

Skills for future information experts — the new curriculum at Stuttgart Media University

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- About our school
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 - Bologna process
 - Faculty strategy decisions
- Latest curricular change
- Conclusion and discussion

About our school

- University of Applied Science
 - Formed from the University of Library and Information and the University of Print and Media in 2001
 - ~5000 students, ~130 professors
 - 3 faculties
 - Print and Media
 - Electronic Media
 - Information and Communication

- 4 undergraduate programs
 - Business Informatics (B.Sc.)
 - Information Design (B.A.)
 - Information Sciences (B.A.)
 - Online Media Management (B.A.)
- 4 graduate programs
 - Business Informatics (M.Sc.)
 - Data Science and Business Analytics (M.Sc.)
 - International Business (MBA)
 - Master of Media Research (M.A.)

Information Sciences Program

- (former name: Library and Information Management)
- 7 semester undergraduate program
- ~300 students, 9 professors
- 75 years tradition of library science education in Stuttgart
- No regional competition
 - Eight other universities in Germany have a LIS school

Single campus (since 2014)



New faculty building



Change triggers

- 1999
 - decision to unify university studies across the EU
- 2004/05
 - Stuttgart Media Univ. switches to 6-semester undergraduate programs with Bachelor's degrees
- 2011
 - Switching from 6-semester to 7-semester curriculums
 - Shift of preferred implementation model
 - Formerly “6 + 4” semesters for Bachelor + Master
 - Now “7 + 3” (in some cases “7 + 4”)

- Requirements
 - Modules with well-defined topics, learning outcomes and workload
 - Lesser focus on individual lectures
 - European Credit Transfer System (ECTS)
 - means for comparing the “volume of learning”
 - One semester of full-time study is 30 ECTS
- Curriculum development
 - Intensive discussions during the shift to the new system
 - Comparison to other German or European LIS programs possible

Faculty strategy decisions

- Starting in 2010
 - Ongoing discussion over 3 years
 - Multiple workshops
 - All professors and other staff
 - Selected students from each program
 - External experts and moderators

Faculty strategy decisions

- Beginning: SWOT analysis
 - Strength
 - Good organisation of programs, new location
 - Weakness
 - Little differentiation of programs compared to other universities, or even within Stuttgart Media University
 - Threat: Sandwich position
 - “Corporate state university” offers paid undergraduate programs with tight integration with companies
 - Full universities have better funding and offer programs more focussed on research
 - Opportunity
 - Significant changes in workplace and expectations of the competencies of graduates

■ Methods

- Analysis of successful universities of applied science in Europe
- Hiring new professors with interest in education management and curriculum development

■ Results

- Good programs prepare the students better for a dynamic and changing work environment
 - Focus on soft skills alongside technical knowledge
 - Learner-focussed teaching methods

