemic design: Theory, methods, and practice (pp. 119-143). Tokyo: Springer Japan. DOI: 10.1007/978-4-431-55639-8</p> <p>Manders-Huits, N. (2011). What Values in Design? The Challenge of Incorporating Moral Values into Design. Sci Eng Ethics. 17:271–287 DOI 10.1007/s11948-010-9198-2</p> <p>Grand, S., and Wiedmer, M. (2010) Design Fiction: A Method Toolbox for Design Research in a Complex World, in Durling, D., Bousbaci, R., Chen, L, Gauthier, P., Poldma, T., Roworth-Stokes, S. and Stolterman, E (eds.), Design and Complexity - DRS International Conference 2010, 7-9 July, Montreal, Canada. https://dl.designresearchsociety.org/drs-conference-papers/drs2010/researchpapers/47</p> <p>Agents of Alternatives – Re-designing Our Realities. (2015). Ed. by Alastair Fuad-Luke, Anja-Lisa Hirscher and Katharina Moebus. Free PDF Download: http://agentsofalternatives.com</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 11.07.2023</p>
<p>Document was created by</p>	<p>UR</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>11.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Design and Transformation		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	10500 (101021)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input checked="" type="checkbox"/> winter term	<input type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input type="checkbox"/> in the <input type="checkbox"/> from the semester
Mode of delivery	presence learning, E-learning		
Responsible for the module	Prof. Dr. Markus Caspers		
Teaching Methods	blended learning, flipped classroom, seminar teaching Exercises, group presentations, research-based learning		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies	MA ICCMM		

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Subject-specific methodological competences (incl. digital competences):

Students know the history of design theories and their connection with social and economic conditions in a historical context. They understand design theory as a necessary foundation and corrective to design practice yesterday, today and tomorrow. They can understand design theory today as a contribution to a sustainable economy that is not focused on short-term success and develop it further themselves. They understand the concept of "transformation" and different approaches to transformation and transition research.

2) Personal competences (incl. social competences):

Students can reflect on their learning progress and identify their own development needs. They perform the critical reflection of different theoretical standpoints and understand the dialectical intertwining of theory and practice.

Learning Content

- History of design theory with regard to transformational potentials
- Transformation and transition as historical and socially controlled processes
- Design as a strategic process within economic activities
- Responsibility of design with regard to resource use and consumption
- The lifestyle concept as an anchor point of transformational design
- Models of transformational design and their elements

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>First semester</p> <p>Portfolio Assessment</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Papanek, Victor. Design for the Real World. London 2019</p> <p>Shedroff, Nathan: Design Is The Problem. The Future Of Design Must Be Sustainable. New York. 2009</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design</p> <p>Caspers, Markus: Design und Transformation. Bielefeld 2023</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 06.07.2022</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>11.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Communication for Sustainability		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	10600 (101022)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input checked="" type="checkbox"/> winter term	<input type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input type="checkbox"/> in the <input type="checkbox"/> from the semester
Mode of delivery	Seminar Teaching, E-Learning, Blended Learning		
Responsible for the module	Prof. Dr. Judith Mayer		
Teaching Methods	Group Work, Case Studies, Self-Learning		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

(1) Professional-methodical competences (incl. digital competences)

After participating in the module course, students are able to,

- think about strategic CSR in terms of sustainable value creation
- to explain reduction of emissions / climate neutrality as a central topic of sustainability communication
- manage budgets as a CREO (Corporate Responsibility and Ethics Officer) and implement holistic stakeholder management.

(2) Personal competencies (incl. social competencies)

- multidimensional and holistic thinking (economic, social, environmental dimension)
- dealing constructively with criticism and conflicts in the context of group work, simulation and presentation
- independent implementation of project work

Learning Content

- Stakeholder Management
- CSR and Sustainability Communication, Materiality assessment, Sustainability Frameworks, Signature Programs
- ESG / Sustainability Topics
- Corporate Governance

