

**Note:**

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The legally binding versions are found in the University of Innsbruck Bulletins (in German).

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Curriculum for the Continuing Education Programme  
**Library and Information Studies**  
at the Faculty for Language, Literature and Culture at the  
University of Innsbruck

(New release 2026)

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## **§ 1 Admission**

The entry requirement for the Continuing Education Programme in “Library and Information Studies” is a general university entrance qualification in accordance with § 64 of the Universities Act (UG) or a university entrance examination.

- (1) Admission to the university programme is subject to successful completion of a selection process. The Rector’s Office decides on admission to the university programme on the recommendation of the Programme Directors.
- (2) Information about the compulsory selection procedure is published on the University of Innsbruck’s website.
- (3) Participants who have been admitted to the university programme and have paid the course fee shall be admitted by the Rector’s Office as non-degree students at the University of Innsbruck.
- (4) The number of places on the course shall be determined by the course director on the basis of educational and organisational considerations, subject to the budget, but shall not exceed 254 places.

## **§ 2 Qualification profile**

- (1) Graduates of the Continuing Education Programme in Library and Information Studies possess knowledge in the field of archiving, librarianship and information science, and are able to apply this knowledge in practice and explore it in greater depth through academic study.
- (2) Graduates are equipped to carry out skilled and advanced roles in archives, libraries and information services. They have a firm grasp of the academic principles underpinning their field and possess the knowledge required for professional practice.
- (3) Graduates have completed the standardised training programme for library staff at all universities for the qualified and higher-qualified roles as set out in § 101 para. 3 Universities Act 2002 – UA and BGBl. II No. 377/2014 respectively.

## **§ 3 Scope and duration**

1. The continuing education programme covers 60 ECTS-Credits. One ECTS-Credit corresponds to a workload of 25 hours.
2. Students have the option of completing the continuing education programme within two semesters if they are studying full-time, or within three semesters if they are studying part-time.

## **§ 4 Types of courses and maximum number of students per course**

Courses with continuous performance evaluation:

1. **Tutorials (UE)** focus on the practical treatment of specific tasks in a specialist area and on practicing specific skills. Maximum number of students per course: 24
2. **Lecture-tutorials (VU)** focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of students per course: 24

## § 5 Compulsory and elective modules

1. The following compulsory modules covering 48 ECTS-Credits are to be passed:

1.	Compulsory Module: Libraries and Digital Transformation	h	ECTS-Credits
a.	<b>VU Library Management</b> Fundamentals of operational management in libraries and information services; organisational structure and workflow, business procedures, process descriptions, services; performance measurement, quality management, benchmarking; positioning of the library (academia, research, teaching, society, partners and stakeholders); types and models of libraries, career profiles and professional associations	1	2
b.	<b>VU Media, Digitisation and Sustainability</b> Types and forms of media: function, characteristics, distribution and use; preservation measures; digitisation: methods, strategies and sustainability; long-term digital archiving and repositories.	2	2
c.	<b>VU Collection Management and Open Access</b> Collection management for different types of libraries: acquisition profiles and collection priorities, open access strategies, information budgets; processes, budget, monitoring and controlling: methods of acquiring digital and analogue media: institutional and consortium procurement, patron-driven acquisition; legal framework (Legal Deposit Act, fixed book prices, public procurement law).	2	2
d.	<b>VU Law and Ethics</b> Legal principles and professional ethics, taking diversity into account	2	2
	<b>Total</b>	<b>7</b>	<b>8</b>

