

Gemäß § 8 Abs. 2 Satz 3 der Grundordnung der Mediadesign Hochschule für Design und Informatik in der Fassung vom 12. August 2014 der Akademische Senat die folgende Prüfungsordnung für den konsekutiven Master-Studiengang Medien- und Kommunikationsmanagement (Master of Arts):

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## Allgemeines

### § 1 Geltungsbereich

Diese Prüfungsordnung gilt für den Master-Studiengang Medien- und Kommunikationsmanagement (Master of Arts) an der Mediadesign Hochschule für Design und Informatik. Die Rahmenprüfungsordnung für Bachelor- und Master-Studiengänge der MD.H (RPO) in ihrer jeweils gültigen Fassung ist Bestandteil dieser Ordnung. Ergänzend gilt die Studienordnung für den Master-Studiengang Medien- und Kommunikationsmanagement (M.A.) vom 1. Oktober 2014.

### § 2 Der Master-Grad

- (1) Die Masterprüfung bildet einen weiteren berufsqualifizierenden Abschluss. Mit der Masterprüfung soll festgestellt werden, ob der Kandidat oder die Kandidatin über die erforderlichen Kenntnisse und Fähigkeiten des Studienfachs verfügt, die Zusammenhänge des Faches versteht und in der Lage ist, wissenschaftliche Methoden und Erkenntnisse richtig anzuwenden, einzuordnen und auch kritisch zu bewerten.
- (2) Bis auf die Abschlussprüfung gemäß § 4 werden alle Prüfungen studienbegleitend durchgeführt.
- (3) Die Masterprüfung besteht aus den Fachprüfungen, der Abschlussarbeit und dem Kolloquium.

### § 3 Studienstruktur, Belegung

- (1) Das Studium besteht aus den in der Anlage 1 aufgeführten, von den Kandidaten und Kandidatinnen zu belegenden und abzuschließenden Studienmodulen. Die Studienmodule sind zu Fachgebieten zusammengefasst.
- (2) Der/die Studierende hat 90 ECTS-Punkte für einen erfolgreichen Studienabschluss zu erreichen.  
Die notwendigen ECTS-Punkte werden folgendermaßen erworben:  
Module 1.1-4.1.: 66 ECTS-Punkte  
Abschlussarbeit: 24 ECTS-Punkte
- (3) Den Studienverlauf regelt die Studienordnung.

### § 4 Abschlussprüfung

- (1) Die Abschlussprüfung besteht aus einer schriftlichen Master-Thesis und einem abschließenden Kolloquium. Durch die Abschlussprüfung soll festgestellt werden, ob der Kandidat oder die Kandidatin die Zusammenhänge seines oder ihres Faches überblickt und die Fähigkeit besitzt, wissenschaftliche Methoden und Erkenntnisse im Beruf selbstständig anzuwenden.

- (2) Die Abschlussprüfung wird vom zuständigen Fachbereich mit Unterstützung der Abteilung Studienangelegenheiten durchgeführt. Die Durchführung obliegt dem zuständigen Prüfungsausschuss des Studiengangs und der zuständigen Prüfungskommission mit Unterstützung der Abteilung Studienangelegenheiten.

## § 5 Abschlusszeugnis, Gesamtprädikat und Master-Urkunde

- (1) Das Abschlusszeugnis (siehe Anlage 2) weist alle Fachgebietsnoten und ein Gesamtprädikat aus. Das Gesamtprädikat wird als Dezimalzahl und zusätzlich als Note ausgewiesen.
- (2) Zur Festlegung des Gesamtprädikats wird ein gewichtetes Mittel (Größe X) aus
- einem Mittelwert der Fachgebietsnoten aller Fachprüfungen (Größe X1), die differenziert bewertet werden; dabei werden nur die ersten beiden Stellen nach dem Komma ohne Rundung berücksichtigt,
  - der differenzierten Beurteilung der Master-Thesis (Größe X2) und
  - der differenzierten Beurteilung des Kolloquiums (Größe X3),

nach der Formel  $X = 0,75 X1 + 0,2 X2 + 0,05 X3$

Das Gesamtprädikat ergibt sich aus der Größe X durch Rundung auf eine ganze Zahl. Das Gesamtprädikat lautet bei einer gerundeten Größe

