



Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences

Media and Information



Programme: Media and Information

Faculty Design, Media and Information – Department of Information
Degree: Bachelor of Arts (B.A.)

Programme: Media and Information (Bachelor)

Where will graduates of the degree programme Media and Information work?

Work in the field of media and information looks at the professional and demand-oriented handling of information from media and for media. Professionals in media and information work with all areas of printed and digital media products as well as with texts and audio-visual media.

The Bachelor degree programme *Media and Information* qualifies graduates to provide the services of information organisation, brokering and consultancy. Professionals for media and information are specialised in the diagnosis of information deficits and the analysis of the demand for information in media production. On this basis they develop tailor-made solutions for information and knowledge management in companies. In order to fulfil their information contract they develop their own information products and use worldwide available information sources such as online databases, press documentation and audio-visual media archives for the research, selection and acquisition of data, facts and documents.

Professionals for media and information are the interface between various fields:

As **experts for documentation** they

- analyse and develop media content
- develop concepts for the multiple use of media and information products

As **information architects and designers** they

- develop the information architecture for intranet systems and organize the internal information management of companies
- together with designers and programmers they design, plan and develop web-based information and ensure that they are user-friendly

What are the contents of the degree programme?

The degree programme is divided up into compulsory modules and compulsory elective modules. Study majors are in the areas of information technology, information business and management, knowledge and information organisation as well as media sciences and journalism.

In the **first year** students complete compulsory modules, introducing them to the four study majors as well as to the way of working scientifically, including an introduction to presentation skills. Students acquire a basic knowledge of all the steps in the production chain of media products and an in-depth look at journalism and a background knowledge of media sciences. In the **second part** of the course students have the possibility to focus on specific areas by choosing compulsory electives in one or more of the above areas. The practical insight to the media business is acquired through a longer work placement in a media company and an interdisciplinary study project. As part of this study project students develop and implement solutions for real problems in close cooperation with partners in industry and institutions, for example

in the areas of data structuring, resource description, knowledge organisation or media management.

Programme: Media and Information (Bachelor)

Study Plan Media and Information (Bachelor)

Year 1

M	Course	Semester 1		
1	Introduction to Information Technologies 1	2 CP	V	
1	Introduction to Information Technologies 2	3 CP	Pr	PL
3	Knowledge Organisation 1	3 CP	SU	
3	Research Strategies	4 CP	SU	SL
4	Media Theory and media research 1	3 CP	SU	SL
5	Editorial work and organisation 1	3 CP	SU	SL
6	Orientation unit	2 CP	Pr	SL
6	Work organisation 1	4 CP	SU	PL
6	Foreign languages in the world of information	3 CP	SU	SL
6	Introduction to work	3 CP	SU	SL

M	Course	Semester 2		
1	Introduction to Databases 1	2 CP	V	
1	Introduction to Databases 2	2 CP	Pr	SL
2	Information Management 1	3 CP	SU	SL
3	Knowledge Organisation 2	3 CP	SU	PL
3	Database retrieval	3 CP	Pr	SL
4	Media theory and media research 2	3 CP	SU	PL
5	Editorial work and organisation 2	3 CP	SU	PL
7	Communication and presentation	3 CP	Ü	SL
9	Screen design/multimedia technology	3 CP	Pr	PL
10	Media business and communication policy	3 CP	SU	SL
12	Media Law and Media Ethics 1	2 CP	SU	SL

Total Year 1

60 CP

Glossary

M	module
SL	study credit (ungraded)
PL	examination credit (graded)
CP	credit point
V	lecture
Pr	lab
Ü	exercise
Prak	work placement

SU seminar-style teaching

S seminar

Programme: Media and Information (Bachelor)

Study Plan Media and Information (Bachelor)

Year 2

M	Course	Semester 3		
2	Information Management 2	3 CP	SU	SL
2	Statistics and Data Analysis for Business	3 CP	SU	PL
7	Job analysis	3 CP	Pr	PL
9	Media Informatics	3 CP	SU	SL
10	Media Business and Communication Policy 2	2 CP	SU	PL
11	Knowledge Organisation 3	3 CP	Pr	SL
11	Information Research	4 CP	Pr	PL
12	Media Law and Media Ethics 2	3 CP	SU	PL
13	Media concepts and production	6 CP	Pr	PL
14	Compulsory elective	6 CP	S	PL
M	Course	Semester 4		
9	Work placement	24 CP		Prak
	Total Year 2	60 CP		

Glossary

M module

SL study credit (ungraded)

PL examination credit (graded)

CP credit point

V lecture

Pr lab

Ü exercise

Prak work placement

SU seminar-style teaching

S seminar

Study Plan Media and Information (Bachelor)

Year 3

M	Course	Semester 5		
8	Work and study methods 2	3 CP	SU	PL
8	Work Organisation 2	3 CP	SU	PL
15	Compulsory Elective	6 CP	S	PL
16	Compulsory Elective	6 CP	S	PL
17	Study project	18 CP		PL

M	Course	Semester 6		
18	Compulsory elective	6 CP	S	PL
19	Compulsory elective	6 CP	S	PL
20	Bachelor Thesis	12 CP		PL
Total Year 3		60 CP		PL

Glossary

M	module
SL	study credit (ungraded)
PL	examination credit (graded)
CP	credit point
V	lecture
Pr	lab
Ü	exercise
Prak	work placement
SU	seminar-style teaching
S	seminar

ERASMUS students and other guest students can choose and combine any of these courses. We recommend choosing courses from the first two semesters in the beginning of their stay so that they can grow accustomed to the ways of our department and to technical terms in German. We recommend the study project (18 ECTS) for students who stay with us for a second semester. Project work is a good way of getting to know ones fellow students, learning how to manage a comprehensive task and being answerable to a customer.

