

Study and Examination Regulations for the Master's Programme in Media and Communication Management

English translation. Only the German version is official and legally binding

Macromedia University of Applied Sciences, University of
Applied Sciences
- hereinafter referred to as the 'University' -
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Preamble

By virtue of Articles 80 (3) first sentence in conjunction with Article 80 (1), 61 (2) first sentence, and 58 (1) first sentence of the Bavarian Higher Education Act (Bayerisches Hochschulgesetz), the University issues the following study and examination regulations:

§ 1

Scope and purpose of the study and examination regulations

¹These study and examination regulations apply to the Master's programme in Media and Communication Management (M.A.) at the University. ²They serve to fill in and supplement the General Examination Regulations for Universities (Rahmenprüfungsordnung für Fachhochschulen – RaPo) dated 17 October 2001 and the General Study and Examination Regulations of the University, as amended.

§ 2

Study goal

(1) ¹The programme has an application-oriented profile practicing entrepreneurial thinking as well as an individual and modern management behaviour.

(2) ¹Central objective of the Master's Programme is to enable students to anticipate phenomena of change driven by global trends, especially by digital transformation, and to develop creative and strategic solutions for their own field of activity. ²The Master's Programme facilitates an advanced level of reflection and ability to judge, in order to enable students to develop further in a dynamic, entrepreneurial, and creative environment.

(3) ¹The programme prepares students for the challenges of relevant occupational fields, its distinctive feature being that students have broad required elective modules and are thus able to individually prepare for their personal occupational goals. ²Core of this development of professional expertise are broadly defined skills from the field of media as well as enhanced professional expertise in media-economical areas and general management competences, both in theory and in concrete, practical fields of application. ³Together with methodological, social and individual competence, students are empowered to evaluate current research in the field of media and communication, both in its discipline-specific and its social meaning. In the face of an increasing number of data-driven decision-making situations in media- and communication-management, responsibility for enhancing sustainable development in this field is promoted.

(4) ¹Along with the requisite technical knowledge, the programme above all fosters the acquisition of leadership and self-organisation skills. ²The course of studies teaches the ability to understand larger contexts, to respond flexibly and to lead people. ³The spirit of commitment, decisiveness, communication skills and cooperativeness is generated, including in particular the spirit of commercial dealing and entrepreneurship.

(5) ¹The programme is delivered in English or in German. ²In the English-language study programme all lectures, courses, and modules are offered in English. ³In the German-language study programme lectures, courses, and modules may also be offered in English. If this is the case, the respective lectures, courses, and modules are to be announced to all students at the beginning of each semester. In any case, students enrolled in the German-language study programme will have the opportunity to attend and complete all lectures, courses, and modules in German.

§ 3

Qualification and admission requirements

(1) ¹Anyone who produces the following documentation satisfies the requirements for admission to Master's studies in Media and Communication Management:

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- A first University degree or comparable degree which is at least equivalent to Bachelor's degree studies with 180 ECTS; Applicants who have obtained the Bachelor's degree at the University do not need to enclose proof of the first University degree with the application;
- Evidence of English language skills is required for the English-language study options Media Design and Media and Communication Design. ²Level B2 (CEFR) skills must be verified. ³The evidence is provided through a recognized language test such as TOEFL (minimum score: 72), IELTS (minimum score: 6.0) or comparable evidence. ⁴The validity period of the language tests or of comparable evidence which is valid for two years may be extended to up to three-and-a-half years if the applicant has studied in an English-language programme at a university following completion of the language test.

²Evidence through a recognized language test under the third sentence may be dispensed with if the university entrance certificate or a university degree was acquired at an English-language educational institution or a course of English or American studies was successfully completed.

(2) ¹Anyone will be admitted to studies who, besides the qualification requirements in paragraph (1), satisfies the following requirements:

- Submission of a fully completed application form;
- Submission of a CV in tabular form;
- Submission of a personal statement in which the applicant states the reasons for selection of the programme and any focus also selected for it;
- Submission of at least one and a maximum of five work samples; The work samples may come from the journalistic, business or design areas of media or communication (for example, work samples from all media types, from product development through operational media production, from the media and advertising industry, including suppliers, as well as from conceptual through academic works);
- Completion of a counselling session with an adviser of studies.

