

Handbook of Modules

**for the two-year M.A.-Programm of Studies
Pioneering in Arts, Media & the Creative
Industries
(2y MA AMC)**

As of: 12.2018

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Note on the currentness of the module descriptions

Current information on contents and examinations that can vary with the allocation of lecturers to courses can be found by looking for the courses online via the intranet ZU|hause.

Foundation Phase

Mandatory modules

Module 231010 Project & Field Studies in Culture & Media					
MA AMC	Semester 1-2	2-3 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 18/282-27/123	
Teaching Method				project work, workshop	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				active participation and final presentation and/or report	
Scope and Length of Examination				to be decided at the beginning of the semester.	
Module Responsibility				Prof Dr Martin Tröndle	
Prerequisites				-	
Use of Module				Foundation Phase	
<p>Content:</p> <p>This module is dedicated to research-oriented teaching. As far as possible students will work on real case studies. It can be, for example, the department for culture of a City, a museum, a publishing house, a media authority or a festival. The issue and needs will be defined together with the practice partner. The content of the course as well as the schedules will depend on the case study.</p> <p>Qualification objectives:</p> <p>The students will learn to define a problem, to translate it in a question that can be addressed scientifically, to choose and use the required methods and theories and to present the results in form of a presentation or a publication to the practice partner. The students experience the uses of methods and theory's competence, thus the effectiveness of science.</p> <p>Literature:</p> <p>Literature will depend on the case study.</p> <p>Tröndle, Martin (Hg.) (2017): Die Kulturkonzeption. Stadtentwicklung und Kulturpolitik am Beispiel der Stadt Ravensburg. Wiesbaden: Springer VS.</p>					
Courses in the module				Hours	ECTS
C 231010 Project & Field Studies in Culture & Media				2-3	12

Foundation Module 231030 Communication & Culture				
MA AMC	Semester 1-2	6-12 Contact Hours	12-24 ECTS	Contact Time/Self-study (in hrs): 54/246-108/492
Teaching Method			Seminar	
Event Type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period			1-2 semesters	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			written exam, take home exam, oral exam	
Scope and Length of Examination			210 min., 25.000 signs, 20 min.	
Module Responsibility			Prof Dr Jan Söffner Prof Dr Gloria Meynen Prof Dr Maren Lehmann	
Prerequisites			-	
Use of Module			Foundation Phase	
<p>Content:</p> <p>The module provides theoretical foundations for the MA AMC. Courses are devoted to the interrelations between media, culture, knowledge, technology, communication and society. Their manifold connections are traced methodologically, systematically and historically using problem-driven, interdisciplinary research perspectives. Offering courses on communication, media, culture and organizational theory, students may opt for two specializations.</p> <p>Qualification objectives:</p> <p>The module offers fundamental theoretical and methodological knowledge while training student's general capacity for abstraction. Theories and methods are discussed in an interdisciplinary context, while considering their disciplinary origin. Students are enabled to analyse societal developments, operate with theories in their historical context and engage critically with academic concepts, while focusing on problem-driven cases and topical questions.</p> <p>Literature:</p> <p>Depend on the seminar.</p>				
Courses in the module			Hours	ECTS
LV 231031 Theories of Communication			3	6
LV 231032 Cultural Theories			3	6
LV 231034 Media Theories			3	6
LV 232014 Organizational Theories			3	6

Module 23104 Methods					
MA AMC	Semester 1-2	3-8 Contact Hours	6-12 ECTS	Contact Time/Self-study (in hrs): 27/123-72/228	
Teaching Method				workshop , seminar	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				1-2 semesters	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				written exam, essay, oral exam, presentation	
Scope and Length of Examination				135 min., 25.000 signs, 20 min.	
Module Responsibility				Prof Dr Udo Göttlich	
Prerequisites				-	
Use of Module				Foundation Phase	
<p>Content:</p> <p>The module teaches research methods from different disciplines. In addition, the course “Philosophy of Science & Research Design” gives room for critical reflections on relationship between knowledge, research object, method, and theory and to learn how to conceptualize own research.</p> <p>Method Workshops can be chosen from the given range of methods with regard to major field of interests.</p> <p>The workshops can include the following content:</p> <ul style="list-style-type: none"> Qualitative and quantitative methods of social science and cultural studies (survey, interviews, content analysis, experiment, observation) incl. statistics Systematic and historical analysis of visual and audiovisual texts and media <p>Qualification objectives:</p> <p>Students get advanced understanding of the connection between theory, research object, and methods and they are able to discuss it critically. They are enabled to use different methods in different practical contexts and in own research projects.</p> <p>Literature:</p> <p>See ZU Hause and course catalogue.</p>					
Courses in the module				Hours	ECTS
LV 231023 Philosophy of Science & Research Design				3	6
LV 123241-44 Advanced Methods Workshop (2 or 4 Workshops)				4-8	6-12

