

B.A. Media Management

Plan of Study (as of June 15, 2005)

<i>Name of Course</i>	<i>Language of Instruction</i>	<i>Type</i>	<i>hours 1st acad. year</i>	<i>hours 2nd acad. year</i>	<i>hours 3rd acad. year</i>	<i>hours total</i>	<i>Contribution</i>	<i>ECTS Credits</i>
Core Modules								
Business & Media Management								
Basic Course in Business Admin.	German	L+T	44			44	WE	4
Investment	German	L+T	30			30	WE	3
Finance	German	L+T		46		46	WE	5
Marketing I	German	L+T	38			38	WE	4
Marketing II	German	L+T		38		38	WE	4
Human Resources Management	German	L+T	50			50	WE	5
Organisation	German	L+T	38			38	WE	4
Media Basics								
Print	German	L+T	34			34	WE	4
Audio	German	L+T	34			34	WE	4
Audio Vision	German	L+T		34		34	WE	4
Online	German	L+T		34		34	WE	4
Accounting & Taxation								
Bookkeeping	German	L+T	42			42	WE	4
Cost Accounting	German	L+T		66		66	WE	6
Tax for BA I	German	L+T		32		32	WE	3
Accounting/Preparation of Accounts I	German	L+T		32		32	WE	3
Business Environment								
Economics	English	L+T		50		50	WE	5
Media Markets	German	L+T	28			28	WE	2
Module			338	332	0	670		68
Support Modules								
Mathematics & Statistics								
Mathematics	German	L+T	52			52	WE	5
Statistics	English	L+T	52			52	WE	5
Information Technology								
Information Technology I	German	L+T	18			18	WE	2
Information Technology II	German	L+T		38		38	WE	4
Information Technology III	German	L+T			68	68	WE	6
Law								
Business Law I	German	L+T	30			30	WE	3
Labour Law	German	L+T			30	30	WE	3
Media Law	German	L+T		40		40	WE	4
Module			152	78	98	328		32

HSBA Hamburg School of Business Administration – B.A. Media Management
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Communication & Method Skills Modules								
Methodology								
Scientific Methodology	German	L	(4)		(8)	(12)	()	
Project Management	German	L			24	24	TP+OR ¹	2
Practical Project	German	TW+HW			100	100	TP+OR ¹	4
Foreign Languages								
Business English I	English	L+T	26			26	WE	3
Business English II	English	L+T		44		44	WE	3
Business English III	English	L+T			26	26	OE	2
Communication								
Presentation I	German	TW+L+T	16				OR ²	0,6
Presentation II	German	TW+L+T	8				OR ²	0,6
Presentation III	English	TW+L+T		8			OE ²	0,5
Time Management	German	TW+L+T	8				WE ²	0,6
Discussion and Negotiation I	German	TW+L+T	8				WE ²	0,6
Discussion and Negotiation II	German	TW+L+T		10			WE ²	0,5
Teamwork	German	TW+L+T	8				WE ²	0,6
Creative Thinking	German	TW+L+T		8			WE ²	0,5
Guiding Discussions	German	TW+L+T		12			WE ²	0,5
Module			74	82	250	306		19
Transferable Modules								
Elective Courses	German	L+T	46			46	TP+OR	5
Corporate Media Management								
Financial Controlling	German	L+T			36	36	WE	4
Media Management I	German	L+T		42		42	WE	5
Media Management II	German	L+T			34	34	WE	3
Media Planning	German	L+T		24		24	WE	2
Public Relations	German	HW+L+T		24		24	TP	2
Media Conception I	German	L+T		40		40	WE	4
Media Conception II	German	L+T			40	40	WE	4
Management Game	German	T			34	34	WE	2
Module			46	130	144	320		31
Specialisation Modules								
Functional Specialisation								
Crossmedia and Multi-Channel Distribution or Business and Finance Strategies	German + English	L+T			156	156	WE	18
Module			0	0	156	156		18
Total			610	622	648	1780		168
Bachelor Thesis	German	HW			300	300	TP	12
Colloquium	German						OE	()
					948	2080		180

¹ Examinations in Project Management and Project Work are bundled.

² Examinations in the communication courses are partially bundled.

Type: L = Lecture, T = Tutorial, HW = Homework, TW = Teamwork

Contribution: TP = Term Paper, WE= Written Examination, OE = Oral Examination, OR = Oral Report