

# Curriculum

## Master Class Media Content & Data Management

### 1<sup>st</sup> year of studies

1 <sup>st</sup> semester	ECTS
<b>Basic Module Conception</b>	<b>5</b>
Data Analytics & Information Architecture	3
Innovation & Creative Problem Solving	2
<b>Masterclass Conception</b>	<b>10</b>
Masterclass Introduction Media Content & Data Management	5
Masterclass Media Content & Data Management	5
<b>Professional Field - Basics</b>	<b>5</b>
Digital Business Transformation & Career Management	3
Leadership & Team Development	2
<b>Communication &amp; Design</b>	<b>5</b>
Brand Identity & Corporate Design	3
Design and Communications Theory	2
<b>Crossmedia &amp; Convergence Management</b>	<b>5</b>
Cross-media Publishing	5

2 <sup>nd</sup> semester	ECTS
<b>Basic Module Prototyping</b>	<b>5</b>
Summer School	5
<b>Masterclass Prototyping</b>	<b>10</b>
Masterclass Media Content & Data Management	10
<b>Prototyping &amp; Implementation</b>	<b>5</b>
Prototyping & Implementation MCDM	5
<b>Career Development in the Professional Field</b>	<b>10</b>
Empirical Research Methods	2
Career Development in the Professional Field	3
Business Management Fundamentals*	2
Digital Technologies Fundamentals**	2
Media Business Management	3

\* for students with a technical background

\*\* for students with a business background

### 2<sup>nd</sup> year of studies

3 <sup>rd</sup> semester	ECTS
<b>Basic Module Exploitation I</b>	<b>5</b>
Businessplanning & Entrepreneurship I	3
Law & IP Protection	2
<b>Masterclass Exploitation</b>	<b>10</b>
Masterclass Media Content & Data Management	10
<b>Coaching &amp; Consulting</b>	<b>5</b>
Coaching & Consulting MCDM	5
<b>Professional Field - Reflection</b>	<b>10</b>
Expose Workshop	4
Presentation & Exploitation	3
Lecture Series Professional Field	3

4 <sup>th</sup> Semester	ECTS
<b>Basic Module Exploitation II</b>	<b>5</b>
Businessplanning & Entrepreneurship II	5
<b>Masterclass - Dissemination</b>	<b>5</b>
Masterclass Media Content & Data Management	5
<b>Masterthesis</b>	<b>20</b>
Masterthesis	18
Master Exam	2

Details and information about  
**the masterclass**

