Module Catalogue B.A. Creative Industries Management at hdpk - University of Popular Arts, Berlin (7 Semester, 210 CP)

Specialisation: a) Media dependent industries: Media (Publishing, Print, Film, Radio, TV, Videostreams, Digital Media); Virtual Reality, Games, Digital Lifestyle; Advertising
b) Design and Performative Services: Design (product, graphic, fashion, ...); Performing and Visual Arts; Museums and Galleries; Entertainment, Leisure

Status: February 15th, 2016

SP	Nr.	Module (and related Courses)	Course Type	CS/COS	CP	CH (Module)	Semester / CP 1	2	3	4	5	6	7	Workload CH (Course)	Pres.	Indiv.	Type of Exam	Weight	Duration (mins.)	Percentage of Total Score
International Creative Industries	**C501**	Overview - International Creative Industries		**CS**	**5**	**4**											Paper presentation	100%		**3,2**
	K1	Overview of the national and international creative industries and their history	SE				2							2	30	30				
	K2	Exercise: Reflection, theory, experience and practice	EX				3							2	30	60				
	C502a	Media dependent industries 1: publishing, print		**COS**	**5**	**4**											Paper presentation	100%		**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE					2						2	30	30				
	K2	Exercise: Creation of themes and their campaigns	EX					3						2	30	60				
	C502b	Design and performative services 1: Design (products, graphics, photography, architecture, fashion)		**COS**	**5**	**4**											Paper presentation			**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes						2						2	30	30				
	K2	Exercise: Creation of visual concepts						3						2	30	60				
	C503a	Media dependent industries 2: Broadcasting and digital media		**COS**	**5**	**4**											Paper presentation	100%		**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE						2					2	30	30				
	K2	Exercise: How to create public awareness	EX						3					2	30	60				
	C503b	Design and performative services 2: Performing and audiovisual arts		**COS**	**5**	**4**											Paper presentation			**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE						2					2	30	30				
	K2	Exercise: Stage and exhibition	EX						3					2	30	60				
	C504a	Media dependent industries 3: Virtual reality, games, digital lifestyle		**COS**	**5**	**4**											Paper presentation	100%		**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE							2				2	30	30				
	K2	Exercise: Interaction in social media	EX							3				2	30	60				
	C504b	Design and performative services 3: Museums and galleries		**COS**	**5**	**4**											Paper presentation			**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE							2				2	30	30				
	K2	Exercise: How to stage with public appeal	EX							3				2	30	60				
	C505a	Media dependent industries 4: Public Relations, marketing and advertising		**COS**	**5**	**4**											Paper presentation	100%		**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE									2		2	30	30				
	K2	Exercise: Brand experience	UE									3		2	30	60				

	C505b	Designing and performing services 4: Entertainment and leisure			**5**	**4**										Paper presentation			**3,2**
	K1	Products & business models, customers, competitors, suppliers, technologies, processes	SE								2		2	30	30				
	K2	Exercise: Engagement and commitment	EX								3		2	30	60				
	C506	Impacts of globalisation and digitalisation		**CS**	**5**	**4**										Paper presentation			**3,2**
	K1	Cultural frameworks & cultural policies	SE									2	2	30	30				
	K2	Exercise: Change management. Institutions and networks	EX									3	2	30	60				
Business Administration	**C507**	BA CIM 1		**CS**	**10**	**6**										Written exam	100%	120	**6,5**
	K1	Introduction to business administration	SE				5						3	45	105				
	K2	Accounting	SE				5						3	45	105				
	C508	BA CIM 2		**CS**	**5**	**4**										Written exam	100%	120	**3,2**
	K1	Marketing analysis and instruments	SE					3					2	30	60				
	K2	Global marketing	SE					2					2	30	30				
	C509	BA CIM 3		**CS**	**10**	**6**										Written exam	100%	120	**6,5**
	K1	Corporate & project financing	SE						5				3	45	105				
	K2	Controlling & international accounting (GAAP, IFRS)	SE						5				3	45	105				
	C510	BA CIM 4		**CS**	**10**	**4**										Written exam	100%	120	**6,5**
	K1	Human resource management	SE							5			2	30	120				
	K2	Organisational development	SE							5			2	30	120				
	C511	Media Law		**CS**	**5**	**4**					5					Written exam	100%	120	**3,2**
	K1	International copyright laws, rights, trademarks	SE										2	30	30				
	K2	Contracts, licensing, advertising and competition	SE										2	30	60				
	C512	Innovation Management		**CS**	**5**	**4**										Written exam	100%	120	**3,2**
	K1	Basics & models	SE								3		2	30	60				
	K2	Technology & resilience in changing markets	SE									2	2	30	30				
Applied Informatics	**C513**	Media Informatics (Choose 2 of 4 courses)		**CS**	**10**	**4**										not marked			
	K1	Data bases & networks	SE										2	30	120				
	K2	Content Management Systems	SE						5				2	30	120				
	K3	Customer Relationship Systems	SE						5				2	30	120				
	K4	Economic Ressource Management Systems	SE										2	30	120				
	C514	Crossmedia		**COS**	**5**	**5**				5									**3,2**
	K1	Basics of crossmedial strategic communications	SE										2	30	30	Assignment	100%		
	K2	Social media management and monitoring	SE										2	30	30				
	K3	Storytelling, text & audiovisuals	SE										1	15	15				
on & Strategy	**C515**	Communication Studies 1		**CS**	**5**	**4**										Written exam	100%	120	**3,2**
	K1	Basics & models	SE				2						2	30	30				
	K2	Mass communication and the public	SE					3					2	30	60				
	C516	Media Psychology		**CS**	**5**	**4**										Assignment	100%		**3,2**
	K1	The reception process and behaviour	SE						2				2	30	30				
	K2	Human-Computer Interaction; Media impact analysis	SE						3				2	30	60				

