Programme syllabus

Master's Programme, Media Management, 120 credits
Masterprogram, media management
120.0 credits

Valid for students admitted to the education from autumn 16 (HT - Autumn term; VT - Spring term).

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

Programme objectives

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.

In addition to this comes the Higher Education Ordinance goal for Master's degree.

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 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 ECTS credits) master programme on the advanced level (second cycle). The language of instruction is English.

Eligibility and selection

General admission requirements

See the KTH general admission requirements for Master programmes, link below.

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 ECTS credits in computer science, media technology, information technology, human-computer interaction, or similar programme with an engineering or science profile, alternatively a Bachelor’s degree in social science relevant to the scope of the programme.

The specific requirements may be considered as not fulfilled if the applicant's average grades are in the lower third of the grading scale of the applicant graduate university (over the approved level). For example, below C for a university with grades A-F

The Program Committee will evaluate candidates according to the following criteria
Selection: If the number of applicants exceeds the number of places there will be a selection from the following criterias:

1. evaluation of university (for foreign students only)
2. grades from previous study
3. motivation to study
4. merit rating
5. references
6. Proficiency in English

The evaluation scale is 1-75.

Further information

Complete information on the eligibility requirements can be found in the local admission policy of KTH, see


and on the KTH Studies web pages: http://www.kth.se/en/studies/programmes/master/admission

Implementation of the education

Structure of the education

This programme syllabus decided by the CSC dean 2015-09-17 is valid for students starting the programme during the study year 2016/2017. 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 programme and in the KTH regulations, please see www.kth.se/en/student.

The KTH academic year is 40 weeks, divided into four periods.

For details about the structure of the academic year see http://www.kth.se/en/student/schema/

The first year in the programme is mainly dedicated to the compulsory courses, but there is space for elective courses. The second year consists of compulsory courses, elective courses, and degree project (30 ECTS 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 programme directory on the KTH student web. For each study year there is a course list.
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 written exams.

**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 Personal Menu.

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

**Selection of courses**

Application to the course is done:

- 1 to 15 May for the autumn semester
- 1 to 15 November for the spring semester

with student kth.se account via universityadmissions.se

If the student is not doing their course selections by this system his/her application is only considered upon availability.

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 according to the instructions at the course web page.

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

**Course registration**

The student must, at course start, register for each course. Course registration for compulsory as well as elective courses must be done individually. If the student registers for a course and then decides to not continue, the student must remove the registration within three weeks after the course has started via the personal menu. If this is not done the student must complete the course.

Registration to a course requires formal acceptance to the course.
**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 programme.

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


**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/en/regelverk/utbildning-forskning/grundutbildning/prestationer/](http://intra.kth.se/en/regelverk/utbildning-forskning/grundutbildning/prestationer/)

**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](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/utbytesstudier)

**Degree project**

Students admitted to the programme are required to perform an individual study in the form of a degree project corresponding to 30 ECTS credits. At least 60 ECTS 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.


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

**Degree**

Teknologie Masterexamen is obtained after completion of the Media Management programme. 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 ECTS credits, where:

- at least 90 ECTS credits belong to the second cycle, of which 60 ECTS 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/en/regelverk/utbildning-forskning/grundutbildning/examina/

*Degree name*
*Teknologi masterexamen*
*Degree of Master of Science*

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 2016

## General courses

### Year 1

#### Mandatory courses (41.5 Credits)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2076</td>
<td>Media Law</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2556</td>
<td>Intercultural communication</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2572</td>
<td>Theory and Method for Media Technology</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2574</td>
<td>Media Production</td>
<td>9.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2575</td>
<td>Program Integrating Course in Media Management</td>
<td>4.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME1003</td>
<td>Industrial Management, Basic Course</td>
<td>6.0 hp</td>
<td>First cycle</td>
</tr>
</tbody>
</table>

#### Recommended courses

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>AK2014</td>
<td>Decision Theory</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2500</td>
<td>Telepresence Production</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2578</td>
<td>Social Media Technologies</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2016</td>
<td>Project Management: Leadership and Control</td>
<td>6.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2028</td>
<td>Behavioural Management Control</td>
<td>6.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2062</td>
<td>Technology-based Entrepreneurship</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2063</td>
<td>Team Leadership and Human Resource Management</td>
<td>6.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2072</td>
<td>Entrepreneurship for Engineers</td>
<td>6.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2073</td>
<td>Business Development Lab of Entrepreneurship Engineers</td>
<td>9.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td></td>
<td>Leadership and Power in Industrial Organisations: Perspectives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ME2075 of Gender and Diversity  
6.0 hp  Second cycle

ME2089 Leadership in Cross-Cultural and Industrial Contexts  
6.0 hp  Second cycle

ME2092 Management of Technology Innovation and Creativity  
6.0 hp  Second cycle

ME2093 Technological and Industrial Change  
6.0 hp  Second cycle

ME2718 Management and Strategy  
7.5 hp  Second cycle

ME2816 Execution- Running Your Own Company  
7.5 hp  Second cycle

ME2826 Social Entrepreneurship  
7.5 hp  Second cycle

Limited number of participants

Supplementary information

Subject to changes.

Year 2

Mandatory courses (59.0 Credits)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DA221X</td>
<td>Degree Project in Computer Science and Communication, Second Cycle</td>
<td>30.0 hp  Second cycle</td>
</tr>
<tr>
<td>DM2560</td>
<td>Media Management, practice module</td>
<td>7.5 hp  Second cycle</td>
</tr>
<tr>
<td>DM2561</td>
<td>Media Management</td>
<td>7.5 hp  Second cycle</td>
</tr>
<tr>
<td>DM2571</td>
<td>Future of Media</td>
<td>10.0 hp  Second cycle</td>
</tr>
<tr>
<td>DM2575</td>
<td>Program Integrating Course in Media Management</td>
<td>4.0 hp  Second cycle</td>
</tr>
</tbody>
</table>

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<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits Edu. level</th>
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</thead>
<tbody>
<tr>
<td>DM2578</td>
<td>Social Media Technologies</td>
<td>7.5 hp  Second cycle</td>
</tr>
<tr>
<td>DM2582</td>
<td>Media Lab</td>
<td>7.5 hp  Second cycle</td>
</tr>
<tr>
<td>ME2016</td>
<td>Project Management: Leadership and Control</td>
<td>6.0 hp  Second cycle</td>
</tr>
<tr>
<td>ME2028</td>
<td>Behavioural Management Control</td>
<td>6.0 hp  Second cycle</td>
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<tr>
<td>ME2075</td>
<td>Leadership and Power in Industrial Organisations: Perspectives of Gender and Diversity</td>
<td>6.0 hp  Second cycle</td>
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<tr>
<td>ME2089</td>
<td>Leadership in Cross-Cultural and Industrial Contexts</td>
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<td>Management of Technology Innovation and Creativity</td>
<td>6.0 hp  Second cycle</td>
</tr>
<tr>
<td>ME2093</td>
<td>Technological and Industrial Change</td>
<td>6.0 hp  Second cycle</td>
</tr>
</tbody>
</table>
ME2718  Management and Strategy  7.5 hp  Second cycle

Supplementary information

Subject to changes
Appendix 2: Specialisations

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2016

This programme has no specialisations.