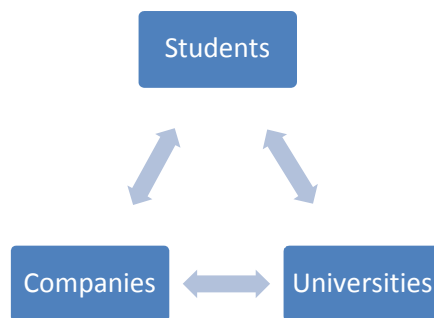


# Draft Programme for an E-CLIC Curriculum

## 1. Introduction

As stated in the E-CLIC application, student education and involvement are important factors to bring forward the main ideas of the project as well as for the overall success. One of the steps to be able to achieve that goal is to create a curriculum for a study programme based in E-CLIC. That way, young people from different nations across Europe have access to high quality education, participate in a great variety of transnational projects and work in close cooperation with the E-CLIC partners. Students can benefit from the extensive network of universities, research institutions and companies that has been accumulated within the project, whereas institutions receive new input and assistance for their tasks and workshops. Student exchanges in the past, such as the Cebit Study visit and the entrepreneurship week, have already shown that companies and institutions can highly benefit from the innovative ideas from young, talented students.



That's why an E-CLIC Curriculum seems to be an excellent opportunity to maximize the possible benefits resulting from the collaboration of students, universities and companies.

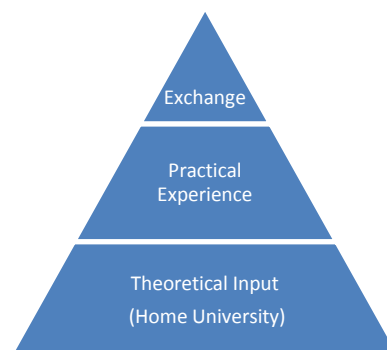
## 2. Study goal and contents

The main study goal is to create a curriculum that is practical oriented with an international focus to give students the possibility to receive their education within different institutions and universities of the E-CLIC project.

The E-CLIC curriculum is mainly addressed to young talents with a Media background who are interested in working within the middle and / or top management of media companies within Europe.

In order to be able to work in such a position, it is necessary to have a wide range of qualifications that can mostly not be covered by postgraduate studies as the focus area is normally rather limited and specialized.

In comparison, the E-CLIC curriculum has a very broad area of expertise: to be able to work in the management of a media company one must know the current market situation, be creative and innovative and understand the movements of the industry. Therefore it is a key factor to gain practical experience in the area of Media, E-Services and Design. On the other hand one must have excellent business skills in the fields of Company / Project Management, Finance, Controlling and Human Resources and a sense for good business opportunities. To complete the set of skills a general knowledge of European Law with a media focus and some journalistic knowledge are required. All these areas shall be included in the E-CLIC Curriculum and be taught at different institutions depending on the focus and area of expertise.



### 3. Network: institutions involved

The strength of the E-CLIC Curriculum, apart from excellent being taught at excellent universities, is the company involvement to give the studies a hands-on, practical focus within their studies. Students will have to work in various business environments throughout their study period with the possibility to gain experiences in different countries of the E-CLIC cooperation.

Participating partners will be the University of Stavanger in Norway, the Universities of Borås and Karlstad in Sweden, the PIH Department of Howest, Kortrijk in Belgium and the Universities of Hannover and Wilhelmshaven in Germany. All collaborating partners have different focuses within the Curriculum and will be able to teach the students from different points of view and in different fields, each with a special focus on the circumstances of their country and the local market situation. Because of the transnational focus students will also learn about the cultural differences and different ways of doing business within Europe.

Areas of expertise:

	Kortrijk	Stavanger	Karlstad	Boras	Hannover	Wilhelms- haven
Multimedia & Design	•	•	•		•	•
Broadband & Informatics			•	•		•
Business, Management, Finance	•	•	•	•	•	•
Information & Communication Science		•	•		•	
Cultural Studies		•				

As well, all partners have a strong network of companies and institutions collaborating with the universities in numerous projects, which will be beneficial for the students. These collaborations are not only national, but also strongly focus on transnational project carried out by several of the project partners.

#### 4. Requirements

The postgraduate studies are designed for people who have already received education within the university or working context and have had first experiences within a Media environment. Although it is not necessary to have a university degree, some sort of practical education (apprenticeship, college, work experience, etc.), that can be taken into account for the further education within the E-CLIC project, is to be proved.

*General requirements are:*

- Citizen of a member country of the European Union
- Higher Education: A-Levels or equivalent
- University degree with a Media focus or equivalent work experience within the sector
- Fluent in English and basic knowledge of at least one other European language
- First experiences within an international work /study environment (Student exchange, Erasmus, internship, etc.)
- [...]

#### 5. General structure

The students will be enrolled in one of the University for the Postgraduate Course over a period of two years. The University will be responsible for the administrative part and guidance of the student. Depending on the University in charge, the focus area and the possible exchanges may vary depending on the local arrangements. Furthermore, the University will be responsible for handling the ECTS Credits. There will be a system of how many credits have to be obtained in the whole programme. These credits can be mainly gained through courses in the responsible institutions or students can take courses at several different Universities, depending on their focus areas and interest. Nevertheless it is obligatory to take at least one course in a University which is not the one the student is enrolled in to make sure that the international focus is implemented in the studies.

