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FACULTY OF
ECONOMICS AND MANAGEMENT

Study and Examination Regulations

for the master's program in

International Management, Marketing, Entrepreneurship

March 1st, 2017

(1st version of change of the statute from 01/03/2017 - reading exemplar)

Based on the Higher Education Law of the State of Saxony-Anhalt (HSG-LSA), §§ 13 par. 1, 67 par. 3 # 8, officially published version of 14.10.2010, (GVBl. LSA p. 600) in the respective version §6 para. 1 "Grundordnung der Otto-von-Guericke Universität Magdeburg from 27.03.2012 (MBI.LSA page 305) the Otto von Guericke University Magdeburg has enacted the following examination and study regulations as statutes:

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Article I. / General

§ 1

Area of Validity

- (1) The following regulation governs the aim, contents and structure as well as the exams and the degree of the English master study program in International Management, Marketing, Entrepreneurship (IMME) at the Faculty of Economics and Management of the Otto-von-Guericke University Magdeburg.
- (2) This study program (IMME) is a full time study degree program.

§ 2

Aim of the Degree Program

- (1) The aim of the study program (IMME) is to enable students to recognize economic problems themselves, be able to develop economically based solutions, and suggest possible alternatives. Students will gain the ability to solve problems in a systematic way and a profound understanding of analytical methods. Both are essential skills for leadership positions and make it possible to understand complex relationships and see and evaluate problems from multiple perspectives.
- (2) The study program methodically prepares students for a broad spectrum of job opportunities in upper and top level management positions within public administrations, multinational enterprises, and other organizations. It will impart upon the students the necessary competences and skills to responsibly act using well trained analytical thinking processes, structurally recognize practical and theoretical problems in economics and management, and take into account the ongoing changes in the labor market.
- (3) Graduates possess detailed knowledge in the offered specialization tracks (International Management, Marketing and Entrepreneurship) and understand the fundamentals of the science of economics. They are able to use and continually deepen their foundational knowledge of business economics. They are able to apply this knowledge to different contexts at different aggregation levels to solve interdisciplinary economic problems. Even with incomplete or limited information, graduates can provide scientific based decisions while being aware of societal, scientific and ethical concerns, which can arise from the application of knowledge, gained during the program, in the context of making decision.
- (4) The International Management specialization track focuses on the strategic activities of international involved companies and highlights, specifically, the strategic decision making behavior of the Top Management Team. In connection to this, students will focus on the growth strategies, such as the influence of international expansion on “market development”, innovation on “product development”, and the effects of cultural factors on these strategies.
The International Marketing specialization track focuses on the processes and methods of market research as well as the monitoring of marketing activities, e.g. in the context to brand management. Another focal point of this specialization targets the aspects of the consumer’s behavior (motivation, emotion, cognition, attitude, decision making) with special attention being given to the influence of the social and physical environment.
In the Entrepreneurship specialization track students receive extensive knowledge in the field of business decision making and business planning. To this end students will examine entrepreneurial decision logistics, possible business models, business strategies and the factors of successful business foundations.

