



# Programme syllabus

Master's Programme, Media Management, 120 credits

Masterprogram, media management

*120.0 credits*

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*Valid for students admitted to the education from autumn 12 (HT - Autumn term; VT - Spring term).*

This is a translation of the Swedish, legally binding, programme syllabus.

## Programme objectives

*This program syllabus, established by the CSC Undergraduate education advisory group 2011-09-07 and 2011-10-03 and then decided by the CSC dean 2011-09-15 and 2011-10-03, is valid for students beginning their studies during the academic year 2012/13. Which courses that belong to a study year is decided in the fall the year before. Please see "Study year 1" etc. or the appendices. Changes may occur in the contents of the program and in the KTH regulations, please see [www.kth.se/student](http://www.kth.se/student).*

Media management focuses on the development and commercial operation of media products and services aimed at a consumer market, and the programme therefore offers courses giving relevant knowledge regarding technology, content, production, distribution, market understanding and enterprise management in the media industry and related areas.

The main objective of the programme is to provide students with the skills required for managing media enterprises, preparing them for advanced industrial positions or continued graduate studies.

**Besides the goals stated in the Swedish Higher Education Ordinance the following goals apply.**

## Knowledge and understanding

The Media Management programme will give the students:

- basic knowledge and ability needed to – using relevant methods – successfully, independently and in groups solve the organizational, technological, market and management related problems and challenges in the development, production and marketing of media services and products and in managing commercial media activities,
- knowledge regarding current technology, technology development and operational practices for media production, distribution, and consumption,
- knowledge on how to explore business opportunities and make strategic business decisions in the rapidly changing media industry environment.

## Skills and abilities

The Media Management programme will give the students:

- skills to critically and independently identify and formulate complex situations and problems and to evaluate different technical, organizational, and commercially viable solutions,
- skills to continue research education on postgraduate level,

- ability to plan and use relevant methods to carry out advanced tasks within given frames with respect to human requirements as well as to the demands from society concerning economical, social, and ecological development,
- ability to work efficiently in a team environment together with people from different scientific and disciplinary background,
- ability to communicate with scientists and with persons active in practical operations in a competent manner, both orally and in writing.

### **Ability to make judgements and adopt a standpoint**

After completing the programme, the student will be able to:

- critically assess a problem and in an independent manner acquire the information and knowledge that is necessary to establish a qualified opinion,
- have the ability to identify the need for further knowledge in the field and take responsibility for keeping her/his personal knowledge up to date.

In addition to this the similar objectives for master degree defined in the Higher Education Ordinance (Högskoleförordningen) are applicable.

### **Extent and content of the programme**

Media Management is a two-year (120 higher education credits) master programme on the advanced level (second cycle). The language of instruction is English.

### **Eligibility and selection**

#### *General admission requirements*

A completed Bachelor's degree, equivalent to a Swedish Bachelor's degree (180 higher education credits), from a university recognized by the Swedish government or accredited by some other recognized organization. A good knowledge of written and spoken English.

#### *Specific admission requirements*

The prerequisites for the Master's programme in Media Management is a Swedish or foreign degree equivalent to Bachelor's degree of 180 higher education credits in computer science, media technology, information technology, human-computer interaction, or similar program with an engineering or science profile, alternatively a Bachelor's degree in social science relevant to the scope of the programme.

Applicants must also provide proof of basic programming skills and good knowledge in English, equivalent to Eng B (Swedish school system).

#### *Selection process*

The selection process for the Master's programme in Media Management is based on a total evaluation of the following selection criteria: university, grade point average (GPA), course work related to the programme, motivation letter and working experiences.

The applicants must be prepared to participate in a phone interview.

