

Course Handbook Cultural Management Propädeutikum

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Cultural Management Propädeutikum - mandatory courses (overview)

<u>Module name</u> <u>(EN)</u>	<u>Code</u>	<u>SAP-P</u>	<u>Semester</u>	<u>Hours per</u> <u>semester</u> <u>week /</u> <u>Teaching</u> <u>method</u>	<u>ECTS</u>	<u>Module</u> <u>coordinator</u>
<u>Business</u> <u>Management and</u> <u>HR Management</u>	BAKM-020	P430-0031	1	2VU	3	<u>Prof. Dr.</u> <u>Kerstin</u> <u>Heuwinkel</u>
<u>Cultural Practice</u>	BAKM-015	P430-0029	1	1V+1S	3	Prof. Dr. Jörg Abbing
<u>Empirical</u> <u>Methods in Social</u> <u>Science Research</u>	BAKM-070	P430-0021	1	2V+2S	6	<u>Prof. Dr.</u> <u>Achim</u> <u>Schröder</u>
<u>Introduction to</u> <u>Business</u> <u>Administration</u>	BAKM-010	P430-0019	1	2VU	3	<u>Prof. Dr.</u> <u>Kerstin</u> <u>Heuwinkel</u>
<u>Introduction to</u> <u>Law</u>	BAKM-060	P430-0020	1	2VU	3	<u>Prof. Dr.</u> <u>Sybille</u> <u>Neumann</u>
<u>Key Performance</u> <u>Indicators.</u> <u>Accounting and</u> <u>Taxes</u>	BAKM-030	P430-0018	1	4VU	6	<u>Prof. Dr.</u> <u>Nicole</u> <u>Schwarz</u>
<u>Logistics</u>	BAKM-050	P430-0030	1	2VU	3	<u>Prof. Dr.</u> <u>Steffen H.</u> <u>Hütter</u>
<u>Marketing</u>	BAKM-040	P430-0012	1	4VU	6	<u>Prof. Dr.</u> <u>Nicole</u> <u>Schwarz</u>
<u>Principles of</u> <u>Aesthetics. Art</u> <u>and Design I</u>	BAKM-019	P430-0022	1	2S	3	Prof. Dr. phil. Christian Bauer
	BAKM-029	P430-0023	1	2S	3	

<u>Module name</u> (EN)	<u>Code</u>	SAP-P	<u>Semester</u>	Hours per semester week / Teaching method	ECTS	Module coordinator
<u>Principles of Aesthetics, Art and Design II</u>						Prof. Dr. phil. Christian Bauer
<u>Principles of Aesthetics, Art and Design III</u>	BAKM-039	P430-0024	1	2S	3	Prof. Dr. phil. Christian Bauer
<u>Principles of Aesthetics, Art and Design IV</u>	BAKM-049	P430-0025	1	2S	3	Dr. Soenke Zehle
<u>Principles of Music I</u>	BAKM-025	P430-0026	1	2S	3	Prof. Dr. Jörg Abbing
<u>Principles of Music II</u>	BAKM-035	P430-0027	1	2S	3	Prof. Dr. Jörg Abbing
<u>Principles of Music III</u>	BAKM-045	P430-0028	1	2S	3	Prof. Dr. Jörg Abbing

(15 modules)

Cultural Management Propädeutikum - optional courses (overview)

<u>Module name</u> (EN)	<u>Code</u>	SAP-P	<u>Semester</u>	Hours per semester week / Teaching method	ECTS	Module coordinator
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(0 modules)

Cultural Management Propädeutikum - mandatory courses

Business Management and HR Management

Module name (EN): Business Management and HR Management
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-020

<p>Hours per semester week / Teaching method: 2VU (2 hours per week)</p>
<p>ECTS credits: 3</p>
<p>Semester: 1</p>
<p>Mandatory course: yes</p>
<p>Language of instruction: German</p>
<p>Assessment: Written exam (60 minutes) [updated 19.11.2019]</p>
<p>Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).</p>
<p>Applicability / Curricular relevance: BAKM-020 (P430-0031) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course</p>
<p>Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.</p>
<p>Recommended prerequisites (modules): None.</p>
<p>Recommended as prerequisite for: <u>BAKM-040</u> Marketing [updated 23.10.2018]</p>
<p>Module coordinator: <u>Prof. Dr. Kerstin Heuwinkel</u></p>
<p>Lecturer: Dozierende des Studiengangs [updated 03.12.2021]</p>
<p>Learning outcomes: After successfully completing this module, students will:</p>

- _ be able to explain basic terms and concepts of organization, leadership and HR management in business enterprises in general and in the cultural economy in particular and be able to place them in a discursive context,
- _ be able to analyze the organizational structure and processes of an organization,
- _ be able to develop target systems and derive targets,
- _ be able to discuss different leadership theories and practices critically,
- _ be able to explain the instruments/methods/measures used in different areas of personnel management and discuss their advantages and disadvantages,
- _ be able to explain the basics and types of motivation,
- _ be able to deepen the knowledge acquired in the course on the basis of literature chosen by them themselves or specified by the lecturer,
- _ be able to work independently on smaller problems in the form of case studies and exercises from practical experience using the theoretical knowledge acquired in the module.

