

Gemäß § 7 Abs. 2 Satz 3 der Grundordnung der Mediadesign Hochschule für Design und Informatik in der Fassung vom 5. März 2012 erlässt der Akademische Senat die folgende Prüfungsordnung für den Teilzeit-Bachelor-Studiengang Medien- und Kommunikationsmanagement (Bachelor of Arts).

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## **Allgemeines**

### **§ 1 Geltungsbereich**

Diese Prüfungsordnung gilt für den Teilzeit-Bachelor-Studiengang Medien- und Kommunikationsmanagement (Bachelor of Arts) an der MEDIADESIGN HOCHSCHULE für Design und Informatik. Die Prüfungsordnung wird ergänzt durch die Studienordnung für den Teilzeit-Bachelor-Studiengang Medien- und Kommunikationsmanagement (Bachelor of Arts) vom 1. September 2014. Die Rahmenprüfungsordnung für Bachelor- und Master-Studiengänge der MD.H (RPO) in ihrer jeweils gültigen Fassung ist Bestandteil dieser Ordnung.

### **§ 2 Der Bachelor-Grad**

- (1) Der Bachelor-Grad wird als erster berufsqualifizierender akademischer Abschluss verliehen. Mit dem Studienabschluss wird festgestellt, dass der Absolvent oder die Absolventin die für den Übergang in die Berufspraxis notwendigen Kompetenzen erworben hat. Dazu zählen wissenschaftliche Grundlagen, Methodenkompetenz und fachunabhängige Schlüsselqualifikationen. Der Bachelor-Grad stellt eine Qualifikation dar, die mit Bachelor-Graden von ausländischen Hochschulen vergleichbar ist und damit zur internationalen Mobilität der Kandidaten und Kandidatinnen beiträgt. Gleichfalls wird grundsätzlich die Eignung zur Aufnahme eines Master-Studiums festgestellt.
- (2) Bis auf die Abschlussprüfung werden alle Prüfungen studienbegleitend durchgeführt.
- (3) Die Bachelor-Prüfung besteht aus der Abschlussarbeit und dem Kolloquium.

### **§ 3 Studienstruktur, Belegung**

- (1) Das Studium besteht aus den in der Anlage 1 aufgeführten, von den Studierenden zu belegenden und abzuschließenden Studienmodulen. Die Studienmodule sind zu Fachgebieten zusammengefasst.
- (2) Die/der Studierende hat 180 Leistungspunkte, für einen erfolgreichen Studienabschluss zu erreichen.
- (3) Die notwendigen Leistungspunkte werden folgendermaßen erworben:  
Fachgebiete 1 - 5: 168 Leistungspunkte  
Abschlussarbeit: 12 Leistungspunkte
- (4) Den Studienverlauf regelt die Studienordnung.

### **§ 4 Abschlussprüfung**

- (1) Die Abschlussprüfung besteht aus einer schriftlichen Abschlussarbeit und einem abschließenden Kolloquium. Das Kolloquium wird von mind. 2 Prüfern abgenommen. 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 Durchführung obliegt dem zuständigen Prüfungsausschuss des Studiengangs und der zuständigen Prüfungskommission mit Unterstützung der Abteilung Studienangelegenheiten.

## **§ 5 Abschlusszeugnis, Gesamtprädikat und Bachelor-Urkunde**

- (1) Das Abschlusszeugnis (siehe Anlage 2) weist die 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 Fachnoten aller Fachgebietsnoten, die differenziert bewertet werden (Größe X1), dabei werden nur die ersten beiden Stellen nach dem Komma ohne Rundung berücksichtigt,
- der differenzierten Beurteilung der Abschlussarbeit (Größe X2) und
- der differenzierten Beurteilung des Kolloquiums (Größe X3),

nach der Formel  $X = 0,8 X1 + 0,15 X2 + 0,05 X3$  gebildet.

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 X3 den Wert 1,0 haben und die ungerundete Größe X kleiner oder gleich 1,3 ist.

- (4) Zusammen mit dem Zeugnis wird der Kandidatin bzw. dem Kandidaten eine Bachelor-Urkunde (siehe Anlage 3) ausgehändigt. 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).

## **Schlussbestimmung**

### **§ 6 In-Kraft-Treten**

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

## Anlage 1

Prüfungen im Teilzeit-Bachelor-Studiengang Medien- und Kommunikationsmanagement (B.A.)