### Learning Outcomes:

The students are able to

- ad a.: describe business contexts, organisational structures and processes in libraries and information services; identify operational business processes and understand how they relate to quality management methods; describe the impact of open science, digital transformation and sustainability concepts on strategic planning, procedures and processes in libraries; compare different types of libraries and information services, and contextualise their roles and objectives within their respective environments.
- ad b.: compare different types and forms of media and classify them according to their function, characteristics, distribution and use; analyse risks and identify the necessary measures for archiving and preservation; explain methods and strategies of digitisation and assess them in terms of sustainability; identify the advantages and disadvantages of long-term digital archiving and repositories, drawing on reference models, projects and collaborative initiatives.
- ad c.: outline collection management models for different types of libraries and analyse acquisition profiles, collection priorities, open access strategies and information budgets; describe processes and justify budgetary decisions using monitoring and controlling tools; list conventional and alternative procurement methods and identify the advantages and disadvantages of institutional and consortium procurement; describe the legal framework.
- ad d.: distinguish between the concepts of ethics, law and morality, and assess the relevance of information ethics in the knowledge society as well as the importance of open science for an open society; reflect on the social and ethical responsibilities of libraries in relation to their offers and services; understand the fundamentals of the Universities Act 2002 and the Federal

Museums Act 2002 and apply them in their day-to-day professional practice; list library-related aspects of media law, copyright law and data protection law, and analyse practical case studies.

**Prerequisite/s:** none

2.	<b>Compulsory Module: Organisation of Information and Metadata</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU Principles of the Organisation of Information</b> Indexing standards, data models; methods and guidelines; standard data; cataloguing-	1	1
<b>b.</b>	<b>VU Formal Indexing</b> Fundamentals of the current regulatory framework; aspects and tools of cataloguing; principles of shared cataloguing; use of authority data; bibliographic records and holdings data; cataloguing standards; implications for retrieval.	2	3
<b>c.</b>	<b>VU Subject Indexing</b> Fundamentals of subject indexing in libraries in accordance with the standards applicable in Austria; methods of subject indexing: classification systems and thesauri, indexes, verbal subject indexing, catalogue enrichment; standard data for subject indexing.	2	2
<b>d.</b>	<b>VU Metadata Management</b> Metadata standards, data formats and exchange; data models and modelling; the Semantic Web and Linked Open Data; data analysis: strategies and tools.	1	2
	<b>Total</b>	<b>6</b>	<b>8</b>

**Learning Outcomes:**

The students are able to

- ad a.: identify historical and current cataloguing standards and data models and explain their basic principles; identify different types of catalogue and list their historical forms; explain the links between theoretical models, regulatory frameworks, technical implementation and retrieval; explain the concept and areas of application of authority files, in particular the “Integrated Authority File” (Gemeinsame Normdatei - GND); and apply the knowledge they have acquired in practice to specific problems or scenarios.
  - ad b.: explain the fundamentals of the current regulations and the rules governing the Austrian Library Network; describe aspects and tools of cataloguing work, as well as the principles of shared cataloguing; explain the use of standardised data in formal cataloguing; analyse bibliographic records and holdings data; compare different cataloguing standards within the Austrian Library Network; and assess the impact of different cataloguing elements on retrieval.
  - ad c.: identify the principles of subject indexing in accordance with the regulations in force in Austria; gain an overview of subject indexing methods – including classification systems, thesauri, indexes, verbal subject indexing and catalogue enrichment – and apply these in practice; work with standard data for subject indexing; and apply the regulations governing subject indexing in Austria in practice within the library system, taking into account the principles of shared cataloguing.
- ad d.: describe different metadata standards and data formats and explain ways of exchanging data; identify various data models and the fundamentals of data modelling; summarise the principles of the Semantic Web and outline the potential applications of ontologies and Linked Open Data; apply different strategies and tools for data analysis.

**Prerequisite/s:** none

<b>3.</b>	<b>Compulsory Module: Research and Knowledge Transfer</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU Information Retrieval</b> Information quality: analysis and assessment of sources; selection and evaluation of search engines, databases and portals; research: strategy, methodology, implementation and documentation; research results: analysis and assessment; reference management and software.	2	3
<b>b.</b>	<b>VU Information Literacy und Teaching Library</b> Teaching Library and Learning Library; target groups and information behaviour; concepts and standards; teaching and methodology: face-to-face and online; accessibility and sustainability.	2	3
<b>c.</b>	<b>VU User Services</b> Target groups: definition and analysis; the library as a third place; user studies: an overview and practical application in libraries; services: evaluation, further development and redesign; customer experience and case studies; service marketing and public relations.	2	2
	<b>Total</b>	<b>6</b>	<b>8</b>