Faculty strategy decisions

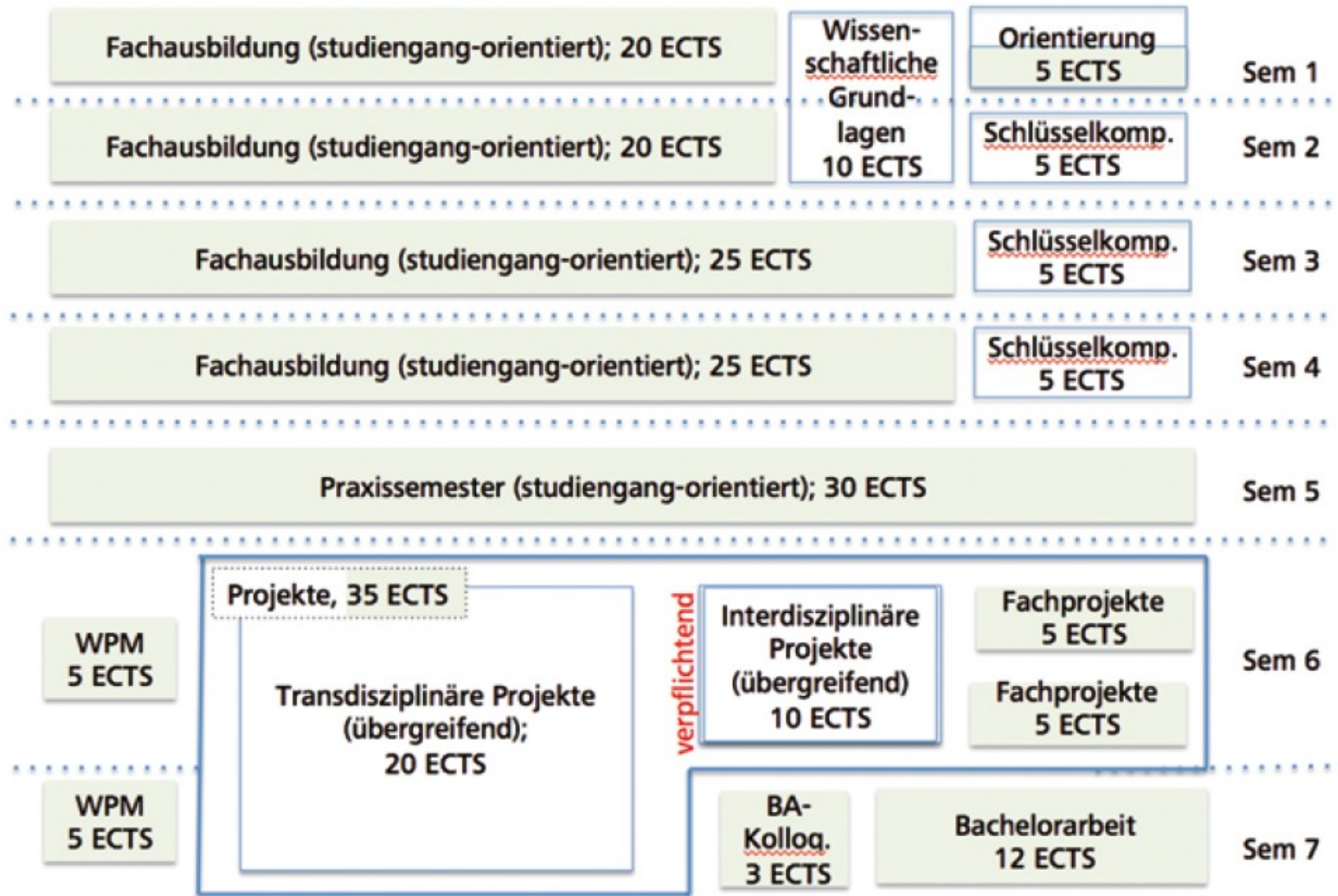
■ Goals

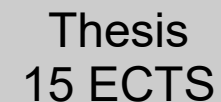
- Create an Unique Selling Proposition (USP) on the faculty level
- Learn from other innovative universities

■ Implementation

- Complete restructuring of all programs
- Additional „soft skill/key skill“ classes taken by students of all programs
- Embracing **interdisciplinary project-based learning**

New structure, implemented in 2016





Implementation in LIS program

- Reduction of required modules
- Completely redesigned IT modules
 - Programming
 - Data processing and storing
 - Web development
- Elective modules for specialisation paths
 - Library and information organisation
 - Information systems
 - Culture and Education
 - Public Management

Latest curricular change

“Rebranding” our program

- Situation in 2017
 - Lackluster enrolment numbers
 - Slow, but ongoing decline since 2008
 - Loss of professor positions
 - Faculty shifts positions to programs with better numbers
 - Upcoming re-accreditation process
 - Need to re-asses the current curriculum
 - Auditors can give feedback on new ideas
- Renewed change process with multiple workshops

Program “rebranding”: Workshop 1

- Main question
 - “What are the competencies our graduates need in the workplace?”
- Source materials
 - Job adverts from libraries, information centers, others
 - Input from external experts
- Results
 - List of competencies and topics, sorted by importance
 - Understanding that a single curriculum will not be able to address the diverging needs of the workplace

