

**Subject-Specific Study and Examination
Regulations for the B.A. Study Program
Communication, Culture & Management (CCM)
SSSER BA CCM**

(Start of studies Fall Semester 2021)

**Subject-Specific Study and Examination Regulations
for the B.A. Program
Communication, Culture & Management | CCM
at Zeppelin University
2015-12-02**

In order to regulate teaching, study and examinations in the Bachelor's program Communication, Culture & Management, the Senate of Zeppelin University adopted the following regulations on the basis of § 70 Para. 6 in conjunction with § 32 Para. 1 of the Law on Universities in Baden-Württemberg (Landeshochschulgesetz – LHG) in the respective version on 2015-12-02, last amended on 2021-05-05:

§ 1 Study program structure

- (1) The study program (240 ECTS points) is divided into 5 mandatory modules within the interdisciplinary Zeppelin year (60 ECTS points, 1st & 2nd semesters), 1 major mandatory module (12 ECTS points, 3rd to 4th semesters) and 10-18 elective modules in the major phase (108 ECTS points, 3rd to 7th semesters), 1 elective module within the integrated Humboldt year (30 ECTS points, 6th to 7th semesters) and the bachelor phase with the bachelor thesis including a thesis defense (14 ECTS points, 8th semester) (see Appendix 2). Two mandatory internships, at least one of which must be undertaken abroad in a non-German speaking country, are additional study requirements. Tandem Coaching is a part of the workload in accordance with ECTS and extends from semester 1 through 8.
- (2) A maximum of 4 multidisciplinary elective modules (totaling a maximum of 24 ECTS points) are to be selected from the elective modules of the major phase.
- (3) As a rule, all mandatory and elective modules within Zeppelin University bachelor study programs that are not included in the student's own program can be chosen as a multidisciplinary elective module (depending on availability and subject-related admission requirements), as well as offerings from GlobalStudies and StudentStudies.
- (4) Courses not credited for the mandatory area 'Methods of Communication Studies' or 'Methods of Art & Cultural Studies' can be recognized as elective modules.
- (5) With regard to the major phase, students can choose either "Communication" or "Culture" as a focus. Here, students can choose elective modules from the relevant area of focus totaling at least 60 ECTS points in accordance with Appendix

2 and the module handbook. Upon application to the Study & Examination Center, the area of focus may be reported in the Transcript of Records (ToR).

§ 2 Authorization of the Examination Committee

The Examination Committee of the bachelor study programs is authorized to adopt amendments to these regulations, in the event of which, they will notify the Senate. This does not apply to significant changes, particularly those which affect the very essence, content-related orientation or the basic structure of the study program.

§ 3 Effective date, transitional regulations

- 1 These regulations in the version of 2015-12-02 come into force on 2021-09-01.
- 2 These SSER apply to students who begin their studies in Fall Semester 2021 or later.

Footnote

In accordance with § 70 Para. 6 in conjunction with § 32 Para. 1 LHG, approval has been granted and the regulations will be published:

Friedrichshafen, 2021-05-05

signed

Prof. Dr. Klaus Mühlhahn

President | Chairman of the Senate

Appendix 1 | Study Structure BA CCM

	1.	2.	3.	4.	5.	6.	7.	8.
P R E - S T U D Y I N T E R N S H I P	Zeppelin Year		Major Phase			Humboldt Year		Bachelor Phase
	Zeppelin Project		1 of 2 mandatory modules			1 of 2 options		Bachelor's Thesis
	Introduction to Science		Methods in Communication Studies			Research Project		Defense
	Methodological Foundations		Methods in Cultural and Arts Studies			or		
	Program Module CCM		Elective modules amounting to 108 ECTS ; of these at least 4 multidisciplinary elective modules; for a specialization: elective modules amounting to 60 ECTS from the respective area (interdisciplinary elective modules can be factored in both areas, unless otherwise stated).			Special Subject		
	Interdisciplinary Perspectives		FOCUS: COMMUNICATION					
			Theory, Critique & Analysis of Communication Media			Psychology of Judgment and Decision Making		
			Public Sphere & Public Communication			News Media Journalism		
			Media Change & Digitalization			Practical Aspects of Entertainment Media		
			Media Culture & Media Society			Media-practical Workshops		
		Organizational Communication			Interdisciplinary Specialization: Communication I			
		PR & Strategic Communication Management			Interdisciplinary Specialization: Communication II			
		Social psychological Aspects of Communication						
		FOCUS: CULTURE						
		Philosophy & Cultural studies			Cultural Policy			
		Cultural History of Knowledge			Cultural Organization			
		Language & Culture			Theory & History of Curating			
		Aesthetics & Art Theory			Curatorial Practice			
		History of Contemporary Art Production			Interdisciplinary Specialization: Culture I			
		Lecture Series: Current Issues in Arts and Culture			Interdisciplinary Specialization: Culture II			
		INTERDISCIPLINARY ELECTIVE MODULES						
		Audience Studies			Law in the Media & Cultural Sector			
		Media Reception and Media Consumption Studies			Intellectual Property Law			
		Psychology: Cognition, Language, Perception			Current Issues in Cultural & Communic. Studies I			
		Psychology: Emotion, Motivation, Acting			Current Issues in Cultural & Communic. Studies II			
		Urbanization of Global Society			Creativity and Performativity			
		Global Culture & Communication			Independent Project in Media, Culture & Entrepreneurship			
					Advanced Methods			
		StudentStudies, GlobalStudies, TandemCoaching						
		ZU Plus Workshops "Fundamentals of Entrepreneurship" und "Creativity & Performativity"						
		2 mandatory internships (at least 1 in a non-German-speaking country)						

Appendix 2 | Curriculum BA CCM

Zeppelin Year (Semester 1-2)												
Module Course (C)	Semester / contact hours									ECTS		
	1	2	3	4	5	6	7	8	Σ	C	Module	
Pre-study internship												
Module 10000												
Interdisciplinary Module Zeppelin Project										7		14
C 100006 Disciplinary Perspectives	3										4	
C 100007 A-K Methods Workshop I		1,5									1	
C 100007 A-K Methods Workshop II		1,5									1	
C 100008 Project Work in Groups		1									8	
Module 10001												
Interdisciplinary Module Introduction to Science										5		4
C 100014 Philosophy of Science	3										3	
C 100015 Principles of Research	2										1	
Module 10002												
Methodological Foundations										6		12
C 100024 Empirical Social Research	3										6	
C 100025 Statistics		3									6	
Module 10008												
Program Module CCM										6		10
C 100081 Introduction to Issues in Communication Studies	3										5	
C 100082 Introduction to Issues in Cultural Studies		3									5	
Module 10012												
Interdisciplinary Perspectives (4 of 9)										12		20
C 100071 Introduction to Business Management	3										5	
C 100072 Introduction to Economics	3										5	
C 100073 Business Accounting	3										5	
C 100091 Polity, Politics, Policy	3										5	
C 100092 Public Administration	3										5	
C 100093 Fundamentals of Law	3										5	
C 100094 International Relations	3										5	
C 100151 Foundations of Sociology	3										5	
C 100083 Cultural History	3										5	

Major Phase (Semester 3-7) Mandatory Modules

1 Major Mandatory Modules

The module "Methods in Communication studies" must be completed successfully in order to prove a focus in communication. The module "Methods in Art- and Cultural studies" must be completed successfully in order to prove a focus in culture.

Module Course (C)	Semester / contact hours									Σ	ECTS	
	1	2	3	4	5	6	7	8	C		Module	
Module 11107										6		12
Methods in Communication Studies												
C 111091 Discourse Analysis, Content Analysis & Observation			3								6	
C 111092 Interview, Survey & Experiment			3								6	
Module 11108										6		12
Methodological Approaches of Cultural & Arts Studies												
C 111101 Methods of Arts & Visual Studies			3								6	
C 111102 Methods of Cultural & Media Studies			3								6	
Sum Major Mandatory Modules												12

Major Phase (Semester 3-7) Elective Modules

Elective modules totalling **108 ECTS**

Elective modules in the major phase amounting to a minimum of 84 ECTS and multidisciplinary elective modules (see § 1 (3) SSSER) amounting to a maximum of 24 ECTS. Elective modules amounting to 12 ECTS can be substituted by the second, not selected mandatory module. In order to form a focus: elective modules amounting to a minimum of 60 ECTS of the focus "Communication" or of the focus "Culture" (interdisciplinary elective modules can be factored in both areas, unless otherwise stated).