**Learning Outcomes:**

The students are able to

1. ad a.: assess and analyse the quality of information from different sources; carry out research using an appropriate strategy and selecting an efficient method and document the results; analyse and evaluate the quality of the research results.
2. ad b.: distinguish between the models of the Teaching and Learning Library and develop practical applications; define different target groups and assess their information-seeking behaviour based on empirical findings; identify concepts and standards of information literacy; and design target-group-oriented educational programmes (face-to-face and online) using pedagogical concepts and methods that promote learning.
3. ad c.: recognise the potential of libraries as inclusive third places, as well as their social relevance (as social spaces, in terms of quality of stay, accessibility, accessibility for people with disabilities and sustainability); evaluate services in a way that is tailored to specific user groups; and use these findings to inform the further development and redesign of library services.

**Prerequisites:** none

4.	<b>Compulsory Module: Library Information Science</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU IT-Infrastructure</b> Technical fundamentals and coding; data modelling (data types and databases); file management systems; basic applications: digitisation, networks and data transmission; interfaces, data formats and standards; storage strategies; IT security (data protection and data security).	2	2
<b>b.</b>	<b>VU Web-Lab</b> Web technologies and architectures, developments and trends; the impact of artificial intelligence on research, work and learning; the importance of metadata on the web; usability and digital accessibility; Social Media Lab; requirements engineering; e-collaboration.	1	2
<b>c.</b>	<b>VU Library Systems</b> The architecture and functioning of library systems; interoperability, interfaces and data exchange; the fundamentals of search engine technology; closed-source and open-source software.	2	2
<b>d.</b>	<b>VU Research Infrastructure</b> Research infrastructure and data management; research life cycle; data formats and standards for long-term preservation; FAIR data principles; artificial intelligence and machine learning.	1	2
	<b>Total</b>	<b>6</b>	<b>8</b>

**Learning Outcomes:**

The students are able to

1. ad a.: describe the key underlying technologies used on the web and in digital libraries; distinguish between methods and systems for modelling and managing data; and structure data models and databases; describe basic applications in the fields of digitisation, networks and data transmission, recognise their relevance and assess their potential for implementation; identify the most important interfaces and data formats in a library context and understand the underlying frameworks and standards; identify various storage strategies and apply them to different requirements as appropriate; apply basic IT principles in the field of data protection and data security; understand the requirements and infrastructure of IT technologies in the field of user studies.
2. ad b.: understand the principles of web technology and architecture, as well as identify current trends and developments and their applications in libraries and information institutions; describe the impact of artificial intelligence on research, work and learning; and recognise the importance of metadata on the web; assess current web trends in terms of usability and digital accessibility, and understand how different social media tools work and how they can be used; understand requirements engineering as a key link between requirements and the development of IT applications, and apply its methods; use a range of e-collaboration tools, consider how to plan, implement and utilise them in their day-to-day professional work, and apply them in a results-oriented manner.
3. ad c.: describe the architecture and functioning of library systems and how they are integrated into library operations; identify the challenges of interoperability and propose solutions for effective data exchange with regard to data sources and interfaces; explain the basics and functions of search engine technologies; compare the advantages and disadvantages of using closed-source and open-source software in libraries.
4. ad d.: describe the fundamentals, policies and standards relating to research infrastructure and data management; identify the different stages of the research life cycle; distinguish between data

formats and identify standards for research data; describe the FAIR data principles; describe the mechanisms and applications of artificial intelligence and machine learning; and list infrastructures, initiatives and examples of best practice from various academic disciplines and fields (e.g. digital humanities).