Program “rebranding”: Workshop 2

- Main question
 - “How can the topics and competencies be arranged in individual modules?”
- Source materials
 - Results of first workshop
 - Curricula from other universities
- Result
 - Newly tailored modules with a clear list of topics and competencies
 - Modules are assigned “required” or “elective” status for two curricula

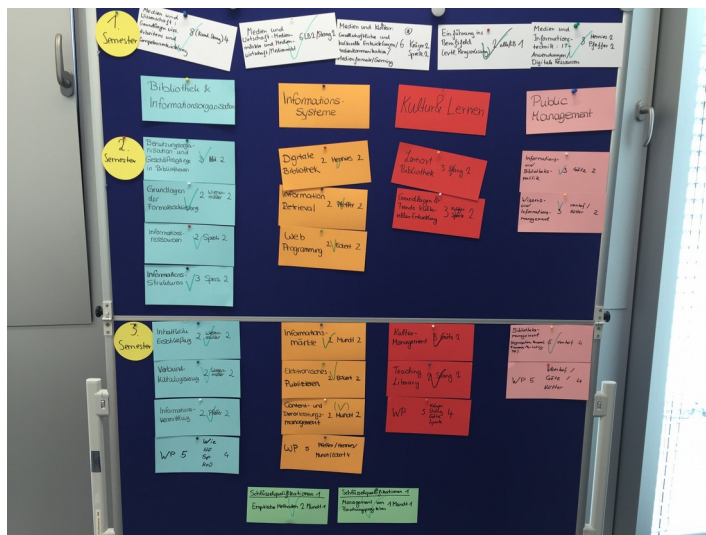
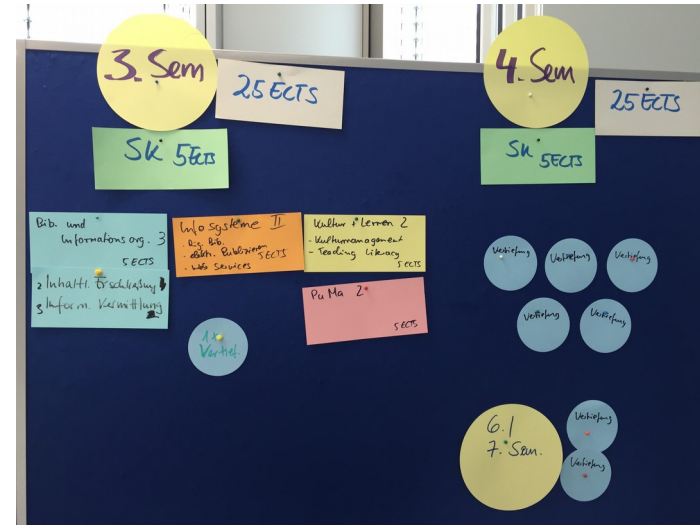
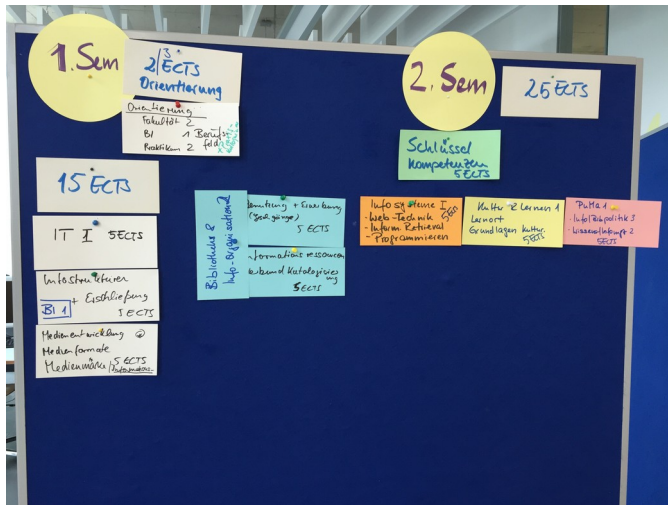
Program “rebranding”: Workshop 3