- (5) The students will gain sound problem knowledge from these specialization tracks, so that as graduates they can independently contribute crucial solutions to the strategic, tactical and operative problems of a business. With this specialized knowledge students can independently complete research or applied projects by employing wide-spread and special research methods. They can also formulate and solve scientific problems by themselves. Furthermore, the students are able to plan and carry out a target-oriented process while working independently in newly developed, unfamiliar and interdisciplinary contexts. They are able to impart the latest knowledge, problems and solutions in both research and application clearly and distinctive to professionals as well as laymen.
- (6) The students effectively organize themselves into specialized groups and work cooperatively together on the relevant issues. They will develop an understanding of everyone's roll in a team, learn how to take responsibility for themselves as well as for the team and will be able to critically reflect and expand upon their own behavior and actions while also taking morals and ethics into account. During this process the students are able to clearly present and support complex and specialized subject matter in reference to the target group.
- (7) The degree in International Management, Marketing and Entrepreneurship qualifies the graduates in a cross sector approach for a broad range of employment opportunities in international and national areas in economics and public administration. This degree prepares students not only for leadership positions within the business world but also equips them with the skills necessary to succeed as an entrepreneur or within the academic field.
- (8) Along with the acquisition of specialized skills and interdisciplinary qualifications, the degree program will contribute to increased self-confidence, social awareness, and personal development within the students. The students are developed into dedicated professionals through the acquisition of key skills such as independence, self-organizations, teamwork, responsibility and media proficiency. They are able to gain an essential understanding of the methodical and ethnical-moral fundamentals of economics and through this assess the social relevance of economic knowledge and practices. Furthermore, the graduates understand their responsibility and the roll of business in the society and can ethically and morally navigate the challenges and changes of their occupation. Due to these reflective and communicative competences, they will be able to communicate their own knowledge to others in an under stable and insightful manner. In accordance with this, they also are able to take interdisciplinary connections and current cultural developments into consideration.
- (9) The above mentioned study program with the awarded degree "Master of Science" provides a higher education qualification and professional experience for further postgraduate studies in economics and business administration and adjacent areas, e.g. doctoral studies.

§ 3

Academic Degree

After the completion, according to these study and examination regulations, of the required credits, the Faculty of Economics and Management of the Otto-von-Guericke-University awards the academic degree of "Master of Science", abbreviated to "M. Sc."

II. Study Program

§ 4

Admission Requirement

(1) The following admission requirements for this master's program will apply:

- Proof of a bachelor's degree, a university diploma or a comparable qualification from a state/ state recognized college of advanced vocational studies (Berufsakademie), a magister degree or a relevant course of study gained at a university completed with a state or ecclesiastical examination,
- Proof of adequate knowledge of the English language (suitable forms of proof are set out in appendix 3 of this regulations),
- Submission of a letter of motivation in English containing a maximum of 450 words as a strict rule. The letter of motivation has to focus on: the already acquired knowledge, skills and competencies as too personal expectations of the master's program content, methods and study structure/curricula as too the student's professional and scientific interest leading to a successful conclusion of studies.
- Proof of special suitability of applicants for the master's program in accordance to §4 para2 up to 4.

(2) To determine the special suitability of applicants the result of the final examination/graduation according to the first indent of §4 par 1 will be taken. It is a precondition that the final GPA of the previous study program is a minimum of "2,9".

(3) Applicants, who are at the end of their undergraduate programs but will not complete their undergraduate degrees (according to § 4 para 1 before the end of the application period, may substitute a current transcript as proof of the undergraduate degree. The transcript must show all courses taken up to the point where the student has applied, along with a minimum of 140 successfully completed credit points (CP's) and a minimum GPA of "2,9". Applicants without a proof of a final undergraduate degree will be registered for a limited timeframe only. Here the "Regulations for application and admission procedures for master's programs of the Otto-von-Guericke University" applies with the latest and valid version.

(4) An undergraduate degree is considered equivalent to the education received during the bachelor's degree from the Faculty of Economics and Management when the following min. number of credit points has been completed:

- 18 credit points (CP) in quantitative methods modules/courses in accordance with the European Credit Transfer System (ECTS) and
- 60 CP's in business and economics modules/courses in accordance with the European Credit Transfer System (ECTS).

When the bachelor's study program of the applicant has not been completed in the European Union (under the ECTS system), the following option may be used:

- 4 successfully passed modules/courses in the area of quantitative methods and
- 12 successfully passed modules/courses in the area of business and economics.

(5) The faculty reserves the right to conduct selection interviews with applicants.

(6) The decision whether or not the admission requirements have been fulfilled will be made by the examination board/ Prüfungsausschuss.

