Hochschule Neu-Ulm
University of Applied Sciences

Module Handbook

Master Program

Communication and Design for Sustainability (CDS)

State December 2023

Hochschule Neu-Ulm
University of Applied Sciences

Inhalt

Module:

Sustainable Economic Models and Responsible Management (J. Mayer) **10100**

Media Production and Storytelling (B. Brandstetter) **10200**

Lifestyle and Communication (S. Schöberl) **10300**

Design Ethics and Sustainability: (M. Caspers) **10400**

Design and Transformation (M. Caspers) **10500**

Communication for Sustainability (J. Mayer) **10600**

Life Centered Design (P. Franzreb) **20100**

Design Research and transformational Design (M. Caspers) **20200**

Quantitative Research Methods (S. Schöberl) **20300**

Academic Writing (A. Zenk) **20400**

Sustainable Projects and Social Innovation (J. Mayer**) 20500**

Conceptual Seminar (Caspers, Brandstetter) **20600**

Study Project Design: Concept and Strategy (Caspers, Franzreb) **30100**

Study Project Communication: Concept and Strategy (Brandstetter, Mayer) **30200**

Master Seminar 90200

Master Thesis 90100

Hochschule Neu-Ulm
University of Applied Sciences

Studienplan (SPO 20231)

Master Communication and Design for Sustainability (CDS)

Module, (Module Responsibility) + **Module Number**		Art der LV	ECTS	SWS im Lehrplansemester 1	2	3	Mode of Assignment (P) Prüfungsnr.
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 (S. Schöberl) 10300		SU, Ü	**5**	2			P (PP, St) 101019
Design Ethics and Sustainability: (M. Caspers) 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 Communication: 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
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Abkürzungen

ECTS = Punkte nach dem European Credit Transfer System
Kol = Kolloquium
LV = Lehrveranstaltung
MA = Masterarbeit
P = Prüfungsleistung
PP = Präsentation
SE = Seminar
St = Studienarbeit
SU = Seminaristischer Unterricht
SWS = Semesterwochenstunden
Ü = Übung

Erstellt am 16.11.2023

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Sustainable Economic Models and Responsible Management**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	10100 (101017)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ from the 1st 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)**	**contact time (hours)**	**total (hours)**
	120	30	150

Number of participants min./max.		**ECTS-Points**		**Hours per semester week**	
10 / 30		5		2	

Use for other studies	

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

There are no prerequisites for participation in the module

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First Semester
Assessment method(s)	Portfolio Assessment Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Chandler, David (2022): Strategic Corporate Social Responsibility – Sustainble Value Creation
	Crane, Andrew, Matten, Dirk, Glozer, Sarah, Spence, Laura (2019): Business Ethics: Manging Corporate Citizenship and Sustainability in the Age of Globalization
	Raworth, Kate (2018): Doughnut Economics
Additional (module) information	

Document Version	2.0	**Document Date**	08.11.2022
Document was created by	JM	**Valid from**	September 2023
Updated	11.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Media production and storytelling**	
Course Title	Media Production and Storytelling	Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	10200 (101018)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	○ in the ○ from the 1st semester
Mode of delivery	Seminar-based teaching / e-learning / blended learning	
Responsible for the module	Prof. Dr. Barbara Brandstetter	
Teaching Methods	Teaching lecture, discussion, case studies, group work	
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	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.	

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 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

Module Description/Syllabus

Learning Content

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).

Module Description/Syllabus

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First Semester
Assessment method(s)	Portfolio Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	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; Labriaola, Jack & Sheryl Ruszkiewicz. 2023. Content Strategy. A How-to Guide. London: Routledge
	Owens, Jim. 2023. Video Production Handbook. London: Routledge
Additional (module) information	

Document Version	2.0	**Document Date**	31.07.2023
Document was created by	Prof. Dr. Barbara Brandstetter	**Valid from**	October 2023
Updated	25.10.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Lifestyle and Communication**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	10300 (101019)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	○ in the ○ from the semester
Mode of delivery	Presence Learning, Blended Learning, E-Learning	
Responsible for the module	Prof. Dr. Stefanie Schöberl	
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		