**Prerequisites:** none

5.	<b>Compulsory Module: Project</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU Project Management</b> Fundamentals, tools and methods of project management; evaluation, reflection, feedback and the sustainability of the project to be developed.	1	1
<b>b.</b>	<b>UE Implementation and Documentation of the Project</b> Students choose their topic as a team in consultation with the course coordinators, draw up the project proposal and organise the project structure and schedule independently. Clients include libraries and information services, associations and companies. Students are required to document, evaluate and reflect on the implementation of the project and to set out the results in a report (10–12 standard pages, excluding images, appendices, etc.). The supervisors support the students from the project proposal stage right through to the presentation of the results and assist them with both the content and the organisation of the project throughout its duration.	1	6
<b>c.</b>	<b>UE Presentation and Project Results</b> Presentation techniques, including the structuring and visual design of presentations; use of presentation tools; preparation of project results for presentation (simplifying complex content and visualising data); target audience analysis to tailor content and presentation style to specialist audiences, potential employers and the interested public.	1	1
	<b>Total</b>	<b>3</b>	<b>8</b>

**Learning Outcomes:**

The students are able to

- ad a.: explain the fundamentals of project management and apply its tools and methods in the context of implementing the training project; as well as evaluate and reflect on the implementation and outcomes of the training project and ensure its sustainability.
- ad b.: work independently in project teams on current issues with practical relevance; organise and implement the project structure and process independently; cooperate professionally with partners in the field, such as libraries, information services, associations or companies; and establish contacts with potential employers through collaboration with industry partners.
- ad c.: present their project results in a visually and thematically structured manner, organised chronologically, and deliver professional presentations to specialist audiences, potential employers and the interested public.

**Prerequisites:** none

6.	<b>Compulsory Module: Professional Experience</b>	<b>h</b>	<b>ECTS-Credits</b>
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The aim of the work placement is to gain experience that will help to deepen and broaden students' skills and qualifications for their further studies and future career opportunities. It must be completed at a minimum of two archives, libraries or information services and is worth a total of 8 ECTS-Credits = 200 hours (equivalent to 25 days of full-time employment). Written confirmation from the employer regarding the duration, scope and nature of the work carried out must be submitted, and a report must be written. Approval must be obtained from the Programme Director before commencing the work placement.	-	8
<b>Total</b>	-	<b>8</b>
<b>Learning Outcomes:</b> Students are able to understand and apply the working methods and structures of various libraries and information services; put theoretical knowledge gained from their courses into practice; and build professional networks and engage professionally with potential employers.		
<b>Prerequisites:</b> none		

- (1) Elective modules and/or subjects covering a total of 12 ECTS-Credits are to be passed. The Programme Director decides which elective modules and subjects to offer, taking into account educational and financial considerations. The aim is to enable students to specialise in subjects that match their own skills and interests.

<b>1.</b>	<b>Elective Module: Public Libraries</b>	<b>h</b>	<b>ECTS-Credits</b>
a.	<b>VU Library Management in Public Libraries</b> Types and concepts of libraries; structures and funding bodies; history, functions and career profiles; organisation and management in public libraries; collection development strategies and key performance indicators for collection development; library education; target group-oriented library work, reading promotion and reading activities.	2	3
b.	<b>VU Types of Media in Public Libraries</b> Book and media market; media types: children's and young adult literature, fiction and popular fiction, non-fiction, audio-visual media and digital resources; information retrieval in public libraries	2	3
	<b>Total</b>	<b>4</b>	<b>6</b>
<b>Learning Outcomes:</b> The students are able to			
<ul style="list-style-type: none"> <li>ad a.: list types and concepts of libraries and identify their different structures and funding bodies; describe the specific requirements for the organisation and management of public libraries; take into account the significance of key figures for collection development and reduction; formulate the different needs and services tailored to the respective target group; and design a service offering for a public library.</li> <li>ad b.: apply the principles of collection development and media promotion and describe how these can be applied in public libraries; outline the specific characteristics of different media types in the fields of children's and young adult literature, fiction and popular fiction, non-fiction, audio-visual media and digital resources; and describe the specific aspects of information retrieval in public libraries.</li> </ul>			
<b>Prerequisites:</b> none			