[updated 19.11.2019]

Module content:

- _ Basic concepts and the theoretical framework of company organization
- _ Basic concepts and the theoretical framework of management, leadership theories, styles and practices
- _ Basic concepts and the theoretical framework of HR management, the six functional areas of HR management and their instruments/methods/measures

[updated 19.11.2019]

Teaching methods/Media:

- _ Lecture with group work, exercises and case studies

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 19.11.2019]

Recommended or required reading:

- _ Bröckermann, R.: Personalwirtschaft, Schäffer-Poeschel, latest edition, Stuttgart
- _ Georg, S.: Corporate Management, latest edition,
- _ Holtbrügge, D.: Personalmanagement, latest edition, Berlin, Heidelberg: Springer
- _ Hungenberg, H./Wulf, T. (2015): Grundlagen der Unternehmensführung, latest edition, Berlin und Heidelberg.
- _ Macharzina, W.: Unternehmensführung, latest edition
- _ Olfert, K./Pitter A./Steinbuch: Personalwirtschaft, latest edition, Ludwigshafen
- _ Regierungskommission Corporate Governance Kodex (Hrsg.): Deutscher Corporate Governance Kodex, latest edition, available online
- _ Scholz, C.: Personalmanagement, latest edition, München
- _ Scholz, C.: Strategische Organisation, latest edition
- _ Schreyögg: Organisation: Grundlagen moderner Organisationsgestaltung, latest edition
- _ Siebart, P.: Corporate Governance von Nonprofit Organisationen _ Ausgewählte Aspekte der Organisation und Führung, Bern, latest edition
- _ Stähle: Management: Eine verhaltenswissenschaftliche Perspektive, latest edition

[updated 19.11.2019]

Cultural Practice

Module name (EN): Cultural Practice
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-015
Hours per semester week / Teaching method: 1V+1S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-015 (P430-0029) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jörg Abbing
Lecturer: Dozierende des Studiengangs

[updated 26.11.2018]

Learning outcomes:

After successfully completing this course, students will:

- be able to plan a cultural project or event and develop a marketing strategy for it,
- be able to work independently or in groups on a complex topic from the field of cultural management using scientific methods,
- be able to independently procure, evaluate and use information in a targeted manner,
- be able to scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary).

[updated 19.11.2019]

Module content:

Students will:

- gain insight into preparing and planning cultural events, including all of the processes involved.
- work together to plan and carry out events.
- This content of this course is the complex topic of cultural management. Students will work on subtasks individually and/or in groups.

[updated 19.11.2019]

Teaching methods/Media:

Project

[updated 19.11.2019]

Recommended or required reading:

Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.

[updated 19.11.2019]

Empirical Methods in Social Science Research

Module name (EN): Empirical Methods in Social Science Research
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-070
Hours per semester week / Teaching method: 2V+2S (4 hours per week)
ECTS credits: 6
Semester: 1

<p>Mandatory course: yes</p>
<p>Language of instruction: German</p>
<p>Assessment: Term paper with presentation</p> <p>[updated 19.11.2019]</p>
<p>Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).</p>
<p>Applicability / Curricular relevance:</p> <p>BAKM-070 (P430-0021) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course</p>
<p>Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.</p>
<p>Recommended prerequisites (modules): None.</p>
<p>Recommended as prerequisite for:</p>
<p>Module coordinator: <u>Prof. Dr. Achim Schröder</u></p>
<p>Lecturer: Dozierende des Studiengangs</p> <p>[updated 23.10.2018]</p>
<p>Learning outcomes: After successfully completing this module, students will:</p> <ul style="list-style-type: none"> _ be able to demonstrate the importance of empirical social research in the field of cultural management. _ be able to explain and apply the theoretical principles of science. _ be able to transfer problems from the field of cultural management (alone or in a team) into a research design and then implement them using the methods, techniques and methods they have learned. _ be able to prepare and analyze data independently, document key results and convey them to the group (as well as to external parties, if necessary) in a presentation. <p>[updated 19.11.2019]</p>
<p>Module content: Lecture</p>

- Objectives and procedure of empirical social research (research process)
- Scientific theory (definitions, hypotheses, theories and laws, explanation and naive falsification, empirical significance of theories)
- Concept specification, operationalization and measurement (scales, quality criteria, indexing and scaling)
- Research design and types of research
 - Non-random sampling
- Data collection techniques (interviewing, observation, content analysis, non-reactive measurement techniques)
- Data preparation and analysis
- Interpretation and publication

Seminar on focus area:

- Students will get the chance to apply the content conveyed in the lecture to a task or problem from the field of cultural management.