C005 Internship or Study Abroad - **900 hrs., 30 CP**

Communicati	**C517**	Communication Studies 2		**CS**	**5**	**4**								Assignment	100%		**3,2**
	K1	Intercultural communication	SE					2			2	30	-30				
	K2	Communication in conflict	SE					3			2	30	-30				
	C518	Corporate Studies 3		**CS**	**5**	**4**								Paper presentation	100%		**3,2**
	K1	Corporate communication (PR)	SE							2							
	K2	Brands & campaigns	SE							3							
Culture & Media	**C519**	Cultural & Media History 1		**CS**	**5**	**4**								Paper presentation	100%		**3,2**
	K1	Cultural & media history	SE				2				2	30	30				
	K2	Laboratory: Actual innovations and trends	SE					3			2	30	60				
	C520	History Creative Industries (Choose 2 of 6 courses)		**COS**	**5**	**4**			5					not marked			
	K1	History and future of publishing	SE								2	30	45				
	K2	History and future of broadcasting	SE								2	30	45				
	K3	History and future of social interaction	SE								2	30	45				
	K4	History and future of performing arts	SE								2	30	45				
	K5	History and future of entertainment & leisure	SE								2	30	45				
	K6	History and future of virtual engineering									2	30	45				
Research	**C521**	Research I		**CS**	**10**	**6**								Written exam	100%	120	**6,5**
	K1	Scientific research	SE				3				2	30	60				
	K2	Descriptive statistics	SE				3				2	30	60				
	K3	Literature & market data research & analysis	SE					4			2	30	90				
	C522	Research II		**CS**	**5**	**4**								Laboratory project	100%		**3,2**
	K1	Quantitative research methods & project	SE							3	2	30	60				
	K2	Qualitative research methods & project	SE							2	2	30	30				
Languages	**C523**	Languages (Choose 2 of 4 courses)		**COS**	**10**	**8**		5		5				not marked	certificate		
	K1	Spanish	SE/EX								4	60	90				
	K2	German	SE/EX								4	60	90				
	K3	French	SE/EX								4	60	90				
	K4	English	SE/EX								4	60	90				
Creative Entrepreneurship	**C524**	Entrepreneurship		**CS**	**5**	**4**								Laboratory project			**3,2**
	K1	Basics, self employment to enterprise building	SE				2				2	30	30				
	K2	Ideas, core competences, and core ressources	EX					3			2	30	60				
	C525	Creating a business, modelling the project		**COS**	**5**	**4**								Laboratory project			**3,2**
	K1	Markets, target groups, and competitors	EX							3	2	30	60				
	K2	Make or buy, supply, and networks	EX							2	2	30	30				
	C526	Running a business, distribution and business cases		**COS**	**5**	**4**											**3,2**
	K1	corporate communications	EX							2	2	30	30	Laboratory project			
	K2	risks	EX							3	2	30	60				
Training	**C527**	Methods & Tools		**CS**	**5**	**4**								Written exam	100%	120	**3,2**
	K1	Project management & budgeting	SE				3				2	30	60				
	K2	Creativity techniques & design thinking	SE					2			2	30	30				
	C528	Special Knowledge & Skills COS 2 of 6		**COS**	**5**	**4**				5				Paper presentation			**3,2**
	K1	Research & scientific career	SE								2	30	45				

Skills	K2	Application training & materials	SE									2	30	45					
	K3	Negotiation management	SE									2	30	45					
	K4	Presencing	SE									2	30	45					
	K5	Knowledge & idea management	SE									2	30	45					
	K6	Philosophy, ethics, and aesthetics	SE									2	30	45					
Thesis	**C529**	Bachelor Thesis (M222)		**CS**	**10**														**6,5**
	K1	Colloquium				**1**						1	1	15	15	Bachelor thesis	100%		
	K2	Bachelor Thesis										9	0	0	270				
					180	**124**	**30**	**30**	**30**	**30**	**30**	**30**	**124**	**1860**	**3540**				**100**

CS Compulsory subject

COS Compulsory optional subject

CH Credit hours

Course Type: SE = seminar / EX = exercise