X = 1 = sehr gut

X = 2 = gut

X = 3 = befriedigend

X = 4 = ausreichend

- (3) Das Prädikat „mit Auszeichnung“ wird anstelle des Gesamtprädikats „sehr gut“ vergeben, wenn die Größen X2 und ggfs. X3 den Wert 1,0 haben und die ungerundete Größe X kleiner oder gleich 1,3 ist.
- (4) Das Zeugnis und die Urkunde werden in deutscher Sprache ausgestellt, außerdem ein Diploma Supplement und ein Transcript of Records in englischer Sprache (siehe Anlagen 4 und 5).

## § 6 In-Kraft-Treten

Diese Ordnung tritt nach ihrer Veröffentlichung im Mitteilungsblatt der Hochschule in Kraft.

## Anlage 1

Prüfungen im Studiengang Medien- und Kommunikationsmanagement (M.A.)

Fachgebiete und zugehörige Studienmodule		Lehrform	Prüfungsart	Notengewicht	Leistungspunkte
<b>1. Studium Generale</b>				18/84	12
1.1.	Crossmediale Markenführung	V, S	Sc	9/84	6
1.2.	Strategisches Unternehmenswertmanagement	V, S	Sc	9/84	6
<b>2. Medienmanagement</b>				<b>18/84</b>	24
2.1.	Medienforschung	V, S	Sc	9/84	6
2.2.	Projekt "Medienmanagement"	V, S	Sc		6
2.3.	Medienwirtschaft und -ökonomie	V, S	Sc	9/84	6
2.4.	Medienpolitik	V, S	Mü		6
<b>3. Kommunikationsmanagement</b>				<b>18/84</b>	24
3.1	Kommunikationspsychologie	V, S	Sc		6
3.2.	Globalisierung, Nachhaltigkeit und CSR	V, S	Sc	9/84	6
3.3.	Kommunikationsforschung	V, S	Sc	9/84	6
3.4.	Projekt „Kommunikationsmanagement“	S, P	Sc		6
<b>4. Master-Abschluss</b>				30/84	30
4.1.	Wissenschaftliches Arbeiten	V, S	Sc	9/84	6
4.2.	Master-Thesis und Kolloquium		Sc, K	21/84	24

Legende:

Lehrform: S = Seminar, V = Vorlesung, Ü = Übung, P = Projekt

Prüfungsart: Sc = Schriftlich, Mü = Mündlich, K = Kolloquium

**Anrede**    **Vorname Name**  
geboren am    Datum  
                in    Ort  
                hat den    90 ECTS-Punkte umfassenden Studiengang  
                          **MEDIEN- und KOMMUNIKATIONSMANAGEMENT (M.A.)**  
                          mit folgenden Leistungen  
                          erfolgreich abgeschlossen:

Fachgebiet	Bewertung
Studium Generale	Note
Medienmanagement	Note
Kommunikationsmanagement	Note
Master-Abschluss	Note
<b>Masterarbeit</b> Produktion eines Imagefilms im Auftrag der Altstadt- herbst GmbH zur Präsentation des Festivals bei potenziellen neuen Sponsoren	Note
<b>Kolloquium</b>	Note
<b>Gesamtprädikat</b>	Note

Berlin, Datum

(Max Mustermann)  
Hochschulleitung



(Prof. Dr. Dr. Max Mustermann)  
Vorsitzender der Prüfungskommission

MASTER OF ARTS  
ZEITUNGS

**Die MEDIADDESIGN HOCHSCHULE  
für Design und Informatik**

verleiht

<b>Anrede</b>	<b>Vorname Name</b>
geboren am	Geburtsdatum
in	Ort
aufgrund der am	Datum im 90 ECTS-Punkte umfassenden Studiengang <b>MEDIEN- und KOMMUNIKATIONS MANAGEMENT (M.A.)</b> erfolgreich abgelegten Abschlussprüfung den akademischen Grad

**MASTER OF ARTS**

Berlin, Datum

(Max Mustermann)  
Hochschulleitung



MASTER OF ARTS  
URKUNDE

## Diploma Supplement

This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO / CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

### 1. Holder of the Qualification

#### 1.1. Family Name / 1.2. First Name

<<Nachname>>, <<Vorname>>

#### 1.3. Date, Place, Country of Birth

<<Geburtsdatum>>, <<Ort>>, <<Land>>

#### 1.4. Student ID Number Code

<<Matrikelnummer>>

### 2. Qualification

#### 2.1. Name of Qualification (full; in original language)

Master of Arts (M.A.)

