HOCHSCHULE ANSBACH

English language reading version oft he Study and Examination Regulations for the Master's degree program Science Communication at Ansbach University of Applied Sciences (SPO SCO/HSAN-20262)

dated 20. May 2026

Pursuant to Articles 9, 87, 88 and 95 of the Bavarian Higher Education Innovation Act (BayHIG) of 5 August 2022 (GVBl. p. 414, BayRS 2210-1-3-WK), as last amended by §14 of the Act of 23 December 2024 (GVBl. p. 605) and § 8 of the Act of 23 December 2024 (GVBl. p. 632), Ansbach University of Applied Sciences hereby issues the following regulations:

§ 1
Purpose of the study and examination regulations

These study and examination regulations serve to complete and supplement the General Examination Regulations of Ansbach University of Applied Sciences (APO/HSAN-20231) in the currently valid version.

§ 2
Study objectives and course content

(1) [1]The English-language Master's degree program “Science Communication” is aimed at graduates of all degree programs with a Bachelor's degree or higher up to a doctorate who are interested in working in science communication. [2]It promotes an understanding of and competence in mediation- and exchange-oriented science communication in the sense of a participatory approach, and also focuses on solution strategies for improving the processes that lead to uncertainties and problems in science and communication with reliability and trust. [3]Building on this, students learn classic communication tools and strategies such as text or audiovisual communication as well as innovative communication tools such as data storytelling, exhibition development or game design, and principles of involving the public in the communication process such as citizen science. [4]In addition, they learn to assess the advantages or disadvantages or effectiveness of different communication channels based on evidence from studies in communication science or media psychology. [5]This prepares them for careers in fields like journalism, PR or copywriting at advertising agencies, NGOs, think tanks, governments or museums worldwide.

(2) [1]Core element is the teaching of skills for the critical assessment and improvement of the quality of information or data in science and its communication. [2]This includes understanding the design of scientific experiments, the correct application of statistical methods, the competent assessment of the reliability of studies, recognizing and breaking through citation bubbles or mastering strategies such as fact checking in order to avoid mistakes during the communication process. [3]In addition, there is the mastery of communication tools and strategies in journalism and strategic communication, including special applications such as exhibitions, game design or SciArt. [4]This is applied in case studies or as part of projects with media companies. [5]In addition, there are modules on research into science communication and public engagement strategies such as citizen science. [6]The final thesis is then either a communication project or a scientific study on a communication project.

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§ 3
Program Profile

[1]The English-language Master's degree program “Science Communication” is a consecutive Master's degree program. [2]In addition to communication tools and strategies, it provides an in-depth understanding of the processes that lead to uncertainties and problems with reliability and trust in science and communication, as well as approaches to solving these problems. [3]The course leads to the degree of Master of Science (M.Sc.).

§ 4
Qualification requirements, admission to studies

(1) Qualification requirements for admission to the Master's degree program are:

1. [1]A successfully completed university degree comprising at least six semesters of theoretical study in a degree program or an equivalent domestic or foreign degree, generally comprising 180 ECTS credits. [2]Relevant fields of study include courses that build on foundations from the fields of natural or social sciences, humanities or communication science or those from the fields of journalism or art. [3]The Examination Board decides on the relevance and/or equivalence of the degree.

2. Proof of a special qualification must be provided by a degree in accordance with no. 1 with an overall examination result of at least 2.5 or better.

3. [1]In the case of degrees that do not have credit points, the proven workload is converted into credit points. Hours (workload) are converted into credit points, whereby one credit point corresponds to 30 hours. [2]If no time hours are proven, 30 ECTS points are recognized per theoretical semester. [3]Practical semesters are recognized with a further 30 ECTS points, provided that they correspond in type and scope to the practical semester at Ansbach University of Applied Sciences.

4. Degrees from other grading systems or degrees without credit points are converted according to the so-called “Bavarian formula” as follows:

N = 1+3 × (Pmax - P) ÷ (Pmax - Pmin)
N = grade sought (average grade)
P = total number of points / grade shown on the certificate
Pmax = upper benchmark (best possible score / grade)
Pmin = lower benchmark
N = 1.0 (for P > Pmax)

5. Applicants for the Master's degree program who do not yet have an overall examination result at the time of the application deadline for the Master's degree program must submit an official certificate from the previous university by 30 September for the winter semester, which shows the successful completion and grade point average with the ECTS points earned in the previous degree program.

