

Module Catalog of the Study Program
**Communication and Media Management
Master (KMMM)**
Information Management and Media (IMM)
Faculty

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Modules Overview

KMMM4110 Media Law

Module coordinator: Academic Dean of the KMM Master Program

Credits (ECTS): 4

Semester: 4

Language of instruction: German

Pre-requisites with regard to content:

-

Pre-requisites pursuant to the study and examination regulations (SPO):

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Learning outcomes:

Students:

- are familiar with the basic features of central content fields of media law
- are aware of the legal dimension of their own actions both within and with the media
- know how to deal with Media Law issues and Media Law dimensions in a targeted approach with regard to exemplary cases and selected rulings

Assessment/Examination:

Exercise, written exam

Usability of the module:

This course sets the basis for all subsequent courses of the Master's program regarding the legal dimension of private and public (universal) information and communication.

Course

KMMM4111 Media Law

Lecturer:	NN
Contact hours per week:	2
Offered:	Annually
Type / Mode:	Exercise/compulsory
Language of instruction:	German

Contents:

Media Law is a young subject matter. It is based on principles, assessments and structures that apply specifically to media. With regard to its content, Media Law can be characterized as a corporate and special right of the mass media (Beater).

This course

- addresses the content and meaning of media,
- embeds Media Law in general constitutional/legal principles,
- provides an overview of basic media rights,
- addresses and discusses personal rights and the rights of defense/legal protection vis-à-vis the media,
- provides an insight into central issues of copyright law,
- demonstrates the interconnections to the thematic areas of youth protection, data protection and criminal law,
- draws parallels from national, European and international media order.

With regard to the objects of Media Law, the course will focus on selected areas of press/print, film, audio, Internet and cross-media/multimedia (journalistic) forms of presentation.

Students

- are introduced to the fundamental aspects of the above-mentioned thematic areas of Media Law
- are aware of the legal dimension of their own actions both within and with the media
- learn how to classify, discuss and debate Media Law issues and Media Law dimensions related to exemplary cases and selected judgements

Recommended reading:

Beater, Axel (2016): Medienrecht, Tübingen.

Branahl, Udo (2019): Medienrecht. Eine Einführung, Wiesbaden.

Fechner, Frank (2018): Medienrecht, Tübingen.

Fechner, Frank (2018): Entscheidungen zum Medienrecht, Tübingen.

Comments:

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Modules Overview

KMMM4120 Key Qualifications

Module coordinator: Academic Dean of the KMM Master Program

Credits (ECTS): 5

Semester: 1

Language of instruction: German

Pre-requisites with regard to content:

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Pre-requisites pursuant to the study and examination regulations (SPO):

In consultation with the examination board, students are free to choose courses from the current Studium Generale curriculum, but also from the Language Institute or from other faculties. A maximum of one language course can be included in the module. At least one of the selected courses must be a graded one.

Learning outcomes:

Students:

- learn about the general functioning of companies, such as the basics of business administration, marketing, management, law
- know how to act in an appropriate, well thought-out and individually and socially responsible manner in professional, social and private situations
- are able to interact in cross-cultural settings
- can cooperate in a team
- have greater confidence in making decisions
- can identify and implement decision-making patterns
- are able to identify conflicts and can suggest possibilities for solutions
- can describe leadership skills and know what they are needed for

Assessment/Examination:

Exercise and written exam

Usability of the module:

This module is related to other modules within the same study program. Where appropriate, this module is suited for use in other study programs at the same university.

Modules Overview

KMMM4130 Philosophy of Science and Theory of Knowledge (Epistemology)

Module coordinator: Prof. Dr. Michael Tewes
Credits (ECTS): 6
Semester: 1
Language of instruction: German

Pre-requisites with regard to content:

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Pre-requisites pursuant to the study and examination regulations (SPO):

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Learning outcomes:

Students:

- acquire key insights into the disciplines of the Theory of Knowledge (Epistemology) and the Philosophy of Science
- know how to apply the theoretical knowledge from this course to scientific and theoretical as well as to applied and practice-oriented issues in other courses of the Master's program
- understand the social relevance as well as the explosive potential of epistemological and scientific theoretical issues, especially when questioning statements with a (supposedly) fundamental claim to truth

Assessment/Examination:

Exercise, written exam

Usability of the module:

This course shall sensitize students, in a self-reflective way, to the scientific approaches and skills as well as to the philosophical consideration of (the first own) scientific research and the formation of knowledge that accompanies this process. It is designed to serve as the interconnecting theoretical basis for all individual courses in the Master's program.