#### Title Conferred

n.a.

#### 2.2. Main Field(s) of Study

Medien- und Kommunikationsmanagement / Media and Communication Management

#### 2.3. Institution Awarding the Qualification

Mediadesign Hochschule für Design und Informatik  
 Fachbereich Medien- und Kommunikationsmanagement

Mediadesign Hochschule für Design und Informatik  
 University of Applied Sciences  
 Department of Media and Communication Management  
 10969 Berlin, Federal Republic of Germany  
 Lindenstr. 20-25

#### Status ( Type / Control )

Private Institution, state-recognized

#### 2.4. Institution administering Studies

Same

#### Status ( Type / Control )

Same

#### 2.5. Language(s) of Instruction / Examination

German

### 3. Level of the Qualification

#### 3.1. Level

Second degree (1 year) with thesis, application oriented;

#### 3.2. Official Length of Program

1.5 years (= 90 Credit Points); full time program with an increased workload of 1800 hours / year and 30 hours per ECTS Point

#### 3.3. Access Requirements

Bachelor Degree (3.5 years) in the same or related field; or foreign equivalent, especially the B.A. Media Management at the same institution.

### 4. Contents and Results Gained

#### 4.1. Mode of Study

Full-time

#### 4.2. Program Requirements

The Master's degree in "Media and Communication Management" qualifies graduates for senior positions in areas of "Strategic Management", "Public Relations", "marketing and brand management" and "communication and media advice" both in the creative industries as well as companies in other industries at home and abroad. As part of the interdisciplinary master's program built on the Mediadesign college students deepen and expand its management-oriented, media- and communications-related business skills. In the study, they buy the safe use of scientific methods and techniques with the modern market, marketing, media and forms of communication research. The objective of the master's program "Media and Communication Management" is to give the students Competence in the identification, communication, and implementation of specific management decisions on the basis of theoretical models, case studies and practical tasks and exercises. Another goal is to achieve the orientability of students in technical, managerial, legal, political and sociological complexity and diversity of the media and communications landscape. In addition, students will learn the development of approaches to strategic media and communications management, particularly in relation to social responsibility of business and sustainability.

### 4.3. Program Details

See Transcript for list of courses and grades; and „Masterzeugnis“ (Final Examination Certificate) for subjects offered in final examinations (written and oral), and topic of thesis, including evaluations.

### 4.4. Grading Scheme

General grading scheme cf. Sec. 8.6 – In absence of a statistical base (it is the first graduate class) grades are absolute in the award year „Sehr gut“ (7%) - „Gut“ (11%) „Befriedigend“ (14 %) - „Ausreichend“ (18%) - „Nicht ausreichend“ (50%)

### 4.5 Overall Classification (in original language)

<<Prädikat>>

Based on comprehensive Final Examination (written 65%, oral 10%, thesis 25%); cf. Masterzeugnis (Final Examination Certificate)

## 5. Function of the Qualification

### 5.1. Access to Further Study

Qualifies to apply for admission to doctoral studies (thesis research).

### 5.2. Professional Status

The Master of Arts degree in this discipline entitles its holder to do professional work in the field(s) for which the degree was awarded.

## 6. Additional Information

### 6.1. Additional Information

n.a.

### 6.2. Further Information Sources

On the institution: <http://www.mediadesign.de/>  
on the program

[http://www.mediadesign.de/studium/medienmanagement\\_ma](http://www.mediadesign.de/studium/medienmanagement_ma)

For national information sources cf. Sect. 8.8

## 7. Certification

This Diploma Supplement refers to the following documents:

Masterurkunde	<<Date of Final Examination>>
Masterzeugnis	<<Date of Final Examination>>
Transcript of Records	<<Date>>

Certification Date: <<Date>>

Chairman, Examination Committee  
(Official Stamp/ Seal)



Governing Board



The information on the national higher education system on the following pages provides a context for the qualification and the type of higher education that awarded it.