Fachgebiete und zugehörige Studienmodule		Lehrform	Prüfungsart	Noten- gewicht	Leistungs- Punkte
<b>1 Studium Generale</b>				<b>12/205</b>	<b>18</b>
1.1.	Wissenschaftliches Arbeiten	V, S, Ü	Sc/Mü	12/205	9
1.2.	Wirtschaftsenglisch	V, S, Ü	Sc		9
<b>2 Betriebs- und Volkswirtschaftslehre</b>				<b>32/205</b>	<b>30</b>
2.1.	Allgemeine BWL	V, S	Sc	8/205	6
2.2.	Betriebliches Rechnungswesen	V, S	Sc	8/205	6
2.3.	Wirtschaftsmathematik und -statistik	V, Ü	Sc		6
2.4.	Mikro- und Makroökonomie	V, S	Sc	8/205	6
2.5.	Personalmanagement	V, S	Sc	8/205	6
<b>3 Medienmanagement</b>				<b>52/205</b>	<b>45</b>
3.1.	Medientheorie und Mediengeschichte	V, S	Sc		6
3.2.	Marketing	V, S	Sc	8/205	6
3.3.	Markt- und Medienforschung	V, P	P	12/205	9
3.4.	Medienökonomie	V, Ü	Sc	8/205	6
3.5.	Medienethik	V, S	Sc	8/205	6
3.6.	Medienwirtschaft	V, S	Sc	8/205	6
3.7.	Medien- und Wirtschaftsrecht	V, S	Sc		6
3.8.	Strategisches Medienmanagement	V, S	Mü	8/205	6
<b>4 Kommunikationsmanagement</b>				<b>52/205</b>	<b>45</b>
4.1.	Kommunikationstheorie und visuelle Kommunikation	V, S, Ü	Sc		6
4.2.	Journalistik und Publizistik	V, S, Ü	Sc	8/205	6
4.3.	Corporate Identity	V, S	Sc	8/205	6
4.4.	Public Relations	V, S, Ü	Sc	12/205	9
4.5.	Werbung	V, Ü	Sc	8/205	6
4.6.	Online-Kommunikation	V, S, Ü	Sc	8/205	6
4.7.	Strategisches Kommunikationsmanagement	V, S	Mü	8/205	6
<b>5 Projektmanagement</b>				<b>16/205</b>	<b>30</b>
5.1.	Medientechnologien	V, S	Sc	8/205	6
5.2.	Projekt „Print“	S, P	P		6

Fachgebiete und zugehörige Studienmodule		Lehrform	Prüfungsart	Notengewicht	Leistungspunkte
5.3.	Projekt "Film und Fernsehen"	S, P	P		6
5.4.	Projekt "Internet"	S, P	P	8/205	6
<b>6 Bachelor-Abschluss</b>				<b>41/205</b>	<b>12</b>
6.1.	Abschlussarbeit und Kolloquium		Sc/K	41/205	12

Legende:

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

Prüfungsart: Sc = Schriftliche Prüfung, Mü = mündliche Prüfung, P = Projektarbeit, K = Kolloquium

**Anrede**    **Vorname Name**  
geboren am    Datum  
in    Ort  
hat den    180 ECTS-Punkte umfassenden Studiengang  
**MEDIEN- und KOMMUNIKATIONSMANAGEMENT (B.A.)**  
mit folgenden Leistungen  
erfolgreich abgeschlossen:

Fachgebiet	Bewertung
Studium Generale	Note
Betriebs- und Volkswirtschaftslehre	Note
Medienmanagement	Note
Kommunikationsmanagement	Note
Projektmanagement	Note

**Bachelorarbeit**

Produktion eines Imagefilms im Auftrag der Altstadt-herbst GmbH zur Präsentation des Festivals bei potenziellen neuen Sponsoren

Note

**Kolloquium**

Note

**Gesamtprädikat**

Note

Berlin, Datum

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

(Max Mustermann)  
Hochschulleitung

BACHELOR OF ARTS  
ZEUGNIS

**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 180 ECTS-Punkte umfassenden Studiengang <b>MEDIEN- und KOMMUNIKATIONS MANAGEMENT (B.A.)</b> erfolgreich abgelegten Abschlussprüfung den akademischen Grad

**BACHELOR OF ARTS**

Berlin, Datum

(Max Mustermann)  
Hochschulleitung

BACHELOR 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)

Bachelor of Arts (B.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 Design  
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

First degree, by research with thesis; 4 years one-tier program.