Elective modules

Foundation Module 23105 Management in Politics, Society & Public Organizations				
MA AMC	Semester 1-2	0-6 SWS	0-12 ECTS	Contact Time/Self-study (in hrs): 54/246
Teaching Method				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1-2 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				written exam
Scope and Length of Examination				90 Min.
Module Responsibility				Prof Dr Ulf Papenfuß
Prerequisites				-
Use of Module				Foundation Phase
<p>Content:</p> <p>The module offers a basic political and administrative introduction to the relationship between administration, the public and politics. In addition to classical theories on the development of democratic and participatory forms of participation in power and domination, the module deals with the theories, concepts, instruments and current challenges of public and non-profit management.</p> <p>Qualification objectives:</p> <p>The students learn to understand fundamental processes and structures of the relationship between society, politics and administration and can place current developments in the broader context of the political and social environment. They will be enabled to analyse and critically assess the scope and content of modern politics and state activity in an international comparison and to use instruments of public and non-profit management in the management of public organisations.</p> <p>Literature:</p> <p>Nash, Kate (2010): Contemporary Political Sociology. Globalization, Politics, and Power. Chichester. Thom, N./Ritz, A. (2007): Public Management, 4. Auflage. Schedler, K./ Proeller, I. (2011): New Public Management, 5. Auflage.</p>				
Courses in the module			Hours	ECTS
LV 233011 Politics & Society			3	6
LV 113061 Public Management			3	6

Foundation Module 23106 Management & Economy					
MA AMC	Semester 1-2	0-6 Contact Hours	0-12 ECTS	Contact Time/Self-study (in hrs): 54/246	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				take home exam, presentation	
Scope and Length of Examination				25.000 signs, 30 min.	
Module Responsibility				Prof Dr Manfred Moldaschl	
Prerequisites				-	
Use of Module				Foundation Phase	
<p>Content:</p> <p>Economic sciences are social sciences, not forms of applied mathematics. Accordingly, economics is dealt with in the module in close relation to the knowledge that has been incorporated into it from the social sciences in many ways. Therefore, the historical dimension of the knowledge cultivated in economics should also be addressed. This also includes basic knowledge about the significance of culture for modern economies, topics and theories of motivation, group processes, the industrial and knowledge society as well as organizational and management theories - also in a historical dimension. Topics of "social intervention" (consulting, participation, change management) in their connection with economic issues will also be dealt with. The special nature of non-profit organizations is to be addressed in all topics.</p> <p>The module consists of two courses with different focuses: "Basics in Economics" and "Basics in Management". It is intended to provide students with a primarily cultural or social science background with a basic knowledge of economic issues. This applies to the economy of society as a whole, the economic part ("economics"), as well as to the sector of "individual economies" (organizations), which is dealt with by business administration or organizational sociology ("management").</p> <p>Qualification objectives:</p> <p>Develop a reflexive understanding of organization, work and management. Reflexively means: Nothing is given once and for all, everything has historical roots, everything can be done in more than one way - there are no "determinants" and no alternative methods.</p> <p>Literature:</p> <p>Florida, R. (2003): The Flight of the Creative Class. New Global Competition for Talent. New York: Harper.</p> <p>Harvey, D (1989): From Managerialism to Entrepreneurialism: The Transformation in Urban Governance in Late Capitalism.</p>					
Courses in the module				Hours	ECTS
C 231062 Basics in Economy				3	6
C 231063 Basics in Management				3	6

Major Phase

Competence area „Media & Digital Communication“

Module 241114 Entertainment Media					
MA AMC	Semester 1-2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				take home exam	
Scope and Length of Examination				30.000 signs	
Module Responsibility				Prof Dr Udo Göttlich	
Prerequisites				-	
Use of Module				Major Phase Competence area „Media & Digital Communication“	
<p>Content:</p> <p>Since the 1920s, entertainment media have become the defining moment of the global cultural industries. Departing from seminal historical developments in the global distribution of entertainment media, the seminar focuses on recent inter- and transnational cultural industries and their strategies of developing programs and content, which challenge classical media and their forms of distribution.</p> <p>Qualification objectives:</p> <p>The module aims to discuss the globalization of culture with regard to changes in entertainment media against the backdrop of discussions of strategies of national and international companies.</p> <p>Literature:</p> <p>Grainge, Paul (2008): Brand Hollywood. Selling Entertainment in a Global Media Age, London et al., Routledge.</p> <p>Holbert, Robert Lance (2015): Entertainment Media and Politics, London et al., Routledge.</p> <p>Mirrlees, Tanner (2013): Global Entertainment Media. Between Cultural Imperialism and Cultural Globalization, London et al., Routledge</p>					
Courses in the module				Hours	ECTS
C 241114 Entertainment Media				3	6

Module 241115 Social Computing & Simulation				
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				presentation and paper
Scope and Length of Examination				15 min. and 25.000 signs
Module Responsibility				Prof Dr Michael Scharrow
Prerequisites				-
Use of Module				Major Phase Competence area „Media & Digital Communication“
<p>Content: Autonomous agents and simulation-based research have a long tradition in social science research, from diffusion research to organizational theory. With the increasing digitalization of public communication, (semi-)autonomous bots have also entered the everyday life of social media - they are no longer merely used to simulate social phenomena, but actively shape them: in online-election campaigns, on Wikipedia and on e-commerce platforms. In this module, conceptual foundations of various approaches to social computing are to be conveyed. Furthermore, students shall gain own experiences in the creation of autonomous software agents.</p> <p>Qualification objectives: Knowledge in the basics of agent-based simulation as well as practical handling of common tools of social computing.</p> <p>Literature: Gilbert N and Troitzsch KG (2005). Simulation for the Social Scientist, 2nd ed., Maidenhead: Open University Press. Gehl, R. W., & Bakardjieva, M. (Eds.). (2016). Socialbots and Their Friends: Digital Media and the Automation of Sociality. New York: Taylor & Francis.</p>				
Courses in the module			Hours	ECTS
C 241115 Social Computing & Simulation			3	6

