

Academic introduction days summer term 2022

Basics of studying

Hochschule Macromedia





What is an Academic Year?

Winter term

October 1 - December 31

→ 10 weeks lecture time

Continuation winter term

January 1 - March 14

→ 5 weeks lecture time

Summer term

March 15 - September 30

→ 15 weeks lecture time

What is a module plan and what is a curriculum?

Bachelor's degree program (B.A.) Media Management (six-semester study variant)

1st Semester	2nd Semester	3rd Semester (Abroad)	4th Semester	5th Semester	6th Semester (Internship)	7th Semester
Language Proficiency and Cultural Sensitivity 4 SWS	Understanding Event Management 3 SWS	Intercultural Communication 3 SWS	Media and Communication Theories 3 SWS	Digital Technologies 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Academic Writing and Research 3 SWS	Basics of Law 4 SWS	Project Management 3 SWS	Strategic Corporate Communication 4 SWS	Current Issues in Media Management 2 SWS	Student Initiative	Advanced Research Methods Media Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	Campaigning und Crossmedia 3 SWS	Performance Marketing und Social Media 4 SWS	Internship Semester	Current Issues in Media Management 3 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Marketing 3 SWS	Customer Experience Management 4 SWS	Special Topics in Media and Communication Management 3 SWS		Bachelor Thesis
Editorial Design 2 SWS	Media Economics and Politics 3 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS	Focus Project 5 SWS		
Audiovisual Media 2 SWS	Online Media 4 SWS					
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 19 SWS	30 ECTS / 17 SWS	30 ECTS / 3 SWS	30 ECTS / 8 SWS

The study plan provides information: a) about the distribution of the weekly semester hours, b) the ECTS points per module and study semester

Excerpt

Module plan

Example

Media Management B.A.

semester 3-4

Modulplan im Bachelorstudiengang Psychologie														Prüfung	empfohlene Lage des Moduls beim Studium in Teilzeit (Semester)*			
Modul/Lerneinheit	3. Semester								4. Semester									
	SWS					LVS	SSZ	ECTS	SWS							LVS	SSZ	ECTS
ges.	V	S	Ü	W	ges.				V	S	Ü	W						
B-PS-ALL-BPY Biologische Psychologie ⁰	5	2	3			75	225	10									K	5
B-PS-ALL-KP1 Klinische Psychologie I ⁰	4	2		2		60	90	5									PA	7
B-PS-ALL-OTP Orientierungsprojekt	5				5	75	75	5									/	7
B-PS-ALL-PSD Psychologische Diagnostik ⁰	4	2		2		60	90	5									PA	5
Wahlpflichtmodulkomplexe (1 aus 5) ~	3	1		2		45	105	5										7
Psychologie	3	1		2		45	105	5										
Gesundheitspsychologie	3	1		2		45	105	5										
Wirtschaftspsychologie	3	1		2		45	105	5										
Marken- und Werbepsychologie	4	2		2		60	90	5										
Klinische Psychologie	3	2	1			45	105	5										
B-PS-ALL-AOP Arbeits- und Organisationspsychologie ^{0,1}									4	2		2		60	90	5	K	6
B-PS-ALL-EPR Empiriepraktikum									3			3		45	255	10	/	8
B-PS-ALL-KP2 Klinische Psychologie II ⁰									4	2		2		60	90	5	K	8
Wahlpflichtmodulkomplexe (1 aus 5)-									6	4	2			90	210	10		6
Psychologie									6	4	2			90	210	10		
Gesundheitspsychologie									6	4	2			90	210	10		
Wirtschaftspsychologie									6	4	2			90	210	10		
Marken- und Werbepsychologie									7	2	1		4	105	195	10		
Klinische Psychologie									5	2		3		75	225	10		
Gesamt	21	7	3	6	5	315	585	30	17	8	2	4	3	255	645	30		

SWS = Semesterwochenstunden, LVS = Lehrveranstaltungsstunden, SSZ = Selbststudienzeit
 V = Vorlesung, S = Seminar, Ü = Übung, W = Workshop, ges. = gesamt
 m = mündlich, PA = Projektarbeit, K = Klausur (Dauer: 90 Minuten) / = keine Prüfung (bestanden/nicht bestanden), O Online-Variante möglich,
 * Praxisbericht (nicht benotet) + bestehend aus Bachelorarbeit (80%) und mündl. Prüfung (20%) *Module/Veranstaltungen können in anderen Semestern angeboten werden, ~ SWS können abweichen,
 # Spezielle Voraussetzungen gemäß § 4 Absatz 5 SPO