[updated 19.11.2019]

Teaching methods/Media:

- Lecture and seminar
- Case studies
- Role playing
- Group and project work (concept development and presentation)
- Discussions with fellow students and third parties
- Presentations and preparation of documentation/papers

Students will learn to develop and implement research concepts, as well as present their results based on independently conducted studies.

[updated 19.11.2019]

Recommended or required reading:

- Atteslander, P., Methoden der empirischen Sozialforschung. Erich Schmidt Verlag, Berlin, latest edition
- Fantapié Altobelli, Claudia: Marktforschung : Methoden, Anwendungen, Praxisbeispiele, UVK/Lucius, München, latest edition
- Fantapié Altobelli, Claudia; Hoffmann, Sascha: Grundlagen der Marktforschung, UVK/Lucius, München, latest edition
- Flick, U., Qualitative Sozialforschung: Eine Einführung, rororo, 2007
- Koch, Jörg: Marktforschung. Grundlagen und praktische Anwendung, Oldenbourg, München, latest edition
- Schnell/Hill/Esser: Methoden der empirischen Sozialforschung, Oldenbourg, München, latest edition
- Przyborski, A., Wohlrab-Sahr, M.: Qualitative Sozialforschung: Ein Arbeitsbuch, Oldenbourg, latest edition

[updated 19.11.2019]

Introduction to Business Administration

Module name (EN): Introduction to Business Administration

Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-010
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 minutes) [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-010 (P430-0019) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>BAKM-040</u> Marketing [updated 23.10.2018]
Module coordinator: <u>Prof. Dr. Kerstin Heuwinkel</u>
Lecturer: Dozierende des Studiengangs [updated 03.12.2021]

Learning outcomes:

After successfully completing this course, students will:

- be able to analyze the history of business administration in the context of current developments,
- be able to explain basic terms, concepts and theories of business administration and place them in a discursive context,
- be able to describe various business sub-areas relevant to the cultural economy,
- be able to analyze the framework conditions of company management in general, and in the cultural industry in particular
- be able to analyze strategic planning and control concepts and apply the appropriate tools,
- be able to deepen the knowledge acquired in the course on the basis of literature chosen by them themselves or specified by the lecturer,
- be able to work independently on smaller problems in the form of case studies and exercises from practical experience using the theoretical knowledge acquired in the course.

[updated 19.11.2019]

Module content:

- Basic concepts and contexts of business administration
- Introduction to management
- Historical development of management theory
- Theoretical-conceptual basics
- (Strategic) planning and control

[updated 19.11.2019]

Teaching methods/Media:

- Lecture with group work, exercises and case studies

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 19.11.2019]

Recommended or required reading:

- Hungenberg, H./Wulf, T. (2015): Grundlagen der Unternehmensführung, latest edition, Berlin und Heidelberg.
- Schmalen, H./Pechtl, H. (2013): Grundlagen und Probleme der Betriebswirtschaft, latest edition, Stuttgart.
- Steinmann, H./Schreyögg, G./Koch, J. (2013): Management: Grundlagen der Unternehmensführung, latest edition, Wiesbaden.
- Olfert, H. / Rahn H.J.: Einführung in die Betriebswirtschaftslehre, latest edition, Ludwigshafen 2008.
- Schierenbeck, Heiner; Wöhle, Claudia B.: Grundzüge der Betriebswirtschaftslehre, latest edition, München 2012.
- Schmalen, Helmut; Pechtl, Hans: Grundlagen und Probleme der Betriebswirtschaft, latest edition, Stuttgart 2009.
- Steinecke, A.: Management und Marketing im Kulturtourismus, Kunst- und Kulturmanagement. Springer Fachmedien Wiesbaden 2013
- Wittmann, W. et al (Hrsg.): Handwörterbuch der Betriebswirtschaft, 5. Aufl., Stuttgart 1995.
- Wöhe, Günter: Einführung in die Allgemeine Betriebswirtschaftslehre, akt. Aufl., München 2005 or newer.
- Zimmermann, O.; Schulz, G.: Zukunft Kulturwirtschaft, Essen, 2009

[updated 19.11.2019]

Introduction to Law

Module name (EN): Introduction to Law
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-060
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 minutes) [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-060 (P430-0020) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: <u>Prof. Dr. Sybille Neumann</u>

Lecturer:

Prof. Dr. Sybille Neumann

[updated 23.10.2018]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain the parts of German civil law that are relevant for cultural managers,
- be able to apply legal texts independently, interpret each regulation and relate them to one another,
- be able to recognize the relevance of regulations for business practice,
- be able to develop proposals for solutions to specific cases relating to legal transactions and obligations by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result therefrom,
- be able to review the results based on general legal value judgements.