(7) Entry to the study program cannot be offered to those who:

- 1.) have definitively failed an examination of a module in this study program (IBE) at a university, or has forfeited his/her claim to take the examination, or
- 2.) is currently completing in another equivalent examination procedure.

§ 5

Duration and Beginning of Studies

The study program is designed for a regular study time of four semesters, including a master thesis. The program begins in the winter- and summer semester.

§ 6

Structure and Scope

- (1) The study program is structured into the introductory studies with 15 credit points for compulsory modules, specialization studies with 60 credit points for compulsory–elective modules, elective studies with 15 credit points for elective modules and a final master thesis with 30 credit points.
- (2) The master degree program consists of study–related examinations, and a master thesis, included in a final master thesis seminar.
- (3) The study program is modularly structured and contains compulsory, compulsory elective and elective modules. These modules include related study units and examinations. All modules last one semester generally.
- (4) The description of the modules are to be published before the start of the semester with the following information: language, scope of the courses, duration of the module, frequency of the course, learning aims and qualifications, prerequisites, achievable credits and type, scope and form of the examination.
- (5) For each successful completed module a certain amount of credit points, according to the European Credit Transfer System (ECTS), is given. The credit points are a quantitative measurement of the average workload (time) for students which is necessary to fulfill the requirements in order to reach the learning goals in a respective module. Besides the participation in a class credit points include the entire preparation and post–processing of the course materials and the independent processing and absorption of the material, and the proportion and elaboration of one’s own contributions as well as the successful participation at exams. One credit point is the equivalent to an average workload of about 30 hours. Students have to gain about 30 credit points an average per semester.
- (6) For a successful graduation of the studies, one must prove a total of 120 credit points. These credit points must be earned for successfully passed compulsory, compulsory–elective and elective modules. The required examinations, for the earned credits points, are issued in the appendix 1–2 of the examination and study regulations, or rather in the module handbook.
- (7) The study is designed in a way that it can be successfully accomplished during the regular study time. Examinations can be taken before the end of each prospective semester, as long as the requirements for the examinations have been verified.
- (8) There is a possibility given of an individual part–time study according to the general regulations about a part time study at the Otto–von–Guericke–University Magdeburg.

§ 7 Program Structure

- (1) The range of courses includes compulsory, compulsory–elective and elective modules.
- (2) Compulsory modules are all modules which are required for the successful completion of the degree according to the Study and Examination Regulation (see appendices 1–2).
- (3) Compulsory–elective modules denote all modules which students have to select, in accordance with the Study and Examination Regulation, from a particular number of modules, which are assigned for a chosen specialization track. These enable students to pursue individual inclinations and interests in the enrolled study program and to prepare for specific requirements of their prospective professional career. The list of compulsory–electives modules may change according to the availability of teachers and shall always be adapted to the range of courses offered by the faculty. The planning/offering of a sufficient number of compulsory–elective courses is to be announced at least for two consecutive semesters in the module handbook.
- (4) Elective modules are modules which students can choose on their own from the entire module/class offer of the Faculty of Economics and Management.

§ 8 Compulsory, Compulsory–Elective and Elective Modules

- (1) During the introductory studies must be gained 15 credit points for compulsory modules during the first two semesters, according to the appendices 1–2. Compulsory modules are always offered only in the semester which is stated in the appendix 1–2. Examinations can be taken either during the summer or during the winter semester.
- (2) When students complete the compulsory–elective modules within the specialization tracks A and B, they must receive at least 60 CP in total. The specialization modules taken must include at least one seminar (10 CP), the scientific project (15 CP) as well as compulsory–elective modules from at least two of the following areas:
 - International Management
 - Entrepreneurship
 - Marketing

At least 4 modules in each of the specialization tracks must be successfully completed. These modules can contain compulsory–elective modules, the seminar (10 CP) or the scientific project (15 CP)