Module Description/Syllabus

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First Semester
Assessment method(s)	Portfolio
Recommended or required reading and other learning resources/tools	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
	Bordieu, P. (1984), Distinction: A Social Critique of the Judgement of Taste, ISBN 9780415567886, Routledge
	Miller, Daniel (1987): Material Culture and Mass Consumption, Oxford, New York
Additional (module) information	

Document Version	2.0	**Document Date**	31.07.2023
Document was created by	DM	**Valid from**	September 2023
Updated	25.10.2023	**by**	MC

Hochschule Neu-Ulm
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Module Description/Syllabus

Module	**Design Ethics and Sustainability**	
Course Title	Design Ethics and Sustainability	Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	101020 (10400)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ from the 1st semester
Mode of delivery	Classroom teaching and digital teaching	
Responsible for the module	Prof. Dr. Markus Caspers	
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	

Module Description/Syllabus

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.

Module Description/Syllabus

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First semester
Assessment method(s)	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
Recommended or required reading and other learning resources/tools	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
	Vester, Frederic: Die Kunst vernetzt zu denken. Ideen und Werkzeuge für einen neuen Umgang mit Kompexität. Ein Bericht an den Club of Rome, DTV München (jüngste Version) Mainzer, Klaus: Kompexität, W. Fink Verlag, UTB 3012 (jüngste Version)
	Fischer, D., (2019). Nachhaltigkeitskommunikation. In: Zemanek, E., Kluwick, U. (Eds.),Nachhaltigkeit interdisziplinär. Konzepte, Diskurse, Praktiken. UTB, Stuttgart, 51-69
	Ulrich, Peter: Integrative Wirtschaftsethik: Grundlagen einer lebensdienlichen Ökonomie, Bern 2007
	Ole Sejer Iversen , Kim Halskov & Tuck W. Leong (2012) Values-led participatory design, CoDesign, 8:2-3, 87-103,
	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 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 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 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
Additional (module) information	

Document Version	2.0	**Document Date**	11.07.2023
Document was created by	AH	**Valid from**	September 2023
Updated	11.07.2023	**by**	MC

Hochschule Neu-Ulm
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Module Description/Syllabus

Module	**Design and Transformation**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	10500 (101021)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	○ in the ○ 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)

There are no prerequisites for participation in the module

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.

Module Description/Syllabus

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First semester
Assessment method(s)	Portfolio Assessment: 45 minute presentation, written assessment (10-15 pages) Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Papanek, Victor. Design for the Real World. London 2019
	Shedroff, Nathan: Design Is The Problem. The Future Of Design Must Be Sustainable. New York. 2009
	Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227 Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design
	Caspers, Markus: Design und Transformation. Bielefeld 2023
Additional (module) information	

Document Version	2.0	**Document Date**	06.07.2022
Document was created by	MC	**Valid from**	September 2023
Updated	25.10.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Communication for Sustainability**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	10600 (101022)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	○ in the ○ 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		

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

There are no prerequisites for participation in the module

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	First Semester
Assessment method(s)	Portfolio - Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Chandler, David (2022): Strategic Corporate Social Responsibility – Sustainble Value Creation
	Crane, Andrew, Matten, Dirk, Glozer, Sarah, Spence, Laura (2019): Business Ethics: Manging Corporate Citizenship and Sustainability in the Age of Globalization
Additional (module) information	

Document Version	2.0	**Document Date**	14.11.2022
Document was created by	JM	**Valid from**	September 2023
Updated	25.10.2023	**by**	MC

Hochschule Neu-Ulm
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Module Description/Syllabus

Module	**Life-Centered Design**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	20100 (101023)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	○ winter term ◉ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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		

Module Description/Syllabus

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Module Assessment: Project documentation, Presentation Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Haian Xue and Pieter M. A. Desmet, Researcher introspection for experience- driven design research, 2019, Elsevier Ltd.
	https://uxdesign.cc/life-centred-design-96965acdcbf4
	https://www.interaction-design.org/literature/topics/humanity-centered-design
	Ceschin Fabrizio et al., Evolution of design for sustainability: From product design to design for system innovations and transitions, 2016, published by Elsevier Ltd.
Additional (module) information	