[updated 19.11.2019]

Module content:

- Legal system, jurisdiction structure
- Legal entities of private law (people, consumers, entrepreneurs, businessmen)
- Theory of legal transactions (declaration of intent, general legal transactions, contracts, abstraction principle)
- Inclusion and main features of the content control of GTCs
- Flaws in legal transactions (nullity due to form or content, contestability)
- Agency
- Statutory limitation
- Introduction to law of obligations
- Performance modalities and types of fulfilment
- Rescission und revocation rights for consumers
- Overview of defective performance and damages

[updated 19.11.2019]

Teaching methods/Media:

Lecture based on introductory cases with integrated exercises for solving civil law cases
Board and slides

[updated 19.11.2019]

Recommended or required reading:

- Führich, E. & Werdan, I., Wirtschaftsprivatrecht in Fällen und Fragen. München: Vahlen, latest edition
- Hirsch, C., Der Allgemeine Teil des BGB. Baden-Baden: Nomos, latest edition
- Neumann, S., Rechtslexikon BGB, Heidelberg: C.F. Müller, latest edition

[updated 19.11.2019]

Key Performance Indicators, Accounting and Taxes

Module name (EN): Key Performance Indicators, Accounting and Taxes
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-030
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes) [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-030 (P430-0018) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: <u>Prof. Dr. Nicole Schwarz</u>
Lecturer: <u>Dr. Birgit Pferdenges</u>

[updated 23.10.2018]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain the importance of economic indicators,
- be able to define and interpret key financial and performance indicators,
- be able to explain the interrelationships of different key indicators,
- be able to explain the essential concepts of accounting and distinguish financial accounting from cost accounting,
- be able to understand accounting according to the balance sheet approach and balance sheet valuation,
- be able to carry out the first and subsequent valuations of the most important balance sheet items,
- be able to explain the basic process of cost accounting,
- be able to describe detailed aspects of cost type determination, the allocation of costs to cost centers, as well as the individual procedures for cost calculation,
- be able to distinguish between the methods of short-term profit and loss accounting,
- be able to name the characteristics of and justification for the most important German tax types,
- be able to calculate the tax base _ depending on the type of tax_,
- be able to apply their theoretical knowledge acquired in the module in order to work on tasks from the areas of key figures, accounting and taxes in the form of practical exercises and case studies.

[updated 19.11.2019]

Module content:

- Derivation and functions of key performance indicators
- Key figures for asset and capital structure
- Productivity, cost-effectiveness, profitability, liquidity
- Principles of accounting and basic accounting terms
- Principles of accounting and annual financial statements
- Acquisition costs, production costs
- Balance sheet items: fixed assets, current assets, liabilities, provisions, equity capital, accrual
- Principles of cost accounting
- Cost element accounting, cost center accounting, cost object accounting (calculation)
- Short-term income statement
- Taxation theory
- Types of taxes: income tax, corporate tax, trade tax, value added tax

[updated 19.11.2019]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 19.11.2019]

Recommended or required reading:

- Bornhofen, M.: Steuerlehre, latest edition.
- Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, latest edition.
- Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, latest edition.
- Däumler, K.-D., Grabe, J.: Kostenrechnung 1, latest edition.
- Grefe, C.: Kompakt-Training Bilanzen, latest edition.
- Joos-Sachse, T.: Controlling, Kostenrechnung und Kostenmanagement, latest edition.
- Schierenbeck, H., Wöhle, C.: Grundzüge der Betriebswirtschaftslehre, latest edition.

- _ Wöhe, G., Döring, U., Brösel, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, latest edition.
- _ Wöhe, G., Kußmaul, H.: Grundzüge der Buchführung und Bilanztechnik, latest edition.

[updated 19.11.2019]

Logistics

Module name (EN): Logistics
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-050
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 minutes) [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-050 (P430-0030) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Steffen H. Hütter

Lecturer:
Prof. Dr. Hellen Gross

[updated 25.10.2018]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain why logistics is as an important component of companies and cultural institutions,
- be able to analyze the interrelationships between value chains, vertical range of manufacture, as well as in- and outsourcing,
- be able to explain strategic supplier management and different sourcing concepts,
- be able to describe the criteria and procedures necessary for supplier evaluation,
- be able to apply basic methods for the qualitative and quantitative selection of locations,
- be able to describe tactical logistics methods and instruments,
- be able to reflect on the role of the cultural manager in production processes and apply key methods of production planning in the cultural sector,
- be able to describe and apply basic methods of quality management for logistics,
- be able to discuss the advantages and disadvantages of transport choices, especially for cultural institutions.
- be able to explain the functions of stock keeping,
- be able to explain shipping and packaging options and analyze the particularities of cultural goods.
- be able to transfer what they have learned to cultural institutions.