#### *Further information*

Complete information on the eligibility requirements can be found in the local admission policy of KTH, see [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/antagning/antagning-till-master-och-magisterprogram-pa-avancerad-niva-med-undervisning-pa-engelska-1.27192?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/antagning/antagning-till-master-och-magisterprogram-pa-avancerad-niva-med-undervisning-pa-engelska-1.27192?l=en_UK)

## Implementation of the education

### Structure of the education

*This program syllabus, established by the CSC Undergraduate education advisory group 2011-09-07 and then decided by the CSC dean, is valid for students beginning their studies during the academic year 2012/13. Which courses that belong a study year is decided in the fall the year before. Please see "Study year 1" etc. or the appendices. Changes may occur in the contents of the program and in the KTH regulations, please see [www.kth.se/student](http://www.kth.se/student).*

The academic year has a duration of 40 weeks. The academic year at KTH is divided into four periods. Each period lasts approximately seven weeks. Each period is followed by an exam period.

For details about the structure of the academic year see [http://www.kth.se/student/schema/1.1007?l=en\\_UK](http://www.kth.se/student/schema/1.1007?l=en_UK)

The first year in the programme is mainly dedicated to the compulsory courses, but there is space for one elective course. The second year consists of compulsory courses, elective courses, and degree project (30 higher education credits).

### Courses

The programme is course-based. Lists of courses are included in [appendix 1](#).

The course goals, prerequisites, contents and examination requirements are found in the course syllabus in the Course and program directory on the KTH student web. For each study year there is a course list.

The programme allows for about 20 higher education credits of higher education elective courses. The choice of elective courses must be accepted by the programme coordinator.

Some of the courses are given by the Stockholm School of Entrepreneurship, a collaboration between the Stockholm School of Economics, Karolinska Institute, Stockholm University, the University College of Arts, Crafts and Design, and KTH.

Courses are examined in many ways, for example by home assignments that are presented either using oral presentations or written reports, computer assignments, project work or traditional written exams.

After each course a student evaluation is performed and then analyzed by the teacher in the course analysis document, which is normally published on the web, see the KTH regulations of course analyses [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/kursanalys?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/kursanalys?l=en_UK)

### Grading system

Courses in the first and the second cycle are graded on a scale from A to F. A-E are passing grades, A is the highest grade. The grades pass (P) and fail (F) are used for courses under certain circumstances.

### Conditions for participation in the programme

#### *Semester enrollment*

At the start of each semester the student is required to make a study enrollment for the next semester at My pages.

The study enrollment is required for taking new courses and for study results to be registered.

#### *Approved leave from studies*

Approved leave from studies means that the student does not participate in the education during at least one study period. The student has the right to return to the education at a time agreed upon, and has the right to participate in the examination of non-finished courses.

Application for an approved leave is done on according to instructions from the CSC program office. When the student decides to return to the education, he/she is required to re-enroll to the studies.

Approved leave from studies is not granted during study year 1. Exceptions may be made if there are extraordinary reasons.

[http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/registrering-uppflyttning/studieuppehall-1.27216?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/registrering-uppflyttning/studieuppehall-1.27216?l=en_UK)

*Selection of track* is done according to instructions from the CSC school.

### *Selection of courses*

The student is required to apply for admission to all courses he/she wishes to take during the next semester. The student is responsible for having the recommended prerequisites. The application for admission to a course is done according to instructions from the CSC school no later than

- May 15th for the fall semester
- November 15th for the spring semester

Applications made after this date are only granted if there are vacancies in the courses. Applications to language courses with prerequisites should be preceded by a qualification test.

In a few courses, the number of participants is limited. Selection is done by the school responsible for the course.

A student may only take courses that are included in the study plan.

### *Course registration*

The student must register with the school responsible for the course at the start of each course, and also report to the school responsible for the course if the studies are discontinued.

Registration to a course requires formal acceptance to the course (by the school responsible for the course). Applications should be according to instructions from the CSC school.

### *Promotion to second year*

At least 45 ECTS credits have to be completed during the first academic year in order for the student to be promoted to the second year of the program.

Students who do not fulfill these requirements must – in cooperation with the CSC program office – make an individual study plan for continued studies.