All courses of the programme will be taught in English; hence it is necessary to have a high level of English to be able to follow the courses. Non-native speakers may be asked

to document their knowledge of English. Additionally to the classes in English, the students have to take courses in at least one other language of the programmes partners. This task should be completed while studying at one of the partner Universities abroad.

At the end of their studies the students have to write a final thesis which should be accomplished within a company. That way the thesis will focus on a practical work, rather than pure theory. The thesis can be written in cooperation with the home university or within the exchange programme in cooperation with a company and the responsible university abroad.

## **6. Courses**

Depending on the chosen University the courses to take might vary a little, although it is obligatory to take courses in each of the five main areas of the classes.

*These main areas of studies are:*

- Multimedia and Design
- Broadband & Informatics
- Business, Marketing and Finance
- Information & Communication Science
- Cultural Studies

### *6.1 Multimedia and Design*

As the studies are design for young people wanting to work in the Middle or Top Management of Media companies it is important to have a profound knowledge in this field. Although as a manager one might not have to develop the design, the person still has to know how it works and more importantly if a required design or media project or element can be accomplished a certain way. In this area, students will work creatively with different programmes and learn about the latest technologies and procedures in the area of multimedia and design.

## 6.2 *Broadband & Informatics*

Computers and the internet play an important role in everybody's lives. But while working within a creative sector it is even more important to be able to work with this fast paced medium and to understand how it works. Working with computers is not always easy: as a manager one should know how to solve basic problems, create a website, administrate a server and also have good knowledge about the internet. Broadband connections are the key to the digital world: they are essential for multimedia, as a fast connection is necessary to work with multimedia elements.

## 6.3 *Business, Marketing and Finance*

Business skills are the key factor to managing a team, a project or a company. To be able to do so, one part of the E-CLIC Curriculum is focused on developing the student's business skills. Content of this area are general business classes such as business administration, finance and controlling, where students learn how to administer their work and do accounting, as well as human resource management where they develop skills on how to manage a team or to motivate employees. Another key aspect is marketing: a good product is not enough if the PR & marketing is not implemented well enough. Especially in the fast paced area of new media the key factor is to promote a product or a service to be successful.

## 6.4 *Information & Communication Science*

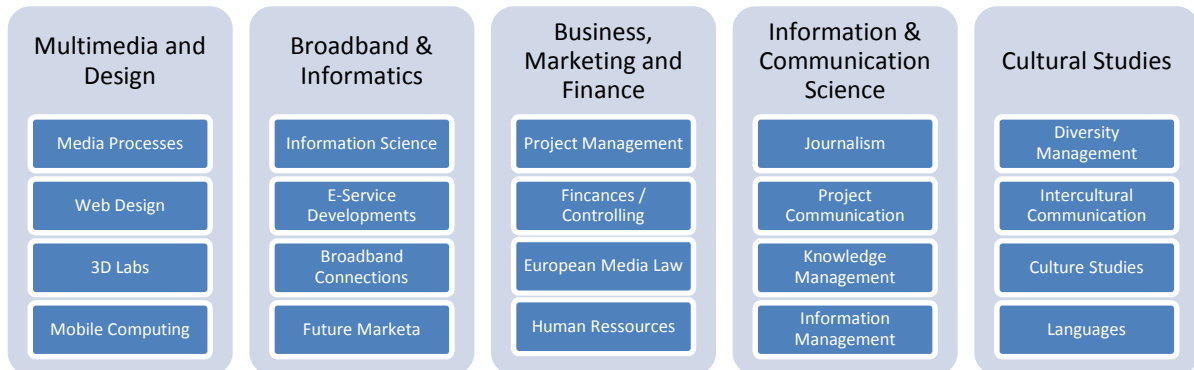
Nowadays one has to deal with so much information that it is especially important to be able to filter the relevant parts from the masses of irrelevant content. Databases and search engines are key to this important task when scanning the market or looking for the best offer. Also, general communication via internet is a day-to-day task for a manager, so one must be able to use the different tools such as voice over IP, chats, email and nowadays especially important: social media. Therefore courses in the area of information and communication are designed to give the students a good knowledge on how to work with the internet in order to gain the best possible result the fastest way.

### 6.5 Cultural Studies

Communication is not only difficult if one is not able to use the right tools. When working in an international environment one has take into consideration that the communication can be mislead or misinterpreted because of different cultural backgrounds of the partners. In this area students learn to develop a cultural awareness and to be sensitive to cultural differences. While studying abroad they should also take cultural study classes of the country where they will be studying to get to know the local society as well as history in order to get a better understanding of a foreign culture.

Without a doubt, these areas are not completely separate but complement each other to prepare the students for their future work in the media sector. It is important for the students to cover all areas although a personal focus on a special area of interest should be chosen to establish a personal profile within the E-CLIC curriculum.

*Modules within the five main areas:*



## 7. Finances

The different universities of the E-CLIC Curriculum will work together closely with companies and institutions in their regions to make sure that a strong practical focus is added to the studies. That way, companies have access to highly motivated and creative students willing to work within their projects. Partnerships between the Universities and companies shall be established to be able to finance the E-CLIC Curriculum and to support the students for example when they go abroad. After finishing the education programme the students have already formed an extensive network of possible employers. The companies benefit as well as they have already formed part of educating





highly qualified students who are familiar with their area of work. That way both parts, students and companies, are able to benefit from the E-CLIC Curriculum. The European institute of innovation (voluntary organisation, founded already by Germany partners) might be an instrument to ensure social sponsoring activities by companies and attraction of funding programmes for know-how transfer and exchange.