[updated 19.11.2019]

Module content:

Topics relevant for cultural managers:

- Logistics basics
- Strategic logistics tasks (management of supplier relationships, in- and outsourcing, location planning, use in the cultural sector)
- Tactical logistics tasks (sales planning, quality management, choice of transport means, especially in the cultural sector, stock keeping)
- Operational logistics tasks (in the company, as well as the dispatch and packaging of cultural goods and planning tours for orchestras)

[updated 19.11.2019]

Teaching methods/Media:

_Lecture with group work, exercises and case studies

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 19.11.2019]

Recommended or required reading:

- Gudehus, T. (2010): Logistik Grundlagen Strategien Anwendungen, latest edition, Springer

- Koch, S. (2012): Logistik, Eine Einführung in Ökonomie und Nachhaltigkeit, Springer
- Heiserich, O.-E./Helbig, K./Ullmann, W. (2011): Logistik, eine praxisorientierte Einführung, latest edition, Gabler
- Huber, A./Laverentz, K. (2012): Logistik, Vahlen
- Wegner, U./Wegner K. (2017): Einführung in das Logistikmanagement, Springer

[updated 19.11.2019]

Marketing

Module name (EN): Marketing
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-040
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes) [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-040 (P430-0012) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>BAKM-010</u> Introduction to Business Administration <u>BAKM-020</u> Business Management and HR Management

[updated 23.10.2018]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Nicole Schwarz

Lecturer:

Prof. Dr. Achim Schröder

Prof. Dr. Nicole Schwarz

[updated 23.10.2018]

Learning outcomes:

After successfully completing this module, students will:

- be able to name, describe and contextualize basic marketing terms and content,
- be able to describe and explain different areas of marketing,
- be able to apply the steps for developing a marketing strategy,
- be able to describe the most important areas and methods of marketing information,
- be able to explain the importance of consumer behavior research for the field of marketing,
- be able to provide basic knowledge about marketing tools and the relationships between them,
- be able to develop the content of the lecture independently on the basis of hand-picked literature,
- be able to work independently on smaller marketing issues in the form of case studies from practical experience using the theoretical knowledge acquired in the course.

[updated 19.11.2019]

Module content:

- Marketing development stages
- Concept of market-oriented corporate management and the marketing management process
- Principles of consumer behavior and market research
- Market segmentation methods
- Approaches to strategic marketing (KKV, SWOT, Product Market Matrix)
- Basic principles of product policy, pricing policy, communication and distribution policy

[updated 19.11.2019]

Teaching methods/Media:

Lecture with group work and case studies

[updated 19.11.2019]

Recommended or required reading:

- Homburg, C., Krohmer, H., Marketingmanagement, Wiesbaden: Gabler, latest edition.
- Kotler, P. et al., Grundlagen des Marketing, München: Pearson Studium, latest edition.
- Kroeber-Riel, W., Weinberg, P., Gröppel-Klein, A., Konsumentenverhalten, München: Vahlen, latest edition.
- Meffert, H. et al., Marketing. Grundlagen marktorientierter Unternehmensführung, Wiesbaden:

Gabler, latest edition.

- Nieschlag, R., Dichtl, E., Hörschgen, H., Marketing, Berlin: Duncker & Humblot, latest edition.
- Weis, H.-C., Marketing, Ludwigshafen: Kiehl, latest edition.

[updated 19.11.2019]

Principles of Aesthetics, Art and Design I

Module name (EN): Principles of Aesthetics, Art and Design I
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-019
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition or written examination, type and duration of the examination are specified in the module handbook. [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-019 (P430-0022) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. phil. Christian Bauer

Lecturer:

Dr. Andreas Bayer
Dozierende des Studiengangs

[updated 06.11.2019]

Learning outcomes:

After successfully completing this course, students will:

- be able to describe the fundamental characteristics of art historical eras from the Middle Ages to the present through independent scientific research and understand central aspects of specific and superordinate characteristics of respective phases of artistic development based on major works of art history.
- be able to apply art historical methods of image and work analysis as instruments for interpreting works of fine art.
- be able to describe various genres of visual art (including painting, graphic art and drawing, sculpture, performance, photography, installation, new media) and place them in their respective temporal and cultural-historical contexts.
- be able to identify main artistic themes and phenomena from various eras and compare and analyze them across eras and genres.
- be able to explore and understand images from every day and popular culture (e.g. advertising, digital-interactive game environments) based on art historical standards.

[updated 19.11.2019]

Module content:

- Overview of art historical developments from the Middle Ages to the present day
- Basic knowledge art and architectural history, as well as the theory of art and architecture
- Basic knowledge about the various genres of and media used in visual art
- Knowledge of major works of art history and their classification in historical and intellectual contexts
- Art historical methods used to describe and analyze images or works of art
- Comparisons of artistic tasks, themes and phenomena across eras and genres
- Integration of so-called non-artistic images and pictorial worlds from e.g. advertising, everyday aesthetics and popular culture

[updated 19.11.2019]

Teaching methods/Media:

Seminar

[updated 19.11.2019]

Recommended or required reading:

- Hans Belting: Bild und Kult, München 1990
- Hans Belting (Hrsg.): Bilderfragen. Die Bildwissenschaft im Aufbruch, München 2007
- Gottfried Boehm (Hrsg.): Was ist ein Bild?, München 1994
- Gernot Böhme: Theorie des Bildes, München 1990
- Wolfgang Brassat, Hubertus Kohle (Hrsg.): Methoden-Reader Kunstgeschichte, Köln 2003
- Ernst H. Gombrich: Die Geschichte der Kunst, Stuttgart und Zürich 1977

- Udo Kultermann: Geschichte der Kunstgeschichte, München 1990
- Udo Kultermann: Kleine Geschichte der Kunsttheorie. Von der Vorgeschichte bis zur Gegenwart, Darmstadt 1989
- Kristin Marek, Martin Schulz (Hrsg.): Kanon Kunstgeschichte, 4 Bde. Paderborn 2015
- Sabine Poeschel: Handbuch der Ikonographie. Sakrale und profane Themen der bildenden Kunst, Darmstadt 2007

[updated 19.11.2019]

Principles of Aesthetics, Art and Design II

Module name (EN): Principles of Aesthetics, Art and Design II
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-029
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook. [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-029 (P430-0023) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. phil. Christian Bauer

Lecturer:

Prof. Dr. phil. Christian Bauer
Dozierende des Studiengangs

[updated 06.11.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with basic design theoretical categories, methods and concepts and be able to apply them to examples from the field of visual communication,
- be able to create a basis for theoretical knowledge about the conditions, justifications and relationships that can be created by and with design,
- be able to systematically and methodically acquire, classify and interpret historical knowledge about design,
- be able to present the knowledge they have acquired in a structured form and, in the course of their research, independently make critical statements and justify them,
- be able to describe and critically analyze phenomena relevant to life and work.

[updated 19.11.2019]

Module content:

- History and theory of design (communication design, sociodesign, product design etc.)
- Visual rhetoric and semiotics
- Design theoretical challenges
- Scientific research
- Topics from the field of design research
- Analysis of complex design theoretical problems with reference to historical, social and technological transformations
- The social responsibility of design

[updated 19.11.2019]

Teaching methods/Media:

Seminar

[updated 19.11.2019]

Recommended or required reading:

- Aicher, Otl: analog und digital. mit einer einföhrung von wilhelm vossenkuhl, Berlin 1991.
- Braun, Uli / Höger, Hans / Stutterheim, Kerstin (Hrsg.): Design & Geschichte. Texte zum Umgang mit Historie als Teil des gestalterischen Handelns (=Querfeldein, Bd. 2) Weimar 2009
- Brandes, Uta / Erlhoff, Michael / Schemmann, Nadine: Designtheorie und Designforschung,

Paderborn 2009

- Buchholz, Kai u. Theinert, Justus unter Mitarbeit von Silke Ihden-Rothkirch: Designlehren. Wege deutscher Gestaltungsausbildung, Stuttgart 2007
- Eckstein, Hans: Formgebung des Nützlichen. Marginalien zur Geschichte und Theorie des Designs, Düsseldorf 1985
- Friedrich, T. u. G. Schweppenhäuser: Bildsemiotik. Grundlagen und exemplarische Analysen visueller Kommunikation, Basel 2010
- Godau, Marion: Produktdesign. Eine Einführung mit Beispielen aus der Praxis, Basel 2003.
- Kries, Mateo: Totales Design. Die Inflation moderner Gestaltung, Berlin 2010
- Mareis, Claudia: Theorien des Designs zur Einführung, Hamburg 2014
- Papanek, Viktor: Design for the Real World. Human Ecology and Social Change, London 20162
- Schneider, Beat: Design _ Eine Einführung. Entwurf im sozialen, kulturellen und wirtschaftlichen Kontext, Basel, Boston, Berlin 2005
- Schweppenhäuser, Gerhard u. Bauer, Christian: Ethik im Kommunikationsdesign. Verständigung, Verantwortung und Orientierung als Kriterien visueller Gestaltung, Würzburg 2017
- Selle, Gert: Geschichte des Design in Deutschland, Frankfurt/M.,1994

[updated 19.11.2019]

Principles of Aesthetics, Art and Design III

Module name (EN): Principles of Aesthetics, Art and Design III
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-039
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook. [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance:

BAKM-039 (P430-0024) Cultural Management, Propädeutikum, ASPO 01.10.2020 , semester 1, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.
The total student study time is 90 hours (equivalent to 3 ECTS credits).
There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. phil. Christian Bauer

Lecturer:

Prof. Dr. phil. Christian Bauer
Dozierende des Studiengangs

[updated 06.11.2019]

Learning outcomes:

After successfully completing this module, students will:

- _ be able to understand the most important processes in the history of philosophical aesthetics from the Enlightenment to the present through their own research, be able to present them in a comprehensible way and identify the epistemological principles of each respective era.
- _ be able to explain the foundations of philosophical aesthetics with regard to artistic, creative and cultural processes as instruments of practical and personal experience.
- _ be able to identify the social and discursive significance of cultural and media change processes and discuss them in their analysis.
- _ be able to develop action-oriented perspectives for cultural developments on the basis of scientific research and the results of normative discussions.