Module Course (C)	Semester / contact hours								Σ	ECTS	
	1	2	3	4	5	6	7	8		C	Module
FOCUS: COMMUNICATION											
Public Sphere, Media Change & Digitalization											
Module 121271 Theory, Critique & Analysis of Communication Media					3					3	6
Module 121272 Public Sphere & Public Communication					3					3	6
Module 121291 Media Change & Digitalization					3					3	6
Module 121292 Media Culture & Media Society					3					3	6
Strategic Communication											
Module 121301 Organizational Communication					3					3	6
Module 121302 PR & Strategic Communication Management					3					3	6
Module 121283 Social psychological Aspects of Communication					3					3	6
Modul 124053 Psychology of Judgement and Decision Making					3					3	6
Media practice											
Module 121311 News Media Journalism					3					3	6
Module 121312 Practical Aspects of Entertainment Media					3					3	6
Modul 121313 Media Practical Workshops					3					3	6
Interdisciplinary Specialization											
Module 121321 Interdisciplinary Specialization: Communication I					3					3	6
Module 121322 Interdisciplinary Specialization: Communication II					3					3	6

Module	Semester / contact hours									ECTS		
	1	2	3	4	5	6	7	8	Σ	C	Module	
FOCUS: CULTURE												
Philosophy, Culture, Knowledge												
Module 12151												
Philosophy & Cultural Studies												
C 121331					3					6		12
General Philosophical Concepts & Theories					3					6		
C 121332					3					6		
Current Debates & Philosophical Reflection					3					6		
Module 121341												
Cultural History of Knowledge												
					3					3		6
Module 121342												
Language & Culture												
					3					3		6
Art												
Module 121203												
Aesthetics & Art Theory												
					3					3		6
Module 121202												
History of Contemporary Art Production												
					3					3		6
Modul 121201												
Lecture Series: Current Issues in Arts and Culture												
					3					3		6
Cultural production												
Module 121191												
Cultural Policy												
					3					3		6
Module 121192												
Cultural Organizations												
					3					3		6
Module 121181												
Theory & History of Curating												
					3					3		6
Module 121182												
Curatorial Practice												
					3					3		6
Interdisciplinary Specialization - Culture												
Module 121351												
Interdisciplinary Specialization: Culture I												
					3					3		6
Module 121352												
Interdisciplinary Specialization: Culture II												
					3					3		6

Module	Semester / contact hours									ECTS		
	1	2	3	4	5	6	7	8	Σ	C	Module	
INTERDISCIPLINARY ELECTIVE MODULES												
Audience Studies												
Module 121361												
Audience Studies												
Module 121362												
Media Reception and Media Consumption Studies												
Psychological Aspects of Communication & Culture												
Module 121241												
Psychology: Cognition, Language, Perception												
Module 121242												
Psychology: Emotion, Motivation, Acting												
Perspectives of Globalization												
Module 124024												
Urbanization of Global Society												
Module 124025												
Global Culture & Communication												
Media Law												
Module 121231												
Law in the Media & Cultural Sector												
Module 121232												
Intellectual Property Law												
Current Issues												
Module 121401												
Current Issues in Cultural & Communication Studies I												
Module 121402												
Current Issues in Cultural & Communication Studies II												
Creativity & Practice												
Module 12141												
Creativity & Performativity												
C 110012												
Workshop Creativity & Performativity												
C 121411												
Reflection and Presentation of Artistic Epistemes												
Module 24115-12												
Independent Project in Media, Culture & Entrepreneurship												
C 241151												
Input Workshop												
C 241152												
Project Coaching & Realization												

Bachelor Phase (8th Semester)

Module Course (C)	Semester / SWS									Σ	ECTS	
	1	2	3	4	5	6	7	8	C		Module	
Module 11280												
Final Module												14
Bachelor's Thesis										12		
Defense										2		
Two internships (at least one abroad)												16
Total Sum Bachelor Phase												30
Total Sum												240

ZU|Plus (Semester 1-8)

Optional modules (do not contribute to the final grade)

Module Course (C)	Semester / hours per week									Σ	ECTS	
	1	2	3	4	5	6	7	8	C		Module	
Module 11001												2
Workshop Creativity & Performativity				2							1	
Workshop Fundamentals of Entrepreneurship				2							1	
Sum												2