Course

KMMM4131 Philosophy of Science and Theory of Knowledge (Epistemology)

Lecturer:	Prof. Dr. Michael Tewes
Contact hours per week:	3
Offered:	annually
Type / Mode:	Lecture with seminar parts / compulsory
Language of instruction:	German

Contents:

Cognition, knowledge and science are not without preconditions. One of the central themes of philosophy is the study of the correct and accurate acquisition of knowledge. This course gives students access to questions, topics and approaches in the areas of the Theory of Knowledge (Epistemology) and the Philosophy of Science. It is designed to serve as a compact and differentiated overview at the beginning of the Master's program and to reflect upon the question of how cognition and knowledge function both per se and under the special conditions imposed by science. In this way, it shall enable us to critically evaluate our own scientific work and that of others.

In the field of the **Theory of Knowledge (Epistemology)**, we will ask ourselves: what are the preconditions for cognition and what are the grounds to form knowledge, especially in the context of scientific practice? The course addresses not only the questions that arise with regard to the certainty and justification of knowledge, but also regarding the significance of both objective doubt and doubt of traditional and current bodies of knowledge and convictions. To this end, the course selects suitable key elements, for example from the thematic areas *Skepticism/Doubt, Knowledge, Conviction, Truth, Rationality/Justification, Empiricism/Apriorism, Source(s) of Knowledge*. The lecture contains seminar parts and focuses specifically on the historical dimension of the subject. It shall enable students to experience, in a tangible way and against the backdrop of specific questions, not only the lines of development but also new accentuations added to individual subject areas by various thinkers in the context of their time.

In the field of **Philosophy of Science**, this course examines the prerequisites, the methods and the objectives of science and works out how science generates knowledge and how its established methods and theories help understand the world. In this way, the course discusses the operating principle of science and its structures while serving as the standard theoretical basis for the individual sciences that are applied in both theory and practice in the various subjects of the Master's program. Here, the central characteristics of scientific cognition will play a vital role, just as the question of what an appropriate scientific methodology is, or scientific *progress*, of the epistemological status in scientific theories, of the meaning of *truth* in science, and of the connection between science and aesthetics and between science and ethics.

The scientific theoretical parts of the course are accompanied by **seminal classical texts** that shall enable students to deal with original sources in extracts by making a *targeted selection* from the following areas and thinkers: *Methods of Modern Science* (e.g. Bacon, Galilei, Descartes, Newton, Mill, Darwin, Poincare, Peirce, Duhem), *Science and Metaphysics* (e.g. Hume, Kant, Comte, Mach, Schlick, Carnap), *Science vs. Pseudoscience* (e. g. Popper, Kuhn, Lakatos), *Confirmation* (e. g. Hume, Popper, Reichenbach, Hempel, Quine, Goodman, Hempel), *Explanation* (e. g. Carnap, Hempel, van Fraassen, Kitcher), *Rationality and Objectivity* (e. g. Hanson, Kuhn, Feyerabend, Longino), *Realism vs. Anti-realism* (including Osiander, Poincare, Putnam, Hacking) etc.

Students:

- are familiar with central epistemological and scientific theoretical thinkers, thematic areas, positions and discourses, are able to place them into the overall context of the Theory of Knowledge (Epistemology)/Philosophy of Science, and can reflect upon and evaluate them
- can independently extract central statements from epistemological/scientific theoretical primary and secondary literary sources following the instructions given in the lecture, are able to elucidate these statements, read them against other positions and evaluate them in a way that is reasoned, carefully weighed and finely balanced
- know how to apply the theoretical knowledge from this course to scientific and applied practical questions in other courses

Recommended reading:

Theory of Knowledge (Epistemology)

Baumann, Peter (2006): Erkenntnistheorie, Stuttgart.