Please see the KTH regulations: [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/registrering-uppflyttning/1.27217?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/registrering-uppflyttning/1.27217?l=en_UK)

## **Recognition of previous academic studies**

Under certain circumstances, and in agreement with the programme director, credits for previous studies can be transferred according to the local policy of KTH, see [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/prestationer/policy-for-tillgodoraknande-av-hogskoleutbildning-inklusive-bedomning-av-reell-kompetens-1.27200?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/prestationer/policy-for-tillgodoraknande-av-hogskoleutbildning-inklusive-bedomning-av-reell-kompetens-1.27200?l=en_UK)

## **Studies abroad**

Under certain circumstances, and in agreement with the programme director, studies may be conducted at other universities in Sweden or outside Sweden. Credits can be received according to the local policy of KTH, see [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/utbytesstudier/1.27222?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/utbytesstudier/1.27222?l=en_UK)

## **Degree project**

Students admitted to the program are required to perform an individual study in the form of a degree project corresponding to 30 higher education credits. At least 60 higher education credits must be completed before the start of the degree project, at least 30 of these should be second cycle courses within the specialization in the main field of study.

It is the student's responsibility to find a suitable project task, with assistance from KTH.

More information about the rules for degree projects at KTH can be found at [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examensarbete/overgripande-regler-och-riktlinjer-for-examensarbete-30-hogskolepoang-for-masterexamen-120-hogskolepoang-samt-betygssattning-av-examensarbete-1.27212?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examensarbete/overgripande-regler-och-riktlinjer-for-examensarbete-30-hogskolepoang-for-masterexamen-120-hogskolepoang-samt-betygssattning-av-examensarbete-1.27212?l=en_UK)

For students on a Master of science of engineering program not only the requirements set by the selected Master program to begin the degree project apply but also the requirements from the Master of science of engineering program.

## **Degree**

The Degree of Master of Science is obtained after completion of the Media Management program. The programme is designed so that students, at the time of receiving the degree, fulfils the national Degree Ordinance and has completed courses corresponding to a total of 120 higher education credits, where:

- at least 90 higher education credits belong to the second cycle, of which 60 higher education credits (including a 30-credit degree project) are in-depth studies in the main field of study.

Students must apply for the degree and also show proof of their basic degree (Bachelor or similar).

See the local degree policy [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examina/1.27227?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examina/1.27227?l=en_UK)

### ***Degree name***

*Degree of Master of Science*

*Teknologie masterexamen*

[Appendix 1 - Course list](#)

[Appendix 2 - Programme syllabus descriptions](#)



# Appendix 1: Course list

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2012

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## General courses

### Year 1

#### Mandatory courses (60.0 credits)

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Course code	Course name	Credits	Edu. level
DM2500	Telepresence Production	7.5	Second cycle
DM2558	Media Management	15.0	Second cycle
DM2572	Theory and Method for Media Technology	7.5	Second cycle
DM2574	Media Production <i>Can not be taken by students from the engineering programme in Media technology</i>	9.0	Second cycle
DM2578	Social Media Technologies	7.5	Second cycle
ME1003	Industrial Management, Basic Course <i>Can not be taken by students from the engineering programme in Media technology</i>	6.0	First cycle
ME2076	Media Law	7.5	Second cycle

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#### Recommended courses

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Course code	Course name	Credits	Edu. level
DM2573	Sustainability and Media Technology	7.5	Second cycle

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### Year 2

#### Mandatory courses (40.0 credits)

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Course code	Course name	Credits	Edu. level
DM228X	Degree Project in Media Technology, Second Cycle	30.0	Second cycle
DM2571	Future of Media	10.0	Second cycle

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## Recommended courses

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<b>Course code</b>	<b>Course name</b>	<b>Credits</b>	<b>Edu. level</b>
DM2573	Sustainability and Media Technology	7.5	Second cycle
ME2016	Project Management: Leadership and Control	6.0	Second cycle
ME2028	Behavioural Management Control	6.0	Second cycle
ME2043	Leadership in Cross-Cultural Context	6.0	Second cycle
ME2802	Execution - Running your own Company	7.5	Second cycle
ME2805	Design and Innovation in Context	7.5	Second cycle

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## Appendix 2: Specialisations

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2012

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This programme has no specialisations.