

## Summer Program 2006-2007

<b>Module title: The Extended Enterprise</b>			
<b>Module code:</b>		<b>ECTS-Credits: 7</b>	
<b>In charge of module: Joop van Sintfiet, vacancy</b>			
<b>Teaching and learning methods:</b>			
Lecture:	Contact hours	Lessons and evaluations:	9x7 hours
Exercises, evaluations	Contact hours	Non-contact hours:	+- hours 100
Project:	Contact hours	<b>Total workload:</b>	<b>196 hours</b>
<b>Learning outcomes:</b>			
<ul style="list-style-type: none"> <li>• In a practical advice situation, the student should be able to assess, after a short analysis, which logistic business processes belong to the organisation. He is capable of making the right problem analysis and to place this in a broader theoretical framework.</li> <li>• In a consultancy stage the student should be client oriented, empathize with business situations and by asking the right questions and listening to the answers, he can formulate a thorough advice and a well-founded vision.</li> <li>• The student should be able to select internet based resources and other new media to make the company management more effective and to clearly and convincingly bring out this selection.</li> <li>• The student should have insight into and proficiency in the (re)designing of business processes for e-business.</li> <li>• The student should be capable of offering well-founded new media solutions in an e-business environment of and between organisations.</li> </ul>			
<b>Description of content:</b>			
<p>We enter the era of the business web. In every market sector organisation, networks come into existing that manipulate the old business model. The key to successful competition in the digital economy is innovation and adaptation to the business model, that uses the new network systems based on the internet as a foundation for professional communication and transactions.</p> <p>The macro and microenvironment of businesses and organisations is subject to a process of continual change. After the first efficiency blow with regard to the production, distribution and purchase processes (logistics), the administration and information processes were next. Now new forms of cooperation with suppliers, distributors, service providers, infrastructure providers and clients come into view, based on the technological transaction and communication possibilities of the internet and mobile telecommunication and data transmission of today. Organisations gain flexibility and efficiency by concentrating on core tasks and subcontracting of parts of the business processes.</p> <p>ICT and the internet will fulfil an important role in businesses and production chains in the fields of information, communication and transaction. At the side of the front office, we note that applications of internet oriented e-CRM-software make contacts with clients direct and interactive. This necessary step is made possible through linking to effective ERP-software. In the production chains Supply Chain Management will optimise the information, communication and transaction in the networks of businesses. The module "The Extended Enterprise" not only places the learning to think in e-business concepts and models within the framework of Inter-organisational Business &amp; Communication, but also the capability to translate this to concrete models and/or prototypes. The possibilities for an organisation to be part of or to use 'virtual network enterprises' also have to be considered in the advice.</p>			
<b>Entry requirements:</b>			
<b>Assessment method:</b>			
Written tests, assignments (project), discussion forum			

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### **Literature and lecture notes:**

Basic Literature for the Course (tentative):

**E-Business 2.0, Roadmap for Success**, Massachusetts: Addison Wesley Longman, Author: Ravi Kalakota, ISBN: 90-430-0377-8 English Edition; There is also a Dutch and German version available.

- Chris Anderson, The Long Tail
  - To be announced
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<b>Module title: Virtual Web Organisation</b>			
<b>Module code:</b>		<b>ECTS-Credits: 7</b>	
<b>In charge of module: Stef Petit, Jan Vermeulen, vacancy</b>			
<b>Teaching and learning methods:</b>			
Lecture:	Contact hours	Lessons and evaluations:	9x7 hours
Exercises, evaluations	Contact hours	Non-contact hours:	+- hours 100
Project:	Contact hours	Total workload:	196 hours
<b>Learning outcomes:</b>			
<ol style="list-style-type: none"> <li>1. Carrying out research into new digital concepts of communication for the purpose of the exchange of information and know-how within joint ventures.</li> <li>2. The student will be able to devise an integrated structure of communication within a flexible web organization based on communication concepts including the corresponding choice of media, which contributes to the solution of communication issues.</li> <li>3. The student will be able to devise digital forms of communication from a thematic approach, allowing for the type of organization and its organizational practice, and to publish a report on these.</li> <li>4. The student will be able to devise a suitable digital communicational solution and visualise this in a (digital) prototype in a relatively simple practical situation based on a communication model.</li> <li>5. The student will have the skills to present the media solutions he has figured out convincingly, which will be expressed in his vision, concept, reporting, customer orientation, attitude and behaviour.             <ul style="list-style-type: none"> <li>• Explanation: the display of a professional attitude is expressed in:                 <ul style="list-style-type: none"> <li>▪ the ability to argue and display points of view and concepts;</li> <li>▪ the ability to substantiate choices, decisions and assumptions in a well-founded manner;</li> <li>▪ the ability to report and submit properly, both verbally and in writing;</li> <li>▪ the ability to plan, organize and implement/adjust activities effectively</li> <li>▪ the ability to work in an (international) team .</li> </ul> </li> </ul> </li> </ol>			