Bernecker, Sven u. Duncan Pritchard (2011): The Routledge Companion to Epistemology, New York.

Gabriel, Gottfried (²1998): Grundprobleme der Erkenntnistheorie. Von Descartes bis Wittgenstein, Paderborn.

Philosophy of Science

Carrier, Martzin (³2011): Wissenschaftstheorie zur Einführung, Hamburg.

Lambert, Karel u. Brittan, Gordon (1991): Eine Einführung in die Wissenschaftstheorie, Berlin u.a.

Poser, Hans (2001): Wissenschaftstheorie. Eine philosophische Einführung, Stuttgart.

Schurz, Gerhard (2006): Einführung in die Wissenschaftstheorie, Darmstadt.

Tetens, Holm (2013): Wissenschaftstheorie. Eine Einführung, München.

Wiltsche, Harald (2013): Einführung in die Wissenschaftstheorie, Göttingen.

Texts on Philosophy of Science (reading and seminar parts)

Feyerabend, Paul (⁷1999): Wider den Methodenzwang, Frankfurt a. M.

Fleck, Ludwig (1980): Entstehung und Entwicklung einer wissenschaftlichen Tatsache, Frankfurt a. M.

Pfister, Jonas (Hrsg., 2018): Texte zur Wissenschaftstheorie, Stuttgart.

Comments:

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Modules Overview

KMM Electives: KMMM4140/4150/4210/4220/4230 (KMMM A-E)

Module coordinator:	Academic Dean of the KMM Master Program
Credits (ECTS):	5 or 10: in total 45 CP ECTS from the area Electives
Semester:	1 or 2
Language of instruction:	German or English

Pre-requisites with regard to content:

See the "Comments" of the individual elective modules

Pre-requisites pursuant to the study and examination regulations (SPO):

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Learning outcomes:

Students gain a sound understanding of the tasks, roles and processes that are involved in product communication and learn how to manage these in a methodologically sound manner across the subject areas of language and communication, visualization and design, IT and information management, and multimedia technologies. Students:

- know how to evaluate existing information landscapes
- know how to design information services in a variety of fields (business, science, academia, teaching, ...) for different media and languages, customized to specific needs and targeted audiences
- can determine the requirements necessary for information management
- know exactly which methods and procedures are required for the implementation
- can produce information assets and offerings for a wide range of different media and in accordance with prescribed quality standards

Assessment/Examination:

Depending on the selected elective module

Usability of the module:

KMMM4310 Master Thesis

Elective Module

KMMM4W01 Applied Linguistics and Language Management

Module coordinator: Prof. Dr. Petra Drewer

Credits (ECTS): 5

Contact hours per week: 3

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content: -

Learning outcomes:

This course covers current topics from the scientific areas of linguistics, terminology, and translation studies, under various thematic perspectives.

The lecture parts are designed to convey and discuss the theoretical and methodological knowledge on these topics. During the exercise sections, this knowledge is selectively expanded and deepened, partly with the students placing their own emphases.

Students:

- are familiar with the scientific principles of the above-mentioned subject areas and are able to explain and classify them
- know how to transfer the scientific principles to potential practical applications and implement them there
- can contrast and evaluate different methods of the mentioned disciplines
- have the skills to analyze and assess the existing materials from the areas covered
- are able to question concepts and, if necessary, further develop already existing concepts or create new ones from scratch

The subject areas may include (varying from semester to semester): specialist communication and specialist language research; interface communication (communication between experts and laypersons); the transfer and processing of knowledge, in particular the popular-scientific treatment of (complex) technical content; the cognitive-linguistic approaches to the acquisition and transfer of knowledge, the psychology of cognition; culturally specific, target group-oriented presentation methods and the overcoming of cultural barriers; the methods and tools used in the process of professional text creation and translation; multilingual language and terminology management; corporate communication, marketing communication, language and cognition in advertising.

