Courses and course assessments

Syllabus MA Degree Programme Digital Media Manager
at the International University SDI München, version of 29/09/2021

	Code	Module name/course name	Type	Semesters 1 SWS	1 ECTS	2 SWS	2 ECTS	3 SWS	3 ECTS	Total SWS	Total ECTS	Assessment type/ duration	Weighting (according to ECTS)
PM	**M01**	**Media Management 1 – Business Models and Marketing**		**7**	**12**					**7**	**12**	WrE 90 min	
PF	LV1	Media Business Basics	S	2	4					2	4		
PF	LV2	Digital Business Models – From Idea to Implementation	S/Ü	2	3					2	3		
PF	LV3	Online Marketing	S	1	2					1	2		
PF	LV4	Customer Centricity: The Customer-oriented Company	V/Ü	2	3					2	3		
PM	**M02**	**Media Management 2 – Strategy and Data Driven Business**				**7**	**12**			**7**	**12**	CwP 12 pages	
PF	LV1	Strategic Media Development: From Technology Evaluation to Content Strategy and Business Development	S/Ü			2	4			2	4		
PF	LV2	Information Behaviour and Social Media	S/Ü			1	2			1	2		
PF	LV3	eCommerce	S/Ü			2	3			2	3		
PF	LV4	Business Intelligence: With the Right Key Figures to Data Driven Business	S/Ü			2	3			2	3		
PM	**M03**	**Technology and Media Literacy 1 – Content Management and Strategy**		**6**	**10**					**6**	**10**	WrE 90 min	
PF	LV1	Technological Foundations of Digital Media	S	2	4					2	4		
PF	LV2	Search Engines: Search Strategies and Metadata Management	S/Ü	2	3					2	3		
PF	LV3	Content Management and Online Databases	S/Ü	2	3					2	3		
PM	**M04**	**Technology and Media Literacy 2 – Big Data and AI**				**6**	**10**			**6**	**10**	WrE 90 min	
PF	LV1	Digital Platforms: Technology, Conception and Business Models	S/Ü			2	4			2	4		
PF	LV2	Big Data and Knowledge Management	S/Ü			2	3			2	3		
PF	LV3	AI in the Media Business	S			2	3			2	3		
Specialisation Digital Workplace										**12**	**24**		
WPM	**M05DW**	**Organisation**		**4**	**8**					**4**	**8**	Pjt	
WPF	LV1	The Virtual Workplace	S/Ü	2	4					2	4		
WPF	LV2	Entrepreneurship and Lean Start-up	S/Ü	2	4					2	4		
WPM	**M06DW**	**Leadership**				**4**	**8**			**4**	**8**	CwP 12 pages	
WPF	LV1	Digital Leadership	V/S			2	4			2	4		
WPF	LV2	Change Management	V/S			2	4			2	4		
WPM	**M07DW**	**Conditions of Media Communication**						**4**	**8**	**4**	**8**	Pr	
WPF	LV1	Media Ethics	V/S					2	4	2	4		
WPF	LV2	Media Law	V/S					2	4	2	4		
Specialisation Intercultural Project Management										**12**	**24**		
WPM	**M08IP**	**International Project Management**		**4**	**8**					**4**	**8**	CwP 12 pages	
WPF	LV1	Prentation, Moderation, Group Dynamics	S/Ü	2	4					2	4		
WPF	LV2	Project Management I	S/Ü	2	4					2	4		
WPM	**M09IP**	**Intercultural Cooperation**				**4**	**8**			**4**	**8**	Pjt	
WPF	LV1	Intercultural Collaboration	V/S			2	4			2	4		
WPF	LV2	Project Management II	Ü			2	4			2	4		
WPM	**M10IP**	**Conversation Management and Digital Media**						**4**	**8**	**4**	**8**	Pr	
WPF	LV1	Conflict Management	S/Ü					2	4	2	4		
WPF	LV2	Coordination of Virtual Teams	S/Ü					2	4	2	4		
PM	**M11**	**Completion of Master's Degree**						**2**	**22**	**2**	**22**		ECTS × 3
PF	LV1	Master's Thesis						0	18	0	18		
PF	LV2	Colloquium						2	1	2	1		
PF	LV3	Oral Final Exam						0	3	0	3	OrE 60 min	
		Number of hours per semester		**17**		**17**		**6**		**40**	**0**		
		ECTS per semester			**30**		**30**		**30**		**90**		

List of abbreviations:

Assessment types

WrE: written exam | **OrE**: oral exam | **CwP**: coursework paper | **Pjt**: project | **Pofo**: portfolio | **Pr/OrR**: Prentation or oral report

Courses

WPM: compulsory elective module | **PM:** compulsory module | **PF:** compulsory subject | **WPF**: compulsory elective subject | **V**: lecture | **Ü**: exercise | **S**: seminar | **LV**: course

Page numbers are to be understood as exact page numbers with a ten percent tolerance.