Module 241072 Empirical Market & Trend Research					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				presentation, paper	
Scope and Length of Examination				15 min., 25.000 signs	
Module Responsibility				Prof Dr Michael Scharnow	
Prerequisites				-	
Use of Module				Major Phase Competence area „Media & Digital Communication“	
<p>Content:</p> <p>The module deals with classical and newer forms of empirical market and trend research from an applied perspective, with a focus on digital media. By conducting their own research projects, students develop ideas and implementation strategies for self-chosen questions. Possible research questions could be in the area of segmentation, positioning, audience- or advertising research.</p> <p>Qualification objectives:</p> <p>Ability to plan and conduct own market research projects.</p> <p>Literature:</p> <p>McQuarrie, E. F. (2015). The market research toolbox: a concise guide for beginners. London: Sage.</p>					
Courses in the module				Hours	ECTS
C 241072 Empirical Market & Trend Research				3	6

Module 241116 Audience Studies					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				take home exam	
Scope and Length of Examination				30.000 signs	
Module Responsibility				Prof Dr Udo Göttlich	
Prerequisites				-	
Use of Module				Major Phase Competence area „Media & Digital Communication“	
<p>Content:</p> <p>The module takes an interest in the development of theoretical approaches to audiences and spectators with regard to their alterations in the context of emerging modern venues (e.g. cinema, radio, television, events). It places special emphasis on the influences of events on audiences and spectators, as well as the overarching process of eventization. The module highlights a variety of concepts and theories of the spectator, listener, reader, and the audiences from the viewpoints of cultural studies and social sciences. It focuses on the conceptual clarification of theoretical approaches to spectators and audiences with regard to digitalization. Furthermore, the seminar stresses the development of theoretical models of audience research, as well as research on media usage.</p> <p>Qualification objectives:</p> <p>The module aims to place the changes in conceptual approaches to audiences in the context of alterations in media und culture. Additionally, it gives insights on research on visitors of cultural institutions and provides knowledge of the underlying concepts of audience studies in an international perspective.</p> <p>Literature:</p> <p>Butsch, Richard (2008): The Citizen Audience, New York, London. Gillespie, Marie (2005): Media Audiences, Maidenhead, Open University McQuail, Denis (1997): Audience Analysis, Thousand Oaks, London. Nightingale, Virginia; Ross, Karen (2003): Critical Readings: Media and Audiences, Maidenhead, Open University.</p>					
Courses in the module				Hours	ECTS
C 241116 Audience Studies				3	6

Project Module 241117 Strategic Communication & Campaigning					
MA AMC	Semester 2-3	3-5 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 27/273-45/255	
Teaching Method				project module	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				project work incl. presentation and paper	
Scope and Length of Examination				30 min., 30 p.	
Module Responsibility				Chair of Communication Studies – Focus on Communication in a Global Perspective	
Prerequisites				-	
Use of Module				Major Phase Competence area „Media & Digital Communication“	
Content:					
<p>The module examines strategic communication as a central function of organizations and as a strategic planning process. To this end, the course provides both theoretical basics and practical know-how: In a broad approach, strategic communication is initially conducted in a fundamental analysis of the relevance for different types of organizations (companies, political organizations, non-profit organizations) as well as with regard to individual fields of action (media relations, crisis communication, online communication). Practical access is then achieved through the concept of campaigning, which is the central approach of strategic communication. Strategic communication is also to be developed in an application-oriented manner in which a campaign strategy is developed on the basis of a real case.</p>					
Qualification objectives:					
<p>After successful participation in the module, students are able to</p> <ul style="list-style-type: none"> explain theoretically the relevance of strategic communication for different types of organizations, analyze the requirements for strategic communication in the context of organizational environmental conditions, as well as in particular, use and apply structured methods for the development of campaign strategies for different types of organizations and their demands. 					
Literature:					
<p>Holtzhausen, D. und Zerfaß, A. (2013). Strategic Communication – Pillars and Perspectives of an Alternative Paradigm. In A. Zerfaß, L. Rademacher und S. Wehmeier (Hrsg.). Organisationskommunikation und Public Relations (S. 73–95). Wiesbaden: VS Verlag für Sozialwissenschaften.</p>					
Courses in the module				Hours	ECTS
C 241117 Strategic Communication & Campaigning				3-5	12

Competence area „Arts & Culture“

Module 241124 Aesthetics in Modernity & Digital Culture				
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar, short lectures
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				final essay, oral exam
Scope and Length of Examination				25.000 signs, 20 min.
Module Responsibility				Prof Dr Jan Söffner Prof Dr Karen van den Berg
Prerequisites				-
Use of Module				Major Phase Competence area „Arts & Culture“
<p>Content:</p> <p>This module is designed to offer an insight into current debates within aesthetics and aesthetic theory. Aesthetics is hereby understood as both reflection about and formation of sensual experience. Starting with the epoch of modernity when ruptures and resistance were the central focus of aesthetic theory, recent developments in this field such as postmodernist aesthetic theories, the aesthetics of digital cultures and transhumanist sensuality will be discussed. Further subjects will be the relation of aesthetic theory/aesthetic experiencing and artistic invention, cultural praxis, events, technological developments, and sociopolitical power structures. Questions to be discussed will be about present day senso-emotional regimes and communities, the re-shaping of bodies, the acquisition of skills and the formation of desires. These topics will be approached by discussing exemplary texts and analyzing exemplary phenomena (media, practices and artefacts).</p> <p>Qualification objectives:</p> <p>Students will be introduced to current perspectives on the cultural and technological formation of the senses and emotions. They will acquire competence in handling and discussing present-day texts and discourses on aesthetics.</p> <p>Literature:</p> <p>Armen Avanessian / Luke Skrebowski (eds.) (2011): Aesthetics and Contemporary Art, Berlin: SternbergPress</p> <p>David M. Berry / Michael Dieter (eds.) (2015): Postdigital Aesthetics: Art, Computation and Design, Basingstoke (Hampshire): Palgrave Macmillan</p> <p>Alva Noe (2016): Strange Tools – Art and Human Nature, New York: Hill and Wang.</p> <p>Robert Pepperell / Michael Punt (eds.) (2000): The Postdigital Membrane: Imagination, Technology and Desire, Bristol/Portland, OR: Intellect Books</p> <p>Rancière, Jacques (2006): Die Aufteilung des Sinnlichen die Politik der Kunst und ihre Paradoxien.</p>				