Assessment/Examination:

Written exam or project work

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Varies - depends on the subject area covered

Elective Module

KMMM4W02 Engineering and Technology Law

Module coordinator: Prof. Dr. Ulrich Schönauer

Credits (ECTS): 5

Contact hours per week: 3

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content:

See "Comments" below the individual courses

Learning outcomes:

Engineering and the didactics of technology

Through analysis of technical products and technical processes, students develop the stylistic elements of technology didactics, e. g. experiments, design tasks, production tasks, maintenance/repair tasks, recycling tasks, technical synthesis and technology studies. Students know how to combine different methods of technology didactics and bring them together in a mix of methods, e. g. to realize technical courses, experiments or documentation tasks. Students are familiar with the core components of technical analysis, synthesis, didactics and documentation and able to design examples from the areas: work and production, transportation and traffic, supply and disposal, and information and communication.

Assessment/Examination:

Written exam or project work

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Zinn, Bernd et. al. (2018): Technikdidaktik: Eine interdisziplinäre Bestandsaufnahme, Franz Steiner Verlag

Tenberg, Ralf et. al. (2018): Didaktik technischer Berufe – Theorie & Grundlagen; Franz Steiner Verlag

Bonz, Bernhard; Ott, Bernd (2003): Allgemeine Technikdidaktik –Theorieansätze und Praxisbezüge. Schneider Verlag

Comments:

Elective Module

KMMM4W03 Semantic Information Management

Module coordinator: Prof. Dr. Wolfgang Ziegler

Credits (ECTS): 10

Contact hours per week: 5

Semester: 1 or 2

Language of instruction: German or English

Pre-requisites with regard to content:

The following skills are required:

- basic knowledge of HTML, XML, XSL or comparable technologies
- standardization and structuring of information
- content management und content delivery methods in technical communication
- classification and meta data concepts

Learning outcomes:

This course covers selected technologies, methods and strategies related to semantic information management, usually for technical information, based on current topics and systems. This can, for example, include the following subject areas: Information and knowledge modeling, metadata modeling and ontologies, AI-based methods, media generation and media conversion, information representation across multiple media, delivery and search systems. Here, the technological basis is the application of XML/XSL technologies in technical communication and related technologies.

In seminar papers and in an academic project assignment, students deepen their knowledge of technological and conceptual fundamentals using individual research topics. We will be working on tasks that are aimed at modeling the contents and processes of a semantic information management system, at presenting them across multiple media, or at implementing other current digital information services.

Assessment/Examination:

Project, exercises

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Current literature and scientific publications on the respective main topic

Elective Module

KMMM4W04 Technical Documentation

Module coordinator: Prof. Jürgen Muthig

Credits (ECTS): 10

Contact hours per week: 5

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content:

See "Comments" below the individual courses

Learning outcomes:

Technical Communication

Students:

- may read their individual competence profiles against the competence descriptions of the qualification modules offered by the Professional Association for Technical Communication, tekomp
- are familiar with the job profile that applies to the various roles in the field of industrial product communication
- know how to both explain and apply the relevant methods of standardization in technical writing (function design method, PI classification, information mapping, class concept, target programming)
- develop exemplary applications of those methods
- can assess and optimize technical documentation by applying different methods
- know how to research, present and critically evaluate innovative documentation concepts
- are able to develop a student research project on a topic agreed with the lecturer and within the context of standardized product documentation

Assessment/Examination:

Student research project

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Closs, Sissi (2011): Single Source Publishing – Modularer Content für EPUB & Co., Frankfurt: Verlag entwickler.press

Dobrin, Sidney I./Keller, Christopher J./Weisser, Christian R. (2015): Technical Communication in the twenty-first century. 3rd edition. Harlow, Essex: Pearson.

Drewer, Petra/Ziegler, Wolfgang 2014: Technische Dokumentation. Eine Einführung in die übersetzungsgerechte Texterstellung und in das Content-Management. (2. aktual. Auflage) Würzburg: Vogel.

