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## Curriculum

for the Master's degree programme

Media and Convergence Management

Effective date: 1<sup>st</sup> of October 2013

# Curriculum for the Master's degree programme

## Media and Convergence Management

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## § 1 General Remarks

The Master's degree programme *Media and Convergence Management* serves to convey scientific insights on the basis of research-oriented teaching. In accordance with the Universities Act (UA), the Master's degree programme *Media and Convergence Management* endeavours to qualify graduates to contribute responsibly to finding solutions to mankind's problems and to the welfare of society and the environment (§ 1 UA). Hereby, the programme focuses on the areas of technical, media, content and cross-sectoral convergence. Terminal devices and applications e.g. of smartphones and tablet PCs are at the very centre of the consideration of technical or media convergence. Content convergence revolves around the multiple use of content (e.g. film, PC games, books with similar topics/content), and cross-sectoral convergence is concerned with the blurring of boundaries in the TIMES sector (technology, information, media, entertainment and security). These convergences represent new challenges for companies, with the result that skills in the disciplines of Cultural Studies and Media Sciences, Business Studies and Technical Sciences are gaining relevance. The programme aims to convey fundamental theoretical principles as well as demonstrating their practical application.

- (1) The Master's degree programme *Media and Convergence Management* is worth 120 ECTS points. This corresponds to a scheduled study duration of 4 semesters. In accordance with § 54 para. 1 Universities Act 2002 (hereafter: UA), the Master's degree programme *Media and Convergence Management* is assigned to the group of *Social and Economics Sciences* programmes.
- (2) The workload for the individual achievement is indicated in ECTS credits. The workload must amount to 1500 hours in one year, for which 60 credits shall be awarded. The workload is comprised of the element of independent study as well as the semester and contact hours (§ 51 para. 2 subpara. 26 UA).
- (3) The Master's degree programme *Media and Convergence Management* is taught exclusively in English (§ 13).

## § 2 Qualification Profile

The qualification profile describes the scientific and professional qualifications that students gain by completing the degree programme.

- (1) The Master's degree programme *Media and Convergence Management* teaches the following core competencies:
  - media- and communications competence
  - management and marketing competence and
  - technical competence

By teaching students these competencies, the Master's degree programme *Media and Convergence Management* offers a confident response to the media industry's demands for qualified personnel. The degree is not, however, limited to the media sphere. Processes of convergence affect virtually all sectors, introducing sweeping changes to the organisational structures and processes of businesses.

Examples include:

- Changes as viewed from the perspective of the Communications and Media Sciences, e.g. in the areas of Content und Editorial Management, Public Relations, Cross-Media Management, Corporate Social Responsibility and Sustainability
- Changes as viewed from the perspective of the Economic Sciences, e.g. in the areas of Strategic and Operational Management, Advertising, Market Research and Innovation Management
- Changes in terms of technology, e.g. in the areas of Information and Communication Technology Management and Unified Communications

Numerous fields, such as, e.g., Network Management, Mass Customization etc., as well as the areas listed above, are examined from the different perspectives of Klagenfurt University's Faculty of Humanities (German: KUWI), Faculty of Management and Economics (German: WIWI) and Faculty of Technical Sciences (German: TEWI), so that students are made familiar with the respective backgrounds provided by the Media and Communication Sciences, by Economics and by technology, and learn to establish interconnections.

The Master's degree programme *Media and Convergence Management* serves the pursuit of further theoretical study as well as the critical reflection of knowledge application in (international) practical settings. Graduates of the Master's degree programmes *Media and Convergence Management* are qualified to autonomously develop solutions to issues arising from the area of convergence, and to realize the practical implementation of these solutions. Moreover, students are encouraged to perform independent research.

- (2) The Master's degree programme *Media and Convergence Management* qualifies graduates to manage the intersections between organisational communication, media economics, media management, marketing, advertising and technology. To this end, the degree programme is run as collaboration between the Faculties of Humanities, Management and Economics, and Technical Sciences.
- (3) Graduates are ideally equipped to comprehend and optimise the particularities of value-added chains in the media sphere. They are trained to occupy leadership functions at the middle and upper management levels of media companies, telecommunication companies, ICT companies, branded goods companies, and companies working in the field of information technology, as well as being able to perform responsible activities in small and medium-sized companies that are active in the field of advertising, organisational communication, and convergence. The degree programme is designed to teach fundamental theoretical principles and the reflection upon their practical application.
- (4) The Master's degree programme *Media and Convergence Management* places great importance on the equality of men and women. Hence, the gender-specific content is included in both the Required Subjects and in the Electives. In addition, students can select gender-relevant courses from the full range of courses on offer at Klagenfurt University or at any other recognised domestic or foreign university, in order to specialise further in this area. The following courses included in the Master's degree programme *Media and Convergence Management*, in particular, deal explicitly with content of a gender-specific nature:
  - Principles of Media Economics and Media and Convergence Management I (OAM)
  - Advanced Principles of Media Economics and Media and Convergence Management II (OAM)