Berlin: b_books.		
Courses in the module	Hours	ECTS
C 241124 Aesthetics in Modernity & Digital Culture	3	6

Module 241125 Philosophy of Present Day Culture					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				take home exam	
Scope and Length of Examination				25.000 signs	
Module Responsibility				Dr Joachim Landkammer	
Prerequisites				-	
Use of Module				Major Phase Competence area „Arts & Culture“	
<p>Content:</p> <p>The seminar is intended to acquaint participants with current attempts to conceptualize the understanding, the possibilities and the limits of "culture". Cultural philosophical considerations should enable students to critically reflect on the often-unquestioned basic norms of contemporary cultural activity and the terms used to legitimize its practices (such as "creativity", "participation", "mediation", "interculturality") and to discuss their argumentative basis, historical contextualization and practical consequences. In addition, it will be examined which conceptualizations, perspectives and theories could be suitable for providing or questioning a description of "culture in general" that is not only contemporary, but sustainable for the future; in this context, questions will be addressed about the connection between culture and consumption, culture and capital, as well as culture, power and violence.</p> <p>Qualification objectives:</p> <p>Through reading and text-based discussions, the students learn to move in a conceptually secure and reflected, self-thinking way in the discourses of justification and legitimation of the cultural sector. Familiarity with a theory-based diagnosis of the present (e.g. based on considerations by Peter Sloterdijk, Byung-Chul Han, Giorgio Agamben, Judith Butler, Wolfgang Ullrich and others) enables students to conceive and design non-trivial, inno-vative cultural projects.</p> <p>Literature:</p> <p>Ralf Konersmann (Hg.): Handbuch Kulturphilosophie, Metzler, Stuttgart & Weimar 2012</p>					
Courses in the module				Hours	ECTS
C 241125 Philosophy of Present Day Culture				3	6

Module 241126 Speculative Design					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				essay and presentation	
Scope and Length of Examination				20.000 signs, 10 min.	
Module Responsibility				Prof Dr Gloria Meynen	
Prerequisites				-	
Use of Module				Major Phase Competence area „Arts & Culture“	
<p>Content:</p> <p>Cultural, social, political or economic action must necessarily form a picture of the future - speculate and anticipate what is uncertain and uncertain. In many areas of politics, education, migration, environment and innovation, the broad field of creative industries, conflict and trend research, we encounter unpredictable futures that are equally anticipated and shaped in manifold narratives, visualizations, models and assumptions.</p> <p>The module examines the relationship between knowledge and speculation, interpolation and event in both systematic and historical terms. It aims at the design of a blur: the design of a useful and necessary fiction. Paradigmatic aesthetics, texts, films, images, theories, methods and case studies will be used to analyse, discuss and experimentally explore the cultural techniques of speculation, narrative experiments, scenarios and speculative design objects.</p> <p>The module is part of a cooperation with the MA Trends of the Department of Design of the Zurich University of the Arts.</p> <p>Qualification objectives:</p> <p>After completing the cooperation module, the students will have basic knowledge of current design, trend and future methods, which they can not only describe in terms of cultural and media studies, but also contextualise and critically question their role models.</p> <p>Literature:</p> <p>See ZU hause and course catalogue.</p>					
Courses in the module				Hours	ECTS
C 241126 Speculative Design				3	6

Module 241127 Creativity & Performativity					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				workshop, exercises	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				jährlich <input type="checkbox"/> semesterweise <input checked="" type="checkbox"/>	
Examination				presentation	
Scope and Length of Examination				15-20 min.	
Module Responsibility				Prof Dr Karen van den Berg Prof Dr Stephan Schmidt-Wulffen	
Prerequisites				-	
Use of Module				Major Phase Competence area „Arts & Culture“	
<p>Content:</p> <p>This module focuses on what makes innovation possible and how one can gain a new perspective on what is common. The students will receive the possibility to put various forms of artistic and aesthetic knowledge to test in an experimental and performative setting. Employing strategies and ideas that derive from the practical interaction with their body, they will get an insight into new techniques of observing, improvising and imagining, that are not usually taught in academic setting. Within the module, different concentrations can be chosen or combined: they will span from the field of the performing arts to film, drawing, design, photography and yoga. The program is structured by practical workshops, theoretical reflection and a final public presentation.</p> <p>Qualification objectives:</p> <p>The workshop aims to foster the students' perceptiveness and to convey fundamentals in alternative forms of knowledge within an academic setting. Moreover, the students will receive an introduction to design competencies and more sophisticated understanding of their social interactions.</p> <p>Literatur:</p> <p>Charles Sanders Peirce: Die Abduktion in der Wahrnehmung, in: Lambert Wiesing (Hg.): Philosophie der Wahrnehmung: Modelle und Reflexionen, Frankfurt/Main 2002, S. 195-202.</p> <p>Karen van den Berg /Stephan Schmidt-Wulffen: The Politics of Artistic Knowledge at Universities, in: Harald Gruber, Gabriele Schmid, Peter Sinapius, Rosemarie Tüpker (Hgg.): Artistic Research in Applied Arts, Berlin, 2015: 159-176.</p>					
Courses in the module				Hours	ECTS
C 110012 Workshop Creativity & Performativity				2	2
C 121411 Reflection and Presentation of Artistic Epistemes				1	4