Document Version	2.0	**Document Date**	15.09.2023
Document was created by	PF	**Valid from**	September 2023
Updated	12.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Design Research and transformational Design**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	20200 (101024)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	○ winter term ◉ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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)

basics in design research

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Portfolio Assessment: Paper, Presentation Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Irwin, T.; Tonkinwise, C.; Kossof, G.: Transition Design. An Educational Framework for Advancing the Study and Design of Sustainable Transitions. Pittsburgh. 2015
	Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227
	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.
	Whiteley, Nigel. Design for Society. London. 1993
	Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design Science. Design Issues: Volume 17, Number 3. Cambridge/Mass. 2001
Additional (module) information	

Document Version	2.0	**Document Date**	06.07.2023
Document was created by	MC	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Quantitative Research Methods**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	20300 (101025)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	○ winter term ◉ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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)

Basics in Quantitative Research Methods

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.

Module Description/Syllabus

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Portfolio Assessment Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Wrench, J., Thomas-Maddox, C., Peck Richmond, V., McCroskey, J.C.: Quantitative Research Methods for Communication: A Hands-On Approach, New York 2012
	Döring, N., Bortz, J.: Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5. Aufl., Berlin/Heidelberg 2016
	Rasch, B., Friese, M., Hofmann, W., Naumann, E.: Quantitative Methoden. Einführung in die Statistik für Psychologie, Sozial- & Erziehungswissenschaften, 4., überarbeitete Auflage, Berlin 2014
	Sedlmeier. P., Renkewitz, F.: Forschungsmethoden und Statistik für Psychologen und Sozialwissenschaftler, 3. Aufl., Hallbergmoos 2018
Additional (module) information	

Document Version	2.0	**Document Date**	25.10.2023
Document was created by	SS	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Academic Writing**		
Course Title		Overall grade weighting (in %)	5,5
Course of Studies	Communication and Design for Sustainability		
Examination No. (SuP)	20400 (101026)	**valid SER**	20231
Mode of Study	☒ full-time ☐ part-time		
Study Cycle	○ Bachelor ◉ Master		
Frequency	○ winter term ◉ summer term ○ each semester		
Language Competence Level and Course code SAP ☐			
Language of instruction	☒ English ☐ German	**Duration**	2 semesters
Lecturer/s	**See Course Catalogue**		
Typ of course	◉ compulsory ○ optional	◉ in the ○ from the	2nd 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)**	**contact time (hours)**	**total (hours)**
	120	30	150

Number of participants min./max.					
10 / 30	**ECTS-Points**	5	**Hours per semester week**	2

Use for other studies	

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

There are no prerequisites for participation in the module

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Portfolio Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Swales,John M. / Feak, Christine B.: Academic Writing for Graduate Students: Essential Tasks and Skills. 3. Aufl. University of Michigan Press, 2012.
Additional (module) information	

Document Version	2.0	**Document Date**	14.11.2023
Document was created by	AZ	**Valid from**	September 2023
Updated	12.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Sustainable Projects and Social Innovation (Case Studies & Best Practices)**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	20500 (101027)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	○ winter term ◉ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ from the 2nd semester
Mode of delivery	Seminar Teaching, E-Learning, Blended Learning	
Responsible for the module	Prof. Dr. Judith Mayer	
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		

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

basic knowledge of Social Innovation

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Portfolio Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Volkmann, Christine K., Tokarski, Kim Oliver, Ernst, Kati (2012): Social Entrepreneurship and Social Business – An Introduction and Discussion with Case Studies
	SRS: Social Reporting Standard (phineo.org)
	Krlev, G., Sauer, S., Scharpe, K., Mildenberger, G., Elsemann, K. & Sauerhammer, M. (2021). Finanzierung von Sozialen Innovationen – Internationale Vergleichsstudie.Centrum für soziale Investitionen und Innovationen (CSI), Universität Heidelberg & Social Entrepreneurship Network
	Bundesministerium für Bildung und Forschung (2018): Foresight und Roadmapping: Zukunft strategisch gestalten.
Additional (module) information	

Document Version	2.0	**Document Date**	14.11.2023
Document was created by	JM	**Valid from**	September 2023
Updated	12.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Conceptional Seminar**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	20600 (101028)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	○ winter term ◉ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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)**	**contact time (hours)**	**total (hours)**
	120	30	150

Number of participants min./max.		**ECTS-Points**		**Hours per semester week**	
10 / 30		5		2	

Use for other studies	

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

basics in content production and design

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.