**Description of content:**

At the centre of this module there is a virtual organization whose scope it is to study the various forms of communication within/between organizations and between people. The so-called 'virtual web organization' (VWO) comprises the core ideas of a virtual organization: such as temporary partnerships of independent organizations, the net brokership, virtual web management and a Virtual Web Platform which is a pool of independent partner organizations. The Virtual Web Organization seems real. It is, however, no real (traditional) organization, but a conglomerate of independent web partners. It is, in fact, immaterial and backed up by new forms of technology. This leads to new types of cooperation, the exchange of know-how and experience. The Virtual Web Organization is not a physical entity, it is not a real organization, but it does have the potential of a right to exist. So the Virtual Web Organization exists, but it is continuously subject to alterations in order to realize the various projects.

The Virtual Web Organization module focuses on communication, culture, organization and the use of modern media. Within the module, the concept of the Virtual Web Organization will be worked out in greater detail starting from the development of new forms and structures of communication. Here it is not only the communication within an organization which is important, but also the communication between the various organizations.

A major element of this module is the conversion of the theoretical concept into a concrete draft model within a realistic, not too complicated practice case by availing oneself of 'information design'. This enables the customer to have an insight into a possible solution of a communication problem in the shape of the message which has to be formulated. Tools can be used for the purpose of 'interactivity in design' as, for instance, flow charts (process oriented), memo sticks/story boarding (process oriented), information visualization (data oriented) and site mapping. Creating a site map goes much further than making a survey/an overview of the site in a website: for instance, by making a 'scale model' in order to be able to visualize the different forms of communication (so not only a navigation structure!).

New forms of cooperation require adequate and efficient communication structures.

For this purpose the most important questions are:

- How to design the necessary communication structures and based on what models of communication?
- What information is necessary for whom, and at what moment?
- How should the information (the message) be styled so that it will have the desired meaning for the recipient?
- What aspects should be taken into consideration while devising the information?

These and many more are the questions we should find an answer to..

**Entry requirements:**

**Assessment method:**

Project in groups of 3 or 4 students

**Literature and lecture notes:**

Basic Literature for the Course (tentative):

- to be announced

<b>Module title: Infotainment</b>			
<b>Module code:</b>		<b>ECTS-Credits: 7</b>	
<b>In charge of module: Rob Delsing, Lou Wanten, Hugo Vercauteren</b>			
<b>Teaching and learning methods:</b>			
Lecture:	Contact hours	Lessons and evaluations:	9x7 hours
Exercises, evaluations	Contact hours	Non-contact hours:	+ hours 100
Project:	Contact hours	<b>Total workload:</b>	<b>196 hours</b>
<b>Learning outcomes:</b>			
<ol style="list-style-type: none"> <li>1. You are able to analyze complex information and translate it into an attractive comprehensible board game and documentary targeted towards a specific audience;</li> <li>2. You are able to understand and apply game design theory;</li> <li>3. You are able to build a strong scenario for a documentary and visualize in a short film;</li> <li>4. The working method and approach are characterised by: <ul style="list-style-type: none"> <li>• A methodologically sound working method in terms of the approach to the problem (collecting, processing and analysing information, problem definition, alternative solutions), target group analysis, concept development, activity planning;</li> <li>• the acquisition of a vision, and new knowledge;</li> <li>• creativity and innovation, concept development, prototyping;</li> <li>• a professional attitude: presentation, preparations, observing agreements, good cooperation, the acquisition of subject matter expertise, skills, reflecting on own thinking and action as a prospective professional.</li> </ul> </li> </ol>			
<p><b>Description of content:</b> This module, Infotainment, deals with the design of information and entertainment. What makes people understand a message, how do you design comprehensible messages, how do you know people understood your message and how do you design appealing messages that people want to be engaged with. These are questions we want to find the answers to in this module. Your job as a student will be to make a remediation of complex information into a game (board game) and a short documentary. There will be classes on:</p> <ul style="list-style-type: none"> <li>- Game design</li> <li>- Scenario (targeted towards documentaries)</li> <li>- Didactics</li> </ul>			
<b>Entry requirements:</b>			
<p>Assessment method:</p> <p>You are going to work in groups of 5 people. All groups do two assignments:</p> <ol style="list-style-type: none"> <li>1. Create a documentary explaining about the subject. The documentary should be targeted towards a large audience, is comprehensible but has sufficient profundity.</li> </ol>			

