Module Catalog

Part-time Postgraduate Course

„eHealth and Communication" (M.Sc.)

Module 1 eHealth Literacy	
Modulcode/-nummer	
Moduletitle	eHealth Literacy
Module Supervisor	Prof. Dr. J. Hübner
Requirement for admission to the module	-
Applicability (prerequisite for what)	Condition for admission to the master thesis
Type of module (compulsory, compulsory elective or elective module)	Compulsory module
Frequency of the course (cycle)	annually (usually summer semester)
Duration of the module	1 Semester
Teaching forms (V, Ü, S, practical course, ...)	1 Online-Seminar (1 SWS), Case Studies (2 SWS)
Credit Points (ECTS)	10 ECTS
Workload during: - Online Week - Online-Seminar - Case Studies - Self Study	300h - 20h - 20h - 40h - 220h
Content	The module teaches basics, basic terms, models and definitions of literacy, eHealth and eHealth Literacy as well as their relevance for information and communication with different communication partners. Influencing factors as well as their prerequisites for patient empowerment and shared decision making are discussed. Students will learn about different strategies to support communication in cases of low eHealth Literacy. The importance of eHealth Literacy for one's own information seeking behavior and for communication with different communication partners will be critically analyzed. Settings discussed include clinics, practices, associations, health insurance companies, universities, media, and other non-profit and for-profit organizations. Benefits in the context of science and research are also explored. The online week (online presence) provides the first basics and an introduction to the module. The focus of the online seminars (online presence) is on application-related issues using concrete case studies in different settings.
Learning and qualification objectives	Students acquire the skills for critical discussion of digital information and health services as a condition for their targeted use. Students learn to recognize and assess the literacy, health literacy and eHealth literacy of the individuals involved in a discussion. They get to know the original scientific literature on important basics of the module and exemplary studies from different contexts. This enables them to develop, implement and critically reflect on their own strategies and ideas for communicating with different people using digital and analog media and direct speech. Examples from their own professional practice are

	integrated into the seminar content. Students with individual levels of eHealth literacy learn to analyze problems and tasks in mixed teams and to develop joint solution strategies. The described competencies can only be acquired through regular participation in the online seminars.
Requirement for admission to the module examination	Active participation in the online seminars, e.g. in the form of contributions, research, short presentations, working on practice or essay assignments. Active exchange and communication within the seminar are essential for the acquisition of the competencies and qualifications listed above, which is why active participation is required. The form of active participation will be announced at the beginning of the course.
Requirement for the award of credit points (form of examination)	An examination at the end of the semester (the form of the examination will be announced at the beginning of the semester).
Additional information on the module	The module takes place in an online format. The methodological-didactic orientation of the online seminar is up to the respective teacher and will be announced at the beginning of the module (possible are, among others: Virtual Classroom, forums, chats, video conferences as well as mixed forms). The respective form of the module examination is chosen according to the competencies to be achieved. It will be announced by the teacher at the beginning of the course and takes into account the total number of students to be examined. Usually, the examination performance is the presentation of a prepared topic during a class. The elaboration and presentation of the topic can also be done as group work.
Recommended literature	Literature recommendations will be made at the beginning of the course. This is usually primary literature in English that discusses the latest state of knowledge and research, e.g.: • Kim, H., & Xie, B. (2017). Health literacy in the eHealth era: A systematic review of the literature. *Patient education and counseling*, *100*(6), 1073-1082. • El Benny, M., Kabakian-Khasholian, T., El-Jardali, F., & Bardus, M. (2021). Application of the eHealth Literacy Model in Digital Health Interventions: Scoping Review. *Journal of Medical Internet Research*, *23*(6), e23473. • Chang, Y. S., Zhang, Y., & Gwizdka, J. (2021). The effects of information source and eHealth literacy on consumer health information credibility evaluation behavior. *Computers in Human Behavior*, *115*, 106629.

