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Curriculum

for the Master's Degree Program in

MEDIA AND CONVERGENCE MANAGEMENT

Entry into effect: 1.10.2013

1. The changes to the curriculum Bulletin of the Alpen-Adria-University Klagenfurt of 21 December 2016, 7. Stück, Nr. 46.3, become effective as of 1 October 2017

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MEDIA AND CONVERGENCE MANAGEMENT

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§ 1 General

The Master's degree program *Media and Convergence Management* is intended to serve the communication of scientific knowledge on the basis of research-based teaching. Pursuant to the Universities Act (UA), the program is intended to enable future graduates to contribute responsibly to the solution of people's problems and the beneficial development of society and the natural environment at large (§ 1 UA). Thereby, the program focuses on the areas of technical, medial, content and industrial convergence. At the center of the technical/technological and medial convergence are end devices as well as applications, such as smartphones or tablets. Convergence of content is concerned with the multiple utilization of for different media platforms (e.g., films, computer games or books on the same topic area), whereas industrial convergence alludes to the blurring of boundaries in the TIMES industries (technology, information, media, entertainment and security). The trends of convergence present enterprises with new challenges; as a result, new competencies in the areas of media and cultural sciences, economics and media sciences as well as technical sciences gain in importance. Hence, the aim of the program is to provide students with a theoretical basis as well as its practical application.

- (1) The extent of the Master's degree program in *Media and Convergence Management* shall be 120 ECTS credits. This corresponds with a proposed duration of studies of 4 semesters. The Master's degree program in *Media and Convergence Management* is allocated to the group of social and business sciences pursuant to § 54 section 1 of the Universities Act (hereinafter the UA).
- (2) The workload of the individual study attainment is stated in ECTS credits, whereby the workload for one year should amount up to 1500 real hours, with this workload being awarded with 60 ECTS credits. The workload comprises the elements of private study and the teaching hours/contact hours (§ 51 Section 2, No. 26, UA).
- (3) The Master's degree program in *Media and Convergence Management* is exclusively offered in English (§ 13).

§ 2 Qualification Profile

The qualification profile describes the scientific and practical qualifications that students have obtained upon completion of their studies.

- (1) The Master's degree program *Media and Convergence Management* imparts the following crucial competencies:
 - Media and Communication competency
 - Management and Marketing competency
 - Technical competency

The Master's degree program in *Media and Convergence Management* responds to the various requirements of the media sector by offering a program that equips students with the relevant competencies required to handle these challenges. Yet, this program is not limited to the media sector alone. Processes of convergence concern almost all areas of and result in changes in businesses' organizational structures and processes, such as:

- Changes in the area of Media and Communication Sciences refer to the areas of content management, editorial management, Public Relations, cross-media management, corporate social responsibility and sustainability.
- Changes in the area of Economic and Management Sciences allude to the fields of strategic and operational marketing, advertising, market research and innovation management.
- Changes in Technical Sciences particularly affect topics like information and communication technologies, management as well as Unified Messaging and Unified Communications.

Numerous areas, for instance Network Management and Mass Customization, together with the abovementioned areas, will be looked at from different perspectives, including a media/communication scientific angle, an economic angle as well as a technical angle. Therefore the faculties of the Alpen-Adria University of Klagenfurt have come up with this joint project that allows students to get to know and combine different (theoretical) perspectives.

The Master's degree program in *Media and Convergence Management* serves both the ongoing theoretical study and the critical reflection on the application of knowledge in international practice. Graduates of the Master's degree program in *Media and Convergence Management* should be able to independently develop and practically implement solutions for business problems in a convergent environment. In addition, they should be encouraged to carry out research of their own in this particular area.