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### 2. Create a fully developed board game (not a prototype)

- The game is entertaining;
- The game lets you gain more knowledge about the subject;
- The game evaluates your knowledge about the subject.

The game should be targeted towards a large audience and has sufficient profundity.

### **Literature and lecture notes:**

Basic Literature for the Course (tentative):

- To be announced
- Readers
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<b>Module title: The Guerilla Lab [still under construction, subject too change]</b>			
<b>Module code:</b>		<b>ECTS-Credits: 7</b>	
<b>In charge of module: Theo Derksen, Jos de Serière, vacancies (to be announced)...</b>			
<b>Teaching and learning methods:</b>			
Lecture:	Contact hours	Lessons and evaluations:	9x4 hours
Exercises, evaluations	Contact hours	Non-contact hours:	+ - hours 150
Project:	Contact hours	Total workload:	196 hours
<b>Learning outcomes:</b>			
<ul style="list-style-type: none"> <li>• gaining profound understanding in social relevant themes through research</li> <li>• reflection on you own point of view and your process</li> <li>• multidisciplinair teamwork</li> <li>• apply research and methodological skills in conceptual design</li> <li>• creating visual communication</li> </ul>			
<b>Tentative Description of content:</b>			
<p>The subject of this module is a social relevant theme selected by students working in teams. Through profound research, reflection and own experiences they will gain more understanding and personal view on the subject and furthermore they will prove their own commitment in social phenomenons through which they will improve themselves as rising professionals. The method of working is typified a a way of applied research: exploring, analyzing, defining, elaborating and designing a visual communication concept with a clearly personal point of view or a personal statement. Some questions to be answered through research are for example: what is a social relevant theme? Why is it social relevant (proove it)? Why is it relevant to you? How do you design an innovative concept and how are you going to communicate it visually? Which media do you select and why? So your own process of working will be an important goal in this module too.</p> <p>As a result of this process and as a final product of this module you develop a visual communication product based on a profoundly researched concept that attracts the attention and support in society on the selected theme in an original and surprising way using multimedia: A 'hit and run' message.</p> <p>To achieve this goal of the module a 'guerilla' strategy will be followed and the method is 'hit and run'. This means that one has to go deeply into questions like how to communicatie your point of view, how to attract attention to your concept, how to choose the appropriate media, how to realise a surprising and overwhelming visual message within a world of established communication (new) media?</p>			

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**Entry requirements:**

Self discipline, profound interest for applied research and for social relevant themes, affinity with visual communication and (new) media, to be able to cooperate in teams and to be able to overcome difficulties when working in teams; act and deliver in time during the process of working in teams

**Assessment method:**

(Research) Project

**Literature and lecture notes:**

Basic Literature for the Course (tentative):

- to be announced
- desk research (library, periodicals, visuals,...)

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<b>Module title:</b> : Business Media (Audio-Video-Application - Media Production)			
<b>Module code:</b> 5994		<b>ECTS-Credits:</b> 7	
<b>In charge of module:</b> Prof. Dr. Jürgen Lohr			
<b>Teaching and learning methods:</b>			
Lecture:	3	Contact hours	Preparation and post processing: 60 hours
Exercise:	0	Contact hours	Papers / Presentations: 90 hours
Training / Seminar:	3	Contact hours	<b>Total workload:</b> 217,5 hours
<b>Learning outcomes:</b>			
<p>The aim of this module is to focus on some applications of video and audio-technologies in a consumer, business and administration field. Data and information processes as well as internal business processes and production processes of media solutions will be examined and typical structures will be explained. With regard to media production we will discuss the different roles, pre-production and work steps involved. We will have a closer look at modern technologies in different business segments, such as computer, broadcast, entertainment and advertising.</p>			
<b>Description of content:</b>			
<p>Emphasis will be placed on media formats, customer technologies, enduser-devices and provider-distribution-platforms. After having concentrated on technology, we will discuss different kinds of application with regard to customer-orientated usage, end-user-application and costs.</p> <p>The module consists of two parts: lectures and tutorial/projects. During the lectures we will study technological and application processes. In the tutorial/projects we will generate small applications by developing an idea from conception stage and implementing a small scenario. Some aspects of the a.m. applications will be: Overview on the technology to be used (function, architecture, basic technology), basic products, some scenarios of the type of application, one special scenario including more details (customers, market, costs, USP, short SWOT analysis). All students will work in teams to define and describe details of their particular application. Each team will demonstrate their application using the technologies available at the campus laboratory: audio post production, video post production, pre-production studio and outdoor equipment.</p> <p>Some type of media businesses:</p> <ul style="list-style-type: none"> <li>• Consulting,</li> <li>• E Business for audio- und video-products</li> <li>• Broadcast,</li> <li>• Distribution of international media products</li> <li>• International Broadcast,</li> <li>• Mobile Business,</li> <li>• E-Learning,</li> </ul>			