§ 4

Structure of academic programme and standard period of study

(1) The standard period of study is three semesters in the case of full-time study and six semesters in the case of part-time study.

(2) ¹The extent of examinations which are to be taken in the Master's degree studies is 90 ECTS. In the case of full-time studies, a total of 30 ECTS are acquired per semester according to the study schedule; in the case of part-time studies, 15 ECTS are acquired per semester according to the study schedule.

(3) ¹Because conferment of the Master's degree necessitates the acquisition of a total of 300 ECTS, applicants whose first course of studies comprises only 180 ECTS must acquire an additional 30 ECTS and provide proof thereof up to the approval of the Master's thesis. ²This can occur through attending and successfully completing corresponding modules from the University's Bachelor's programmes in Journalism, Media Management, Management or Media and Communication Design or through generating comparable credits. ³The Examination Commission decides on the selection of modules to be attended in the Bachelor's programme at the University and on the recognition of credits acquired outside the University, with consideration given to Art. 63 (1) and Art. 63 (2) of the Bavarian Higher Education Act (Bayerisches Hochschulgesetz – BayHSchG).

These courses and examinations are subject to the provisions of the General Examination Regulations and to the respective subject-specific study and examination regulations.

(4) ¹Through the offering of various focuses and specialisations therein, the modular construction of the Master's programme offers to all students the opportunity to build their own individual focus. ²Along with a generic study programme, it is also possible for students to choose a specific field of study. ³In the latter

case, modules of the generic study programme with a scope of 25 ECTS are replaced by compulsory option modules with the same scope of 25 ECTS.

This applies for the following modules of the generic study programme:

1st semester:

Module: Understanding Media and Communication (5 ECTS)

Module: Corporate Communications Management (5 ECTS)

2nd semester:

Module: Brands and Branding (5 ECTS)

Module: Focus Project (5 ECTS)

(5) ¹The focus is selected with the application for admission at the commencement of studies. ²A subsequent change in the focus must be applied for at the Examination Office and approved by the Examination Commission.

§ 5 Project papers

(1) ¹The conceptual formulations for the project papers are announced at the beginning of the lecture period of the corresponding semester. ²The submission date for the project papers is normally in the last week of the lecture period of the respective semester. ³Exact dates are set by the Examination Committee and announced by the Examination Office.

(2) ¹Project papers may be either scientific or practical works. ²Furthermore, they can be either of a conceptual or of a design-orientated nature.

(3) Project papers are normally written in German or English. ²In the English-language study option, the project papers are principally written in English. ³In the German-language study option, the project papers are principally written in German. ⁴In coordination with the lecturer, project papers may also be written in English in the German-language study option.

(4) The evaluation criteria are defined by the programme and announced in an appropriate form.

(5) ¹Group papers by up to five students are possible in principle. ²Upon special request, the Examination Commission may consent to larger groups. ³For this, an informal request is to be submitted to the Examination Commission through the Examination Office by no more than four weeks after the publication of the set tasks. ⁴For group work students must in principle ensure that each contribution by the individual members of the group is clearly identified.

(6) ¹The paper must be submitted on time in printed and digital form. ²Information on the exact time and place will be announced in the course of the semester. ³The submission date is documented.

(7) ¹The deadline may be extended by up to two weeks if it cannot be adhered to due to pregnancy, child-rearing, illness or other reasons beyond the student's control. ²The existence of the reasons must be substantiated. ³A medical certificate must be submitted in case of illness. ⁴The application must be received online at least two weeks before the regular submission date in the Examination Office on campus.

§ 6 Master's thesis

(1) ¹The Master's programme includes a thesis (Master's thesis). ²The Master's thesis is an academic study that may cover the project portions. ³In the Master's thesis, the candidate is expected to demonstrate that he or she is capable of independently handling an issue from the discipline within a given time in accordance with academic methods and to present the results adequately.

(2) ¹Permission for the Master's thesis can be issued when at least 45 ECTS can be verified. ²In addition to the online application on the studies portal, a synopsis on the selected topic, signed by the adviser, is to be submitted to the Examination Office on the date set by the Examination Committee.