¹ Modul wird auch angeboten in MN-WPY, MM-MWP

Wissenschaftliches Arbeiten [Academic Writing and Research]

Modul-Nr./ Code	B-SQ-ALL-WAR
Moduldauer:	1 Semester
Turnus:	Mind. 1 x pro Studienjahr
ECTS-Credits	5
Voraussetzungen/ Empfehlungen:	keine
Lernergebnisse	Nach Abschluss des Moduls sind die Studierenden in der Lage, ... wissenschaftliche Probleme und Fragestellungen zu erkennen. die Grundlagen wissenschaftlich, empirischen Arbeitens zu erklären. den empirischen Forschungsprozess zu veranschaulichen. die Qualitätskriterien sozialwissenschaftlichen Arbeitens richtig zu interpretieren. wissenschaftliche Literaturrecherchen auszuführen. eine Forschungsfrage zu implementieren. einer Forschungsfrage ein passendes Studiendesign zuzuordnen. Selbstständig eine logische Argumentation im Rahmen eines Forschungsprojekts zu entwickeln. ein interdisziplinäres, wissenschaftliches Forschungsprojekt zu organisieren. konstruktive Kritik in Bezug auf ein eigenes Forschungsprojekt zu bewerten.
Inhalte des Moduls	Grundlagen der empirischen Sozialforschung insbesondere zu Forschungsprozess und Methoden Grundlagen des wissenschaftlichen Schreibens und Publizierens auf der Grundlage des Regelwerks der American Psychological Association (APA) Methoden zur Recherche und Organisation wissenschaftlicher Literatur und Regeln zur Beurteilung der Qualität wissenschaftlicher Publikationen Grundlagen verschiedener praktischer Vorgehensweisen zur Erfassung, Organisation und Lösung wissenschaftlicher Problemstellungen (z.B. Mind Mapping, Kreativitätstechniken, Design Thinking) Übung zum Verständnis wesentlicher wissenschaftlicher Fachbegriffe und Qualitätskennzahlen (z.B. Validität, Reliabilität, Objektivität, Repräsentativität, Signifikanz) Übungen zur Ableitung von Forschungsfragen und Hypothesen Übung zur Erstellung passender und durchführbarer Studiendesigns Übungen zur Anwendung verschiedener Methoden zur Erfassung von Daten und Vorbereitung der Datenanalyse
Gesamtworkload	150 h [45 LVS / 105 SSZ]

Studiensemester	1 [bei Teilzeitvariante empfohlene Lage: 1]
Art des Moduls	Pflichtmodul
Verwendbarkeit	In allen B.A. Studiengängen
	Bezüge zu Empirische Sozialforschung und Marketing Interdisziplinäres Projekt Orientierungsprojekt Fokusprojekt Methodenvertiefung BA Thesis
Lehrsprache	Deutsch [englischsprachige Variante möglich]
Prüfungsform	Projektarbeit (Portfolio)
Lehr- und Lernmethoden des Moduls	Vorlesung [1 SWS] / Übung [2 SWS]
Pflichtliteratur	APA (2010). <i>Publication Manual of the American Psychological Association</i> . Sixth Edition. Washington: APA. Brosius, Koschel & Haas (2008). <i>Methoden der empirischen Kommunikationsforschung</i> . 4., überarbeitete und erweiterte Auflage. Wiesbaden: VS Verlag. Karmasin & Ribing (2014). <i>Die Gestaltung wissenschaftlicher Arbeiten</i> . 8., aktualisierte Auflage. Wien: Facultas.
Weiterführende Literatur	Chalmers, A. F. (2006). <i>Wege der Wissenschaft. Einführung in die Wissenschaftstheorie</i> . Sechste, verbesserte Auflage. Springer. Glasman-Deal, H. (2009). <i>Science Research Writing for Non-Native Speakers of English</i> . Imperial College Press Lewrick, M., Link, P. & Leifer, L. (2017). <i>Das Design Thinking Playbook</i> . DTP-Community. Rustler, F. (2017). <i>Denkwerkzeuge der Kreativität und Innovation</i> , Midas Management Verlag. Schnell, R., Hill, P. B. & Esser, E. (2008) <i>Methoden der Empirischen Sozialforschung</i> . 8. Auflage. Oldenbourg. Teetor, P. (2011). <i>R Cookbook</i> . O'Reilly.