#### 3.2. Official Length of Program

4 years (= 180 Credit Points); part time program with an increased workload of 1380 hours / year and 30 hours per ECTS Point

#### 3.3. Access Requirements

Higher Education Entrance Qualification (HEEQ), General; or foreign equivalent. The HEEQ after 12 to 13 years of schooling gives access to all higher education studies.

### 4. Contents and Results Gained

#### 4.1. Mode of Study

Part-time

#### 4.2. Program Requirements

The goal of the bachelor's degree program "Media- und Communication Management" at the Media Design University of Applied Sciences is to thoroughly and fundamentally prepare students for successful entry into the broad field of media work. Challenging and exciting work fields await potential graduates in media, advertising, and communication agencies as well as in the marketing, public relations, and management departments of national and multi-national corporations (both within and outside the field of media itself). They call for creative and dependable communicators whose ability to continually learn and grow enhances their affinity to all things media. Besides, strong leadership abilities, decision making competence and problem solving skills are essential.

The degree program at the Media Design University of Applied Sciences reflects the complex and multi-faceted requirements in the field of



The goal of the Bachelor program "Media and Communication Management" is a comprehensive and fundamental preparing the students for a successful career in the media and communications industry. After this program, graduates have basic operational, media and communication management skills, for example in marketing, PR, advertising and social media. Based on theoretical models, case examples, practical tasks and exercises bring the study to students with the skills in the identification, communication, and implementation of specific management decisions. Another aim of the course is to introduce students to the technical, technological, economic, legal, political and sociological complexity of the media and communications landscape. In addition, graduates will dominate the strategic approaches for media and communications management, particularly in relation to corporate social responsibility and sustainability after their studies.

#### 4.3. Program Details

See Transcript for list of courses and grades; and "Bachelorzeugnis" (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 70%, oral 3%, practical art 7%, thesis 20%); cf. Bachelorzeugnis (Final Examination Certificate)

## 7. Certification

This Diploma Supplement refers to the following documents:

Bachelorurkunde	<<Date of Final Examination>>
Bachelorzeugnis	<<Date of Final Examination>>
Transcript of Records	<<Date>>

Certification Date: <<Date>>



Chairman, Examination Committee  
(Official Stamp/ Seal)

Governing Board

## 5. Function of the Qualification

### 5.1. Access to Further Study

Qualifies to apply for admission to M.Sc. programs.

### 5.2. Professional Status

The Bachelor 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/index.php>;  
on the program

<http://www.mediadesign.de/index.php?id=48>

For national information sources cf. Sect. 8.8

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>

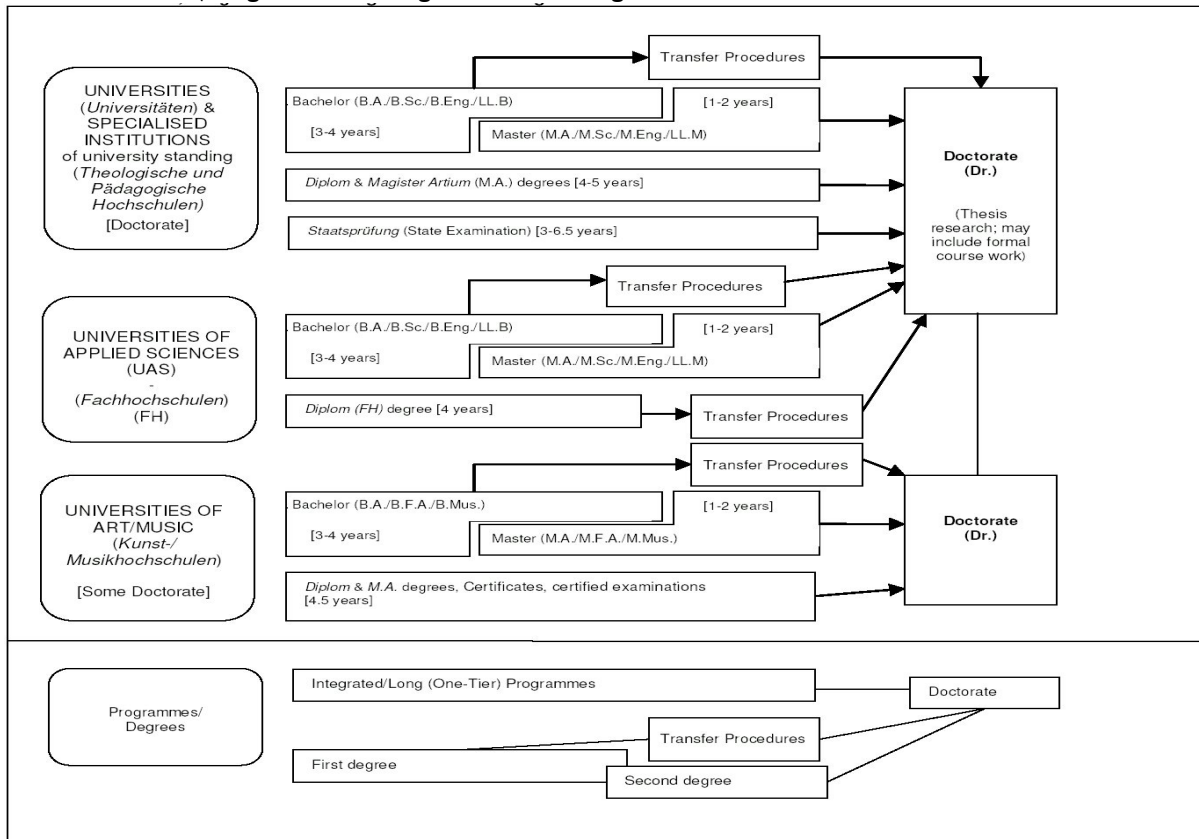
### 8.4 Organization and Structure of Studies