- (2) The Master's degree program in *Media and Convergence Management* enables graduates to function as interfaces between organizational communication, media economics, media management, marketing, advertising and technologies as well as technics. For this exact reason, an interdisciplinary Master's degree program is offered by the three Faculties.
- (3) After completing their studies, graduates are enabled to comprehend and optimize the specifics of the supply chain. They are prepared to take up leadership positions in the middle or higher management in various businesses, such as media enterprises, telecommunication and information businesses, and branding companies. Moreover, they are also equipped to assume responsible positions in small and medium-sized businesses operating in the areas of advertising, organizational communication and convergence. Thereby, they are given the chance to apply theoretically founded knowledge in a practical setting.
- (4) The Master's degree program *Media and Convergence Management* attaches importance to the equality of men and women. Accordingly, gender-specific content is part of the curriculum in both the Required Subjects and in the Electives. In addition, students can select gender-relevant courses as specializations from the range of courses offered by the Alpen-Adria University of Klagenfurt or another recognized Austrian or foreign post-secondary educational institutions. Especially the following courses of the Master's degree program in *Media and Convergence Management* address gender-specific topics:
 - Principles of Media Economics and Media and Convergence Management I (OAM)
 - Principles of Media Economics and Media and Convergence Management II (OAM)

§ 3 Prerequisites for Admission

- (1) Admission to the Master's degree program in *Media and Convergence Management* requires the completion of a Bachelor's degree in a relevant subject from a domestic or international university, a university of applied sciences (either domestic or international) or any other equivalent degree

program at a recognized Austrian or foreign post-secondary education institution (§ 64 section 5 of the UA).

In any event, relevant subjects include Bachelor's degree programs in Applied Business Administration, Media and Communication Sciences, Business and Law and Information Management from the University of Klagenfurt.

- (2) Moreover, the following admission requirements must be met: Students who graduated with an economic or management Bachelor's degree at an Austrian or foreign university or post-secondary educational institution are admitted to the Master's degree program when submitting a documentation of completing 16 ECTS credits in the area of one Complementary Subjects.
- (3) Admission to the Master's degree program in *Media and Convergence Management* is regulated by admission proceedings pursuant to § 64 (6) of the UA, as the program is exclusively offered in English.

Interest in media, culture, technical developments and their impact on enterprises and the economy at large are personal prerequisites for future students.

§ 4 Academic degree

Graduates of the Master's degree program *Media and Convergence Management* shall be awarded the academic degree of Master with the supplement "of Science" (abbreviated as "MSc"). If accompanied by a name, this degree shall be post-positioned.

§ 5 Organization and structure of the degree program

- (1) The Master's degree program in *Media and Convergence Management* consists of 62 ECTS credits in Required Subjects, 24 ECTS credits in Electives, and 6 ECTS credits in Options. 24 ECTS credits are assigned to the Master's thesis, and 4 ECTS credits are attributed to the research seminar accompanying the thesis composition. In the course of the Master's degree program, an excursion has to be attended. Pursuant to §6 UA it is recommended to apply for a semester or short term study abroad.
- (2) The Master's degree program *Media and Convergence Management* consists of the following Required Subjects, Elective Subjects and Options.

Subject	Subject title	ECTS
<i>Required Subjects (90 ECTS)</i>	Complementary Subjects	16
	Quantitative and Qualitative Methods (for Media Research)	4
	Organizational 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 and Research Seminar	28
<i>Electives I</i> (16ECTS)	Media and Communication (MC)	8
	Multimedia Systems (MS)	4
	Innovation, Marketing and Law (IML)	4
<i>Electives II</i> (8 ECTS)	to be chosen from existing MA programs (§ 9 Abs. 3) , i.e. Special Language English, Gender specific topics/content	8
<i>Options</i> (6 ECTS)	Options	6
Total		120

§ 6 Semester abroad

It is recommended to apply for a short term study abroad as part of the Electives II module or to spend minimum of a full semester abroad (24 ECTS credits; see recommended course of study).

§ 7 Types of classes

- (1) **Lectures (VO/L)** are classes in which knowledge is communicated through a lecture by the teacher. The examination takes place in a single (written and/or oral) examination.
- (2) **Continuous assessment classes** are classes that are not graded in a single examination but on the basis of written and/or oral contributions by the participants during the class or – in the case of written papers or projects (seminar papers or works of a comparable effort) – at the end of the semester following that class. Continuous assessment classes are:
 - a) **Courses (KS/C)** are classes that serve the acquisition or development of applied skills and consist of teachers and students working together on concrete issues.
 - b) **Seminars (SE/SE)** Seminars are research- and theory- or project-oriented classes that aim at the reflections on and discussion of specific scientific problems or recent problems with practical applicability and serve academic discussions, whereby participants contribute their own work. The completion of the seminar is tied to the submission of an academic paper corresponding to scientific standard.
 - c) **Lectures with Course (VC/LC)** are comprised of a lecture and a course component. Both parts are coordinated in terms of contents and didactics and are jointly graded.
 - d) **Excursions (EX/EX)** are classes that communicate experience in the field of *Media and Convergence Management* but are held outside the University of Klagenfurt.