Excerpt

Curriculum

Example

Medienmanagement B.A, 7-semester implementation;
2-page excerpt from a total of 194 pages

What is a module?



A **Module** consists of one or more courses (LV) with a common learning objective and concludes with a joint examination.



A **course** (LV) can take the form of a lecture, exercise, seminar or workshop.

What are self-study hours and attendance hours?

A degree consists of **self-study hours** and **attendance hours** with the lecturer.

This ratio is specified by the legislature.

It is the same for all universities and can be broken down to module level.

self-study hours

Pre- / post-processing of contact times
with the teachers

Exam preparation and exam time itself

attendance hours

Lectures, seminars,
exercises, workshops

Self-study hours + attendance hours = Number of ECTS

How much time does each module require?

5 ECTS with 3 SWS

5 ECTS x 30 working hours
= 150 hours workload/semester
(3 SWS x 15 semester weeks)
= 45 academic hours teaching

time/semester (LVS) or provision of
structured teaching material for Guided
Learning Sessions

= 33.75 time hours

150 hours of workload - 33.75 hours of
course/structured teaching aids learning

= 116.25 self-study hours

10 ECTS with 5 SWS

10 ECTS x 30 working hours
= 300 hours workload/semester
(5 SWS x 15 semester weeks)
= 75 academic hours teaching

time/semester (LVS) or supervised
teamwork per semester

= 56.25 clock hours

300 hours workload - 56.25 hours
lecture/supervised teamwork

= 225 self-study hours



Self-study is a central part of every degree.



What are the teaching formats and delivery methods?

Lecture

Acquisition of basics and factual knowledge - always with the experts of the respective subject

Tutorial/Exercise

Practice and deepening of the content conveyed in the lecture

Seminar

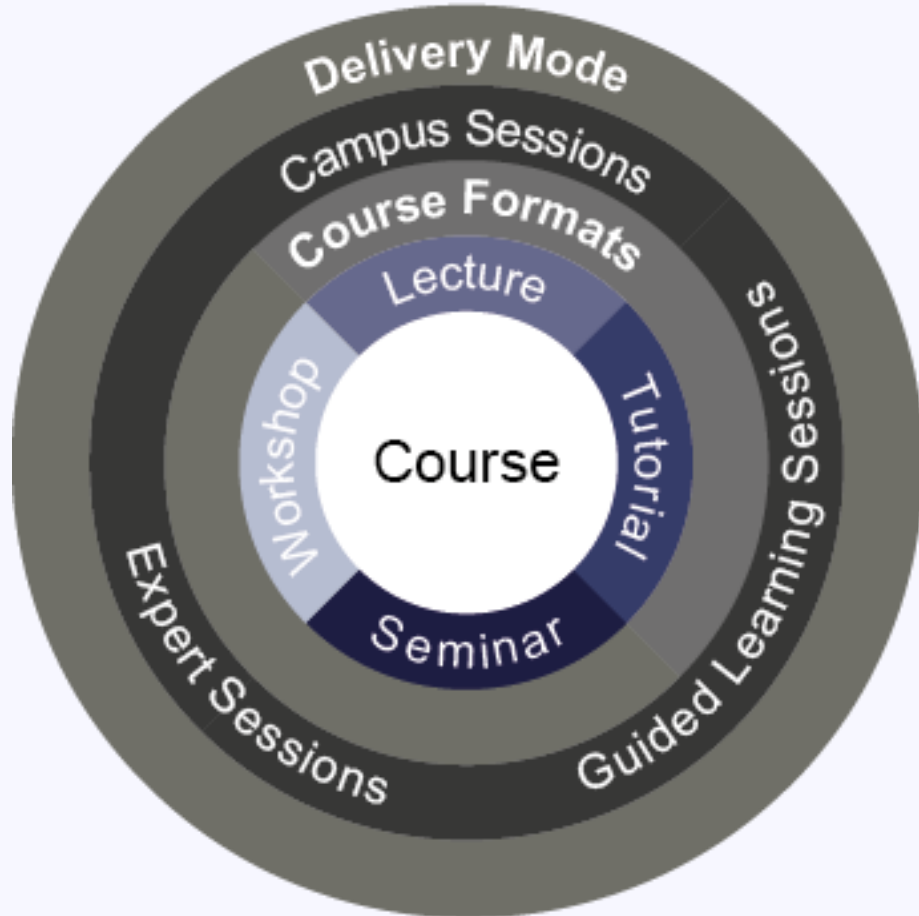
Independent development of in-depth content with a final presentation

Workshop

Practical projects with cooperation partners: Working on complex challenges in a team with a final presentation

+ supporting event formats (tutorials and technical support)

What is the difference between the implementation forms?