Project Module 24118-12 Curating					
MA AMC	Semester 2-3	3-5 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 27/273-45/255	
Teaching Method				workshop, project	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				2 semesters	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				documentation and event (exhibition, concert or performance)	
Scope and Length of Examination				depending on project	
Module Responsibility				Prof Dr Karen van den Berg	
Prerequisites				prior knowledge in aesthetics and/or art theory	
Use of Module				Major Phase Competence area „Arts & Culture“	
<p>Content:</p> <p>This module introduces students to curatorial and artistic strategies of project design in a workshop like format. In the course of 2 semesters, students will have the opportunity to develop and realise their own project. This project can be an exhibition, a performance, an experimental concert or any form of pop-cultural production. It is usually realised in cooperation with an existing institution in the region (e.g. with an exhibition space, a concert hall or any other cultural institution).</p> <p>Qualification objectives:</p> <p>The module aims to contribute to students' capacity for independent curatorial work and the realisation of cultural productions. Students will also learn how to develop curatorial strategies and how to base artistic thinking and acting upon aesthetic decisions.</p> <p>Literatur:</p> <p>Marianne Eigenheer (Hg.) (2007): Curating Critique, Frankfurt/Main: Revolver.</p>					
Courses in the module				Hours	ECTS
C 241181 Artistic Methods and Forms of Production				3	6
C 241182 Curatorial Practice				2	6

Competence area „Markets & Management“

Module 241133 Markets for the Arts & Digital Culture (Lecture Series)					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar, lecture series	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				paper	
Scope and Length of Examination				25.000 signs	
Module Responsibility				Prof Dr Heinz Schultheis Prof Dr Jan Söffner	
Prerequisites				-	
Use of Module				Major Phase Competence area „Markets & Management“	
<p>Content:</p> <p>The module is dedicated to the multiple ways of how markets work in the cultural domain. The leading question is, how the methods and theories of cultural studies and the social sciences can be used in a fruitful manner for market analysis – and vice versa, how market analysis can extend our knowledge about cultures and societies. The products exchanged on cultural markets are extremely manifold. Some require huge investments (e.g. the gaming industry), some nearly none (e.g. online publications) – some markets are designed to deal with unique works (e.g. the art market), some aim at huge circulation (e.g. mass media) – some markets make clear distinctions between producers and consumers, others are ‘prosumer’ markets. How do these markets shape their products and consumers – and how are they shaped by them? How does a given culture of exchange influence attitudes, values and consumer goods? Can the given markets abstract from the persons acting within them? How can we describe the respective relation between material value, cultural value and market value – how can we grasp the respective relation between the accumulation of monetary, cultural and symbolic capital? The module poses these and similar questions ranging between economy, society and culture from an interdisciplinary point of view.</p> <p>Qualification objectives:</p> <p>The students will learn a market-oriented approach to the methods and theories of the social sciences and the cultural studies. In addition they will gain practical competences in dealing with the respective markets.</p> <p>Literature:</p> <p>See ZUhouse and course catalogue.</p>					
Courses in the module				Hours	ECTS
C 241133 Markets for the Arts & Digital Culture (Lecture Series)				3	6

Module 241134 Management & Leadership in the Media Sector					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				lecture	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				written exam	
Scope and Length of Examination				90 min.	
Module Responsibility				Prof Dr Insa Sjurts	
Prerequisites				-	
Use of Module				Major Phase Competence area „Markets & Management“	
<p>Content:</p> <p>The students gain deep insights into the characteristics of media markets, media companies and media products and learn about the specifics related to the management of media companies. In addition, fundamental issues establishing the regulatory framework for media managers' decisions are discussed.</p> <p>Qualification objectives:</p> <p>The students gain basic competencies in the strategic and operational management of media companies. They acquire the ability to deepen their understanding of the impact of media market structure on company strategy and the strategic and operational prerequisites for firm success in these markets.</p> <p>Literature:</p> <p>Gläser, M.: Medienmanagement, 3. Aufl., München 2014</p> <p>Schumann, M./Hess, T./Hagenhoff, S.: Grundfragen der Medienwirtschaft, 5. Auflage, Berlin, Heidelberg 2014</p> <p>Wirtz, Bernd W.: Medien- und Internetmanagement, 9. Auflage, Wiesbaden 2016</p>					
Courses in the module				Hours	ECTS
C 241134 Management & Leadership in the Media Sector				3	6