## 8. Information on the German higher education system

### 8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI):

- *Universitäten* (Universities) including various specialized institutions, offer the whole range of academic disciplines. In the German tradition, universities focus in particular on basic research so that advanced stages of study have mainly theoretical orientation and research-oriented components.

- *Fachhochschulen* (Universities of Applied Sciences) concentrate their study programmes in engineering and other technical disciplines, business-related studies, social work, and design areas. The common mission of applied research and development implies a distinct application-oriented focus and professional character of studies, which include integrated and supervised work assignments in industry, enterprises or other relevant institutions.

- *Kunst- und Musikhochschulen* (Universities of Art/Music) offer studies for artistic careers in fine arts, performing arts and music; in such fields as directing, production, writing in theatre, film, and other media; and in a variety of design areas, architecture, media and communication.

Higher Education Institutions are either state or state-recognized institutions. In their operations, including the organization of studies and the designation and award of degrees, they are both subject to higher education legislation.

### 8.2 Types of Programmes and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programmes leading to *Diplom* or *Magis-*

*ter Artium* degrees or completed by a *Staatsprüfung* (State Examination).

Within the framework of the Bologna-Process one-tier study programmes are successively being replaced by a two-tier study system. Since 1998, a scheme of first- and second-level degree programmes (Bachelor and Master) was introduced to be offered parallel to or instead of integrated "long" programmes. These programmes are designed to provide enlarged variety and flexibility to students in planning and pursuing educational objectives, they also enhance international compatibility of studies.

For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

### 8.3 Approval/Accreditation of Programmes and Degrees

To ensure quality and comparability of qualifications, the organization of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany (KMK). In 1999, a system of accreditation for programmes of study has become operational under the control of an Accreditation Council at national level. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the quality-label of the Accreditation Council.<sup>iv</sup>

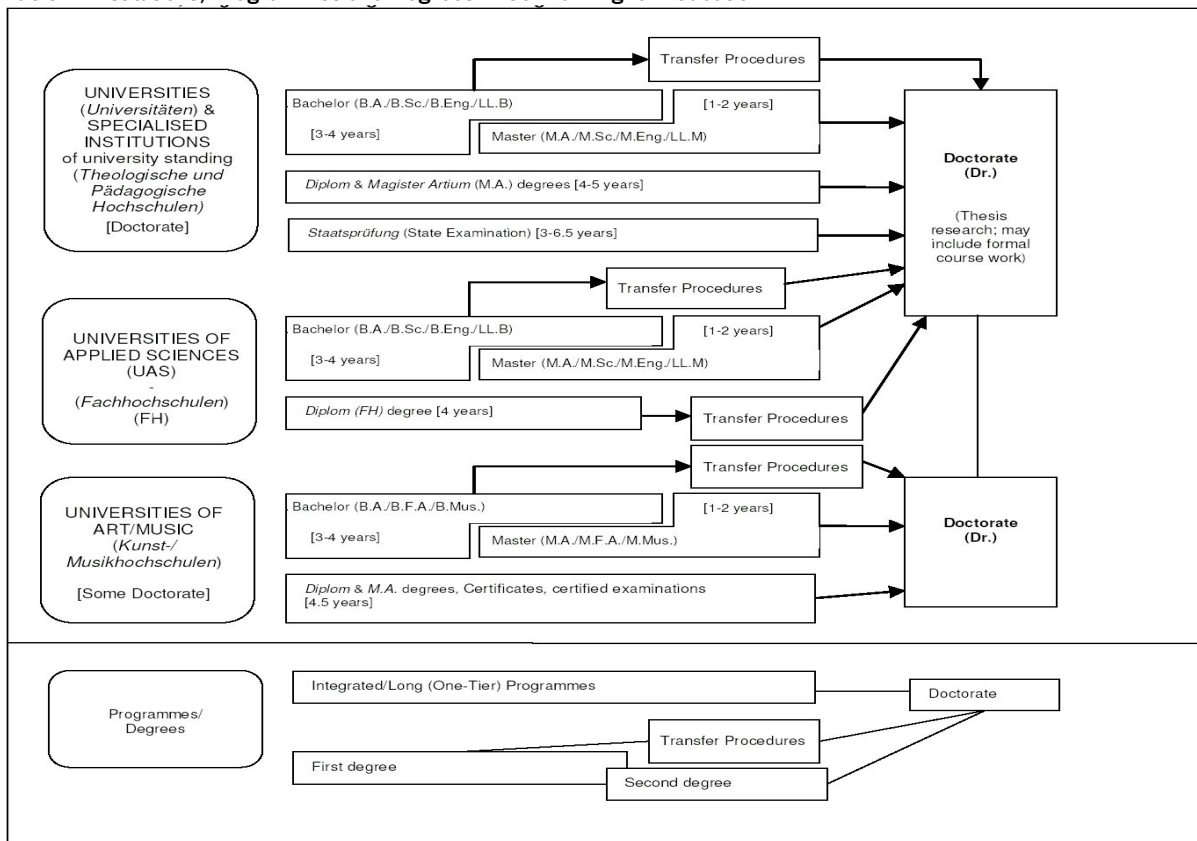
### 8.4 Organization and Structure of Studies