Module 2 eHealth Media Communication	
Modulcode/-nummer	
Moduletitle	eHealth Media Communication
Module Supervisor	Prof. Dr. G. Ruhrmann
Requirement for admission to the module	-
Applicability (prerequisite for what)	Condition for admission to the master thesis
Type of module (compulsory, compulsory elective or elective module)	Compulsory module
Frequency of the course (cycle)	Annually (winter semester)
Duration of the module	1 Semester
Teaching forms (V, Ü, S, practical course, ...)	2 Online-Seminars (1 SWS), 2 Case Studies (2 SWS)
Credit Points (ECTS)	10 ECTS
Workload during: - Online Week - Online-Seminar - Case Studies - Self Study	300h - 20h - 20h - 40h - 220h
Content	The module provides a social science introduction to health communication and eHealth communication. It focuses in particular on media reporting and public relations (PR, health campaigns). Students gain in-depth insights into (medical) journalism, science and risk reporting and eHealth campaigning. Evidence references, quality and changes in reporting are analyzed. Examples include health policy statements, (ethically) controversial medical topics and target group-oriented health PR. Differences between profit and non-profit organizations will also be discussed. The online intensive week provides the first basics and an introduction to the module. Students develop the necessary theoretical and methodological foundations independently using prepared online material with case studies. The focus of the online seminars is on practical exercises based on concrete case studies in different settings.
Learning and qualification objectives	Students acquire knowledge and skills in dealing with media communication and public relations, with various forms and media of communication (e.g. forums, chats, traditional and social media) as well as with methods and results of corresponding empirical analyses. They can identify and analyze communicative problems from different perspectives and attempt to develop adequate solution strategies systematically and based on evidence. Students will be able to gain a more intensive orientation in the network of arguments and participate in decision-making processes. Examples from their own professional practice are integrated into

	the seminar content. The skills described can only be acquired through regular participation in the online courses.
Requirement for admission to the module examination	Active collaboration and participation in the online seminars, e.g. in the form of speeches, research, short presentations, working on exercises or writing papers. Interactive exchange and communication within the seminar are essential for acquiring the skills and qualifications listed above, which is why active participation is required. The form of active participation will be announced at the beginning of the course.
Requirement for the award of credit points (form of examination)	An examination at the end of the semester (the form of the examination will be announced at the beginning of the semester).
Additional information on the module	The module takes place in an online format. The methodological-didactic orientation of the online seminar is up to the respective teacher and will be announced at the beginning of the module (possible are, among others: Virtual Classroom, forums, chats, video conferences as well as mixed forms). The respective form of the module examination is chosen according to the competencies to be achieved. It will be announced by the teacher at the beginning of the course and takes into account the total number of students to be examined. Usually, the examination performance is the presentation of a prepared topic during a class. The elaboration and presentation of the topic can also be done as group work.
Recommended literature	Literature recommendations (including German and English textbook texts, international (peer reviewed) journal articles, and selected documents) will be provided at the beginning of the course.

Modul 3 eHealth Applications	
Modulcode/-nummer	
Moduletitle	eHealth Applications
Module Supervisor	Prof. Dr. C. Spreckelsen
Requirement for admission to the module	-
Applicability (prerequisite for what)	Condition for admission to the master thesis
Type of module (compulsory, compulsory elective or elective module)	Compulsory module
Frequency of the course (cycle)	Annually (usually summer semester)
Duration of the module	1 Semester
Teaching forms (V, Ü, S, practical course, ...)	1 Online-Seminar (1 SWS), Case Studies (2 SWS)
Credit Points (ECTS)	10 ECTS
Workload during: - Online Week - Online-Seminar - Case Studies - Self Study	300h - 20h - 20h - 40h - 220h
Content	The module provides an overview of various concrete eHealth technologies and current national and international developments. It introduces conceptual and technical basics and presents implementation scenarios of eHealth applications, including data and information management, information systems, eHealth understood as internet and telemedicine, health apps and mobile health, decision support systems and applications of artificial intelligence in medicine. Current and future eHealth applications will also be critically discussed in terms of different organizational forms (e.g., differences between clinics, practices, health insurance companies, and other non-profit and for-profit organizations) and evaluated as sociotechnical systems. The online week provides initial grounding and an introduction to the module. The necessary theoretical basics are prepared by the participants with prepared online material, clarified or secured by impulse lectures and clarifying discussions in the online seminars and then deepened in follow-up tasks. The focus of the online seminars is on the joint clarification of difficult technical concepts as well as the discussion and analysis of concrete case studies in different settings.
Learning and qualification objectives	Learning Objectives: The students will be able to name the technical basics of the applications, limiting factors and the problems regarding data protection and data security for health data and have an understanding for the choice of suitable technologies. They are able to reflect on the benefits and harms of specific eHealth