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>First Semester</p> <p>Portfolio</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Chandler, David (2022): Strategic Corporate Social Responsibility – Sustainable Value Creation</p> <p>Crane, Andrew, Matten, Dirk, Glozer, Sarah, Spence, Laura (2019): Business Ethics: Manging Corporate Citizenship and Sustainability in the Age of Globalization</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 14.11.2022</p>
<p>Document was created by</p>	<p>JM</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>11.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Life-Centered Design		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20100 (101023)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input type="checkbox"/> winter term	<input checked="" type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input checked="" type="checkbox"/> in the <input type="checkbox"/> from the 2nd semester
Mode of delivery	Seminar Teaching, E-Learning		
Responsible for the module	Prof. Patricia Franzreb		
Teaching Methods	Lecture, discussion, workshop Group work, case studies, discussion		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Students know the basic concepts, methods and tools from the field of design and can apply them.
The students know project management and can apply it.

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Technical-methodological competences (incl. digital competences):

- Know, understand and apply project phases within Human-Centered Design processes.
- Identify and analyse current problems and challenges of the future, develop design solutions that are realisable and testable as a prototype within the given timeframe.
- critically question and justify sustainability in the given context
- manage the specific requirements in a team, work practically and largely independently
- know and use digital communication, coworking, project management, prototyping and testing tools
- develop and apply acquired design research and design knowledge

2) Personal competences (incl. social competences):

- assess, strengthen and develop personal strengths and use them in the best possible way in the team
- work together in a team via digital communication tools and develop, analyse and present joint results (for exercises)
- multi-perspective consideration of problems and analytical work on approaches to solutions.
- critically reflect on working methods and own solutions in the field of design with regard to sustainability, optimise them and defend them in discussions.

Learning Content

During the course, students will learn the basics of Human-Centered Design, critically engage with the approach and classify the aspects of society and sustainable living. In the Life-Centered Design module, students are confronted with a problem at the beginning of the course and are expected to develop solutions. The approach of sustainability is to be reflected and included in the steps of the problem-solving process. Innovations can be more successful if they learn directly from the people and the environment they are designing for in order to understand their needs precisely. This involves using the sensibility and methods of design to match the needs of people and the environment with what is technologically feasible and to develop prototypical solutions.

This module teaches creative approaches to problem solving in practical lessons across all the key steps of modern projects.

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Module Assessment: Project documentation, Presentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Haian Xue and Pieter M. A. Desmet, Researcher introspection for experience- driven design research, 2019, Elsevier Ltd.</p> <p>https://uxdesign.cc/life-centred-design-96965acdcbf4</p> <p>https://www.interaction-design.org/literature/topics/humanity-centered-design</p> <p>Ceschin Fabrizio et al., Evolution of design for sustainability: From product design to design for system innovations and transitions, 2016, published by Elsevier Ltd.</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 15.09.2023</p>
<p>Document was created by</p>	<p>PF</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>12.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Design Research and transformational Design		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20200 (101024)	valid SER	20231
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="radio"/> Bachelor	<input checked="" type="radio"/> Master	
Frequency	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional	<input checked="" type="radio"/> in the 2nd semester <input type="radio"/> from the 2nd semester
Mode of delivery	Presence Teaching, E-Learning, Blended Learning		
Responsible for the module	Prof. Dr. Markus Caspers		
Teaching Methods	Seminar Teaching, Flipped Classroom Practices, Group Work, explorative learning		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

The students can understand and apply transformative design as an epistemological conception and design. With the help of practical design tasks, transformation processes are accompanied, communicated and visualised. The students can classify and apply methods of design research and use them strategically and creatively. The students can understand design practice as an essential component of design research.

2) Personal competences (incl. social competences):

Students are able to critically reflect on and adapt their own position and approaches to solutions when dealing with stakeholder perspectives. The students can exert a positive influence on the success of transformative projects through visualisations of solutions and understand their role as managers of transformation.