§ 8 Required Subjects Classes

Required Subjects are those classes characteristic of the study and are completed by an examination. The Required Subjects of the Master Program *Media and Convergence Management* but are composed of the Complementary Subjects, Quantitative and Qualitative Methods (for Media Research), Organizational Communication and Media Management (OAM), Distributed Multimedia Systems (DMS), Human Centered Computing (HCC), Innovation and Marketing (IAM), Law and the Master Thesis which will be described in detail in the following:

Complementary Subjects: BA students with varying degrees (§3 section 1) shall receive as introduction into the Master's degree program *Media and Convergence Management* by attending Complementary Subjects of 16 ECTS credits. Dependent upon the applicant's undergraduate degree, these Complementary Subjects (worth 8 ECTS each) shall be chosen that did not present the focus of the applicant's Bachelor degree. The Program Director decides on the assignment of Complementary Subjects depending on the applicant's degree as well as the accreditation of all examinations received in other Master degree programs.

The following table illustrates the (general) rule:

Subject Degree	Complementary Subjects I Media and Communicational Skills	Complementary Subjects II Technical Skills	Complementary Subjects III Management Skills
BA in Media and Communication Sciences		X	X
BA in Applied Informatics	X		X
BA in Applied Economics	X	X	
BA in Economics and Law	X	X	
BA in Information Management	X	X	

The following table provides an overview of the Master's degree program's Required Subjects Classes:

Complementary Subject I: Media and Communicational Skills			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Media and Communication Theories	VO/L	4	2
Organizational Communication	VO/L	4	2
Total ECTS Credits		8	4

Complementary Subject II: Technical Skills			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Introduction to Media Informatics	VO/L	4	2

Media Informatics Lab	KU/C	4	2
Total ECTS Credits		8	4

Complementary Subject III: Management Skills			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Principles of Business Management I	VO/L	4	2
Principles of Business Management II	VO/L	4	2
Total ECTS Credits		8	4

Quantitative and Qualitative Methods (for Media Research)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Quantitative and Qualitative Methods (for Media Research)	KS/C	4	2
Total ECTS Credits		4	2

Organisational Communication and Media Management (OAM)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Principles of Media Economics and Media and Convergence Management I (OAM)	VO/L	4	2
Principles of Media Economics and Media and Convergence Management II (OAM)	VO/L	4	2
Media and Convergence Project Management (OAM)	KS/C	4	2
Mandatory Excursion (OAM)	EX/EX	2	1
Total ECTS Credits		14	7

Distributed Multimedia Systems (DMS)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Introduction to Multimedia Technology (DMS)	VO/L	2	1

Introduction to Multimedia Technology (DMS)	KS/C	2	1
Total ECTS Credits		4	2

Human Centered Computing (HCC)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Human Centered Computing I (HCC I)	VC/LC	4	2
Human Centered Computing II (HCC II)	VC/LC	4	2
Total ECTS Credits		8	4

Innovation and Marketing (IAM)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Entrepreneurship & Innovation Management (IAM)	VC/LC	4	2
Consumer Behavior and Media (IAM)	VC/LC	4	2
Total ECTS Credits		8	4

Law			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Media Law	VC/LC	4	2
IT Law	VC/LC	4	2
Total ECTS Credits		8	4

Master Thesis			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Research Seminar	SE/SE	4	2
Total ECTS Credits		28	

The Master's thesis will be worth 24 ECTS credits, the accompanying research seminar 4 ECTS credits, amounting to a total of 28 ECTS credit points for the subject Master Thesis.