2.	<b>Elective Module: Archiving Practices</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU Archival Science and Law</b> Types and concepts of archives; structure and funding bodies; the development of record-keeping up to the present day; public relations; organisation, management and preservation measures for archival material; archival information systems, digitisation and long-term archiving of electronic documents; classification and description systems, metadata standards, archival software, records management.	2	3
<b>b.</b>	<b>VU Archival and Chancellery Documents</b> The origins, form and transmission of archival material from various periods; an overview of handwriting styles encountered in day-to-day archival work; the application of archival methods.	2	3
	<b>Total</b>	<b>4</b>	<b>6</b>
<p><b>Learning Outcomes:</b> The students are able to</p> <ul style="list-style-type: none"> <li>• ad a.: describe types and concepts of archives and analyse their different structures and maintaining bodies; explain the characteristics of archive management, organisation and administration, as well as their legal basis; explain the circumstances surrounding the creation of electronic records and records management; analyse and take into account the different needs and services available to specific target groups; and analyse the origins, form and transmission of archival material from different periods, as well as apply archival methods.</li> <li>• ad b.: read archival sources from different periods, interpret their content and make them accessible; as well as understand and take into account the different needs and resources available for each target group.</li> </ul>			
<b>Prerequisites:</b> none			

3.	<b>Elective Module: Data Librarian</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VU Data-Driven Knowledge Production and Organisation</b> Metadata in the field of repositories and research data; repository management from a library perspective; data standards and modelling; data selection, analysis and visualisation; data cleaning, aggregation and linking; data discoverability and reuse; applied generative AI and prompt engineering.	2	3
<b>b.</b>	<b>VU System Architectures and Workflow Management</b> Digital workflow model, archiving and (technical) deletability; life-cycle management of digital objects; funding models, cost estimation and resource requirements; long-term archiving, data backup; technical interfaces and data conversion.	2	3
	<b>Total</b>	<b>4</b>	<b>6</b>

**Learning Outcomes:**

Students are able to

- ad a.: explain various metadata standards relating to repositories, as well as methods for cataloguing and describing research data; describe repository management from a library perspective; explain data standards and the fundamentals of data modelling; analyse, select and visualise research data; explain methods for data cleaning, aggregation and linking; outline strategies that can be used to ensure the discoverability and reusability of data; as well as apply generative AI and explain the basics of prompt engineering.
- ad b.: explain various system architectures and workflow models; describe the life-cycle management of digital objects; draw up cost plans and funding models for the long-term preservation of research data; evaluate methods of long-term archiving; explain relevant technical interfaces; and understand the principles of data conversion.

**Prerequisites:** none

4.	Elective Module: Library Information Science (Specialisation)	h	ECTS-Credits
a.	<b>VU Artificial Intelligence in Libraries</b> Introduction to AI: from cybernetics to artificial intelligence; mechanisms, algorithms, logic and technologies of artificial intelligence; the application of artificial intelligence in libraries; use cases for artificial intelligence applications.	2	3
b.	<b>VU Media Lab</b> Developing a narrative within a library context; creating social media content tailored to specific target groups; search engine optimisation; feedback and usage analysis; integrating social media into libraries; accessibility and inclusion.	2	3
	<b>Total</b>	<b>4</b>	<b>6</b>

**Learning Outcomes:**

The students are able to

- ad a.: explain the historical and technical development of artificial intelligence; describe the mechanisms, algorithms, logic and technologies of artificial intelligence; evaluate applications of artificial intelligence in libraries; and apply artificial intelligence in a needs-based manner.
- ad b.: develop a narrative within a library context, taking into account pedagogy, technology, marketing and branding; create social media content tailored to specific target audiences, such as podcasts, videos or posts on individual platforms; assess opportunities for search engine optimisation and apply them to improve visibility; analyse feedback and trends in visitor numbers; develop proposals for integrating social media into library services; and consider and discuss the application of accessibility and inclusion principles.