Learning Content

- Transition Design Framework as a Model for Transformative Design
- Design Research and Design Education (Nigel Cross)
- Design Thinking - a critical reflection
- The role of design as a design and planning practice in the contemporary context
- Transformation Design or Transition Design? Similarities and differences
- Best practices for successful transformations and transitions

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Portfolio Assessment: Paper, Presentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Irwin, T.; Tonkinwise, C.; Kossof, G.: Transition Design. An Educational Framework for Advancing the Study and Design of Sustainable Transitions. Pittsburgh. 2015</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227</p> <p>White, Damian: Critical Design and the Critical Social Sciences: or why we need to engage multiple, speculative critical Design Futures in a postpolitical and post-utopian Era (2015) https://thefuturebydesignatrisd.</p> <p>Whiteley, Nigel. Design for Society. London. 1993</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design Science. Design Issues: Volume 17, Number 3. Cambridge/Mass. 2001</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 06.07.2023</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Quantitative Research Methods		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20300 (101025)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input type="checkbox"/> winter term	<input checked="" type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input checked="" type="checkbox"/> in the <input type="checkbox"/> from the 2nd semester
Mode of delivery	Blended Learning, Seminar Teaching, E-learning		
Responsible for the module	Prof. Dr. Stefanie Schöberl		
Teaching Methods	Slidecasts, videos Lecture in presence Group work, Case Studies, Discussion		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

After reviewing the learning materials and participating in the module events, students are able to,

- apply the process of empirical research to a concrete case,
- find scientific sources of secondary research and assess their significance,
- find a research question and derive hypotheses from it that can be tested statistically,
- to select the most appropriate survey methods depending on the survey objective and situation,
- carry out computer-assisted data cleaning,
- produce and correctly interpret one- or two-dimensional analyses (e.g. frequency tables, cross-tabulations and regression analyses),
- understand and correctly apply the most common statistical tests,
- draw well-founded conclusions from the results of the analyses and derive appropriate recommendations for action.

2) Personal competences (incl. social competences):

After participating in the module courses, students are able to,

- independently develop a research concept
- formulate questions in a questionnaire in such a way that the most honest and differentiated answers possible can be expected,
- apply learned methods of analysis to their own research hypotheses,
- to criticise constructively and to accept criticism,
- to present results in a condensed form.

Learning Content

The course provides a comprehensive understanding of quantitative empirical methods suitable for the study of communication behaviour. Specifically, the course addresses the following topics:

- Generation of hypotheses
- Construction of standardised questionnaires,
- Determining sample size and structure
- Selection of the appropriate survey method
- Analysis of data with statistical software (SPSS)
- Statistical testing of the data
- Interpretation of the results and derivation of recommendations for action.

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Portfolio Assessment</p>	
<p>Recommended or 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>Döring, N., Bortz, J.: Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5. Aufl., Berlin/Heidelberg 2016</p> <p>Rasch, B., Frieze, M., Hofmann, W., Naumann, E.: Quantitative Methoden. Einführung in die Statistik für Psychologie, Sozial- & Erziehungswissenschaften, 4., überarbeitete Auflage, Berlin 2014</p> <p>Sedlmeier, P., Renkewitz, F.: Forschungsmethoden und Statistik für Psychologen und Sozialwissenschaftler, 3. Aufl., Hallbergmoos 2018</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 25.10.2023</p>
<p>Document was created by</p>	<p>SS</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Academic Writing		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20400 (101026)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="radio"/> Bachelor	<input checked="" type="radio"/> Master	
Frequency	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 2 semesters
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional	<input checked="" type="radio"/> in the 2nd semester <input type="radio"/> from the semester
Mode of delivery	Presence Lecture, Blended Learning		
Responsible for the module	Prof. Dr. Anja Zenk		
Teaching Methods	Flipped classroom, lecture elements, seminar work, group work, exercises		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

After participating in the module courses, students are able to,

- integrate the results of scientific research into their texts, observing the rules of academic integrity, recognise discourse communities
- use literature management programmes for research and text creation
- adhere to formal guidelines and structures in order to design academic texts that are appropriate to the genre and the addressee
- draft, organise and revise academic texts so that they are coherent, clear and linguistically precise
- write academic texts that are correct in terms of scientific language, subject-specific language and style, using e.g. appropriate vocabulary and sentence structures and implementing genre specifications
- independently produce academic texts that meet the requirements of scientific journals or conference proceedings.