### § 3 Admission Requirements

- (1) The admission to a Master's degree programme is conditional upon the successful completion of a relevant Bachelor's degree, or a relevant Bachelor's degree at a University of Applied Sciences, or other equivalent degree programme at a recognised domestic or foreign post-secondary educational institution (§ 64 para. 5 UA).

The Bachelor's degree programmes *Media and Communications Sciences*, *Applied Informatics* and *Applied Business Administration*, as well as *Business and Law* and the Bachelor's degree programme *Information Management* at Klagenfurt University qualify as relevant in any case.

- (2) The following mandatory qualitative admission requirements also apply to the Master's degree programme: Students who have successfully completed a Bachelor's degree programme in Business Studies or Law, or a comparable degree programme at a domestic or foreign university, University of Applied Sciences, or other recognised post-secondary educational institution shall be admitted to the Master's degree programme, provided that they can demonstrate that they have acquired an adequate level of knowledge (equivalent to 16 ECTS points) in the area of one of the Complementary Subjects.
- (3) As the Master's degree programme *Media and Convergence Management* is taught exclusively in English (§13), the Rectorate is entitled to regulate admission to the programme on the basis of an admission procedure in accordance with § 64 para. 6 UA.

Prospective students should be interested in media, culture, technology and their influence on businesses and the economy, as part of the personal requirements for the programme.

### § 4 Academic Degree

Graduates of this Master's degree programme are awarded the academic degree "Master" accompanied by "of Science" (abbreviated to: MSc). When used, the academic degree must follow the name.

### § 5 Structure and Organisation of the Degree Programme

- (1) The Master's degree programme *Media and Convergence Management* is comprised of 62 ECTS points worth of Required Subjects, 24 ECTS points worth of Electives, and 6 ECTS points worth of Options. 24 ECTS points are assigned to the Master thesis, and 4 ECTS points are assigned to the associated Research Seminar. Students must complete an Excursion during the course of their studies. It is further recommended that students complete a brief period of study abroad or spend a semester at a foreign university, as stipulated in § 6.
- (2) The Master's degree programme *Media and Convergence Management* can be summarised as follows:

Field of study	Designation	ECTS points
<i>Required Subjects</i> (90 ECTS points)	Complementary Subjects	16
	Quantitative and Qualitative Methods (for Media Research)	4
	Organisational Communication and Media Management (OAM)	14
	Distributed Multimedia Systems (DMS)	4
	Human Centered Computing (HCC)	8
	Innovation and Marketing (IAM)	8
	Law	8
	Master Thesis	28
<i>Electives I</i> (16 ECTS points)	Media and Communication (MC)	8
	Multimedia Systems (MS)	4
	Innovation, Marketing and Law (IML)	4
<i>Electives II</i> (8 ECTS points)	to be chosen from existing Master's programmes (§ 9 para. 3), e.g. Special Language English, Feminist Sciences/Gender Studies	8
<i>Options</i> (6 ECTS points)	Options	6
<b>Total</b>		<b>120</b>

## § 6 Studying Abroad/Mobility

Students are advised to complete a brief period of study abroad within the scope of the Electives II, or to spend a semester at a recognised foreign university, worth at least 24 ECTS points (see recommended course of study).

## § 7 Types of Courses

- (1) **Lectures (L)** are courses in which the instructors convey knowledge by lecturing. The course is concluded with a single (written and/or oral) examination.
- (2) Courses with an immanent examination character are courses in which the assessment is not based on a single examination, but rather is based on the written and/or oral contributions of the participants submitted during the course or – in the case of scientific assignments or projects (seminar papers or assignments requiring an equivalent effort) – no later than at the end of the semester following the semester in which the course is held. The following are courses with an immanent examination character:
  - a) **Courses (C):** These courses serve to convey and expand application-oriented skills. Students and instructors work together on specific issues and problems.