- (3) Up to 15 CP in elective modules can be completed. Elective modules are courses from the Faculty of Economics and Management that cannot be counted for one of the offered specialization tracks. Precondition for this case is the approval/acceptance of the regarding elective module from the Faculty Council.
- (4) The allocation of the compulsory–elective modules to one of the specialization tracks according to paragraph 2 through 5 and the opening of elective modules according §3 is decided by the Faculty Council. The approval of modules from other faculties as elective modules in this study program is decided by the examination board. About the recognition of electives modules from other faculties for this study program the Examination Board will make a decision.
- (5) Courses and examinations in compulsory, compulsory–elective and elective modules are usually held in English. In modules with German as the language of instruction 15 CP is the maximum a student can

acquire. The examinations are to be performed in the particular language of the course.

- (6) The study program concludes with a written master thesis and a presentation within a framework of a final seminar (30 credit points).
- (7) The proposed curriculum and the chronology of it, shown in the appendix, are not compulsory. The course-specific previous knowledge for a certain course, stated in the module handbook / description shall be considered
- (8) The curriculum of classes and exams of modules as shown in the appendix, are recommendations for a study program passing in the regular study time (4 semesters) and are not compulsory. Further details about passing the study program are available from at the Examinations Office, Study Deans Office or Students Admission Office from the Otto-von-Guericke University Magdeburg.

§ 9

Study Abroad

- (1) Due to globalization the Faculty of Economics and Management recommends and encourages students to complete a voluntary study abroad semester. Through this, it is possible to practice languages skills and acquire intercultural aspects directly abroad. The completion of a study abroad is to be coordinated with the Examination Committee and should be planned and organized ahead accordingly.
- (2) Before the start of a study abroad semester students must arrange a "Learning Agreement" with the Examination Committee of the faculty, which can be renewed, if study abroad modules cannot be attended for any reasons.
- (3) Recognition of the accomplished modules during the study abroad semester must follow § 15. The project seminar or scientific project, regarding § 8 par. 2, can be replaced in the amount of 10 or 15 CP by modules, which have been accomplished during a study abroad semester and are approved by the faculty. These modules must be examined either with a written seminar paper, written homework or an oral presentation.

§ 10

Types of Classes

- (1) Classes and schedules will be announced online at the homepage of the university, faculty. Types of classes are primarily: lectures, seminars, exercises, tutorials and scientific projects.
- (2) Lectures impart expertise, theory and methodical knowledge through interrelated and systematic presentations.
- (3) Teachers and students work together in seminars to scientifically refurbish theoretical and practical problems. Students have to work in groups and complete different forms of project work. A seminar requires presentations, speeches or/and written seminar papers all to be completed by the student.
- (4) Exercises serve as practice and absorption of the subject problems/topics, especially the acquisition of basic methods, abilities and skills combined with practical exercise. They will usually be conducted by a research assistant of the chair/professor which is in charge of the module.
- (5) Tutorials serve as practice and absorption of the subject matter. They will usually be conducted by students of higher semesters elected by the responsible chair/ professor, which is in charge of the

module.

- (6) In a course described as a scientific project, a complex problem will be solved with special consideration being given to theoretical foundations in connection to a practical example. The results will be shown through a final written project with a corresponding presentation, as is common in the later professional career. The project can be supervised by a team of interdisciplinary lecturers, whose members can work as a project leader as well as mentors to the student. The access to the project is dependent up the general admission requirements– further specific preliminary knowledge may apply. Students also have the possibility of reaching an agreement with the lecture(s) of the program, whereby they may work on a project during a semester on their own.
- (7) During a presentation, the student has to represent and defend the learned knowledge from the current module. The character of the presentation should be a theoretical and practical reflection of the topic at a high professional level.
- (8) Teaching and learning modules, which have the aim of a regular, active participation of the candidates, can require an obligatory participation, e.g. a regular attendance which has to be announced in the module handbook and module description.
- (9) Admission to some modules can be restricted in certain cases, e.g. if type, purpose, teaching or research of the respective module limits the number of participants. Admission requirements are stated in the regarding module description.