2) Personal competences (incl. social competences):

After participating in the module events, students are able to,

- independently control the writing process of academic texts
- continuously improve the quality of their texts through drafting processes and self-evaluation (feedback and correction cycles)
- apply standards of academic honesty self-critically to their own work, master the rules of collaborative knowledge production
- evaluate the texts of other students and give appreciative and constructive feedback

Learning Content

- Strategies for writing processes, methodical design of procedures, e.g. literature research, literature and knowledge management, plagiarism, citation methods, text planning, correction loops.
- Elements of writing and text logic, e.g. argumentation and discussion, cause and effect, definitions, text-structuring formulations
- Language of academic writing, e.g. academic vocabulary, grammatical structures (e.g. active - passive, nominal style - verbal style) and stylistic elements (e.g. indirect formulations, precision)
- typical components of academic texts, e.g. structure, units of meaning, questioning, thesis statement, hooks, story telling, transitions, integration and presentation of data material
- Common scientific genres, e.g. "proposal", "abstract", "review".
- Revision processes, e.g. feedback, content correction, proofreading, formal correction, editing
- Review processes, e.g. writing a review, writing a statement
- Expansion of linguistic means, e.g. meta-linguistic elements, expansion of (specialist) scientific terminology
- Giving and receiving feedback, e.g. category formation, self-evaluation, correction of others' texts
- metacognitive competences, e.g. process control, self-management, creativity processes, critical reflection on (one's own) authorial role

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Portfolio</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Swales, John M. / Feak, Christine B.: Academic Writing for Graduate Students: Essential Tasks and Skills. 3. Aufl. University of Michigan Press, 2012.</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 14.11.2023</p>
<p>Document was created by</p>	<p>AZ</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>12.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Sustainable Projects and Social Innovation (Case Studies & Best Practices)		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20500 (101027)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input type="checkbox"/> winter term	<input checked="" type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input checked="" type="checkbox"/> in the <input type="checkbox"/> from the 2nd semester
Mode of delivery	Seminar Teaching, E-Learning, Blended Learning		
Responsible for the module			
Teaching Methods	Case Studies, Simulations, Group Work, Self-Assessment		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

(1) Professional-methodical competences (incl. digital competences)

After participating in the module course, students are able to answer the following questions

- What do social innovations have to do with a sustainable society?
- How do social innovations contribute to achieving our climate, environmental and sustainability goals in the best possible way?
- What are the challenges in terms of (A) funding and promotion, (B) impact measurement, (C) political and legal framework, (D) scaling and expansion for social innovations and how can they be solved? (exemplified by case studies)

(2) Personal competences (incl. social competences)

- Understanding of the systemic perspective for the full development of the transformation potential of social innovations
- Entrepreneurial thinking
- Critical reflection on the transformation potential of social enterprises
- Constructive handling of criticism and conflicts in the context of group work / presentation
- Independent implementation of project work

Learning Content

- Social / Sustainable Entrepreneurship and Social Business: History, Definition, Examples
- Financing social innovations
- Governance of social innovations
- Scaling social innovations
- Business models for social innovations
- Measuring success in the context of social innovation
- Legal framework for social innovation

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Portfolio</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Volkman, Christine K., Tokarski, Kim Oliver, Ernst, Kati (2012): Social Entrepreneurship and Social Business – An Introduction and Discussion with Case Studies</p> <p>SRS: Social Reporting Standard (phineo.org)</p> <p>Krlev, G., Sauer, S., Scharpe, K., Mildenerger, G., Elsemann, K. & Sauerhammer, M. (2021). Finanzierung von Sozialen Innovationen – Internationale Vergleichsstudie. Centrum für soziale Investitionen und Innovationen (CSI), Universität Heidelberg & Social Entrepreneurship Network</p> <p>Bundesministerium für Bildung und Forschung (2018): Foresight und Roadmapping: Zukunft strategisch gestalten.</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 14.11.2023</p>
<p>Document was created by</p>	<p>JM</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>12.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Conceptional Seminar		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20600 (101028)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input type="checkbox"/> winter term	<input checked="" type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input checked="" type="checkbox"/> in the <input type="checkbox"/> from the 2nd semester
Mode of delivery	Presence Teaching, Blended Learning, E-Learning		
Responsible for the module	Prof. Dr. Markus Caspers		
Teaching Methods	Seminar Teaching, Flipped Classroom, Laboratory / Research through Design		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

In this module, students develop the study projects that serve as evidence of the ability to practically and conceptually implement a transformative project in the 3rd semester. The students gain an overview of possible study current projects and develop approaches and initial project outlines. After completing the module, the students are able to select the best project ideas and create a promising concept for implementation.

