

Curriculum Media Management (MM) – B.A.

Term	Modules and related courses	Credit points
1 30 credit points	1.1: General Business Administration	5
	Introduction Business Administration	3
	Introduction to Management	2
	1.2: Financial Management	5
	Financing and Investment	3
	Financial Mathematics	2
	1.3: Media Economics	6
	Introduction to Economics	3
	Media Markets	3
	1.4: Print and Web	6
	Print Production	3
	Web Production	3
	1.5: Communication Science and Academic Skills I	5
	Introduction to Academic Skills and Methods	3
	Introduction to Communication Science	2
	1.6: Business English I	3
Business English I	3	
2 30 credit points	2.1: Corporate Accounting	6
	Bookkeeping/Accounting	3
	Cost and Activity Accounting	3
	2.2: Media Science	5
	Media Analysis	2
	Media History	3
	2.3: Media Conception	7
	Production	3
	Conception	2
	Software	2
	2.4: Introduction to Social Research	6
	Methods of Social Research	3
	Descriptive Statistics	3
	2.5 Academic Skills II	3
Presentation and Rhetoric	3	

Term	Modules and related courses	Credit points
	2.6: Business English II	3
	Business English II	3
3 30 credit points	3.1: Corporate Management	7
	Financial Planning and Analysis	3
	Media Law	2
	Taxation	2
	3.2: Media Marketing	7
	Strategic Marketing	3
	Operational Marketing	4
	3.3: Statistics	6
	Introduction to SPSS	3
	Inferential Statistics	3
	3.4: AV Media	7
	Video Production	4
	Video Post Production	3
	3.5: Business English III	3
Business English III	3	
4. 30 credit points	4.1: Project Management	5
	Project Management / Business Game	5
	4.2: Communication Management	5
	Communication Management	5
	4.3: Online Marketing	7
	Online Marketing	3
	Usability	4
	4.4: Case Studies - Media Management	6
	Case Study	6
	4.5: Animation, Visualization and Video Games	7
Animation / Visualization Production	4	
Video Game Production	3	
5	5.1: Project	7
	Project	7
	5.2: Academic Skills III	3
	Advanced Academic Skills	3
	5.3: Market Research	7

Term	Modules and related courses	Credit points
30 credit points	Market Research	4
Mobility window	Data Analytics	3
	5.4: Entrepreneurship	7
	Media Entrepreneurs	4
	Developments in Media Management	3
	5.5: Journalistic Work Routines	6
	Journalistic Forms of Presentation	3
	Methodical Research	3
6 30 credit points	6.1: Supervised Internship	15
	Supervised Internship	15
	6.2: Bachelor's Thesis and Defense	15
	Bachelor's Thesis	12
	Thesis Defense	3
	Total:	180