

MASTER „Media and Convergence Management“

Winter/summer semester 20/21

Recommended course of studies (full time)

First academic year (30 ECTS per semester)

	Subject	ECTS	Course number + name	Course type
Semester 1	Complementary Subjects	16	180.800 Media and Communication Theories 180.801 Introduction to Organizational Communication 180.803 Principles of Media Economics and Media and Convergence Management I (OAM) 180.806 Principles of Business Management I 180.807 Principles of Business Management II 180.808 Introduction to Media Informatics 180.809 Media Informatics Lab	VO/L or VC/LC* or KS/C*
	Law	4	180.805 Media Law	VC/LC*
	HCC	4	180.815 Human Centered Computing I	VC/LC*
	MS	4	180.823 Games Development	VC/LC*
	Sum	28		

	Subject	ECTS	Course number + name	Course type
Semester 2	OAM	8	180.813 Principles of Media Economics and Media and Convergence Management II (OAM) 180.804 MCM Project Management	KS/C*
	OAM	4	180.802 Quantitative and Qualitative Methods (for Media Research) <u>or</u> 180.820 Qualitative Content Analysis	KS/C*
	DMS	4	180.810 Introduction to Multimedia Technology 180.811 Introduction to Multimedia Technology	VO/L and KS/C*
	HCC	4	180.812 Human Centered Computing II	VC/LC*
	IAM	8	601.912 Entrepreneurship & Innovation (BUS3) 602.419 Consumer Behavior and Media	VC/LC*
	Law	4	180.817 IT-Law	VO/L*
	Electives	4	180.828 Interactive Systems	VC/LC and KS/C*
	Sum	32		

* compulsory attendance



For enrollment: Please go to campus.aau.at and login with your username and password and click on “LV Anmeldung” to enroll in your courses.

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Curriculum – UL 066 150

Overview

Subject	Subject label	ECTS	Recommended semester
Required subjects	Complementary Subjects	16	1
	Quantitative and Qualitative Methods (for Media Research)	4	1
	Organizational Communication and Media Management (OAM)	14	1-3
	Distributed Multimedia Systems (DMS)	4	2
	Human Centered Computing (HCC)	8	1-2
	Innovation and Marketing (IAM)	8	2
	Law	8	1 or 3
	Master Thesis and Research Seminar	28	4
Elective Subjects I	Media and Communication (MC)	8	3-4
	Multimedia Systems (MS)	4	3
	Innovation, Marketing and Law (IML)	4	3
Elective Subjects II	to be chosen from existing MA programs, i.e. Special Language English, Gender specific topics/content	8	3
Options	Options	6	3
Sum		120	

The complete curriculum can be found in the campus system (link: “Meine Visitenkarte”) or on the website (follow “study” and “list of degree programmes”).

Your faculty “Medien und Kommunikationswissenschaften” can be found in the Vorstufe (V).



Further questions? This semester, Corinna Pichler (Corinna.Pichler@aau.at) is study assistant and can support you in your first semester. Your Programme Director (Studienprogrammleitung) is Postdoc-Ass. MMag. Dr. Isabell Koinig (Isabelle.Koinig@aau.at).