- b) **Seminars (SE):** Seminars are research-, theory-, or project-oriented courses, which serve the reflection and discussion of specific scientific problems and/or focus on current issues or issues with a practical relevance. They serve the purpose of academic discussion. Participants contribute their own academic efforts. The completion of the seminar is linked to the submission of a written scientific assignment.
- c) **Lectures with Course (LC)** are comprised of a lecture part and a course part, which are carefully coordinated in terms of content and didactics, and are assessed jointly.
- d) **Excursions (EX)** serve to convey practical experiences relevant to the field of Media and Convergence Management outside of Klagenfurt University.

## § 8 Required Subjects

Required subjects lend the degree programme its distinctive character and are concluded by an examination.

The Required Subjects of the Master's degree programme *Media and Convergence Management* are comprised of the "Complementary Subjects", Quantitative and Qualitative Methods (for Media Research), Organisational Communication and Media Management (OAM), Distributed Multimedia Systems (DMS), Human Centered Computing (HCC), Innovation and Marketing (IAM), Law, and the subject Master Thesis, all of which are described in detail below:

Complementary Subjects: An introduction to the Master's degree programme *Media and Convergence Management* is provided for students coming from a variety of Bachelor's degree programmes (§ 3 para. 1) in the form of the Complementary Subjects (worth 16 ECTS points). Depending on the degree programme already concluded, students must complete courses worth 8 ECTS points in those Complementary Subjects, which were not included in their respective Bachelor's degree programme. The Programme Director shall rule upon the required Complementary Subjects, with due regard for the completed Bachelor's degree, and he/she shall also formally recognise any completed courses from other Master's degree programmes. The following table illustrates the typical case:

Field of study Degree Programme	Complementary Subject I Media and Communicational Skills	Complementary Subject II Technical Skills	Complementary Subject III Management Skills
Bachelor's degree programme Media and Communication Sciences		X	X
Bachelor's degree programme Applied Informatics	X		X
Bachelor's degree programme Applied Business Administration	X	X	
Bachelor's degree programme Business and Law	X	X	
Bachelor's degree programme Information Management	X	X	

The following tables provide an overview of the Required Subjects in the Master's degree programme *Media and Convergence Management*:

<b>Complementary Subject I: Designation: Media and Communicational Skills</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Media and Communication Theories	VO/L	4	2
Organisational Communication	VO/L	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Complementary Subject II: Designation: Technical Skills</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Introduction to Media Informatics	VO/L	4	2
Media Informatics Lab	KU/C	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>



<b>Complementary Subject III: Designation: Management Skills</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Principles of Business Management I	VO/L	4	2
Principles of Business Management II	VO/L	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Quantitative and Qualitative Methods (for Media Research)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Quantitative and Qualitative Methods (for Media Research)	KU/C	4	2
<b>SCOPE</b>		<b>4</b>	<b>2</b>

<b>Organisational Communication and Media Management (OAM)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Principles of Media Economics and Media and Convergence Management I (OAM)	VO/L	4	2
Advanced Principles of Media Economics and Media and Convergence Management II (OAM)	VO/L	4	2
Media and Convergence Project Management (OAM)	KU/C	4	2
Mandatory Excursion (compulsory excursion) (OAM)	EX/EX	2	1
<b>SCOPE</b>		<b>14</b>	<b>7</b>

<b>Distributed Multimedia Systems (DMS)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Introduction to Multimedia Technology (DMS)	VO/L	2	1
Introduction to Multimedia Technology (DMS)	KU/C	2	1
<b>SCOPE</b>		<b>4</b>	<b>2</b>

<b>Human Centered Computing (HCC)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Human Centered Computing I (HCC)	VK/LC	4	2
Interactive Systems I (HCC)	VK/LC	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Innovation and Marketing (IAM)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Entrepreneurship & Innovation Management (IAM)	VK/LC	4	2
Consumer Behavior and Media (IAM)	VK/LC	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Law</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Media Law	VK/LC	4	2
IT Law	VK/LC	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Master Thesis</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Research Seminar	SE/SE	4	2
<b>SCOPE</b>		<b>28</b>	

The Master thesis is worth 24 ECTS points and the associated Research Seminar is worth 4 ECTS points. Overall, the subject *Master Thesis* comprises 28 ECTS points.