[updated 19.11.2019]

Module content:

- _ The history of philosophical aesthetics from the Enlightenment to the present
- _ A fundamental historical overview of issues regarding philosophical information theory and its reception
- _ Philosophical dimensions and categories of visual arts and design
- _ Models of aesthetic experience with regard to works of and processes from the fields of visual arts, design and new media
- _ Importance of the media as a space for remembering and discussing social discourses

[updated 19.11.2019]

Teaching methods/Media:

Seminar

[updated 19.11.2019]

Recommended or required reading:

- Zygmunt Baumann: Flüchtige Moderne, Frankfurt/Main 2003
- Martin Burckhardt: Metamorphosen von Raum und Zeit. Eine Geschichte der Wahrnehmung, Frankfurt/Main, New York 1997
- Jonathan Crary: Aufmerksamkeit. Wahrnehmung und moderne Kultur, Frankfurt/Main 2002
- Umberto Eco (Hrsg.): Die Geschichte der Schönheit, München, Wien 2004
- Umberto Eco (Hrsg.): Die Geschichte der Hässlichkeit, München 2007
- Werner Jung: Von der Mimesis zur Simulation. Eine Einführung in die Geschichte der Ästhetik, Hamburg 1995

[updated 19.11.2019]

Principles of Aesthetics, Art and Design IV

Module name (EN): Principles of Aesthetics, Art and Design IV
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-049
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook. [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-049 (P430-0025) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 90 hours (equivalent to 3 ECTS credits).

There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Dr. Soenke Zehle

Lecturer:

Dr. Soenke Zehle

Dozierende des Studiengangs

[updated 10.01.2019]

Learning outcomes:

After successfully completing this module, students will:

- _ be able to analyze technological developments critically.
- _ be able to find terms for use in such debates and compare them in relation to different analysis contexts.
- _ be able to reflect on the role of technical media in various forms of representation and perception.
- _ be able to conceptually explore possibilities of co-designing technological development processes.
- _ be able to relate questions about individual and collective self-determination in times of technology-determined social change to specific media manifestations.

[updated 19.11.2019]

Module content:

- _ Foundations of media theory
- _ Methods of process design (game/interface design)
- _ History of media and technology

[updated 19.11.2019]

Teaching methods/Media:

Seminar

[updated 19.11.2019]

Recommended or required reading:

- _ Künzel, Werner; Bexte, Peter (1996). Maschinendenken / Denkmaschinen: An den Schaltstellen zweier Kulturen. Frankfurt: Insel Verlag
- _ Marx, Karl (1857 / 2005). _Fragment über Maschinen_, in: ders., Grundrisse der Kritik der politischen Ökonomie, MEW 42, Berlin 22005, 590-609
- _ Raunig, Gerhard (2008). Tausend Maschinen: Eine kleine Philosophie der Maschine als sozialer Bewegung. Wien: Turia + Kant

- _ Schmidgen, Henning (2017). Forschungsmaschinen. Experimente zwischen Wissenschaft und Kunst. Berlin: Matthes & Seitz
- _ Stiegler, Bernard (2009). Denken bis an die Grenzen der Maschine. Übers. Erich Hörl und Ksymena Wojtyczka. Berlin: Diaphanes Verlag

[updated 19.11.2019]

Principles of Music I

Module name (EN): Principles of Music I
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-025
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook. [updated 19.11.2019]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: BAKM-025 (P430-0026) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.

Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jörg Abbing
Lecturer: Dozierende des Studiengangs [updated 25.10.2018]
Learning outcomes: for example, History of Music: After successfully completing this course, students will be able to classify music stylistically and historically, as well as recognize interpretive characteristics qualitatively and differentiate them from one another with regard to certain formal principles. They will be able to identify various developments in music history and independently evaluate and plan a musical curriculum. [updated 19.11.2019]
Module content: Musical epochs from the beginnings of music to the First Viennese School [updated 19.11.2019]
Teaching methods/Media: Seminar or lecture [updated 19.11.2019]
Recommended or required reading: – Keil, Werner: Musikgeschichte im Überblick, Stuttgart 2014. – C. Dahlhaus / H. Danuser: Neues Handbuch der Musikwissenschaft, 13 Bände, Wiesbaden/Laaber 1979. – E. Budde: Handbuch der Musik im 20. Jahrhundert, Laaber 1999. [updated 19.11.2019]

Principles of Music II

Module name (EN): Principles of Music II
Degree programme: <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u>
Module code: BAKM-035
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits:

3

Semester: 1

Mandatory course: yes

Language of instruction:

German

Assessment:

Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook.

[updated 19.11.2019]

Exam recurrence:

The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

BAKM-035 (P430-0027) Cultural Management, Propädeutikum, ASPO 01.10.2020 , semester 1, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 90 hours (equivalent to 3 ECTS credits).