2) Personal competences (incl. social competences):

Students are able to reflect on their learning progress in iterations (HCD methodology, waterfall, etc.) and compare and select approaches based on different projects of comparison. Students are able to make decisions regarding project scope and prospects of success.

Learning Content

History and Practice:

- Utopian Design 1930 - 1980
- Critical and Speculative Design 1980 - today

Methods:

- Design Futuring
- Design Fiction

Students will develop ideas and concepts for communication and design of complex tasks with cooperative partners (authorities, cities, organisations, companies), to be realized in the third semester

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Second Semester</p> <p>Portfolio: Presentation, Documentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Cross, Nigel: Design Thinking. London. 2011</p> <p>Dunne, Anthony: Hertzian Tales. Cambridge 2008</p> <p>Mitrovic, Ivica; Auger, James; Hanna, Julien; Helgason, Ingi (Hrsg.): Beyond Speculative Design: Past, Present, Future. Split. 2021</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 22.09.2023</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Study Project Communication – Concept and Strategy		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="radio"/> Bachelor	<input checked="" type="radio"/> Master	
Frequency	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional	<input checked="" type="radio"/> in the 3rd semester <input type="radio"/> from the 3rd semester
Mode of delivery	Seminar Teaching, E-Learning, Blended Learning		
Responsible for the module	Prof. Dr. Barbara Brandstetter		
Teaching Methods	Case Studies, Group Work, Practices, Self-Assessment		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

successful participation in the conception seminar in the 2nd semester

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

After participating in the module courses, students are able to,

- practically and conceptually implement what they have learnt in the previous semesters
- develop a transformative project with a focus on communication
- create a communication strategy and implement it with regard to a selected stakeholder group
- create a communication project and implement it practically
- Measure the success of their communication concept
- determine the effort and cost of the concept

2) Personal competences (incl. social competences):

After participating in the module events, students are able to,

- deal constructively with conflicts and criticism of their project and the content created
- plan and implement strategy, concept and realisation together in a team
- think economically and act responsibly
- critically reflect on sources
- carry out projects on their own responsibility

Learning Content

In the module study project of communication, the students practically implement what they have learned in the first two semesters. They develop a communication concept or a communication strategy in the field of sustainability and practically implement it(s). For the practical implementation, the media centre of the HNU is available to the students (studio with LED wall, newsroom, speaker booths, control room).

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Third Semester</p> <p>Portfolio Assessment</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Radley Yeldar (2021): Words that work: effective language in sustainability communications</p> <p>Radley Yeldar (2018): How to design sustainability that sells – a new visual language for sustainability</p> <p>Flick, Uwe (2022): An Introduction to Qualitative Research. London: Sage</p> <p>Berens, Andreas; Bolk, Carsten (2021): Create Content! Konzeption, Kreation, Content-Management</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 25.10.2022</p>
<p>Document was created by</p>	<p>BB</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Study Project Design: Concept and Strategy		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	30100 (101029)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="radio"/> Bachelor	<input checked="" type="radio"/> Master	
Frequency	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional	<input checked="" type="radio"/> in the 3rd semester <input type="radio"/> from the 3rd semester
Mode of delivery	Presence, Blended, E-Learning		
Responsible for the module	Prof. Dr. Markus Caspers		
Teaching Methods	Practice, Seminar Teaching, Research through Design		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150
Number of participants min./max.	10 / 30	ECTS-Points 5	Hours per semester week 2
Use for other studies			

Prerequisites and co-requisites (if applicable)

Successful participation of Conceptual Seminar in second Semester

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Subject-methodological competences (incl. digital competences):

In this module, the students develop a transformative project with a focus on "design". Depending on external or HS-internal cooperation partners, design projects are developed in groups (creative-practical and strategic-theoretical), which should be a practical implementation of the study knowledge acquired in the 1st and 2nd semester.