§ 11

Study Advisory Service

- (1) To ease the orientation of new students at the faculty, an academic introductory seminar will be offered annually at the start of each study semester.
- (2) The examination and study regulation compromise general advice. More information about precise study organization and planning is available in the module handbook. Students are advised to study these documents carefully.
- (3) For each study program, the faculty offers special study program consulting for students. For information about responsible staff and office times students need to use the homepage of the faculty or should turn to the Examination Office.

§ 12

Individual Study Schedules/Plans

- (1) An individual study plans is the way to a successful graduation in the timeframe of the regular study period. This option will especially be offered to students, who needs special support because of an extended sickness, birth or care of own children or other reasons.

- (2) Individual study plans have to be arranged with the head of the Examination Office/Prüfungsamt. The approval of the official study program director is always required.

III. Examinations

§ 13

Examination Committee

- (1) The organization of examinations and the tasks allotted by these examination regulations is assigned to the Examination Committee/Prüfungsausschuss by the faculty.
- (2) The Examination Committee has to assure that the requirements of the examination regulations will be followed. It reports the development of examinations and times of studies to the faculty and makes proposals for any reform of the examination and study regulations. Objections to any examination matter have to be handed in to the Examination Committee and the decision about this objection will be made by them.
- (3) The chairman/woman of the Examination Committee is chosen and appointed from the group of: professors, junior professors, academic staff members, and one student of the faculty, respectively. Furthermore, from the group of scientific assistants and students a member will be appointed by the faculty council to the Examination Committee.
- (4) The Examination Committee is entitled to vote, if the chairman/woman and his/her deputy or substitute and at least two further members of the Examination Committee are present. However, only in this case, if the group of professors and junior professors won't be outvoted. The Examination Committee decides with a simple majority. If the number of votes is equal, the chairman/woman has a casting vote or if he/she is not present, then the assistant chairman/woman does.
- (5) The term length of Examination Committee is two years, the one of the student member one year. Reelection is possible.
- (6) Meetings of the Examination Committee are not open for public. Members of the Examination Committee are always obliged to observe utmost discretion in any case. If members of the Examination Committee are not public employers', they are obligated to observe utmost discretion by/to the chairman/woman of the Examination Committee.
- (7) The Examination Committee is obligated to set up rules of binding procedures/Geschäftsordnung. It can permanently assign certain tasks to the chairman/woman. The chairman/woman of the Examination Committee or another person nominated by him/her represents the Examination Committee in legal or extra-legal matters. The chairman/woman prepares any decisions of the Examination Committee, executes them and reports on a regular basis about his/her activities to the Examination Committee.
- (8) Decisions and all other acts that are decided after this emanation regulation, registration periods and dates of exams will be published in a customary manner. The admission to exams, and the withholding of approval as well as the examination results will be announced personally through the electronic examination administration system.

(9) The seat/office of the Examination Committee is the Examination Office/ Prüfungsamt of the Faculty.

§ 14

Examiners and Assistant Examiners

- (1) The lecturers will be employed for specific courses in a certain semester by the Faculty Council/ Fakultätsrat in accordance with the Higher Education Act of the State Saxony-Anhalt.
- (2) The Examination Committee appoints the examiners from the group of professors and junior- professors employed at the faculty. In addition to that the following persons can be appointed as examiners: lecturers by contract, and research assistants and academic staff of the faculty in possession of a doctorate, provided that they independently teach courses in the subject of the examination, as well as professors and junior professors of other faculties.
- (3) For the assessment of written examinations, usually two examiners will be appointed. In case of a slight workload for an announced examination, the Examination Committee may appoint only one examiner. The aforementioned exception of the §15, (1) follows in case of excessive workload, for those involved, or missing examiner or the sufficiency of only one examiner for the inspection of the written examination. Students will be informed about that when they register for the exam.
- (4) The examiners are independent in their examination activity. They are subject to official secrecy.