Muthig, Jürgen (Hg.) (2014): Standardisierungsmethoden für die Technische Dokumentation. 2. unveränderte Auflage. Stuttgart: tcworld. (tekom - Hochschulschriften, Bd. 16) (ISBN13: 9783944449357)

Juhl, Dietrich (2015): Technische Dokumentation. Praktische Anleitungen und Beispiele. 3. überarb. Auflage. Berlin, Heidelberg, New York: Springer.(ISBN: 978-3-662-46865-4)

Armbruster, Nicole/Landgraf, Walter (2015): Lernen mit mobilen Videos. In: technische kommunikation 3, Jg. 37, S. 52-55.

Dreikorn, Johannes (2015): Wie ein Leitfaden entsteht. In: technische kommunikation 1, Jg. 37, S. 22- 26.

Comments:

There are no formal content requirements to participate. This course is conceived in such a way that it takes into account a wide range of different entry requirements. This course is especially recommended for students who did not complete the bachelor's program of the same name at the Karlsruhe University of Applied Sciences. But the course is also an offer for the bachelor's students of the Karlsruhe study program who want to expand their competencies in the area of standardized documentation creation and develop innovative documentation concepts.

This course demands a high degree of intrinsic motivation and the willingness of students to take the initiative. The students are expected to actively participate in the concrete contents of the course. Depending on the students' level of initial competence, we shall collectively decide upon the ways in which knowledge is expanded and competencies are built up. This open course format is inspired by the understanding that given the expected wide range of different levels of background, it would make little sense if all students to worked on the same material at the same time.

Elective Module

KMMM4W05 Visual Information and Knowledge Transfer

Module coordinator: Prof. Anja Grunwald

Credits (ECTS): 10

Contact hours per week: 5

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content:

See "Comments" below the individual courses

Learning outcomes:

Visual Information and Knowledge Transfer

Within the framework of varying tasks, this course covers current thematic areas related to the transfer of visual information and knowledge. Students study the methods and strategies that are needed to develop communication concepts geared to individual target groups and to process information for various media. The theoretical knowledge is further deepened in a project work using practical examples from industry and science. Here, students can set their own priorities. Creativity, productivity and the eagerness to actively engage in experiments are in the foreground of this seminar.

Students:

- are familiar with the basics of information psychology and perception theory.
- have a clear overview of the specific ways in which design parameters can be used and applied, and know how to assess these applications with regard to various practical scenarios.
- channel, organize, prioritize in hierarchical structures, clarify and simplify complex content following didactic and target group-oriented aspects.
- are able to quickly map complex thematic areas in a way that is accessible and can convert information into understandable units.
- know how to make functions and dependencies intelligible by means of information graphics.

Assessment/Examination:

Student research project

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Informationspsychologie, Roland Mangold, Spektrum Akademischer Verlag 2007,
ISBN 978-3827417732

Wissensvermittlung, Steffen-Peter Ballstaedt, Beltz PVU 1997, ISBN 978-3621273817

Information Graphics, Sandra Rendgen, Julius Wiedemann, Taschen Verlag 2012,
ISBN 978-3836528795

Design for Information, Isabel Meirelles, Rockport Publishers 2013, ISBN 978-1592538065

Lesetypografie, Friedrich Forssmann, Hans Peter Willberg, Herrmann Schmidt Verlag 2011,
ISBN 978-3874398008

Comments:

Elective Module

KMMM4W06 Media Engineering

Module coordinator: Prof. Martin Schober

Credits (ECTS): 10

Contact hours per week: 5

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content:

Programming skills, knowledge in the creation and handling of digital media formats

Learning outcomes:

This course addresses the transfer of knowledge via multimedia from a didactic, technological and economic point of view.

We will be able to fall back on these methods to determine the suitability of certain topics for multimedia realization: methods of text analysis and methods for cost comparison between print and interactive multimedia documents. In addition, this course introduces and analyses taxonomies of multimedia components.