The following programmes apply to all three types of institutions. Bachelor's and Master's study courses may be studied consecutively, at various higher education institutions, at different types of higher education institutions and with phases of professional work between the first and the second qualification. The organization of the study programmes makes use of modular components and of the European Credit Transfer and Accumulation System (ECTS) with 30 credits corresponding to one semester.

#### 8.4.1 Bachelor

Bachelor degree study programmes lay the academic foundations, provide methodological skills and lead to qualifications related to the professional field. The Bachelor degree is awarded after 3 to 4 years.

**Table 1: Institutions, Programmes and Degrees in German Higher Education**



The Bachelor degree programme includes a thesis requirement. Study courses leading to the Bachelor degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.

First degree programmes (Bachelor) lead to Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.) or Bachelor of Music (B.Mus.).

### 8.4.2 Master

Master is the second degree after another 1 to 2 years. Master study programmes must be differentiated by the profile types "more practice-oriented" and "more research-oriented". Higher Education Institutions define the profile of each Master study programme.

The Master degree study programme includes a thesis requirement. Study programmes leading to the Master degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.

Second degree programmes (Master) lead to Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (L.L.M), Master of Fine Arts (M.F.A.) or Master of Music (M.Mus.). Master study programmes, which are designed for continuing education or which do not build on the preceding Bachelor study programmes in terms of their content, may carry other designations (e.g. MBA).

### 8.4.3 Integrated "Long" Programmes (One-Tier): Diplom degrees, Magister Artium, Staatsprüfung

An integrated study programme is either mono-disciplinary (*Diplom* degrees, most programmes completed by a *Staatsprüfung*) or comprises a combination of either two major or one major and two minor fields (*Magister Artium*). The first stage (1.5 to 2 years) focuses on broad orientations and foundations of the field(s) of study. An Intermediate Examination (*Diplom-Vorprüfung* for *Diplom* degrees; *Zwischenprüfung* or credit requirements for the *Magister Artium*) is prerequisite to enter the second stage of advanced studies and specializations. Degree requirements include submission of a thesis (up to 6 months duration) and comprehensive final written and oral examinations. Similar regulations apply to studies leading to a *Staatsprüfung*. The level of qualification is equivalent to the Master level.

- Integrated studies at *Universitäten (U)* last 4 to 5 years (*Diplom* degree, *Magister Artium*) or 3 to 6.5 years (*Staatsprüfung*). The *Diplom* degree is awarded in engineering disciplines, the natural sciences as well as economics and business. In the humanities, the corresponding degree is usually the *Magister Artium* (M.A.). In the social sciences, the practice varies as a matter of institutional traditions. Studies preparing for the legal, medical, pharmaceutical and teaching professions are completed by a *Staatsprüfung*.