Module 241135 Management & Leadership in Arts, Culture & the Creative Industries				
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			written exam	
Scope and Length of Examination			90 min.	
Module Responsibility			Prof Dr Josef Wieland	
Prerequisites			-	
Use of Module			Major Phase Competence area „Markets & Management“	
<p>Content:</p> <p>This course targets students who pursue a career in the arts, culture & creative industries. To succeed in these industries, unique leadership skills are required, especially when facing future challenges. Past leadership approaches focusing on monitoring, inspiring and motivating employees within the organization are critical and will be discussed throughout this course. However, they reach their limit. Complex leadership environments, in which organizations dealing with cultural and creative processes are involved, become increasingly prevalent. Therefore, this course focuses particularly on creating value in the culture, arts and creative industries with the involvement of several stakeholders. Examples are leadership in situations in which private and public actors collaborate (e.g., a foundation finances an exhibition in publicly owned museums) or when new stakeholders need to be integrated (e.g., new investors support the growth of a start-up in the creative industries).</p> <p>Qualification objectives:</p> <p>In this course, the objectives are to acquire the ability to extend leadership relationships beyond the individual team or organization towards a broader environment, thereby integrating those stakeholders critical to the value creation process. New leadership approaches will be discussed and applied in this context. Students aiming at the arts and creative industries should get the appropriate tools to address stakeholders from different sectors while engaging in leadership relationships with them.</p> <p>Literature:</p> <p>Wieland, J.: Transculturality and Economic Governance, in: Wieland, J. / Leisinger, K. M. (Hrsg.): Transculturality – Leadership, Management and Governance, Marburg, Metropolis, 2016: 12-32.</p> <p>Wieland, J.: Relationale Führung und intersektorale Governance, in: Lehmann, M. / Tyrell, M. (Hrsg.): Komplexe Freiheit. Wie ist Demokratie möglich? , Berlin, Springer, 2017: 237-258.</p> <p>Wieland, J.: CSR – Shared value creation through intersectoral governance, in: Sacconi, L., Degli</p>				

Antoni, G. (Hrsg.): Handbook on the economics of social responsibility: individuals, corporations and institutions, Cheltenham, Edward Elgar, 2017

Bass, B. M. (1990). From transactional to transformational leadership: Learning to share the vision. *Organizational Dynamics*, 18(3), 19-31.

Graen, G. B., & Uhl-Bien, M. (1995). Relationship-based approach to leadership: Development of leader-member exchange (LMX) theory of leadership over 25 years: Applying a multi-level multi-domain perspective. *The leadership quarterly*, 6(2), 219-247.

Uhl-Bien, M., Marion, R., & McKelvey, B. (2007). Complexity leadership theory: Shifting leadership from the industrial age to the knowledge era. *The leadership quarterly*, 18(4), 298-318.

Courses in the module	Hours	ECTS
C 241135 Management & Leadership in Arts, Culture & the Creative Industries	3	6

Module 241136 Business Models in Arts, Media & the Creative Industries					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				oral presentation and handout	
Scope and Length of Examination				20 min. and 8000 signs	
Module Responsibility				Prof Dr Martin Tröndle Prof Dr Karen van den Berg	
Prerequisites				-	
Use of Module				Major Phase Competence area „Markets & Management“	
<p>Content:</p> <p>This module will cover the various forms of production, economies and organizations within the cultural and creative industries by means of seminar discussions, lectures, case studies and talks by experts. Special attention will be given to the challenges that result from the most recent changes within this expanding sector of symbolic, aesthetic, intellectual or media production. The seminar will therefore focus on case studying the innovative business models that this sector has brought about. Especially when organizations are crossing traditional borders between for-profit and nonprofit structures within the field of music, design, media, gaming or arts and culture, traditional entity structures (such as LLC, Ltd. etc.) are combined with foundations, cooperatives, charities or loosely associated networks.</p> <p>Qualification objectives:</p> <p>Students will gain an insight into relevant practical aspects of the cultural and creative economies, such as their organizational and legal structures, and get to know their respective potentials and pitfalls.</p> <p>Literature:</p> <p>Candace Jones, Mark Lorenzen, Jonathan Sapsed (eds.) (2015): The Oxford Handbook of Creative Industries, Oxford University Press.</p> <p>Rosamund Davies, Gauti Sigthorsson (2013): Introducing the Creative Industries: From Theory to Practice, Los Angeles, London, New Dehli: Sage.</p>					
Courses in the module				Hours	ECTS
C 241136 Business Models in Arts, Media & the Creative Industries				3	6

Module 522017-6 Advanced Marketing					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Period				1 Semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				presentation and Paper	
Scope and Length of Examinations				see ZUhouse and course catalogue	
Module Responsibility with				Prof Dr Anja Achtziger	
Prerequisites				-	
Use of Module				Major Phase Competence area „Markets & Management“	
<p>Contents:</p> <p>Knowledge of the psychological effects of brand management is indispensable for the development of brand strategies that are successful in the long term. This course analyzes the functions and steering mechanisms of brands from an interdisciplinary perspective. Current findings on the main fundamentals of brand management regarding psychological aspects and marketing terms are introduced in a scientifically sound and practically relevant way. The implementation of the presented approaches is clarified using practical case studies. Important topics include:</p> <ul style="list-style-type: none"> identity-oriented brand management; brand personality; brand equity; brand-customer-relationships; brand communication; sponsoring; corporate branding; co-branding; new developments in brand controlling. <p>Qualification objectives:</p> <ul style="list-style-type: none"> knowledge of the main fundamentals of brand management regarding psychological aspects and marketing terms; ability to recognize problem areas in brand management and to establish effective steering and controlling mechanisms. <p>Literature:</p> <p>Florack, A., Scarabis, M. & Primosch, E. (2007). Psychologie der Markenführung. München: Vahlen</p>					
Courses in the module				Hours	ECTS
C 522017 Advanced Marketing				3	6