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; E-Mail: 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
- *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
- "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.

## 1. Holder of the Qualification

Family Name, First Name <<Nachname>>, <<Vorname>>  
 Date, Place, Country of Birth <<DateofBirth>>, <<BirthPlace>>, <<BirthCountry>>  
 Student ID Number Code <<Matrikelnummer>>

## 2. Qualification

Course	Certification Date	Absolute Grade <sup>1</sup>	Relative Grade	ECTS
1.1. Wissenschaftliches Arbeiten / Methods of Academic Research	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	9
1.2. Wirtschaftsenglisch / Business English	<<ExDate>>			9
2.1. Allgemeine BWL / General Business Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.2. Betriebliches Rechnungswesen / Business Accountancy	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.3. Wirtschaftsmathematik und –statistik / Business Mathematics and Business Statistics	<<ExDate>>			6
2.4. Mikro- und Makroökonomie / Micro- and Macroeconomics	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.5. Personalmanagement / Human Resource Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.1. Medientheorie und Mediengeschichte / Media Theory and Media History	<<ExDate>>			6
3.2. Marketing / Marketing	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.3. Markt- und Medienforschung / Market and Media Research	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	9
3.4. Medienökonomie / Media Economics	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.5. Medienethik / Media Ethics	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.6. Medienwirtschaft / Media Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.7. Medien- und Wirtschaftsrecht / Media and Business Law	<<ExDate>>		n.a. <sup>2</sup>	6
3.8. Strategisches Medienmanagement / Strategic Media Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.1. Kommunikationstheorie und visuelle Kommunikation / Communication Theory and Visual Communication	<<ExDate>>			6
4.2. Journalistik und Publizistik / Journalism	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.3. Corporate Identity / Corporate Identity	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.4. Public Relations / Public Relations	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	9
4.5. Werbung / Advertising	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.6. Online-Kommunikation / Online Communication	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.7. Strategisches Kommunikationsmanagement / Strategic Communication Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6



<sup>1</sup> The absolute graduation scheme used, is greater than 98% - 1.0, 94% -1.3, 92% -1.7, 88% - 2.0, 84% -2.3, 80% -2.7, 76% -3.0, 70% - 3.3, 66% - 3.7, 50% - 4.0, less than 50% - 5.0

<sup>2</sup> For building relative grades is a statistical base of at least three classes necessarily. The student was member of the first class of the program.

5.1.	Medientechnologien / Media Technologies	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.2.	Projekt Print / Project Print	<<ExDate>>			6
5.3.	Projekt Film und Fernsehen / Project Film and Television	<<ExDate>>			6
5.4.	Projekt Internet / Project Internet	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
6.1.	Abschlussarbeit und Kolloquium / Bachelor Thesis and Colloquium	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	12

Das Bachelor-Studium umfasst 180 ECTS-Punkte.  
The bachelor degree program comprises 180 ECTS credits.

Certification Date: <<Date>>

Chairman, Examination Committee  
(Official Stamp/ Seal)



(Max Mustermann)  
Governing Board