(3) The start and end of the completion period are to be documented upon issuance of the topic for the respective thesis.

(4) ¹The completion time for the Master's thesis is four months for full-time studies and eight months for part-time studies. ²The deadline may be extended by up to eight weeks if it cannot be adhered to due to pregnancy, child-rearing, illness or other reasons beyond the student's control. ³The existence of the reasons must be substantiated. ⁴A medical certificate must be submitted in case of illness. ⁴The application must be received online at least three weeks before the regular submission date in the Examination Office.

(5) ¹The topic of the Master's thesis is determined by one of the reviewers appointed by the Examination Committee, who will also mentor and evaluate the thesis. ²The Master's thesis is evaluated by two reviewers. It is only possible to change topics in justified exceptional cases (e.g. when research cannot be performed due to previously unknown problems for which the student is not responsible) and only within the first two weeks of the completion period. ³The statement of reasons is to be submitted to the programme's Examination Commission through the Examination Office for decision. ⁴The completion time is extended when there is a change in topics for reasons which are not attributable to the student.

(6) ¹The Master's thesis is normally not a group thesis. Upon special request, the Examination Commission may consent to a group thesis. ²For this, an informal request for a decision is to be submitted to the Examination Commission through the Examination Office. ³For group work students must generally ensure that the each contribution by individual members of the group is clearly identified.

(7) ¹The thesis should be bound in printed form and submitted as three copies as well as in digital form.

(8) ¹The module "Master's Thesis" counts as passed if in both the master's thesis and the oral examination a grade of at least "adequate" (4,0) was achieved. ²The total score for both the master's thesis and the oral examination is 100 points in each case. Both the first First Examiner and the second First Examiner may award a maximum of 100 points each. ³The score awarded for the thesis is calculated from the arithmetic mean of the points awarded by the first First Examiner and the second First Examiner. The total score for the module "Master's Thesis" is calculated according to the formula below:

$$X = (0,8 * Y) + (0,2 * Z)$$

X = total score

Y = points awarded for the Master's Thesis

Z = points awarded for the oral examination

⁴For grading the module "Master's Thesis" the following grades are to be used:

Points	Grade	Description
96-100	1,0	excellent
91-95	1,3	
86-90	1,7	good
81-85	2,0	
76-80	2,3	
71-75	2,7	satisfactory
66-70	3,0	
61-65	3,3	
56-60	3,7	sufficient
50-55	4,0	
0-49	5,0	insufficient

§ 7 Academic degree

- (1) If all module examinations of the programme have been passed and, together with the undergraduate studies, 300 ECTS have been acquired, the academic degree of 'Master of Arts' is conferred.
- (2) The academic degree is conferred in the programme. If a focus has been selected, the diploma and certificate will be supplemented with the selected focus.
- (3) To calculate the overall result of the examinations, the final grades for all modules, and the grade for the Master's thesis are weighted according to their ECTS credit points.
- (4) ¹According to section 15 (1) of the General Study and Examination Regulations, grades are reported in whole numbers from 1 through 5. Grades may be lowered or increased by 0.3. ²Grades 0.7, 4.3, 4.7 and 5.3 are excluded.

§ 8 Effective date

¹These study and examination regulations take effect on 1 October 2017. ²The study and examination regulations apply to students who commence their studies at the University with the 2017/2018 winter semester.

Issued by virtue of the resolution of the University Council of Hochschule Macromedia für angewandte Wissenschaften, University of Applied Sciences dated 19 May 2017 and the agreement of the Bayerisches Staatsministerium für Bildung und Kultus, Wissenschaft und Kunst (Bavarian State Ministry of Education and Culture, Science and Art) dated 17 August 2017, file no. Az. X.3-H6464.3.10/1/13.

Munich, on 12 January 2018

sgd. Jürgen Faust

Prof. Dr. Jürgen Faust
President

The regulations were filed of record at the University on 15 January 2018; the filing was announced on 15 January 2018 through posting at the University. The date of the announcement is therefore 15 January 2018.