**Prerequisites:** none

5.	Elective Module: Historical Collections	h	ECTS-Credits
a.	<b>VU Management of Historical Collections</b> Types of historical collections and their specific requirements; acquisition, cataloguing, management and handling; media history, function, mission statement.	2	3
b.	<b>VU Book and Media Research</b> History of books, media and publishing; book research and studies; printing and notable printers; research into censorship and provenance; the media market, publishing and the book trade; collection-based library work.	2	3
	<b>Total</b>	<b>4</b>	<b>6</b>
<p><b>Learning Outcomes:</b> The students are able to</p> <ul style="list-style-type: none"> <li>• ad a.: describe and manage different types of historical collections; explain the specific requirements for managing and handling historical collections; and identify areas of research and practice in the field of digitising historical documents.</li> <li>• ad b.: to explain the literary-historical and socio-literary issues in the history of books, media and publishing; to provide an overview of the theories and methods of book research and studies; to describe the development of printing and to name significant figures in the printing industry; to situate research on censorship within current debates and identify key areas and institutions in the field of international provenance research; to provide an overview of the media market, the publishing industry and the book trade; and to outline concepts relating to collection-based library work.</li> </ul>			
<b>Prerequisites:</b> none			

6.	Elective Subjects	h	ECTS-Credits
a.	<b>VU Formal Indexing (Specialisation)</b> Application of the currently valid guidelines for formal cataloguing to specialised subjects; network guidelines relating to legacy data.	2	3
b.	<b>VU Integrated Authority File (Gemeinsame Normdatei GND)</b> Fundamentals, standards and data formats; structure of the authority file; entity-specific practical work; editorial concept for the Austrian Library Network; Linked Open Data.	2	3
c.	<b>VU Subject Indexing (Specialisation)</b> Application of current guidelines for subject indexing to specialist topics; collection, processing and use of standardised data; machine indexing.	2	3
d.	<b>VU Information Literacy (Specialisation)</b> Methods and approaches to analysing information behaviour; information literacy standards; Open Educational Resources (OER); online tutorials.	2	3

e.	<b>VU Information Resources and Information Retrieval (Specialisation)</b> Subject-specific research strategies and resources; in-depth thematic research taking bibliometric parameters into account; research results: analysis, evaluation and presentation.	2	3
f.	<b>VU One Person Libraries</b> Characteristics and typology; organisation, work processes, quality management and controlling; practical examples and implementation scenarios.	2	3
g.	<b>VU Administration and Cataloguing of Estates</b> Specific features of (literary) archives (structure, requirements, etc.) and their networks; acquisition, preservation and management of unique collections (estates, etc.); processing, organisation, cataloguing, storage and access to unique collections; introduction to standards, identification and cataloguing.	2	3
h.	<b>VU Special Collections</b> Collection development, storage, inventorying, cataloguing and conservation of special collections; collection management (accessioning/deaccessioning, interlibrary loans, relocation); digitisation and sustainability; public relations and educational programmes, exhibitions; legal and ethical implications; handling of sensitive objects (Nazi provenance, colonial contexts, human remains,...).	2	3
i.	<b>VU Inventory Management (Specialisation)</b> Quantitative methods of collection analysis; specialist information provision: connections vs. collections; licence agreements and public procurement law, legal principles; strategic negotiation techniques in the context of institutional procurement processes and purchasing consortia.	2	3
j.	<b>VU Exhibitions and the Legal Framework</b> Design of physical and virtual exhibitions; legal frameworks and loan agreements; spatial layout and exhibition design; conservation measures; audience and target group; examples of best practice.	2	3
k.	<b>VU Media Archives</b> History; technical and organisational methods for the storage and preservation of archival material, including electronic media; legal principles and framework conditions; classification and access systems; information management concepts in archival and collections practice; technical metadata standards; the use of audio-visual archive content in journalistic productions.	2	3
l.	<b>VU Library Construction, Design and Fittings</b> Library construction, building concepts and trends; infrastructure and technical facilities; codes and standards; floor plans and functional layouts; needs and usage analysis.	2	3