	offerings and can relate these to different forms of organizations and associated conditions of use. They integrate examples from their own professional practice into the seminar content. The students are able to evaluate eHealth applications and improve them with regard to their information and communication aspects. The described competencies can only be acquired through regular participation in the online courses.
Requirement for admission to the module examination	Active participation in the online seminars, e.g. in the form of contributions, research, short presentations, practice or essay assignments. Active exchange and communication within the seminar are essential for the acquisition of the competencies and qualifications listed above, which is why active participation is required. The form of active participation will be announced at the beginning of the course.
Requirement for the award of credit points (form of examination)	An examination at the end of the semester (the form of the examination will be announced at the beginning of the semester).
Additional information on the module	The module takes place in an online format. The methodological-didactic orientation of the online seminar is up to the respective teacher and will be announced at the beginning of the module (possible are, among others: Virtual Classroom, forums, chats, video conferences as well as mixed forms). The respective form of the module examination is chosen according to the competencies to be achieved. It will be announced by the teacher at the beginning of the course and takes into account the total number of students to be examined. Usually, the examination performance is the presentation of a prepared topic during a class. The elaboration and presentation of the topic can also be done as group work.
Recommended literature	Suitable accompanying introductions are: • Dugas, Martin, and Karin Schmidt. *Medizinische Informatik und Bioinformatik: Ein Kompendium für Studium und Praxis*. Springer-Verlag, 2013. • Hastenteufel, Mark, and Sina Renaud. "Software als Medizinprodukt." *Software als Medizinprodukt*. Springer Vieweg, Wiesbaden, 2019. 149-178. Current - and generally English-language - scientific publications will be recommended during the module and integrated into the lectures in accordance with the individual topic blocks.

Modul 4 eHealth Management	
Modulcode/-nummer	
Moduletitle	eHealth Management
Module Supervisor	Prof. Dr. J. Ruhland
Requirement for admission to the module	-
Applicability (prerequisite for what)	Voraussetzung für Zulassung zur Masterarbeit
Type of module (compulsory, compulsory elective or elective module)	Compulsory Module
Frequency of the course (cycle)	Anually (usually winter semester)
Duration of the module	1 Semester
Teaching forms (V, Ü, S, practical course, ...)	1 Online-Seminar (1 SWS), Case Studies (2 SWS)
Credit Points (ECTS)	10 ECTS
Workload during: - Online Week - Online-Seminar - Case Studies - Self Study	300h - 20h - 20h - 40h - 220h
Content	The module provides knowledge about approaches and tools of management methods for the IT task with regard to eHealth applications. The aim is to prepare students for the potential implementation of eHealth applications in different professional settings. Major milestones and success factors of the implementation are analyzed and discussed from the operational and strategic point of view. The module focuses on project management (classical and agile), process visualization, IT governance, strategic management and data protection. In addition to theory, "best practice" approaches are also covered. The online week will provide the first basics and an introduction to the module. The necessary theoretical basics are worked out by the participants themselves through prepared online material. The focus of the online seminars is on practical exercises based on concrete case studies in different settings. These case studies are worked on by the students in advance as part of the exercise.
Learning and qualification objectives	Students understand the interplay but also the conflicts between different structures, institutions and interest groups in the healthcare system. They know which essential steps have to be taken in the implementation of eHealth applications in everyday professional life and which possible obstacles and difficulties can arise. They know about the different actors that can be involved in the implementation and can communicate the critical points of the implementation appropriately. The

	competencies described can only be acquired through regular participation in the online courses.
Requirement for admission to the module examination	Active participation in the online seminars, e.g. in the form of contributions, research, short presentations, practice or essay assignments. Active exchange and communication within the seminar are essential for the acquisition of the competencies and qualifications listed above, which is why active participation is required. The form of active participation will be announced at the beginning of the course.
Requirement for the award of credit points (form of examination)	An examination at the end of the semester (the form of the examination will be announced at the beginning of the semester), if necessary examination performances such as project work, or assignments during the semester (the respective exams and the weighting of the partial performances will be announced at the beginning of the semester).
Additional information on the module	The module takes place in an online format. The methodological-didactic orientation of the online seminar is up to the respective teacher and will be announced at the beginning of the module (possible are, among others: Virtual Classroom, forums, chats, video conferences as well as mixed forms). The respective form of the module examination is chosen according to the competencies to be achieved. It will be announced by the teacher at the beginning of the course and takes into account the total number of students to be examined. Usually, the examination performance is the presentation of a prepared topic during a class. The elaboration and presentation of the topic can also be done as group work.
Recommended literature	• Beate Friedrich: PRINCE" Fondation Kurz und Bündig; COPARGO (Hrsg.); 2017; ISBN-10: 3981482786 • Stationery Office (Great Britain): Itil Foundation: Itil4: ITIL 4 Edition (Itil 4 Foundation); Stationery Office Books (Hrsg.); 2019; ISBN-10: 0113316070 • Thomas Allweyer: BPMN 2.0 - Business Process Model and Notation: Einführung in den Standard für die Geschäftsprozessmodellierung; BoD – Books on Demand (Hrsg.); ISBN-10: 375043526X • Ursula Kusay-Merkle: Agiles Projektmanagement im Berufsalltag: Für mittlere und kleine Projekte; SpringerLink (Hrsg.); 2017; ISBN: 978-3-662-56800-2 • Henry Mintzberg: Strategy Safari: The complete guide through the wilds of strategic management; FT Publishing International (Hrsg.); 2008; ISBN-10: 9780273719588

