zeppelin universität

zwischen
Wirtschaft Kultur Politik

Subject-Specific Study and Examination Regulations for the four-year B.A. Study Program Communication, Culture & Management SSSER BA CCM | 4y

(starting from Fall Semester 2024)

2024 | Zeppelin Universität gemeinnützige GmbH

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 2024-08-01:

§ 1 Study program structure

(1) The degree program (240 ECTS credits) is divided into 5 compulsory modules of the interdisciplinary Zeppelin Year (60 ECTS credits, 1st - 2nd semesters), 1 compulsory major module (12 ECTS credits, 3rd - 4th semesters) and 10-18 compulsory elective modules of the major phase (108 ECTS credits, 3rd - 7th semesters). 1 compulsory elective module of the integrated Humboldt Year (30 ECTS credits, 6th-7th semester) and the Bachelor phase with the Bachelor thesis including disputation (14 ECTS credits, 8th semester) (see Annex 2). Additional coursework includes two compulsory internships, at least one of which must be in a non-German-speaking country. The TandemCoaching is part of the workload according to the ECTS and extends from the 1st to the 8th semester.

(2) Of the compulsory elective modules in the major phase, a maximum of 4 multidisciplinary compulsory elective modules (totaling a maximum of 24 ECTS credits) must be selected.

(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. Furthermore, up to two courses from the Zeppelin Year's module "Interdisciplinary Perspectives" can be elected as multidisciplinary elective modules.

(4) Courses not credited for the compulsory area 'Methods of Communication Studies' or 'Methods of Art & Cultural Studies' can be recognized as compulsory elective modules.

(5) Students can choose a specialization for the major phase: for the area of "Communication" or for the area of "Culture". Compulsory elective modules amounting to 60 ECTS credits from the respective area must be taken in accordance with Annex 2 and the module handbook. Upon application to the

Study and Examination Center, the specialization will be indicated in the Transcript of Records (ToR).

§ 2 Authorization of the Examination Committee

The Examination Board of the Bachelor's degree programs is authorized to decide on changes to these regulations; it shall inform the Senate of these changes. This does not apply to significant changes, in particular those that affect the essence, the content or the basic structure of the degree program.

§ 3 Effective date, transitional regulations

The regulations enter into force on the day of publication.

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, 2024-08-01

Signed
Professor Dr. Klaus Mühlhahn
President | Chairman of the Senate

Appendix 1 | Study Structure B.A. CCM 4y

	1.	2.	3.	4.	5.	6.	7.	8.
PRE-INTERNSHIP	**Zeppelin Year** | Zeppelin Project | Introduction to Science | Foundations of Methods | Program Module CCM | Interdisciplinary Perspectives		**Major Phase** 1 of 2 mandatory modules | Methods in Communication Studies | Methods in Cultural and Arts Studies			**Humboldt Year** 1 of 2 options | Research Project or | Advanced Studies		**Bachelor Phase** | Bachelor's Thesis | Disputation

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).
factored in both areas, unless otherwise stated).

FOCUS COMMUNICATION

| Theory & Critique of Communication Media	| Media Culture
| Media Systems and Communication Spaces	| News Media Practice
| Social Psychological Aspects of Communication	| Practical Aspects of Entertainment Media
| Sociological Aspects of Communication	| Public Relations Practice
| Public Sphere & Public Communication	| Interdisciplinary Supplement Communication I
| Strategic Communication & Organizational Communication	| Interdisciplinary Supplement Communication II
| Digitalization, VR and AI	

FOCUS CULTURE

| Basic Philosophical Concepts & Theories	| Lecture Series on Current Issues in Arts and Culture
| Contemporary Debates & Philosophical Reflection	| Language & Literature
| Media Theory	| Theory & History of Curating
| Aesthetics & Art Theory	| Curatorial Practice
| Cultural Policy	| Interdisciplinary Supplement Culture I
| Cultural Organization	| Interdisciplinary Supplement Culture II
| Making of Art in Society	

CROSS-SECTION MODULES

| Audience Studies	| Intellectual Property Law
| Media Reception and Media Consumption Studies	| Selected Topics in Communication & Cultural Studies I
| Psychology: Cognition, Language & Perception	| Selected Topics in Communication & Cultural Studies II
| Psychology: Emotion, Motivation & Action	| Selected Topics in Communication & Cultural Studies III
| Post- and Decolonial Studies	| Creativity & Performativity
| Global Culture & Communication	| Students' Art and Culture Projects
| Law in the Media & Cultural Sector	| Advanced Methods