Campus Sessions (CS): Interactive & On Site

Classes are face-to-face at the Study Center or a campus

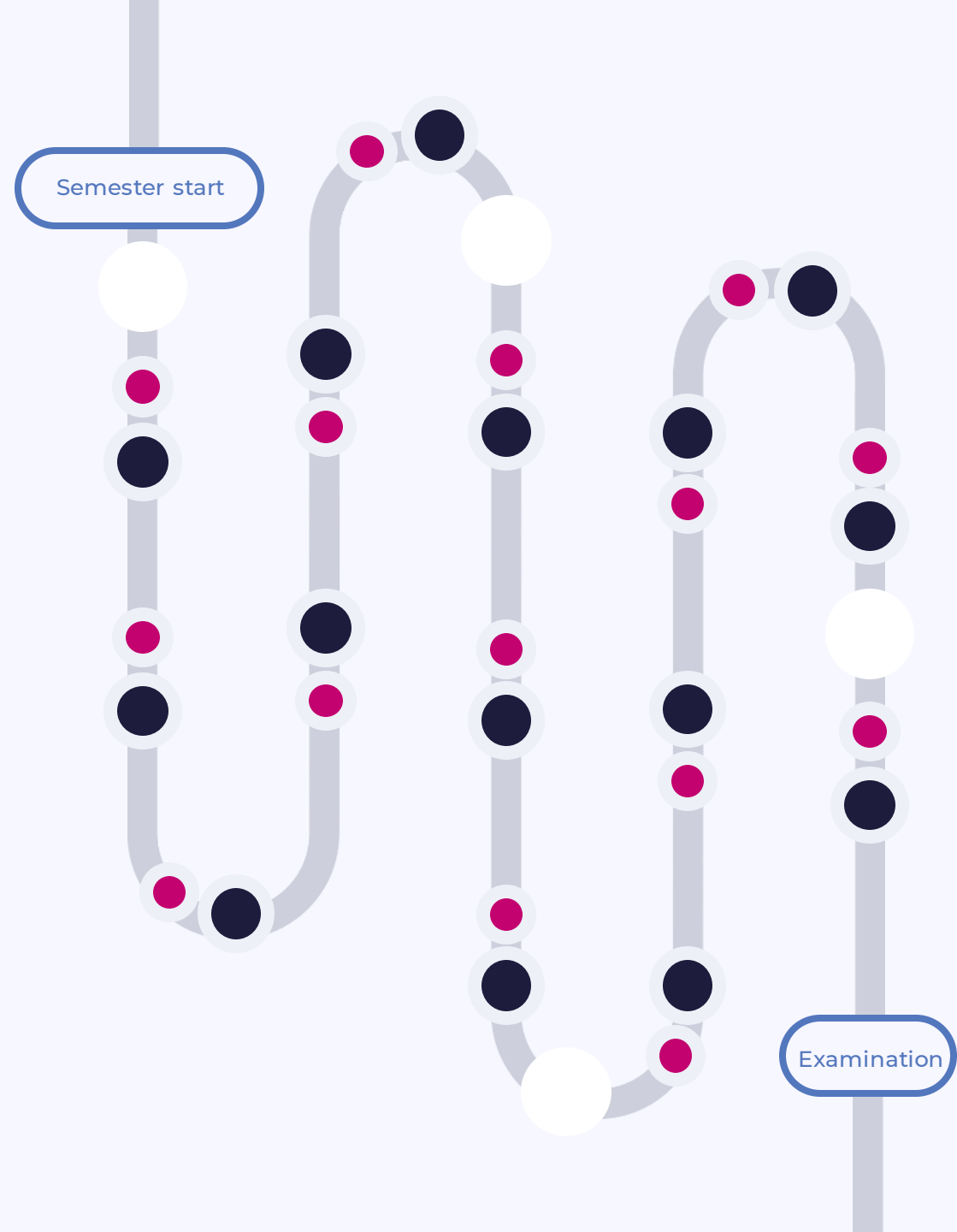
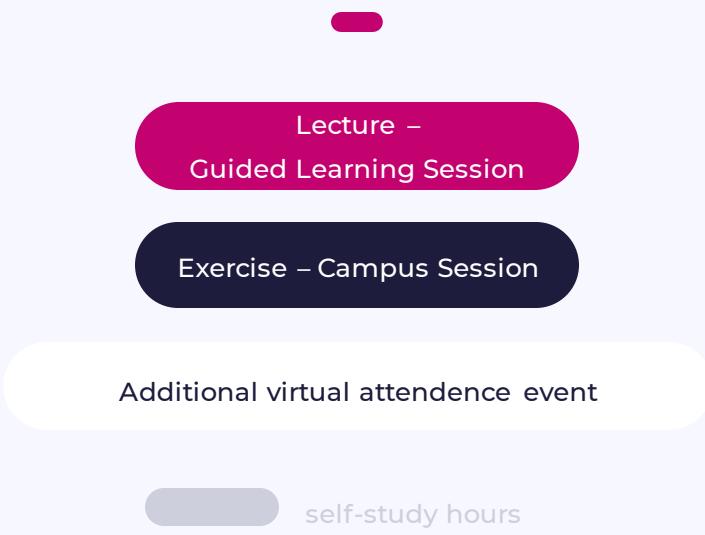
Expert Sessions (ES): Digital & Live