Module Description/Syllabus

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 realiszed in the third semester

Module Description/Syllabus

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Second Semester
Assessment method(s)	Portfolio: Presentation, Documentation Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Cross, Nigel: Design Thinking. London. 2011
	Dunne, Anthony: Hertzian Tales. Cambridge 2008
	Mitrovic, Ivica; Auger, James; Hanna, Julien; Helgason, Ingi (Hrsg.): Beyond Speculative Design: Past, Present, Future. Split. 2021
Additional (module) information	

Document Version	2.0	**Document Date**	22.09.2023
Document was created by	MC	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Study Project Design: Concept and Strategy**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	30100 (101029)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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		

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

Succesful 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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Third Semester
Assessment method(s)	Portfolio: Project Work, Documentation Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Fry, Tony: Design Futuring. Sustainability, Ethics and New Practice. Oxford. 2009
	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.
	Irwin, T.; Tonkinwise, C.; Kossof, G.: Transition Design. An Educational Framework for Advancing the Study and Design of Sustainable Transitions. Pittsburgh. 2015
	Cross, Nigel: Designerly Ways of Knowing: Design Studies Vol 3, no 4, October 1982, pp. 221-227 Cross, Nigel: Designerly Ways of Knowing: Design Discipline Versus Design
Additional (module) information	

Document Version	2.0	**Document Date**	16.10.2022
Document was created by	MC	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Study Project Communication – Concept and Strategy**	
Course Title		Overall grade weighting (in %) 5,5
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	30200 (101030)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ 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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Third Semester
Assessment method(s)	Portfolio Assessment Components and weighting of the portfolio examination can be found in the course catalogue
Recommended or required reading and other learning resources/tools	Radley Yeldar (2021): Words that work: effective language in sustainabiltiy communications
	Radley Yeldar (2018): How to design sustainability that sells – a new visual language for sustainability
	Flick, Uwe (2022): An Introduction to Qualitative Research. London: Sage
	Berens, Andreas; Bolk, Carsten (2021): Create Content! Konzeption, Kreation, Content-Management
Additional (module) information	

Document Version	2.0	**Document Date**	25.10.2022
Document was created by	BB	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
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Module Description/Syllabus

Module	**Master Seminar**	
Course Title		Overall grade weighting (in %) 2
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	90200 (100769)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	○ in the ◉ 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		

Module Description/Syllabus

Prerequisites and co-requisites (if applicable)

Succesful 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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Third Semester		
Assessment method(s)	Presentation (20-30 min.)		
Recommended or required reading and other learning resources/tools			
Additional (module) information			
Document Version	2.0	**Document Date**	15.11.2022
Document was created by	MC	**Valid from**	September 2023
Updated	13.07.2023	**by**	MC

Hochschule Neu-Ulm
University of Applied Sciences

Module Description/Syllabus

Module	**Master Thesis**	
Course Title		Overall grade weighting (in %): 20
Course of Studies	Communication and Design for Sustainability	
Examination No. (SuP)	90200 (101031)	**valid SER** 20231
Mode of Study	☒ full-time ☐ part-time	
Study Cycle	○ Bachelor ◉ Master	
Frequency	◉ winter term ○ summer term ○ each semester	
Language Competence Level and Course code SAP ☐		
Language of instruction	☒ English ☐ German	**Duration** 1 semester
Lecturer/s	**See Course Catalogue**	
Typ of course	◉ compulsory ○ optional	◉ in the ○ from the 3rd semester
Mode of delivery		
Responsible for the module	Prof. Dr. Caspers, Prof. Dr. Brandstetter	
Teaching Methods		
Work parameters	**self-studies (hours)** 528 / **contact time (hours)** 12 / **total (hours)** 540	
Number of participants min./max.	10 / 30	**ECTS-Points** 18 / **Hours per semester week** 36
Use for other studies		

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

Semester, in which the student has to be mandatorily registered for the first attempt of examination	Third Semester	
Assessment method(s)	Written Master Thesis (80 pages)	
Recommended or required reading and other learning resources/tools		
Additional (module) information		
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