6. [1]The degree program is conducted in English, which is why applicants must demonstrate knowledge of English at level C1 of the Common European Framework of Reference for Languages of the Council of Europe. [2]If English is a native or official language in the applicant’s country of birth, no proof of English language proficiency is required. [3]The following certificates are accepted as proof of English language proficiency:

   IELTS C1 (International English Language Testing System) with 7.0 or better.
   TOEFL C1 (Test of English as a Foreign Language) with 100 points or better.

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7. [1]Proof of above-average motivation, which must be demonstrated in a letter of motivation (max. 1000 words) in English. [2]The letter should explain why applicants wish to enter the field of science communication, how their previous experience has influenced this decision, and what they expect to gain from a Master's degree in this field. [3]The examination board will decide on the successful proof of above-average motivation.

8. [1]A minimum of three examples of independently produced science communication, ideally published and aimed at a non-scientific lay audience. [2]These can take any form of text, video, audio, illustration or art exhibition/installation, or a combination of these.

(2) There is no entitlement to the Master's degree program being carried out if there are not enough qualified applicants.

§ 5
Proof of missing ECTS points

[1]If applicants provide evidence of a university degree justifying admission for which fewer than 210 ECTS credits but at least 180 ECTS credits were awarded or were classified as equivalent, proof of the missing ECTS credits is a prerequisite for passing the Master's examination. [2]Missing ECTS credits must be earned by the end of the second semester. [3]Upon application to the Examination Board, they can be proven by completing an additional internship or participating in relevant university courses. [4]Proof can only be provided once for each variant. [5]A maximum of 30 ECTS credits can be proven.

§ 6
Application

(1) [1]Admission to the Master's degree program is only possible in the winter semester. [2]The application period is from May 1 to May 31.

(2) Application is only possible online via the website of Ansbach University of Applied Sciences.

§ 7
Standard period of study and structure of the degree program

[1]The Master's degree course in Science Communication is offered as a full-time course at Ansbach University of Applied Sciences. [2]The standard period of study is three semesters. [3]The course comprises two theoretical semesters and concludes in the third semester with the Master's thesis and has a total volume of 90 ECTS credits.

§ 8
Module and examinations

[1]Credit points are awarded in accordance with the European Credit Transfer System (ECTS) for examinations passed and course-related assessments per module. [2]One credit point corresponds to a study load of 30 hours. [3]The number of credit points can be found in Appendix 1 to these study and examination regulations.

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[4]The compulsory modules, the type of course, the examinations and the ECTS credits are set out in Appendix 1 to these statutes.

§ 9
Curriculum, Module Handbook

(1) [1]In order to ensure the range of courses offered and to inform students, the responsible faculty shall draw up a curriculum and a module handbook detailing the course of study. [2]The curriculum shall be adopted by the responsible faculty council and shall be made public at the university. [3]The announcement of new regulations must be made at the latest at the beginning of the lecture period of the semester in which these regulations are to be applied for the first time.

(2) [1]In particular, the curriculum shall contain sufficiently specific information on

1. the compulsory modules offered and the compulsory elective module;
2. the allocation of semester hours per week per module and semester;
3. the duration and type of examinations;
4. more detailed provisions on proof of performance and attendance.

[2]The module handbook also contains, in particular, sufficiently specific information on

5. the distribution of the workload;
6. the module supervisor(s);
7. the intended learning outcomes, i.e. the knowledge, skills and competences that students should have acquired after completing the compulsory and compulsory elective modules.

(3) There is no entitlement to modules being held if the number of participants is insufficient.

§ 10
Examination board

An examination board is formed for the degree program in accordance with the relevant legal provisions.

§ 11
Master's Thesis

(1) [1]To obtain the Master's degree, a Master's thesis must be completed. [2]In this thesis, students should demonstrate their ability to apply the knowledge and skills acquired during their studies to complex tasks in an independently written scientific paper or a communication project with a theoretical-scientific component.