§ 9 Electives classes

- (1) Electives are the subjects that students can select from the classes specified in the curriculum. A total of 24 ECTS credits shall be completed in the Electives.
- (2) Elective classes of the Master's degree program in Media and Convergence Management are composed of
 - Electives I (Section 3) and
 - Electives II (Section 4).
- (3) Out of the Electives Section a total of 16 ECTS credits need to be completed, as indicated below. Thereby, 8 ECTS credits need to be chosen from the Media and Communication (MCM) module as well as 4 ECTS credits from the Multimedia Systems (MS) and the Innovation, Marketing and Law (IML) modules respectively.

Media and Communication (MC)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Cross Media Management	VC/LC	4	2
Special Topics in Media and Convergence Management I	VC/LC	4	2
Case Studies in Media and Convergence Management II	SE/SE	4	2
Media Ethics and CSR	SE/SE	4	2
Total ECTS Credits		8	4

Multimedia Systems (MS)			
<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Games Development	VC/LC	4	2
Interactive Systems	VC/LC	4	2
Total ECTS Credits		4	2

Innovation, Marketing and Law (IML)
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<i>Course title</i>	<i>Class type</i>	<i>ECTS</i>	<i>Credit hours</i>
Special Topics: Innovation & Entrepreneurship	KS/C	4	2
Special Topics: Consumer Behavior	VC/LC	4	2
Case Studies in Media and IT Law	KS/C	4	2
Total ECTS Credits		4	2

(4) As to the **Electives II classes**, students have to complete a total of 8 ECTS credit points in English classes. They can choose from one of the following Master degree programs:

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

§ 10 Options

- (1) Options are the subjects that the student can select at liberty from the courses offered by recognized Austrian and foreign universities. Courses that have been taken to obtain the entitlement to study or general or special university qualification are excluded. 6 ECTS credits shall be obtained in Options.
- (2) It is recommended to use Options for the Improvement and Strengthening of cultural skills (language, history) or Gender specific topics/content.

§ 11 Classes with a restricted number of participants

- (1) The following classes shall be subject to a maximum of 35 participants: courses (K/C), seminars (SE/SE), lectures with course (VC/LC), and excursions (EX/EX).
- (2) If the number of applications for these classes exceeds the number of places available, admission shall be according to the following procedure: Preference for admission shall be granted to students of the Master's degree program in *Media and Convergence Management* over students of other programs. If the number of participants still exceeds the maximum allowed, rankings shall be carried out on the basis of applicant's total ECTS credits accumulated in the Master's degree program *Media and Convergence Management*. The Program Director can admit more than 35 students. If not all places are taken by Media and Convergence Management students, the remaining places can be awarded to students of other programs. The Program Director shall decide on the award of the remaining places.

§ 12 Master's thesis

- (1) The Master's thesis is an academic paper that serves the purpose of proving the student's ability to handle academic topics independently and appropriately in terms of content and method. The remit of the Master's thesis shall be selected such that the student is able to and can be expected to complete the thesis within six months. The Master's thesis has to be composed in English (§ 13). The joint handling of one topic by a number of students is permissible if the performance of the individual student can be graded separately.
- (2) The topic of the Master's thesis must be attributable to either a Required Subjects or an Elective I class.
- (3) The Master's thesis comprises 24 ECTS credits.
- (4) According to the statutory of the Alpen-Adria University of Klagenfurt By-laws, Part B, § 18, the student shall notify the Rector of Studies and the supervisor about the topic for the Master's thesis in writing before starting the work on the thesis. The topic and the supervisor shall be deemed to have been accepted if the Rector of Studies fails to prohibit such by ruling within one month after receipt of the notification. A change of supervisor is permissible until the Master's thesis is submitted.
- (5) The completed Master's thesis is to be submitted to the Rector of Studies in printed and in electronic readable form for grading. More detailed provisions on this shall be issued by the Rector of Studies taking into account technical developments. The supervisor shall grade the Master's thesis within two months following submission.

§ 13 Use of language other than German

The classes and oral as well as written exams of the Master's degree Program *Media and Convergence Management* are conducted in English. The Master thesis and other written papers have to be composed in English.

§ 14 Examination regulations

- (1) Examinations that have been accredited during the Bachelor degree, which was used as a qualification basis for the Master's degree program in Media and Convergence Management, cannot be accredited in the new Master's degree program.