## § 9 Electives

- (1) Electives are those subjects, which students can select from the subjects listed in the curriculum. Students must complete Electives worth 24 ECTS points.
- (2) The Electives in the Master's degree programme *Media and Convergence Management* are comprised of
  - Electives I (para. 3) and
  - Electives II (electives from other Master's degree programmes) (para. 4).
- (3) **Electives I**, selected from the Electives listed below, must be completed to the value of 16 ECTS points. Of these, courses worth 8 ECTS points must be chosen from Media and Communication (MC), courses worth 4 ECTS points must be chosen from Multimedia Systems (MS), and courses worth 4 ECTS points must be chosen from Innovation, Marketing and Law (IML).

<b>Media and Communication (MC)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Cross Media Management	VK/LC	4	2
Special Topics in Media and Convergence Management I	VK/LC	4	2
Case Studies in Media and Convergence Management II	SE/SE	4	2
Media Ethics and CSR	SE/SE	4	2
<b>SCOPE</b>		<b>8</b>	<b>4</b>

<b>Multimedia Systems (MS)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Games Development	VK/LC	4	2
Human Centered Computing II	VK/LC	4	2
<b>SCOPE</b>		<b>4</b>	<b>2</b>

<b>Innovation, Marketing and Law (IML)</b>			
<i>Course title</i>	<i>Course type</i>	<i>ECTS points</i>	<i>S hours</i>
Special Topics: Innovation & Entrepreneurship	KU/C	4	2
Special Topics: Consumer Behavior	VK/LC	4	2
Case Studies in Media and IT Law	KU/C	4	2
<b>SCOPE</b>		<b>4</b>	<b>2</b>

(4) In the **Electives II**, students can select courses worth 8 ECTS points from the following Master's degree programmes:

- Media, Communication and Culture
- Applied Cultural Sciences
- Informatics (Specialisations in Distributed Systems and Interactive Systems)
- Applied Business Administration
- Business and Law
- International Management
- Feminist Sciences/Gender Studies

## **§ 10 Options**

- (1) The term *Options* describes those subjects, which students can select freely from the range of courses offered by recognised domestic and foreign universities. Courses completed in order to gain the entitlement to study at a university, or the general or special university entrance qualification, are excluded. Students must complete Options worth 6 ECTS credits.
- (2) It is recommended that students pursue further in-depth study in the area of Cultural Skills (language, history etc.), or of gender-specific contents, within the scope of the Options.

## **§ 11 Courses with Limited Numbers of Participants**

- (1) Participant numbers are limited to a maximum of 35 participants in the course types listed below: Courses (C), Seminars (SE), Lectures with Course (LC), Excursions (EX).
- (2) If the number of students registering for these courses exceeds the number of available places, students are admitted in accordance with the following procedure: Students enrolled in the Master's degree programme *Media and Convergence Management* receive preferred admission over students from other degree programmes. If the number of students registering continues to exceed the number of available places, the total number of ECTS points achieved by the respective student in the Master's degree programme *Media and Convergence Management* so far forms the basis for the admission decision.

The Programme Director is allowed to admit more than 35 students. If students enrolled in the Master's degree programme *Media and Convergence Management* do not occupy all available places, any remaining places can be offered to students enrolled in other degree programmes. In this case, the distribution of the remaining places is a matter for the Programme Director.

## **§ 12 Master Thesis**

- (1) The term *master thesis* refers to the academic paper, which serves to demonstrate students' ability to achieve adequate standards of content and methodology when independently addressing scholarly topics. The assignment for the master thesis shall be chosen in such a way that it is feasible and reasonable to expect students to complete the work within six months. The master thesis must be written in English (§13). A number of students may jointly address a topic, provided that the performance of each individual student can be assessed independently.
- (2) The topic of the master thesis must be selected from one of the Required Subjects, or from Electives I.
- (3) The master thesis is worth 24 ECTS points.
- (4) In accordance with Part B § 18 of the University Charter, the student must inform the Rector of Academic Affairs of the topic and the supervisor of the master thesis in writing prior to commencing work on the thesis. The topic and the supervisor are deemed to have been accepted, if the Rector of Academic Affairs does not issue a notice of prohibition within one month after receipt of the student's notice. A change of supervisor is admissible up to the submission of the master thesis.
- (5) The completed master thesis shall be submitted to the Rector of Academic Affairs in printed and in electronically readable form for the purpose of assessment. More specific instructions in this regard are decreed by the Rector of Academic Affairs with due consideration of the state of technological development. The supervisor shall assess the master thesis within two months from the time of submission.

