Programme syllabus

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

Valid for students admitted to the education from autumn 19 (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, innovation, distribution, law, 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. The programme is multidisciplinary, combining courses in media technology, intercultural communication, project management, business management, innovation and business development.

In addition to this comes the directives of the Higher Education Ordinance (Högskoleförordningen) for Master’s degree.

Knowledge and understanding

The Media Management programme will give the students:

- basic knowledge and ability needed to successfully, independently and in groups, manage the development, production and marketing of media services and products, to solve management problems, and to lead innovation processes;

- knowledge regarding current technology, technology development, operational practices for media production, distribution, and consumption, media law, and intercultural communication;

- 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 describe complex situations and problems and to evaluate different technical, organizational, and commercially viable solutions;

- competence 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 economic, social, and sustainable development;

- ability to work efficiently in a team environment together with people from different scientific, disciplinary and cultural backgrounds;

- ability to communicate with researchers 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 necessary to form an informed 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 the 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 and the following special admission requirement must be fulfilled in order to be admitted: 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**

Each academic year consists of two semesters which are 20 weeks each, and each semester is further divided into two study periods.

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.

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.

**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**

Participation requires admission to courses within the programme and course registration.

For further studies, special admission requirements for the course are to be fulfilled. Special admission requirements are listed in the respective course syllabus.

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.

**Degree project**

The degree project is the final part of the education. 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.
**Degree**

Degree of Master of Science

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

The programme is designed so that students, when applying for the degree, fulfills the national Degree Ordinance and has completed courses corresponding to a total of 120 ECTS credits, where at least 90 ECTS credits from the second cycle, of which 60 ECTS credits (including a 30-credit degree project) are in-depth studies in the main field of study.

[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 2019

## General courses

### Year 1

#### Mandatory courses (56.5 Credits)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2077</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>DM2562</td>
<td>Managing Digital Transformation</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2563</td>
<td>Managing Digital Transformation - project module</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>DM2575</td>
<td>Program Integrating Course in Media Management</td>
<td>4.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2579</td>
<td>Media Production</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME1039</td>
<td>Industrial Management and Entrepreneurship for Media and ICT</td>
<td>7.5 hp</td>
<td>First cycle</td>
</tr>
</tbody>
</table>

#### Recommended courses

<table>
<thead>
<tr>
<th>Course code</th>
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<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>DM2573</td>
<td>Sustainability and Media Technology</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>DM2582</td>
<td>Media Lab</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>ME2062</td>
<td>Technology-based Entrepreneurship</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>
ME2063  Team Leadership and Human Resource Management  6.0 hp  Second cycle
ME2072  Entrepreneurship for Engineers  6.0 hp  Second cycle
ME2073  Business Development Lab of Entrepreneurship Engineers  9.0 hp  Second cycle
ME2075  Leadership and Power in Industrial Organisations: Perspectives 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
ME2816  Execution- Running Your Own Company  Limited number of participants  7.5 hp  Second cycle
ME2826  Social Entrepreneurship  Limited number of participants  7.5 hp  Second cycle

Supplementary information

Subject to changes.

Year 2

Mandatory courses (41.5 Credits)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DA234X</td>
<td>Degree Project in Computer Science and Engineering, specializing in Media Management, Second Cycle</td>
<td>30.0 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>
<tr>
<td>DM2584</td>
<td>Advanced project course in Media Management</td>
<td>7.5 hp  Second cycle</td>
</tr>
</tbody>
</table>

Recommended courses

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<th>Credits Edu. level</th>
</tr>
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<tbody>
<tr>
<td>DM2573</td>
<td>Sustainability and Media Technology</td>
<td>7.5 hp  Second cycle</td>
</tr>
<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>
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<td>ME2016</td>
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<tr>
<td>ME2093</td>
<td>Technological and Industrial Change</td>
<td>6.0 hp  Second cycle</td>
</tr>
</tbody>
</table>
ME2163  Leading People and Organizations in Different Contexts  6.0 hp  Second cycle
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 2019

This programme has no specialisations.