<b>m.</b>	<b>VU Research Data Management</b> Research data management as part of the research process and research support services; research data: organisation, management, cataloguing, archiving and making available; metadata, standards and infrastructures; data management plans; FAIR data and research data policies; open data, open science and the traceability of research results; repositories; legal and ethical aspects.	2	3
<b>n.</b>	<b>VU Quantitative and Qualitative Methods of Target-Group Research</b> Quantitative and qualitative target group research: fundamentals, methods, data collection and analysis techniques; research approaches and potential applications in the context of libraries and information services; user research and interaction, information-seeking behaviour of different target groups; conducting a survey and analysing the results with a view to improving library services.	2	3
<b>o.</b>	<b>VU Bibliometrics and Scientometrics, Metrics and Applications</b> Fundamentals of the quantitative evaluation of scientific publications and research output; methods of science communication; citation analysis, indicators and analytical tools; methods and metrics for conducting bibliometric analyses.	2	3
<b>p.</b>	<b>VU Research Support and Open Science Support</b> Science communication and support services for teaching and research; policies relating to open science, open access and research data; open science (e.g. open access, open educational resources, open data) and the role of the library; research data management; legal and ethical aspects (e.g. data protection, copyright, licensing, terms of use for repositories, long-term preservation).	2	3
<b>q.</b>	<b>VU Public Relations and Marketing</b> Media relations and stakeholder engagement; lobbying; fundraising and sponsorship; event management; communication design: printed materials, websites, apps and social media; marketing concepts and strategies; corporate identity / corporate design / brand development.	2	3
<b>r.</b>	<b>VU Legal Practices in Libraries</b> Practical application of copyright, media and data protection law in a library context; practical examples of exhibition and lending practices; employment law and forms of employment; user regulations and rules of procedure; risk and threat management.	2	3
<b>Learning Outcomes:</b> ad a.–r.: Students are able to apply in practice the knowledge and skills they have acquired in their elective modules, in line with their areas of expertise and interests.			
<b>Prerequisites:</b> none			

## § 6 Examination regulations

- (1) The assessment of the modules (module examination) takes place through course examinations.

- (2) Course examinations serve to assess the knowledge and skills acquired through a single course; in the case of courses with continuous performance assessment, the assessment is based on at least two written, oral and/or practical contributions of the participants.
- (3) The course instructor has to announce the method of assessment and the assessment criteria before the start of the course.
- (4) The assessment of the Compulsory Module Professional Practice is evaluated by the Programme Director based on a written practice report written by the student including information from the providers of the work placement. Positive assessment reads “participated successfully, whilst negative assessment reads “participated unsuccessfully”.

## **§ 7 Cooperation und Academic Advisory Board**

- (1) A cooperation agreement has been in place since 2006 between the Universities of Vienna, Graz and Innsbruck, which are involved in running the Library and Information Studies continuing education programme. The programme directors of the partner universities form the inter-university executive committee.
- (2) In accordance with the cooperation agreement referred to in §7 para. 1, an Academic Advisory Board is to be established for the University Continuing Education Programme in Library and Information Studies on behalf of all participating universities.

## **§ 8 Academic denomination**

1. Graduates of the university continuing education programme shall be awarded the title of ‘Academic Library and Information Specialist’ upon passing all the required examinations.
2. Upon successful completion, graduates of the university continuing education programme will be awarded a certificate.

## **§ 9 Coming into force**

This curriculum shall come into force on the first day of the month following its publication in the university bulletin.

## **§ 10 Transitional provisions**

- (1) This curriculum applies to all students who start the Continuing Education Programme in Library and Information Studies as of the 2026/27 winter semester.
- (2) Students who have started the Continuing Education Programme in Library and Information Studies, published in the University of Innsbruck Bulletin of 8 April 2019, Issue 31, No. 278 at the University of Innsbruck before the 1 October 2023, are entitled to finish the continuing education programme by 30 September 2026 at the latest.
- (3) If the continuing education programme is not finished in time, the students are subject to the new Continuing Education Programme in Library and Information Studies. In any case, the students are entitled to subject to the new curriculum for the University Continuing Education Programme in Library and Information Studies on a voluntary basis any time.

For the Curriculum Committee:

For the Senate:

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ao. Univ.-Prof. Mag. Dr. Beatrix Schönherr

Univ.-Prof. Mag. Dr. Walter Obwexer