- Main question
 - “How can our program be organized to offer two different curricula”
- Source materials
 - Results of first and second workshop
- Result
 - New name “**Information sciences**”
 - As libraries are no longer the sole focus
 - One program with two focus areas
 - Library, Culture and Education Management
 - Data and Information Management

Lessons learned

- Outline of process comes first
 - Clear goal, understandable milestones
- Focus is important
 - Ask a single question, do not mix with other topics
 - Have a separate event from regular meetings
 - Prepare materials beforehand
- Keep process ongoing
 - All documentation available directly after workshops
 - Explicit homework for the next workshop
 - Short time between workshops

Documentation



	A	B	C	D	E	F	G	H	I	J	
2	Ergänze die Spalten um konkrete Kompetenzinhalte				Inhalt / Kompetenz	Anmerkungen				Modul	
3	DatenInform	Kultur/Bildung	Beides								
5	P	P			grundlegende Methoden und Prinzipien der Wissensrepräsentation (z.B. Thesaurus, Klassifikation)					Datenstrukturierung	
6	P	P			bibliothekarische Medienserschließung (RDA, RSWK, wichtige Klassifikationen für OB und WB)					Medienschließung	
7					Bibliotheksinformationssysteme					Informationssysteme	
8	P	P			Grundlagen des Les- und Informationsverhaltens					siehe Geschäftsprozesse	
9	P	P			Auswahl, Konzeption und Präsentation von Medienangeboten					siehe Nutzerzentrierung inkl. Jugendschutz	
10	P	P			Publikationskreislauf, Wertschöpfungskette, Beschaffungswege, Entwicklung des Literatur- und Non-Book-Marktes					Markte	
11	P	P			Open Access: Entstehung, Erscheinungsformen, Finanzierung, Marketing und Support					Open Society	
12	P	P			Lizenzformen und Bezugsmodelle sowie Präsentation und Zugang zu elektronischen Medien					inkl. Lizenzrechtsfragen	
13	P	P			Geschäftsprozesse (in Informationsanrichtungen)					Informationssysteme	
14	P	P			Recherchieren und Rechtersysteme (inkl. Usability und User Experience, Suchmaschinen)					s. Informationskompetenz	
15	T	T			Rechtskenntnisse (Urheberrecht, Vertrags- und Wettbewerbsrecht, Datenschutzrecht...)					transformatives Angebot	
16	W	P			Informationsdienstleistungen					siehe Nutzerzentrierung	
17	P	P			Dienstleistungen: Begriff, Modelle, Strategien, Produktion und Entwicklung (Design)					Dienstleistungen	
18	T	T			ethische Fragen					Transformatives Angebot	
19	P	P			Wissensmanagement / Informationsmanagement (konzeptionelle Grundlagen, keine technischen Systeme)					Dokumentenmanagement	
20	T	T			Informations- / Bibliothekspolitik / Medienpolitik / Bildungspolitik / Wissenschaftspolitik					Transformatives Angebot	
21	W	P			Grundlagen (Bibliotheks-Public Management)					hier auch Informationsstrukturen	
22	W	P			Rechtsfragen in Bibliotheken/VS (nicht Medienrecht)					s.a. Geschäftsprozesse	
23	W	W			Public Relations / Marketing					verfeilen zu anderen Kompetenzen: Personalrecht -> Personalmanagement, etc.	
24	W	W			Eigene Informationskompetenz					s.o.	