StudentStudies, GlobalStudies, TandemCoaching
ZU|Plus Workshops "Fundamentals of Entrepreneurship" and "Creativity & Performativity"
2 Mandatory Internships (of which at least 1 in a non-German-speaking country)

Appendix 2 | Study Plan B.A. CCM 4y

Zeppelin Year (Semester 1-2)											
Module	Semester / hours per week									ECTS	
Course (C)	1	2	3	4	5	6	7	8	Σ	C	Module
Pre-internship											
Module 10000											
Interdisciplinary Module | Zeppelin Project									7		13
C 100006											
Disciplinary Perspectives	2									3	
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 | Scientific Fundamentals									6		5
C 100014											
Philosophy of Science	3									3	
C 100015											
Introduction to Academic Research	1.5									1	
C 100009											
Fundamentals of Artificial Intelligence (AI)	1.5									1	
Module 10002											
Foundations of Methods									6		12
C 100024											
Empirical Social Research	3									6	
C 100025											
Statistics		3								6	
Module 10008											
Program Module CCM									6		12
C 100081											
Introduction to Issues in Communication	3									6	
C 100082											
Introduction to Issues in Cultural Studies		3								6	
Module 10012											
Interdisciplinary Perspectives (3 of 9)									9		18
C 100071											
Introduction to Business Management	3									6	
C 100072											
Introduction to Economics	3									6	
C 100073											
Business Accounting	3									6	
C 100091											
Polity, Politics, Policy	3									6	
C 100092											
Public Management	3									6	
C 100093											
Fundamentals of Law	3									6	
C 100094											
International Relations	3									6	
C 100151											
Foundation of Sociology	3									6	

C 100083											
Cultural History	3									6	
Total Sum Zeppelin Year											**60**

Major Phase (Semester 3-7) Mandatory Modules

1 Major Mandatory Module
The module "Methods of Communication Studies" must be completed in order to demonstrate the "Communication" specialization. The "Methods of Art & Cultural Studies" module must be completed in order to demonstrate the "Culture" specialization.

Module	Semester / hours per week									ECTS	
Course (C)	1	2	3	4	5	6	7	8	Σ	C	Module
Module 11107											
Methods in Communication Studies									6		12
C 111091											
Content Analysis and Categorizing Methods			3							6	
C 111092											
Reconstructive Methods			3							6	
Module 11108											
Methods in Cultural and Arts Studies									6		12
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

Compulsory Elective Modules worth 108 ECTS credits

Of these, major compulsory elective modules worth at least 84 ECTS credits and multidisciplinary compulsory elective modules (cf. § 1 Para. 3 FSPO) worth a maximum of 24 ECTS credits. Compulsory elective modules worth 12 ECTS credits can be replaced by the second compulsory major module not chosen. To form a specialization: Compulsory elective modules worth at least 60 ECTS credits from the specialization "Communication" or from the specialization "Culture" (cross-sectional modules can be credited for both specializations, unless otherwise stated in the module handbook).

Module Course (C)	Semester / hours per week									ECTS	
	1	2	3	4	5	6	7	8	Σ	C	Module
FOCUS COMMUNICATION											
Fundamentals of Media & Communication Studies											
Module 121271											
Theory & Critics of Communication Media					3				3		6
Module 121273											
Media Systems and Communication Spaces					3				3		6
Module 121283											
Social Psychological Aspects of Communication					3				3		6
Module 121284											
Sociological Aspects of Communication					3				3		6
Research Areas in Media and Communication Studies											
Module 121272											
Public Sphere & Public Communication					3				3		6
Module 121302											
Strategic Communication & Organizational Communication					3				3		6
Module 121291											
Digitalization, VR and AI					3				3		6
Module 121292											
Media Culture					3				3		6
Media Practice											
Module 121311											
News Media Practice					3				3		6
Module 121312											
Practical Aspects of Entertainment Media					3				3		6
Module 121313											
Public Relations Practice					3				3		6
Interdisciplinary Specialization											
Module 121321											
Interdisciplinary Supplement Communication I					3				3		6
Module 121322											
Interdisciplinary Supplement Communication II					3				3		6