§ 15

Recognition of Credit Points, Credit Transfer

- (1) The Board of Examiners decides, upon written application, on the recognition of study periods and on the transfer of credits. The application must be submitted within four weeks of the start of studies to the Examination Committee of the respective degree program. In order to apply for recognition of credit points, students must submit the originals or certified copies of the required documents. Otherwise the recognition is impossible.
- (2) In contrast to par. (1) the recognition of studies and credit points gained at the Otto-von-Guericke-University Magdeburg will be managed automatically by the Examination Office.
- (3) The recognition of studies and credit points is possible and must follow according to the regulations of the Lisbon-Convention (article 3) as long as no notable differences concerning quality, level, learning results, scope and profile of modules exists. Instead of a systematic comparison there should be an overall view and valuation of the recognition of modules. The recognition of additional requirements, like preparatory courses, is possible.
- (4) In case of the non-equivalence of studies, credit point and examinations, because they do not meet the requirements, the evaluation is handled by the Examination Committee, which is in charge for the evaluation. The responsibility for the provision of sufficient information resides with the applicant. The applicant must to submit the required forms as an original or as a certified copy on time. The European Credit Transfer System (ECTS) shall be considered while evaluating. If documents are not submitted on-time or in proper form, the recognition of credits or studies is impossible.

(5) Proficiency and skills gained outside from a school of the higher education system can be recognized for a degree program after completing an individual or a generalized exam under certain circumstances, if:

1.) The requirements for a university admission are guaranteed.

This is particularly possible for specially qualified professionals.

2.) They are by topic, level comparable to the study program, which should be replaced.

3.) According to the principle of the current accreditation system of the higher education system the quality-content criteria for the replacement of credit points for proficiency and skills gained outside from the higher education system shall be checked during an accreditation.

Only 50 % of proficiency and skills gained outside of a higher education system can be replaced/ recognized by/from a study program from the university.

(6) If study and examination credits are recognized, the grades are transferred to the grade transcript and taken into account for the final grading of the degree. In case the grading systems are divergent, not comparable, the Examination Committee decides on a conversion. However, if the German grading system is not comparable with the foreign grading system the grade is not to be taken in account. Therefore, the recognized module will appear in the grade transcript with the note "passed"

§ 16

Types of Examinations

1) Following types of examinations accompanying studies are possible:

- Written examination (midterm and/or final) (K)
- Electronic examination (midterm and/or final) (eK)
- Oral examination (M)
- Term paper (H), seminar paper (S), or other written papers
- Presentation (P)
- Scientific project (WP)
- Discussion (D)
- Case studies(C), (F)
- Exercises

2) With a written examination (midterm or final) in written or electronically form, students must demonstrate that they can recognize a problem and find the way to a solution in a limited period of time and with limited aids under invigilation with the usual methods of the subject area. The time allotted for a written examination (midterm or final) is at least 60 minutes (module with 5 CP) and not more than 120 minutes (module with more than 5 CP). Written examinations (midterm or final) contain tasks or consist of tasks in which several answers are offered for selection (multiple-choice tasks).

3) In a written exam with multiple-choice tasks (answer-choice-task) the examinee/student must indicate, which of the answers on the examination paper is right. Examinations with multiple-choice tasks and their correct answers must be determined by the examiners during the preparation of the examination beforehand. The co-examiner, regarding §14 par. 3, has to check the examination tasks and results/answers for any mistake before the start of the grading of the written examination following par. 2. If some tasks are erroneous, these need not to be taken into account when declaring the examination

results.