Conclusion and discussion

1	Märkte und Kunden	Datenstrukturierung und Recherche	IT-Grundlagen und Einführung ins Programmieren		Wissenschaftliche Grundlagen 1	Orientierung und Kurzpraktikum
2	Angebots- und Dienstleistungs-entwicklung	Medienschließung	Web-Technologien	Lernen und Lehren	Wissenschaftliche Grundlagen 2	Ways of Working
Schwerpunkt Bibliotheks-, Kultur- und Bildungsmanagement						
3	Informationssysteme und Geschäftsprozesse	Cultural Heritage, Digitalisierung	Public Management und Kulturmanagement		Gesellschaftliche und kulturelle Kontexte	Tools for Working
4	Open Society	Architektur und Einrichtung	Wahlpflicht	Wahlpflicht	Wahlpflicht	Working in a Media World
Schwerpunkt Daten- und Informationsmanagement						
3	Informationssysteme und Geschäftsprozesse	Cultural Heritage, Digitalisierung	Daten und Datenintegration		Web-Programmierung	Tools for Working
4	Open Society	Metadatenmanagement	Wahlpflicht	Wahlpflicht	Wahlpflicht	Working in a Media World
5	Praktisches Studiensemester					
6	Interdisziplinäres Projektstudium					Wahlpflicht
						Wahlpflicht
7	Interdisziplinäres Projektstudium		Wahlpflicht	Bachelorarbeit und Kolloquium		
			Wahlpflicht			

Current curriculum

Shared required modules 55 ECTS		IT-Grundlagen und Einführung ins Programmieren		Wissen Grund	
2	Angebots- und Dienstleistungs-entwicklung	Medienschließung	Web-Technologien	Lernen und Lehren	Wissen Grund
Schwerpunkt B			management		
3	Informationssysteme und Geschäftsprozesse	Cultural Heritage, Digitalisierung	Gesellschaftliche und kulturelle Kontexte		Tools for Working
4	Open Society	Architektur und Einrichtung	Wahlpflicht		Working in a Media World
Schwerpunkt		Elective modules 25 ECTS		ment	
3	Informationssysteme und Geschäftsprozesse	Cultural Heritage, Digitalisierung	Datenintegration		Web-Programmierung
4	Open Socie		Wahlpflicht		Tools for Working
5		Praktisches Studiensemester			
6	Interdisziplinäres Projektstudium				Wahlpflicht
7	Interdisziplinäres Projektstudium	Wahlpflicht		Bachelorarbeit	
Projects 35 ECTS		Focus area required modules 20 ECTS		Soft skills Key competencies Orientation 30 ECTS	
				Internship semester 30 ECTS	
				Thesis 15 ECTS	

New curriculum: required modules

- 1st semester
 - Markets and Customers
 - Information Structure and Research
 - IT Basics and Introduction to Programming
 - Scientific Method 1
 - Orientation

New curriculum: required modules

- 2nd semester
 - Developing information services
 - Cataloguing
 - Learning and Teaching
 - Web Technology
 - Scientific Method 2
 - Soft skills: Ways of Working

New curriculum: required modules

- 3rd + 4th semester common modules
 - Cultural Heritage and Digitization
 - Information systems and business processes
 - Open Society

- Soft skills: Tools for Working
- Soft skills: Working in a Media World

New curriculum: required modules

- 3rd + 4th semester specific modules
- Library, Culture and Education
 - Public Management and Culture Management
 - Society and Cultural Contexts
 - Architecture and Furnishings
- Data and Information Management
 - Data and Data Integration
 - Web Programming
 - Metadata Management

New curriculum: elective modules

- Specialized Information Resources
- Advanced Descriptive Cataloging
- Advanced Subject Cataloging
- Special Institutions, Target Groups and Services
- Special Collections
- Music, Music Resources and Music information
- Licence Management and Marketing of E-Resources
- Net Communities and Citizen Science
- Monitoring and Evaluation of Services
- Standard Software in Cultural Institutions
- Educational Landscapes
- Knowledge and Document Management
- Management Tools for Libraries, Cultural and Educational Institutions
- Customer Orientation, Service Design and Quality Management
- International Perspectives

New curriculum: elective modules

- Library, Culture and Education
 - Culture Mediation
 - Media Analysis (Movies, Literature, Digital Games, Graphic Storytelling)
 - Media History (Movies, Literature, Digital Games, Graphic Storytelling)
 - Marketing and Public Relations
 - Media for Children and Adolescents
 - Media Education
 - Library Education

New curriculum: elective modules

- Data and Information Management
 - Research Support Services
 - Data and Text Analysis
 - Open Government and Open Data
 - Databases
 - Information Retrieval
 - IT Management
 - Software Development