The three qualifications (*Diplom*, *Magister Artium* and *Staatsprüfung*) are academically equivalent. They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at *Fachhochschulen (FH)*/Universities of Applied Sciences (UAS) last 4 years and lead to a *Diplom (FH)* degree. While the *FH/UAS* are non-doctorate granting institutions, qualified graduates may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

- Studies at *Kunst- and Musikhochschulen* (Universities of Art/Music etc.) are more diverse in their organization, depending on the field and individual objectives. In addition to *Diplom/Magister* degrees, the integrated study programme awards include Certificates and certified examinations for specialized areas and professional purposes.

### 8.5 Doctorate

Universities as well as specialized institutions of university standing and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master (UAS and U), a *Magister* degree, a *Diplom*, a *Staatsprüfung*, or a foreign equivalent. Particularly qualified holders of a Bachelor or a *Diplom (FH)* degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the Dissertation research project by a professor as a supervisor.

### 8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "*Sehr Gut*" (1) = Very Good; "*Gut*" (2) = Good; "*Befriedigend*" (3) = Satisfactory; "*Ausreichend*" (4) = Sufficient; "*Nicht ausreichend*" (5) = Non-Sufficient/Fail. The minimum passing grade is "*Ausreichend*" (4). Verbal designations of grades may vary in some cases and for doctoral degrees.

In addition institutions may already use the ECTS grading scheme, which operates with the levels A (best 10 %), B (next 25 %), C (next 30 %), D (next 25 %), and E (next 10 %).

### 8.7 Access to Higher Education

The General Higher Education Entrance Qualification (*Allgemeine Hochschulreife, Abitur*) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialized variants (*Fachgebundene Hochschulreife*) allow for admission to particular disciplines. Access to *Fachhochschulen* (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to Universities of Art/Music may be based on other or require additional evidence demonstrating individual aptitude.

Higher Education Institutions may in [certain cases](#) apply additional admission procedures.

### 8.8 National Sources of Information

- *Kultusministerkonferenz (KMK)* [Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany]; Lennéstrasse 6, D-53113 Bonn; Fax: +49[0]228/501- 229; Phone: +49[0]228/501-0
- Central Office for Foreign Education (ZaB) as German NARIC; [www.kmk.org](http://www.kmk.org); E-Mail: [zab@kmk.org](mailto:zab@kmk.org)
- "Documentation and Educational Information Service" as German EURYDICE-Unit, providing the national dossier on the education system ([www.kmk.org/doku/bildungswesen.htm](http://www.kmk.org/doku/bildungswesen.htm)); E-Mail: [eurydice@kmk.org](mailto:eurydice@kmk.org)
- *Hochschulrektorenkonferenz (HRK)* [German Rectors' Conference]; Ahrstrasse 39, D-53175 Bonn; Fax: +49[0]228/887-110; Phone: +49[0]228/887-0; [www.hrk.de](http://www.hrk.de); E-Mail: [sekr@hrk.de](mailto:sekr@hrk.de)
- "Higher Education Compass" of the German Rectors' Conference features comprehensive information on institutions, programmes of study, etc. ([www.higher-education-compass.de](http://www.higher-education-compass.de))

- i The information covers only aspects directly relevant to purposes of the Diploma Supplement. All information as of 1 July 2005.
- ii Berufsakademien are not considered as Higher Education Institutions, they only exist in some of the *Länder*. They offer educational programmes in close cooperation with private companies. Students receive a formal degree and carry out an apprenticeship at the company. Some Berufsakademien offer Bachelor courses which are recognized as an academic degree if they are accredited by a German accreditation agency.
- iii Common structural guidelines of the *Länder* as set out in Article 9 Clause 2 of the Framework Act for Higher Education (HRG) for the accreditation of Bachelor's and Master's study courses (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 10.10. 2003, as amended on 21.4.2005).
- iv "Law establishing a Foundation 'Foundation for the Accreditation of Study Programmes in Germany'", entered into force as from 26.2.2005, GV. NRW. 2005, nr. 5, p. 45 in connection with the Declaration of the *Länder* to the Foundation "Foundation: Foundation for the Accreditation of Study Programmes in Germany" (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 16.12.2004.
- v See note No. 4.
- vi See note No. 4.