



Programme syllabus

Master's Programme, Media Management, 120 credits

Masterprogram, media management

120.0 credits

Valid for students admitted to the education from autumn 18 (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, www.kth.se/en

Specific admission requirements: 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 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

The evaluation scale is 1-75.

Implementation of the education

Structure of the education

This programme syllabus decided by the CSC dean 2017-09-01 is valid for students starting the programme during the study year 2018/2019.

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/>

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

För deltagande krävs antagning till kurs inom programmet samt registrering på kurs. Kursregistrering görs via den personliga menyn på www.kth.se

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.

Promotion for further studies

For students starting their education from the autumn semester 2018, previous promotion requirements have been replaced with special admission requirements to each course. Admission requirements are specified in the course syllabus.

Please see the KTH regulations: <http://www.kth.se/en/>

Recognition of previous academic studies

The student has the right to get previous academic studies or activities recognized for credit in the program. KTH's guidelines for accreditation of higher education is in the KTH regulation at www.kth.se/en

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://www.kth.se/en/>

Degree project

The degree project is the final part of the education and comprises 30 higher education credits. The project work may begin when special admission requirements for the course are fulfilled.

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://www.kth.se/en/>

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://www.kth.se/en/>

Degree name

Teknologie 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 2018

General courses

Year 1

Mandatory courses (56.5 credits)

Course code	Course name	Credits	Edu. level
DM2077	Media Law	7.5	Second cycle
DM2556	Intercultural communication	7.5	Second cycle
DM2562	Managing Digital Transformation	7.5	Second cycle
DM2563	Managing Digital Transformation - project module	7.5	Second cycle
DM2572	Theory and Method for Media Technology	7.5	Second cycle
DM2575	Program Integrating Course in Media Management	4.0	Second cycle
DM2579	Media Production	7.5	Second cycle
ME1039	Industrial Management and Entrepreneurship for Media and ICT	7.5	First cycle

Recommended courses

Course code	Course name	Credits	Edu. level
AK2014	Decision Theory <i>Limited number of participants</i>	7.5	Second cycle
DM2500	Telepresence Production <i>Limited number of participants</i>	7.5	Second cycle
DM2573	Sustainability and Media Technology	7.5	Second cycle
DM2578	Social Media Technologies	7.5	Second cycle
DM2582	Media Lab <i>Limited number of participants</i>	7.5	Second cycle
ME2016	Project Management: Leadership and Control	6.0	Second cycle
ME2062	Technology-based Entrepreneurship	7.5	Second cycle

Course code	Course name	Credits	Edu. level
ME2063	Team Leadership and Human Resource Management	6.0	Second cycle
ME2072	Entrepreneurship for Engineers	6.0	Second cycle
ME2073	Business Development Lab of Entrepreneurship Engineers	9.0	Second cycle
ME2075	Leadership and Power in Industrial Organisations: Perspectives of Gender and Diversity	6.0	Second cycle
ME2089	Leadership in Cross-Cultural and Industrial Contexts	6.0	Second cycle
ME2092	Management of Technology Innovation and Creativity	6.0	Second cycle
ME2093	Technological and Industrial Change	6.0	Second cycle
ME2718	Management and Strategy	7.5	Second cycle
ME2816	Execution- Running Your Own Company <i>Limited number of participants</i>	7.5	Second cycle
ME2826	Social Entrepreneurship <i>Limited number of participants</i>	7.5	Second cycle

Supplementary information

Subject to changes.

Year 2

Mandatory courses (41.5 credits)

Course code	Course name	Credits	Edu. level
DA234X	Degree Project in Computer Science and Engineering, specializing in Media Management, Second Cycle	30.0	Second cycle
DM2575	Program Integrating Course in Media Management	4.0	Second cycle
DM2584	Advanced project course in Media Management	7.5	Second cycle

Recommended courses

Course code	Course name	Credits	Edu. level
DM2573	Sustainability and Media Technology	7.5	Second cycle
DM2578	Social Media Technologies	7.5	Second cycle
DM2582	Media Lab	7.5	Second cycle
ME2016	Project Management: Leadership and Control	6.0	Second cycle
ME2062	Technology-based Entrepreneurship	7.5	Second cycle
ME2063	Team Leadership and Human Resource Management	6.0	Second cycle

Course code	Course name	Credits	Edu. level
ME2072	Entrepreneurship for Engineers	6.0	Second cycle
ME2073	Business Development Lab of Entrepreneurship Engineers	9.0	Second cycle
ME2075	Leadership and Power in Industrial Organisations: Perspectives of Gender and Diversity	6.0	Second cycle
ME2089	Leadership in Cross-Cultural and Industrial Contexts	6.0	Second cycle
ME2092	Management of Technology Innovation and Creativity	6.0	Second cycle
ME2093	Technological and Industrial Change	6.0	Second cycle
ME2718	Management and Strategy	7.5	Second cycle

Supplementary information

Subject to changes

Year 3



Appendix 2: Specialisations

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2018

This programme has no specialisations.