Prototypes of e-learning applications and multimedia technical documentation are designed and created within the project, in compliance with didactic and economic aspects and using the appropriate technologies.

Students:

- create concepts, analyze technologies and develop learning applications for the Internet and mobile devices,
- use databases, web content management systems and 3D game engines,
- program dynamic websites,
- analyze technology concepts that can be applied in knowledge transfer,
- generate media from 3D CAD models using cameras and software tools,
- animate 2D and 3D objects to create time-dependent sequences.

Assessment/Examination:

Student research project

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Arnold, Kilian, Thillosen, Zimmer (2013): Handbuch E-Learning. wbv

ISSING, Ludwig J. /Klimsa, Paul (2002): Information und Lernen mit Multimedia und Inernet. 3. vollständig überarbeitete Aufl. Weinheim : Verlagsgruppe Beltz, Psychologie Verlags Union

Kerres, M. (2012): Mediendidaktik – Konzeption und Entwicklung mediengestützter Lernangebote, Oldenbourg Verlag, München

Mayer, R. E. (2012): Multimedia Learning, Cambridge University Press, New York

Schober, M. (2008): Empfehlungen und Vorgaben für multimediale Technische Dokumentation. In: Henning, Jörg(Hrsg.)/Tjarks-Sobhani, Marita(Hrsg.) tekomp Schriften zur technischen Kommunikation – Band 13

Comments:

Elective Module

KMMM4W07 IT and Media Management

Module coordinator: NN
Credits (ECTS): 10
Contact hours per week: 5
Semester: 1 or 2
Language of instruction: German

Pre-requisites with regard to content:

Programming skills, knowledge in the creation and handling of digital media formats, knowledge in process management

Learning outcomes:

State-of-the-art methods and concepts in the field of IT management (including for example agile development, project-, process- and change management), economic aspects of media management as well as social media technologies.

Students:

- develop concepts for system architectures and operating models for information systems
- deepen their knowledge in IT and Media Law,
- work with up-to-date, collaborative and social media platforms,
- produce economic efficiency concepts for the production of media

Assessment/Examination:

Student research project

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Matching the particular subject area.

Comments:

Elective Module

KMMM4W08-14 In-Depth Studies and Current KMM Topics

Module coordinator: Academic Dean of the KMM Master Program

Credits (ECTS): 5

Semester: 1 or 2

Language of instruction: German

Pre-requisites with regard to content:

Suited to the respective module offered

Learning outcomes:

Result from the field of expertise of the current topic.

Assessment/Examination:

Student research project

Usability of the module:

KMMM4310 Master Thesis

Recommended reading:

Matching the particular subject area.

Comments:

The module may originate from the following areas following approval of the content by the examination board: International university cooperation, interdisciplinary and transfaculty offerings, current offerings by lecturers.

Modules Overview

KMMM4310 Master Thesis

Module coordinator: Academic Dean of the KMM Master Program

Credits (ECTS): 25

Semester: 3

Language of instruction: German

Pre-requisites with regard to content:

-

Pre-requisites pursuant to the study and examination regulations (SPO):

-

Learning outcomes:

Students:

- possess a practice-oriented scientific work method
- know how to independently implement a practical task from an area such as typically product communication, training/eLearning, marketing, science.

Assessment/Examination:

Master Thesis, processing time 6 months

Usability of the module:

KMMM4320 Final Colloquium

Modules Overview

KMMM4320 Final Colloquium

Module coordinator: Academic Dean of the KMM Master Program

Credits (ECTS): 5

Semester: 3

Language of instruction: German

Pre-requisites with regard to content:

Contents of the compulsory modules and of the chosen elective modules

Pre-requisites pursuant to the study and examination regulations (SPO):

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Learning outcomes:

Students:

- are able to present and defend their master thesis
- can discuss questions from two given subject areas in a qualified manner
- know how to evaluate and apply the methods, concepts and approaches from the selected key thematic areas in a practical way

Assessment/Examination:

Oral exam, presentation

Usability of the module:

Graduation