Master Thesis	
Modulcode/-nummer	
Moduletitle	Master Thesis
Module Supervisor	Prof. J. Hübner
Requirement for admission to the module	Successful completion of all basic modules (1-4).
Applicability (prerequisite for what)	Requirement for the successful completion of the degree with the title Master of Science (M.Sc.)
Type of module (compulsory, compulsory elective or elective module)	Compulsory Module
Frequency of the course (cycle)	Anually (usually summer semester)
Duration of the module	6 months
Teaching forms (V, Ü, S, practical course, ...)	Online Seminar (Online-Colloquium, 2 SWS)
Credit Points (ECTS)	20 ECTS
Workload during: - Online-Seminar - Weekend in attendance - Self Study (incl. exam preparation)	600h - 40h - 20h - 540h
Content	Composition of a Master's thesis accompanied by a colloquium, incorporating all the content learned in the other modules and applying it to a concrete complex and interdisciplinary problem.
Learning and qualification objectives	Proof of ability to do scientific work on a MA-level.
Requirement for admission to the module examination	Successful completion of modules 1-4 and submission of the master's thesis.
Requirement for the award of credit points (form of examination)	Positive evaluation of the Master's thesis (100%) by the responsible university lecturer and second examiner.
Additional information about the module	The accompanying colloquium takes place in online format and is concluded by a short presentation of the current state of work (if applicable, the finished master's thesis). The methodological-didactic orientation of the online colloquium is the responsibility of the respective teacher and will be announced at the beginning of the module (possible methods include: Virtual Classroom, forums, chats, video conferences as well as mixed forms). The presentation of the current work status will take place in an approx. 5-minute pitch on a presence weekend at the end of the 3rd semester.
Empfohlene Literatur	Literature recommendations will be made at the beginning of the course.

Sample Study Plan / Sample Course of Study

1. Semester (20 weeks)	2. Semester (20 weeks)	3. Semester (20 weeks)
Online Week	*Online Week*	*Final Weekend*

Module 1 **eHealth Literacy** 1 Online-Seminar (1 SWS) Online Week (2 SWS) 10 ECTS, 1 exam	**Module 2** **eHealth Media Communication** 1 Online-Seminar (1 SWS) 1 Online Week (2 SWS) 10 ECTS, 1 exam	**Module 5** **Master Thesis** 1 Online-Seminar (Kolloquium, 2 SWS)
Module 3 **eHealth Applications** 1 Online-Seminar (1 SWS) Online Week (2 SWS) 10 ECTS, 1 exam	**Module 4** **eHealth Management** 1 Online-Seminar (1 SWS) Online Week (2 SWS) 10 ECTS, 1 exam	20 ECTS, Master Thesis

SWS = Semesterwochenstunden (Hours per week); ECTS = European Credit Transfer System Points

Sample timetable

CW	Date	Schedule
15	**12.-16. April**	**Online week**
16	20.04., 18-21 o'clock	eHealth Literacy Online-Seminar#1
	21.04., 18-21 o'clock	eHealth Applications Online-Seminar#1
17 & 18	individual scheduling	Case Studies
19	11.05., 18-21 o'clock	eHealth Literacy Online-Seminar #2
	12.05., 18-21 o'clock	eHealth Applications Online-Seminar #2
20 & 21	individual scheduling	Case Studies
22	01.06., 18-21 o'clock	eHealth Literacy Online-Seminar #3
	02.06., 18-21 o'clock	eHealth Applications Online-Seminar #3
23 & 24	individual scheduling	Case Studies
25	22.06., 18-21 o'clock	eHealth Literacy Online-Seminar #4
	23.06., 18-21 o'clock	eHealth Applications Online-Seminar #4
26 & 27	individual scheduling	Case Studies
28	13.07., 18-21 o'clock	eHealth Literacy Online-Seminar #5
	14.07., 18-21 o'clock	eHealth Applications Online-Seminar #5
29 & 30	individual scheduling	Case Studies
31	03.08., 18-21 o'clock	eHealth Literacy Online-Seminar #6
	04.08., 18-21 o'clock	eHealth Applications Online-Seminar #6
32	**10.08., 18-21** o'clock	**eHealth Literacy EXAM**
	18.08., 18-21 o'clock	**eHealth Applications EXAM**