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**Entry requirements:**

- Basic Study,
- Spezialgebiete A/V Produktion von Multimediaprodukten

**Assessment method:**

- Trainingslösungen: Presentation and Document
- Test

**Literature and lecture notes:**

- Steinmetz, Ralf: Multimedia Technologie, Springer Verlag, 1993, Berlin / Heidelberg.
  - Lohr, Jürgen/Deppe, Andreas: Content Management Guide, Vieweg Verlag, 2001, Braunschweig/Wiesbaden.
  - Steinmetz/Nahrstedt: Multimedia Application, , Springer Verlag, 2004, Berlin / Heidelberg.
  - Hagner: Pinnacle Liquid Edition 6, Markt + Technik Verlag, 2005, München.
  - <http://web.mit.edu/amps/>
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<b>Module title: Industrial Media Applications</b>			
<b>Module code: 5990</b>		<b>ECTS-Credits: 7</b>	
<b>In charge of module: Prof. Dr.-Ing. Thomas Ritz</b>			
<b>Teaching and learning methods:</b>			
Lecture:	4	Contact hours	Preparation and post processing: 32 hours
Exercise:		Contact hours	Papers / Presentations: 100 hours
Training / Seminar:	3	Contact hours	<b>Total workload: 210 hours</b>
<b>Learning outcomes:</b>			
<p>The students get basic know how regarding e-/m-commerce applications and related security mechanisms. This will put the students in the position to</p> <ul style="list-style-type: none"> <li>▪ Evaluate added value and efforts to run and implement e-/m-commerce and business applications</li>   <li>▪ Taking decisions regarding necessary security tasks for running secure and trustworthy e-/m-commerce and –business applications.</li> </ul> <p>Within the practical work sessions sample projects will be performed. This could comprise e.g. the implementation of an electronic shop. The sample projects illustrate how e-/m-business applications have to be tightly integrated in business processes and company structure.</p>			
<b>Description of content:</b>			
<p>The first part of this lecture will focus how business processes could be reorganized and optimized by applying e-/m-commerce and business applications. It will be important to mention that e-/m-commerce applications have to be thoroughly integrated into already existing business processes. The students will become aware of latest technologies to run and implement e-/m-commerce and business applications. Based on this organizational and technical know-how the students will experience how to evaluate cost and added value of e-commerce applications. The examples traded in the course will comprise business-to-business, business-to-consumer, business-to-administration and administration-to-citizen relationships.</p> <p>Knowing about the prospects of electronic business applications the second part of the course will focus on “IT-security”. Beside technical aspects of online security, legislative issues will be discussed in addition to the contents already transferred within the business courses.</p>			
Key Notes:			
<ul style="list-style-type: none"> <li>▪ Electronic commerce, electronic business</li> <li>▪ Mobile commerce, mobile business</li> <li>▪ Portals, electronic marketplaces, electronic shops</li> <li>▪ IT security (backup, archiving, virus protection, firewall concepts, encryption, digital signature etc.)</li> <li>▪ Legislative aspects of online business</li> </ul>			
<b>Entry requirements:</b>			

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**Assessment method:**

Qualification examination

**Literature and lecture notes:**

Ravi Kalakota, Marcia Robinson: "e-Business 2.0" , Addison-Wesley Professional  
Mark Norris, Steve West : "eBusiness Essentials", John Wiley and Sons Ltd.