Module Course (C)	Semester / hours per week 1	2	3	4	5	6	7	8	Σ	ECTS C	Module
FOCUS CULTURE											
Theories											
Module 121331											
Basic Philosophical Concepts & Theories					3				3		6
Module 121332											
Contemporary Debates & Philosophical Reflection					3				3		6
Module 121333											
Media Theory					3				3		6
Module 121203											
Aesthetics & Art Theory					3				3		6
Research Areas											
Module 241129											
Cultural Policy					3				3		
Module 241130											
Cultural Organization					3				3		6
Module 241153											
Making of Art in Society					3				3		6
Module 121201											
Lecture Series on Current Issues in Arts and Culture					3				3		6
Artistic Practice											
Module 121342											
Language & Literature					3				3		6
Module 241154											
Theory & History of Curating					3				3		6
Module 241155											
Curatorial Practice					3				3		6
Interdisciplinary Specialization											
Module 121351											
Interdisciplinary Supplement Culture I					3				3		6
Module 121352											
Interdisciplinary Supplement Culture II					3				3		6

Module Course (C)	Semester / hours per week 1	2	3	4	5	6	7	8	Σ	ECTS C	Module
CROSS-SECTION MODULES											
Audience Studies											
Module 241116											
Audience Studies					3				3		6
Module 121362											
Media Reception and Media Consumption Studies					3				3		6
Psychological Aspects of Communication & Culture											
Module 121241											
Psychology: Cognition, Language & Perception					3				3		6
Module 121242											
Psychology: Emotion, Motivation & Action					3				3		6
Planetary Thinking											
Module 121600											
Post- and Decolonial Studies					3				3		6
Module 124025											
Global Culture & Communication					3				3		6
Law											
Module 121231											
Law in the Media & Cultural Sector					3				3		6
Module 121232											
Intellectual Property Law					3				3		6
Selected Topics											
Module 121401											
Selected Topics in Cultural & Communication Studies I					3				3		6
Module 121402											
Selected Topics in Cultural & Communication Studies II					3				3		6
Module 121403											
Selected Topics in Cultural & Communication Studies III					3				3		6
Creativity & Practice											
Module 241127											
Creativity & Performativity									3		6
C 110012											
Workshop Creativity & Performativity					2					2	
C 121411											
Reflection & Presentation of Artistic Epistemes					1					4	
Module 24115-12											
Students' Art and Culture Projects									3		12
C 241151											
Input Workshop					1					1	
C 241152											
Project Coaching and Realization					2					11	
Methods Workshops											
Module 12344											
Advanced Methods									3		6

C 123241- 44 | A-Z											
Advanced Methods I					1,5					3	
C 123241- 44 | A-Z											
Advanced Methods II					1,5					3	
Sum Major Elective Modules											**108**

Humboldt Year (Semester 6-7)

2 specializations, 1 of which must be chosen (with 30 ECTS credits).

Module Course (C)	Semester / hours per week 1	2	3	4	5	6	7	8	Σ	ECTS C	Module
OPTION 1 | RESEARCH PROJECT											
Module 114711											
Research Project						1			1		21
Module 114712											
Research Colloquium						2			2		3
1 module matching the research project from SPE/CCM/CME/PAIR compulsory elective modules						3			3		6
OR											
Module 114711											
Research Project						1			1		21
Module 111533											
1 advanced seminar matching the research project						4			4		9
OPTION 2 | ADVANCED STUDIES											
Module 111533											
1 Advanced Seminar						3			3		9
Module 111534											
1 Advanced Seminar						3			3		9
CCM compulsory elective module(s) worth 12 ECTS credits						6			6		12
Sum Humboldt Year											**30**
Total Sum Major Phase											**150**

Bachelor Phase (Semester 8)

Module Course (C)	Semester / hours per week 1	2	3	4	5	6	7	8	Σ	ECTS C	Module
Module 11280											
Final Module											14
Bachelors' Thesis										12	
Disputation										2	
Two internships, at least 1 of them abroad											16
Sum Bachelor Phase											**30**
Total Sum											**240**

ZU|Plus (Semester 1-8)

Module Course (C)	Semester / hours per week 1	2	3	4	5	6	7	8	Σ	ECTS C	Module
Workshops											
C 110011											
Fundamentals of Entrepreneurship				2						2	
C 110012											
Creativity & Performativity				2						2	