(2) The topic of the Master's thesis may only be issued if at least 50 ECTS credits have been earned in the Master's degree program.

(3) [1]The topic of the Master's thesis is issued by a full-time professor at Ansbach University of Applied Sciences. [2]The Examination Board shall decide on exceptions.

(4) The period from the issue of the topic to the submission of the Master's thesis is six months.

(5) The Master's thesis may be repeated once if it is not passed.

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(6) [1]The Master's thesis is followed by a Master's colloquium as an oral examination. [2]In the Master's colloquium, students should explain their Master's thesis and discuss its content and approach. [3]The Master's colloquium is held in front of two examiners.
[4]As a rule, one of the two should be the supervisor of the Master's thesis. [5]The duration of the Master's colloquium is generally 30 minutes; the colloquium can be repeated once if the candidate fails.

§ 12
Recognition of acquired skills

[1]Acquired skills are only recognized upon application. [2]The application must be made in the correct form using the Ansbach University of Applied Sciences forms and must be submitted by the end of the first semester of study at the latest. [3]This deadline applies exclusively to the crediting/recognition of skills acquired prior to enrolment.

§ 13
Overall Examination Grade

The weighting of the module grades to form the overall examination grade is determined by the ECTS points of the modules specified in Appendix 1.

§ 14
Academic Degree

Upon successful completion of the course, the Ansbach University of Applied Sciences awards the academic degree of Master of Science, abbreviated to M.Sc.

§ 15
Entry into force

(1) These study and examination regulations come into force on October 01, 2026.

(2) The provisions of these study and examination regulations shall apply for the first time to students commencing their studies in the winter semester 2026/27.

Issued on the basis of the resolution of the Senate of Ansbach University of Applied Sciences dated January 21, 2026 and the legal supervisory approval of the President dated May 20, 2026.

Ansbach, May 20, 2026

Prof. Dr.-Ing. Sascha Müller-Feuerstein
Präsident

These statutes were deposited at Ansbach University of Applied Sciences on May 20, 2026. They were announced on May 22, 2026 on the website of Ansbach University of Applied Sciences www.hs-ansbach.de. The date of the announcement is therefore May 22, 2026..

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Appendix 1: Overview of the modules in the Master's degree program "Science Communication (SCO)" at Ansbach University of Applied Sciences (SPO SCO/HSAN-20252)

Semester	Modul-Nr.	Module	ECTS-Points	HPW	Teaching type	Assessment	
						Type	Duration
1	1	Understanding Research	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
1	2	SciComm and Society	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
1	3	Basic Comm Tools	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
1	4	Science Journalismus	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
1	5	Strategic SciComm	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
1	6	Elective Module	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	7	Issues in Contemporary Science	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	8	Audiovisual Production	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	9	Data Storytelling	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	10	Exhibitions, Games, SciArt	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	11	Public Engagement	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
2	12	Evidence-based SciComm	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
3	13	Applied Research	5	4	Sem, Ex	Written exam / Pres. / PW / PE	60-120 Min. / 15-30 Min. / 10-20 Pages
3	14	Colloquium*	5	4	Sem, Ex	Participation and Pres.	30 Min.
3	15	Master's Thesis	20	20		Master's Thesis	60 - 80 Pages

* The examinations do not constitute final grades and are always assessed with the grade "successfully passed" or 'unsuccessfully passed'.

HPW	Hour per Week
Sem	Seminar style teaching
Ü	Exercise
Pres.	Presentation
PW	Project Work
PE	Porftolio examination: The examination consists of several assessment components that are evaluated throughout the course of a module. The duration of each assessment component is determined by the provisions of these regulations. Assessments may also be conducted electronically, with electronic support, and/or using multiple-choice formats. The portfolio examination may combine any of the module-related assessment types specified in these regulations. Further details are set out in the study plan, which ensures that no more than two examinations per semester are offered as portfolio examinations.In courses in which portfolio examinations are conducted, the separate coursework requirements (ZV) are waived.
Min.	Minutes

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