## **§ 13 Use of Languages other than German**

The courses and written and oral examinations in the Master's degree programme *Media and Convergence Management* are conducted in English; the master thesis, as well as all other written assignments, must be written in English.

## **§ 14 Examination Regulations**

- (1) Examinations, which already counted towards the completion of the degree programme that was considered as admission condition for this programme, cannot be counted again in this Master's degree programme.
- (1) In accordance with the University Charter of Klagenfurt University, the respective examination and assessment modalities must be announced by the course instructor when the respective course commences. Courses with continuous assessment (examination immanent courses) require compulsory attendance in accordance with §7 para. 2. Students are expected to demonstrate their willingness to engage in discussion and reflection, and must complete written and oral assignments.
- (2) The Master's degree programme is concluded by:
  1. the successful completion of the prescribed courses pertaining to the Required Subjects, the Electives, and the Options according to §§ 8, 9 and 10;
  2. the production of the master thesis and the completion of the associated Research Seminar;
  3. the positive assessment of the final comprehensive examination by committee.
- (3) The final comprehensive examination by committee is conducted as an oral examination and is comprised of the subject to which the Master thesis is assigned, as well as a further subject acc. to § 14 para. 2. The registration to take the final comprehensive examination by committee is conditional upon the positive assessment of all Required Subjects, Electives, and Options, as well as the positive assessment of the master thesis, including the associated research seminar.
- (4) Students are entitled to repeat examinations and courses in accordance with the stipulations contained in Part B of the University Charter: Study Matters, and the UA.
- (5) Subject grades are calculated in accordance with Klagenfurt University's Charter Part B: Study Matters.

## **§ 15 Effective Validity**

This curriculum comes into force on the 1<sup>st</sup> of October 2013, following formal announcement in the University Bulletin of Klagenfurt, and applies to all students who commence their Master's degree from the winter semester 2013/14 onwards.

## **Appendix**

### **Abbreviations**

EX = Excursion

C = Course

SE = Seminar

S hours = weekly semester hours

LC = Lectures with Course

L = Lecture

**Recommended course of study: Completing the courses in the Master's degree programme *Media and Convergence Management***

1 <sup>st</sup> year of study							
1 <sup>st</sup> winter semester	Course type	S hours	ECTS points	1 <sup>st</sup> summer semester	Course type	S hours	ECTS points
Complementary Subjects	VO/L/KU/C	8	16	Media and Convergence Project Management (OAM)	KU/C	2	4
Quantitative and Qualitative Methods (for Media Research)	KU/C	2	4	Principles of Media Economics and Media and Convergence Management I (OAM)	VO/L	2	4
Media Law (Law)	VK/LC	2	4	Consumer Behavior and Media (IAM)	VK/LC	2	4
Options	optional	2	4	Entrepreneurship and Innovation Management (IAM)	VK/LC	2	4
				Introduction to Multimedia Technology (DMS)	VO/L	1	2
				Introduction to Multimedia Technology (DMS)	C/KU	1	2
				Human Centered Computing II (HCC)	VK/LC	2	4
				Elective II	optional	2	4
				Options	optional	1	2
<b>Total ECTS points in the semester</b>			<b>28</b>	<b>Total ECTS points in the 1<sup>st</sup> year of study</b>			<b>58</b>

2 <sup>nd</sup> year of study							
2 <sup>nd</sup> winter semester	Course type	S hours	ECTS points	2 <sup>nd</sup> summer semester	Course type	S hours	ECTS points
Advanced Principles of Media Economics and Media and Convergence Management (OAM)	VO/L	2	4	Elective I, e.g.: Media and Communication (MC)	VK/LC or SE/SE	2	4
Mandatory Excursion (OAM)	EX/EX	2	2	Research Seminar	SE/SE	2	4
Interactive Systems II (HCC)	VK/LC	2	4	Master Thesis	SE/SE	-	24
IT Law	VK/LC	2	4	Comprehensive Examination			
Elective I, e.g.: Media and Communication (MC)	VK/LC or SE/SE	2	4				
Elective I, e.g.: Multimedia Systems (MC)	VK/LC	2	4				
Elective I, e.g.: Innovation, Marketing and Law (IML)	VK/LC or KU/C	2	4				
Electives II	optional	2	4				
<b>Total ECTS points in the semester</b>			<b>30</b>	<b>Total ECTS points in the 2<sup>nd</sup> year of study</b>			<b>62</b>
<b>Total ECTS points overall</b>							<b>120</b>