The modalities of examination as well as attendance shall be subject to the course instructor and shall have to be laid down at the beginning of class (in accordance with the By-Laws, Part B, §10,11: Study Regulations) and will be announced at the beginning of each semester by the course instructor, (pursuant to By Laws, part B: §10 section6: Study Regulations). In case of classes with continuous assessment (pursuant to §7 section2), regular attendance and class shall be presumed. Students shall be willing to reflect and engage in discussions as well as contribute verbally and in writing.

- (2) The Master's degree course shall be concluded by
 1. the completion of the classes in the Required Subjects, Electives and Options pursuant to §§ 8, 9 and 10;

2. the completion of the Master's thesis and the research seminar accompanying the Master's thesis;
3. a positive grade in the final (oral) examination. The final exam consists of two independent parts. The first subject covers the area to which the Master thesis is assigned. The second subject can be chosen from complementary subjects or Electives I subjects, but must not be identical to the subject the Master thesis is assigned to.

(3) The final examination before the examination board shall be oral and is attributed to the class that presents the Master thesis' focus together with another subject according to §14 section 2. It shall require the positive grading of all Required Subjects and Elective Classes as well as the positive grading of the Master's thesis and the research seminar accompanying the Master's thesis.

(4) Examinations and courses can be repeated in accordance with the By-laws, Part B: §15 Provisions on studies law and the UA.

(5) The subject grades shall be calculated according to the By-laws, Part B: § 12 (8).

§ 15 Entry into effect

(1) This curriculum shall enter into effect following its announcement in the Bulletin of the Alpen-Adria University of Klagenfurt as of 1 October 2013 and shall apply to all students who commence their Master's degree course from the winter semester 2013/14.

(2) The changes to the curriculum, as announced in the Bulletin of the Alpen-Adria-University Klagenfurt of 21 December 2016, 7. Stück, Nr. 46.3, become effective as of 1 October 2017. Since the changes are of non-structural nature, students are subject to the changed curriculum after the curriculum is entry into effect.

Appendix

Legend:

ECTS = ECTS-Credits

EX/EX = Excursion

C/KS = Course/Kurs

L/VO= Lecture/Vorlesung

LC/VC= Lectures with Course/ Vorlesung mit Kurs

SE/SE = Seminar

Recommended Course of Study

A	B	C	D	E	F	G	H
Recommended Courses of Study - Masterstudium Media and Convergence Management							
First year							
First winter semester				First summer semester			
Course Type	Sem. hours	ECTS Credits	LV-Typ	Sem. hours	ECTS Credits	LV-Typ	Sem. hours
Ergänzungsfächer (Complementary Subjects)	8	16	VO(L)/KS(C)	2	4	KS (C)	2
Quantitative and Qualitative Methods (for Media Research)	2	4	KS(C)	2	4	VC(LC)	2
Media Law oder IT Law	2	4	VC(LC)	2	4	VC(LC)	2
Principles of Media Economics and Media and Convergence Management I (OAM)	2	4	VO(L)	2	4	VC(LC)	2
Human Centered Computing I (HCC I)	2	4	VC(LC)	2	4	VO(L)	1
						KS(C)	1
						VC(LC)	2
						VC(LC) / SE	2
ECTS Credits per semester				28			
ECTS Credits per year				60			
Second year							
Second winter semester				Second summer semester			
Course Type	Sem. hours	ECTS Credits	LV-Typ	Sem. hours	ECTS Credits	LV-Typ	Sem. hours
Principles of Media Economics and Media and Convergence Management II (OAM)	2	4	VO(L)	2	4	EX	1
Elective I z.B: Media and Communication (MC)	2	4	VC(LC)/ SE	2	4	SE	2
Elective I: e.g. Multimedia Systems (MS) (Interactive Systems)	2	4	VC(LC)	2	4	SE	-
Elective I: e.g. Innovation, Marketing and Law (IML)	2	4	VC(LC)/KS(C)	2	4	Final Exam	
Electives II	4	8	optional				
Options	3	6	optional				
ECTS Credits per semester				30			
ECTS Credits per year				60			
Total ECTS Credits				120			