2) Personal competences (incl. social competences):

Students are able to develop and experience the creative-material side of transformative design processes. Students are able to make decisions regarding project scope and prospects of success.

Learning Content

Apply methods of design research:

- Design Thinking
- Design Futuring
- Design Fiction

- Transformative design processes incl. stakeholder management

- Develop forms of communication and experience/visualisation

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Third Semester</p> <p>Portfolio: Project Work, Documentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Fry, Tony: Design Futuring. Sustainability, Ethics and New Practice. Oxford. 2009</p> <p>White, Damian: Critical Design and the Critical Social Sciences: or why we need to engage multiple, speculative critical Design Futures in a postpolitical and post-utopian Era (2015) https://thefuturebydesignatrisd.</p> <p>Irwin, T.; Tonkinwise, C.; Kossof, G.: Transition Design. An Educational Framework for Advancing the Study and Design of Sustainable Transitions. Pittsburgh. 2015</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227</p> <p>Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design</p>	
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 16.10.2022</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Master Thesis		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input checked="" type="checkbox"/> winter term	<input type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input checked="" type="checkbox"/> in the 3rd semester <input type="checkbox"/> from the 3rd semester
Mode of delivery			
Responsible for the module	Prof. Dr. Caspers, Prof. Dr. Brandstetter		
Teaching Methods			
Work parameters	self-studies (hours)	contact time (hours)	total (hours)
Number of participants min./max.	10 /	ECTS-Points	Hours per semester week
Use for other studies			

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

Successful completion of all previous modules

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

Technical-methodological:

- Be able to apply research methods and strategies
- Locating sources and making them useful for one's own work
- Gain an overview of a field of research
- Critically evaluate other results
- create a sensible and comprehensible structure of one's own scientific work

personal:

- independently carry out scientific work and research at DQR 7 level

Learning Content

The Master's thesis demonstrates the student's ability to independently penetrate a subject area at the required scientific level, to compare scientific positions with each other and to produce a synthesis of their own research and the research results already achieved by others.

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Third Semester</p> <p>Written Master Thesis</p>	
<p>Recommended or required reading and other learning resources/tools</p>		
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 15.11.2022</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>

Module Description/Syllabus

Module	Master Seminar		
Course Title		Overall grade weighting (in %)	
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	90200 (100769)	valid SER 20231	
Mode of Study	<input checked="" type="checkbox"/> full-time	<input type="checkbox"/> part-time	
Study Cycle	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master	
Frequency	<input checked="" type="checkbox"/> winter term	<input type="checkbox"/> summer term	<input type="checkbox"/> each semester
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Duration 1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	<input type="checkbox"/> in the <input checked="" type="checkbox"/> from the 3rd semester
Mode of delivery	Seminar		
Responsible for the module	Prof. Dr. Caspers, Prof. Dr. Brandstetter		
Teaching Methods			
Work parameters	self-studies (hours) 20	contact time (hours) 10	total (hours) 30
Number of participants min./max.	10 / 10	ECTS-Points 2	Hours per semester week 1
Use for other studies			

Prerequisites and co-requisites (if applicable)

Successful completion of all Modules in the program in/after third Semester

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

1) Professional-methodical competences (incl. digital competences):

- Evaluating and assessing one's own academic work and that of other students.
- to carry out and evaluate scientific work at a higher level of reflection
- to find and evaluate relevant literature and project descriptions.

2) Personal competences (incl. social competences):

After participating in the module course, students are able to,

- deal constructively with conflicts and criticism of their project and the content created
- critically reflect on sources
- conduct scientific studies on their own responsibility

Learning Content

Defending/discussing the Master Thesis

Module Description/Syllabus

<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Third Semester</p> <p>Presentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>		
<p>Additional (module) information</p>		
<p>Document Version</p>	<p>2.0</p>	<p>Document Date 15.11.2022</p>
<p>Document was created by</p>	<p>MC</p>	<p>Valid from September 2023</p>
<p>Updated</p>	<p>13.07.2023</p>	<p>by MC</p>