Module 241138 Law in the Media & Cultural Sector					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				written exam	
Scope and Length of Examination				90 min	
Module Responsibility				Prof Dr Georg Jochum	
Prerequisites				basic knowledge in civil and public law are desirable	
Use of Module				Major Phase Competence Area „Markets & Management“	
<p>Content: Basics of the fields of law, which are relevant for the media and cultural sector. This includes the parts of the civil and public law, especially intellectual property law, contract law and media relevant law fields.</p> <p>Qualification objectives: The students are able to identify and avoid simple legal risks.</p> <p>Literature: See ZU hause and course catalogue.</p>					
Courses in the module				Hours	ECTS
C 241138 Law in the Media & Cultural Sector				3	6

Project module 241139 Entrepreneurial Skills & Design of Start-Up Processes (incl. Fundraising & Budgeting)				
MA AMC	Semester 2-3	6 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 54/246
Teaching Method			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			project presentation, written concept	
Scope and Length of Examination			30 min., 25.000 signs	
Module Responsibility			Prof Dr Ellen Enkel	
Prerequisites			-	
Use of Module			Major Phase Competence Area „Markets & Management“	
<p>Content:</p> <p>The theoretical part of the module introduces the fundamentals of sustainable start-up management and business design. Special attention will be paid to the cultural, media and creative aspects. The module focuses on the transfer of knowledge and skills in the areas of entrepreneurial planning, market analysis, budgeting and the composition of teams and business components. The students are taught how to transform ideas and projects into a suitable business form by means of relevant literature, case studies and expert workshops. In a practical part, the participants develop and analyze their own start-up concepts. Different financing models will be developed, budgets calculated and innovative fundraising strategies developed.</p> <p>Qualification objectives:</p> <p>The students learn the basics and processes of setting up a company and are enabled to independently develop their own start-up concepts.</p> <p>Literature:</p> <p>Günter Faltin (2015): Wir sind das Kapital. Erkenne den Entrepreneur in Dir. Aufbruch in eine intelligenter Ökonomie, Hamburg: Murmann.</p> <p>Colette Henry, Anne de Bruin (2011): Entrepreneurship and the Creative Economy: Process, Practice and Policy, Northampton (Mass.): Edward Elgar Publishing.</p>				
Courses in the module			Hours	ECTS
C 241139 Entrepreneurial Skills & Design of Start-Up Processes (incl. Fundraising & Budgeting)			6	12

Cross-section area

Module 241491 Selected Issues 1					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				presentation or protocol (ungraded) and paper or written exam (graded)	
Scope and Length of Examination				25.000 signs, 135 min.	
Module Responsibility				Academic Program Director	
Prerequisites				-	
Use of Module				Major Phase Cross-section area	
Content:					
Using paradigmatic examples, this module analyses current debates and theories with a focus on methods of communication and media studies as well cultural and art theory. In a problem-based setting these methods will be put to test – not only to determine their analytical value, but also in order to establish their historic embeddedness. The module is conceived as a problem-based introduction to interdisciplinary thinking.					
Qualification objectives:					
Upon completion of the module, students will be able to critically engage with current debates about cultural, media and communication studies. They will also have a sound understanding of the differences between the various methods and how to evaluate them from a comparative perspective.					
Literature:					
Depend on the topic.					
Courses in the module				Hours	ECTS
C 241491 Selected Issues 1				3	6

Module 241492 Selected Issues 2					
MA AMC	Semester 2-3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123	
Teaching Method				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				presentation or protocol (ungraded) and paper or written exam (graded)	
Scope and Length of Examination				25.000 signs, 135 min.	
Module Responsibility				Academic Program Director	
Prerequisites				-	
Use of Module				Major Phase Cross-section area	
<p>Content: Using paradigmatic examples, this module analyses current debates and theories with a focus on methods of communication and media studies as well cultural and art theory. In a problem-based setting these methods will be put to test – not only to determine their analytical value, but also in order to establish their historic embeddedness. The module is conceived as a problem-based introduction to interdisciplinary thinking.</p> <p>Qualification objectives: Upon completion of the module, students will be able to critically engage with current debates about cultural, media and communication studies. They will also have a sound understanding of the differences between the various methods and how to evaluate them from a comparative perspective.</p> <p>Literature: Depend on the topic.</p>					
Courses in the module				Hours	ECTS
C 241492 Selected Issues 2				3	6

Open Content

Modul 24115-12 Independent Project in Media, Culture & Entrepreneurship				
MA AMC	Semester 2-3	3 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 27/273
Teaching Method			project work Workshop	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			active participation, implementation of the project, written reflexion on the project & feedback discussion	
Scope and Length of Examination			to be decided at the beginning of the semester.	
Module Responsibility			Prof Dr Martin Tröndle	
Prerequisites			-	
Use of Module			Major Phase Open Content	
<p>Content:</p> <p>Social issues can be showed, reflected and presented in the aggregate state of the arts, either in an exhibition, a festival like „Seekult“, a theater play or a „Nacht der Musik“.</p> <p>This module offers the frame for the conceptual design and implementation of student projects in the fields of music, performance, films, or visual arts and further areas like design, architecture, pop culture events). Students will be supported in their independent curatorial projects by inputs session (for example in project management) and continuous coaching.</p> <p>Qualification objectives:</p> <p>Students focus on an arts related topic, conceive a program, find one or more locations, execute the organization, finances and communication of the project together in a team. Through this module, they put into practice their skills of cultural and aesthetic studies. They train project management skills and team communication, budgeting and fund raising, public relations and social media campaigning in a real situation.</p> <p>Literature:</p> <p>Depend on the project.</p>				
Courses in the module			Hours	ECTS
C 241151 Input Workshop			1	1
C 241152 Project Coaching & Realization			2	11

