Course title	*Information Management in Technical Communication*
Course code	*KMMB4421*
Module coordinator	*Miriam Heinrich*
Lecturer	*Prof. Dr. Wolfgang Ziegler*
Level of course	*Bachelor*
Recommended prerequisites	*Basic knowledge in technical communication (structuring methods and content modelling); basics of programming and databases.*
Type of course	*Lecture*
Weekly lecture hours (SWS)	*2*
ECTS credits	3
Workload	*in total 60 h, 30 h course attendance, 30 h self-study*
Assessment (grading; pass/fail)	*graded*
Regular cycle	*Summer semester*
Language of instruction	*English*
Contents:	*The course deals with the methods of modularization and the reuse of modular content as well as the management of content in technical communication. Specializations focus, for example, on version and variant management as well as the aggregation of content into documents and publications. A focus topic is the conception and application of metadata for intelligent content scenarios and publication systems. In addition, information models and the intelligent distribution of information (content delivery) are considered.*
Learning outcome (competencies):	*After having successfully completed the course, the students should be able to* • *compare and describe the different concepts of technical communication for the modularized creation of hardware and software products and apply them to practical examples.* • *understand the importance of metadata for content, information and knowledge management.* • *transfer classification concepts to practical applications.* • *name the concepts for the aggregation of modular content as well as version, variant and language management used in component content management systems.* • *discuss and explain the possibilities of cross-media publishing, content delivery and in particular the technological and methodical requirements of information modeling and automated media generation.*
Teaching methods	☒Lecture ☐Group work ☐Exercises ☐Simulation ☐Video feedback ☐Others: Please click here for inserting text
Assessment methods	*Written exam*
Recommended reading	*Rockley, Ann / Cooper, Charles (2012): Managing Enterprise Content – A Unified Content Strategy. Pearson Education; Additional web resources will be provided within class work*
Additional information	*Project and system exercises (KMMB4422, 2 ECTS, 2 SWS) might be attended upon request depending on pre-knowledge of participants.*

| Recognition of credits | *Will be filled in by coordinators* |