There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Jörg Abbing

Lecturer:

Dozierende des Studiengangs

[updated 25.10.2018]

Learning outcomes:

For "Music Didactics", for example:

After successfully completing this module, students will:

- be able to design sustainable communication projects for different target groups on different topics based on their knowledge of the determinants and content of music learning,
- be able to act appropriately in various mediation situations with the help of a broad repertoire of music pedagogical approaches,
- be able to assess the consequences of organizational decisions on the results of music-related

mediation projects,

– be able to apply psychological and sociological aspects of music learning, i.e. be able to make suitable pedagogical decisions and methodically differentiated offers in concrete mediation situations based on their knowledge of the psychological and sociological aspects of music learning. Students will also be able to identify and take into account individual prerequisites when working with heterogeneous groups. When communicating with colleagues, they will be able to explain and justify the needs and content of cultural educational offers.

[updated 19.11.2019]

Module content:

Students will:

- become familiar with the possibilities of initiating aesthetic experiences.
- acquire basic knowledge about the conditions under which musical performance and presentation take place.
- learn to assess the potential of open, fragmentary or processual aesthetic products.
- acquire basic knowledge about the anthropological, perception-psychological, development-psychological, gender-specific and neurobiological aspects of learning music, as well as about musical socialization and talent.
- be able to critically examine recent discussions on theories on aesthetic perception and aesthetic education, as well as theories on music representation.

[updated 19.11.2019]

Teaching methods/Media:

Seminar or lecture

[updated 19.11.2019]

Recommended or required reading:

- Bruhn, Herbert / Kopiez, Reinhard / Lehmann, Andreas C. (Hrsg.): Musikpsychologie. Das neue Handbuch, Hamburg 2008.
- Gruhn, Wilfried / Seither-Preisler, Annemarie: Der musikalische Mensch. Evolution, Biologie und Pädagogik musikalischer Begabung, Hildesheim 2014.
- Schatt, Peter: Einführung in die Musikpädagogik, Darmstadt 2007.
- Stiller, Barbara: Erlebnisraum Konzert. Prozesse der Musikvermittlung in Konzerten für Kinder, Regensburg 2008.
- Wimmer, Constanze: Musikvermittlung im Kontext. Impulse _ Strategien _ Berufsfelder, Regensburg 2010.

[updated 19.11.2019]

Principles of Music III

Module name (EN): Principles of Music III

Degree programme: Cultural Management, Propädeutikum, ASPO 01.10.2020

Module code: BAKM-045

<p>Hours per semester week / Teaching method: 2S (2 hours per week)</p>
<p>ECTS credits: 3</p>
<p>Semester: 1</p>
<p>Mandatory course: yes</p>
<p>Language of instruction: German</p>
<p>Assessment: Written composition or written examination, type and duration of the examination for the selected topic are specified in the module handbook. [updated 19.11.2019]</p>
<p>Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).</p>
<p>Applicability / Curricular relevance: BAKM-045 (P430-0028) <u>Cultural Management, Propädeutikum, ASPO 01.10.2020</u> , semester 1, mandatory course</p>
<p>Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.</p>
<p>Recommended prerequisites (modules): None.</p>
<p>Recommended as prerequisite for:</p>
<p>Module coordinator: Prof. Dr. Jörg Abbing</p>
<p>Lecturer: Dozierende des Studiengangs [updated 25.10.2018]</p>
<p>Learning outcomes: For, for example, the History of Composition: After successfully completing this module, students will be able to classify musical works from the history of composition based on the structure of their movements. Students will also receive an overview of the main stages of the paradigm shift in musical content. They will be able to name and apply the principles of</p>

harmony and counterpoint.

For example, for the history and theory of jazz and popular music:

Students will be able to recognize and classify the stylistic peculiarities of the different tendencies in jazz/popular music: They will be able to name the music-immanent characteristics typical of jazz/popular music in terms of form, harmony and instrumentation and the main representatives of such. Students will be able to recognize the importance of producing and marketing popular music and name concrete examples for this.

[updated 19.11.2019]

Module content:

- Students will expand their repertoire knowledge and receive an overview of the development of music theory.
- Based on selected examples, they will follow the development of and changes in musical content from the 9th century to the present day.
- Students will receive an overview of the development of popular music and jazz based on selected examples.
- Students will gain listening experience for relevant styles of popular music.

[updated 19.11.2019]

Teaching methods/Media:

Seminar or lecture

[updated 19.11.2019]

Recommended or required reading:

- Kühn, C.; Kompositionsgeschichte in kommentierten Beispielen, Kassel 1998.
- Wunsch, Chr.; Satztechniken im 20. Jahrhundert, Kassel 2009.
- Krämer Th, / Dings M.; Lexikon Musiktheorie, Wiesbaden 2005.
- Salmen W. / Schneider N.; Der musikalische Satz, Innsbruck 1986.

[updated 19.11.2019]

Cultural Management Propädeutikum - optional courses