Module 24353 Research Project				
MA AMC	Semester 2-3	2 Contact Hours	18 ECTS	Contact Time/Self-study (in hrs): 18/432
Teaching Method			research colloquiu, individual coaching	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1-2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			project paper on the chosen research topic and presentation of the research project during a colloquium	
Scope and Length of Examination			-	
Module Responsibility			Prof Dr Maren Lehmann Prof Dr Gloria Meynen	
Prerequisites			successful application for a research project with one of ZU's professors, research centers or research clusters. Depending on the chosen topic, further prerequisites can be necessary.	
Use of Module			Major Phase Open Content	
<p>Content:</p> <p>The module "Research Project" is aimed at Master's students with a considered interest in individual research and scientific career paths. It provides the opportunity for an individual research project in cooperation with a professor, a research cluster, a research association or a research center affiliated with the university. Part of this research project is the creation of a research paper that is based on the results of the student's individual investigation. Therefore students will apply a scientific methodology to a concrete problem of their own choosing. A professor of Zeppelin University will supervise this process and the writing of the final paper.</p> <p>The progress and possible problems that occur will be discussed in a research colloquium that accompanies the entire process. The essential methods and concepts necessary for the successful work on the chosen topic will be taught in individual sessions with the professor. The research project enables students to emphasize either a disciplinary or interdisciplinary aspect of their master's program.</p> <p>Qualification objectives:</p> <p>Students learn how to work and cooperate within a team of researchers. They develop their ability to identify possible research topics and how to grapple with them both theoretically and methodologically. Ultimately, students gain an insight into the process of writing an academic paper.</p> <p>Literature:</p> <p>Depend on the topic</p>				

Courses in the module	Hours	ECTS
C 243522 Research Project	-	15
AND C 243523 Research Colloquium	3	2
OR C 123241-44 Advanced Methods Workshop	3	2

Master Phase

Module 55000 Final Module					
MA CCM	Semester 4	3 Contact Hours	24 ECTS	Contact Time/Self-study (in hrs): 27/573	
Teaching Method				colloquium	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				colloquium	
Scope and Length of Examination				element of the MA-Thesis	
Module Responsibility				Academic Program Director	
Prerequisites				Completed mandatory modules	
Use of Module				Master Phase	
Content:					
This course is designed to help and guide students through the various stages of writing a Master's thesis. Students will be introduced to the academic standards on the Master's level as well as how to successfully defend their dissertation.					
Literature:					
Current literature on relevant academic debates.					
Courses in the module				Hours	ECTS
C Masterthesis					
C Disputation				3	

Workshop 110012 Creativity & Performativity					
BA CCM	Semester 1-4	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 18/7	
Teaching Methods				workshop	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				no examination	
Scope and Length of Examinations				80% attendance	
Module Responsibility with				Prof Dr Karen van den Berg Prof Dr Jan Söffner Prof Dr Stephan Schmidt-Wulffen	
Prerequisites				-	
Use of Module				ZU Plus	
Content:					
<p>This module focuses on what makes innovation possible and how one can gain a new perspective on what is common. The students will receive the possibility to put various forms of artistic and aesthetic knowledge to test in an experimental and performative setting. Employing strategies and ideas that derive from the practical interaction with their body, they will get an insight into new techniques of observing, improvising and imagining, that are not usually taught in academic setting. Within the module, different concentrations can be chosen or combined: they will span from the field of the performing arts to film, drawing, design, photography and yoga. The program is structured by practical workshops and a final public presentation.</p> <p>Students that are interested in a more detailed perspective should elect the module 121403 that can be chosen as an elective by CCM students and as a multidisciplinary module by all other students.</p>					
Qualification objectives:					
<p>The workshop aims to foster the students' perceptiveness and to convey fundamentals in alternative forms of knowledge within an academic setting. Moreover, the students will receive an introduction to design competencies and more sophisticated understanding of their social interactions.</p>					
Courses in the module				Hours	ECTS
C 110012 Creativity & Performativity				2	1

Workshop 110011 Fundamentals of Entrepreneurship				
BA CCM	Semester 1-4	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 18/7
Teaching Methods		Workshop		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examinations		no examination (70% attendance)		
Scope and Length of Examinations		-		
Module Responsibility with		Pioneer Port (Prof Dr Insa Sjurts)		
Prerequisites		-		
Use of Module		ZU Plus		
Content:				
<p>The founding idea, especially in the area of <i>social entrepreneurship</i>, plays a central role at ZU and respective (student) projects are supported sustainably.</p> <p>The workshop on the fundamentals of entrepreneurship thus aims to make all students of our university familiar with the backgrounds, questions, risks, and potentials of founding. It provides an overview of the planning necessary for new business ideas, the many individual steps on the way to one's own founding, as well as the underlying theoretical knowledge. The students are encouraged to identify new corporate ideas, and to conceptualize, plan, finance, and successfully market them. The structure of the workshop follows the chronology of the founding process.</p>				
Qualification objectives:				
Consequently, the students learn the skills necessary to discover market-efficient innovation potentials, to implement their own ideas, and to evaluate the founding initiatives of others.				
Courses in the module			Hours	ECTS
C 110011 Workshop Fundamentals of Entrepreneurship			2	1