The courses take place in virtual presence, i.e. independent of location, but time-bound as a live digital course.

Guided Learning Sessions (GS): Exclusive & Convenient

The learning content is provided as structured teaching material/collection/processes/etc. and is acquired within defined learning steps and defined processing periods independent of location and time through self-learning activities of the students.

What are module learning paths?

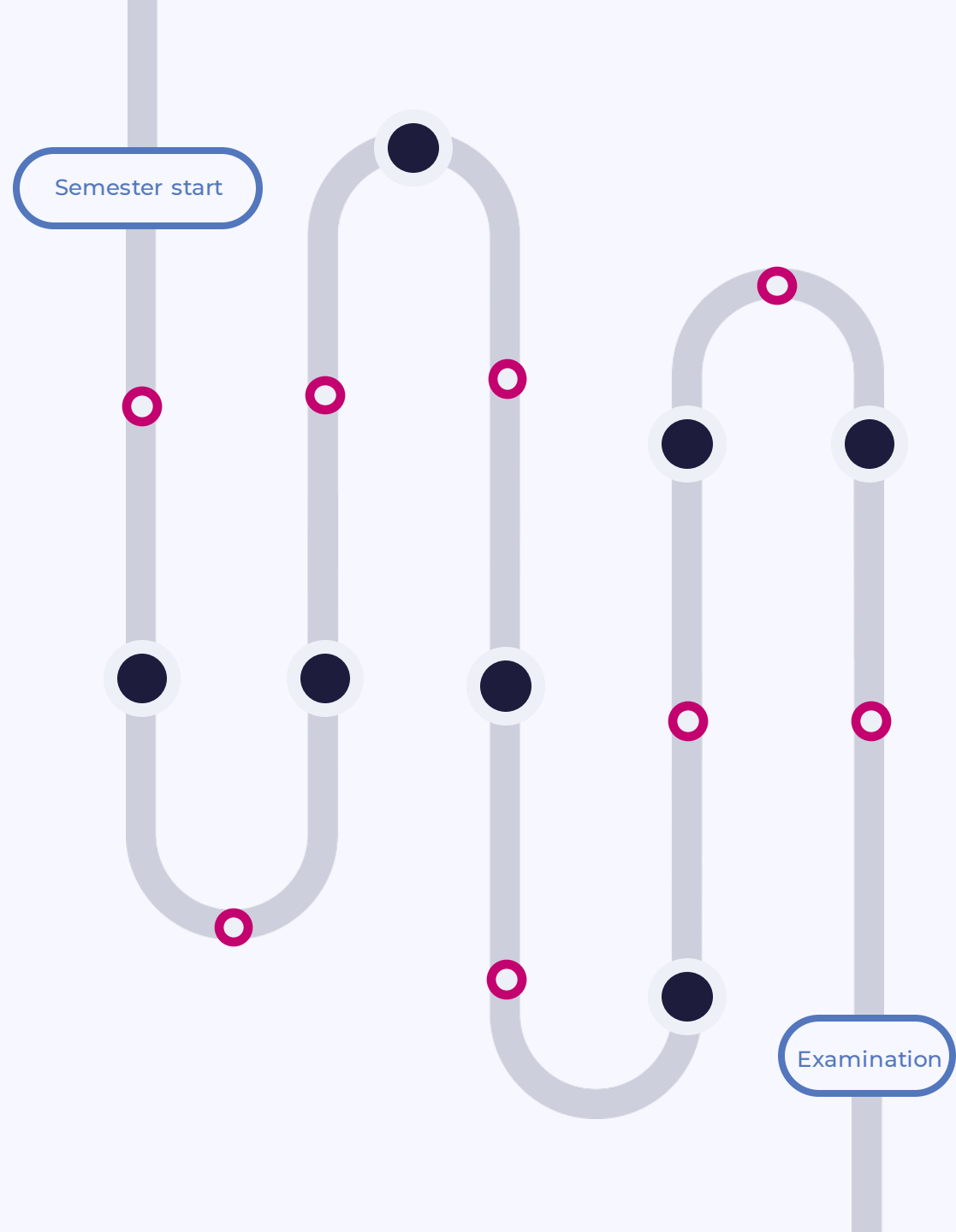


What are module learning paths?

Lecture – Expert Session

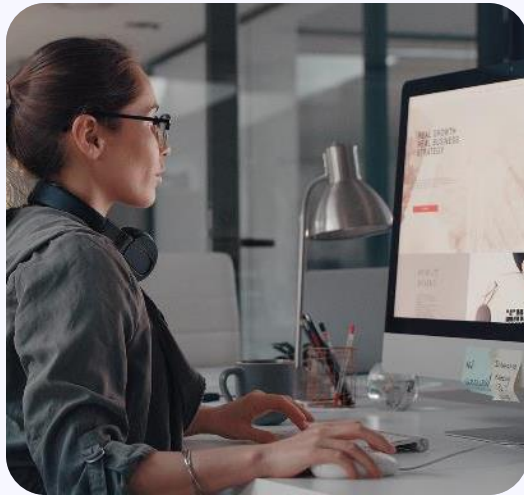
Exercise – Campus Session

Self-study hours



What are the audit formats?

Lots of learning & good delivery



Project work

Written exam

Oral exam

What is an ASPO and what is an SPO?

General & course-specific examination regulations

ASPO (General Study and Examination Regulations)



SPO Study/Examination
Regulations
**Medienmanagement
B.A.**



SPO Study/Examination
Regulations
Design B.A.



SPO Study/Examination
Regulations **Digital
Technologies & Coding
B.Sc.**



SPO Study/Examination
Regulations **Film und
Fernsehen B.A.**



SPO Study/Examination
Regulations **Musik B.A.**



SPO Study/Examination
Regulations **Psychologie
B.Sc.**



SPO Study/Examination
Regulations **Medien- und
Kommunikations-
management M.A.**



SPO Study/Examination
Regulations
Journalismus B.A.



SPO Study/Examination
Regulations **Schauspiel
B.A.**



SPO Study/Examination
Regulations **Management
B.A.**



SPO Study/Examination
Regulations **Design
Management M.A.**



SPO Study/Examination
Regulations **International
Business & Kultur B.A.**



SPO Study/Examination
Regulations **Bildende
Kunst B.A.**



SPO Study/Examination
Regulations **Gamedesign
& Development B.A.**



SPO Study/Examination
Regulations **Business
Management M.A.**

What is meant by standard period of study?



Standard period of study = the number of semesters per study program planned by the university

ECTS = short form of "European Credit Transfer and Accumulation System" = uniform credit point system. For each academic degree, it is specified how many ECTS students must have completed.

Workload = one ECTS point corresponds to a student workload of 30 working hours. A student should achieve about 30 ECTS per semester. This corresponds to a weekly workload of about 40 working hours.

	Full-time (sem. count)	Part-time (sem. count)	ECTS	Total workload (hours)
Six semester Bachelor programme	6	12	180	5.400
Seven semester Bachelor programme	7	14	210	6.300
Three semester Master programme	3	6	90	2.700
Four semester Master programme	4	8	120	3.600

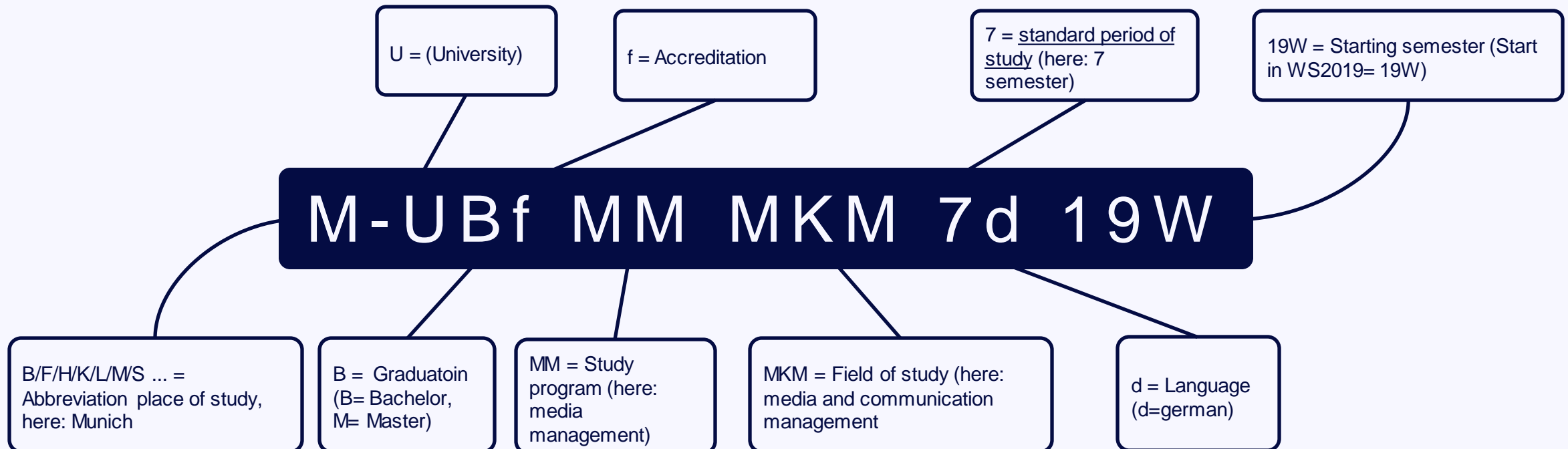
What are the grades?

Grades for examinations			Formation of module grades	
Points	Grade	Description		
96-100	1,0	excellent	excellent	with an average up to and including 1.5
91-95	1,3	excellent	good	with an average up to and including 2.5
86-90	1,7	good	satisfactory	with an average up to and including 3.5
81-85	2,0	good	adequate	with an average up to and including 4.0
76-80	2,3	good	unsatisfactory	with an average from 4.1
71-75	2,7	satisfactory		
66-70	3,0	satisfactory		
61-65	3,3	satisfactory		
56-60	3,7	adequate		
50-55	4,0	adequate		
0-49	5,0	unsatisfactory		

What do the abbreviations behind my name actually mean?

The cohort designation

The abbreviations behind the names of our students provide information about the start and standard study period, the (home) campus, the degree sought, the degree programme, the specialisation and the language of instruction:



Study in a practical way

Is there an internship in the program?

In most Bachelor programs, an internship semester is part of the study program.



Internship semester

Is there an internship in the program?

The companies in which the students complete their internship semester are extremely diverse.

Students are increasingly spending their internship semester abroad.



PORSCHE

SIEMENS



Practice projects

Is there an internship in the program?

In the course of the course there are 2-3 large cooperation projects.

- BA: Focus Project + Interdisciplinary Project + Orientation Project
- MA: practice-oriented project + research-oriented project + interdisciplinary project



Practice project Cosmopolitan



Ernst & Young



Westwing

Examples of practice projects



Bertelsmann



A. Lange & Söhne



PwC

Kick-off for Master studies or career entry

What can I expect at the end of my studies?

- Academic Degree
- Diploma Supplement
- Transcript of Records



What belongs in the Starterkit for Macromedia studies?

Mandatory reading for your understanding of the course



- General studies and examination regulations (ASPO)
- Study and examination regulations of the respective study program (SPO)
- Curriculum
- Module plan
- Other regulations and guidelines
- Mission statement
- Code of Conduct
- Semester dates

→ **Download under: my.macromedia.de**

→ **Please make sure you are familiar with all regulations and guidelines**

HAVE FUN!

**We wish you a great
first semester.**





macromedia
university