- 4) A written multiple-choice examination (answer-choice-task) is in any case passed if the examinee obtained at least 50% of the possible points for providing correct answers. The exam is passed in any case as well, if the examinee reaches at least 50 percent of the average points, that the best five percent of examinees have achieved, but not less than 40 percent of the maximal achievable points (escalator clause/ Gleitklausel). In case of 45 or less participants in the retake examination the escalator clause, par.17, (4), sentence 2, does not apply. The absolute pass boarder applies in that case, par.17, (4), sentence 1. This paragraph applies if the part of the examination questions with the multiple-choice-task is more than 50 % of the possible points.
- 5) In an oral examination, students are supposed to demonstrate that they are able to understand the context of the respective examination module and to solve specific problems within this field. The oral examination takes place in front of several examiners (examining panel) or in front of one examiner and a suitably knowledgeable second examiner. A group of up to 4 students can be formed for the respective oral examination. The second examiner must give his opinion about the examination performance before the final grade is given. The duration of the examination is in general 15 minutes for each student. The essential content of the examination and the assessment of the examination grade must be kept in a written protocol, which must be signed by both the examiner/s and the second examiner. The final result of the examination is to be communicated to the student immediately following the oral examination.
- 6) A term paper, seminar paper or any other type of written study paper demands experimental, empirical or theoretical work and the processing of a set of tasks from the subject area. Students can offer suggestions for topics and the nature of the task. These suggestions are not binding for the examiners. All other kinds of written paper works (e.g. assignment papers, essays, spreadsheet calculations, study and project papers, abstracts ...) are on equal terms to seminar papers.
- 7) A presentation involves an independent, in-depth written discussion of a problem from the work context of the course, with reference to and assessment of relevant literature as well as the representation of the written work. It further includes the communication of the results in an oral presentation as well as in a subsequent discussion. Presentations must be submitted in written form for assessment.
- 8) A project or case study requires independently written work studies on subject specialized and multidisciplinary problems including study work and analyzing of specific subject literature.
- 9) Case studies must be composed of a self-written analysis of a subject specific or interdisciplinary problem that also takes the respective literature into account.
- 10) A tutorial includes a predefined order of assignments of tasks, given by the responsible tutor, and must be completed independently before a given deadline. Part of the practice tutorial can be discussions of the assignments and the problems occurred. The tutor might request written solutions of the assignments or the presentation of these.
- 11) By participating in discussions, students are obliged to show that they are capable of understanding the context of the topic and that they can classify specific problems in these fields.
- 12) Examinations in the form of group work can also be approved. The contribution of a single person must fulfill the examination requirements. Each person's contributions must be clearly stated and defined in regards to individual achievements, including the notation of paragraphs, page numbers, or other objective criteria for each member, so that they can be evaluated separately.
- 13) Examinations, which are mixtures of examination types listed in par. 1, are allowed. The form and scope of the credits of the single modules are to be taken from the standard study time table and examination plan or the module manual in the appendix.

14) The form and scope of the examinations for the separate modules are to be taken from the degree course and examination schema or the module handbook. The form of the examinations in these schemas (written or oral examination) can be changed under the following conditions:

- a) In the case where only a limited number of students have registered for the written examination, the examination board can approve an oral examination upon request of the examiner.
- b) In the case where a large number of students have registered for the oral examination, the examination board can approve of a written examination upon request of the examiner.

This approval is only valid for the requested date of examination. In the case of an examination board approved change, the change must be immediately announced to the affected students.

15) Authorized materials, which can be used during an examination, are to be determined by the examiner. A list of these materials must be made public in an acceptable timeframe before the examination. The criteria of the grading of the examination must also be published. The grades must be made released at latest by the end of the current semester.

§ 17

The Public Nature of Oral Examinations

Students of this degree program, who have not yet successfully completed the relevant examination, can be admitted as listeners to oral examinations (§ 16 para. 5), insofar as they themselves have not registered for this examination. This does not apply to the discussion or the announcement of the grading. At the request of the examinees, student listeners in the sense of sentence 1 above are to be excluded.

§ 18

Examinations and the Respective Administrative System

- (1) The students are personally responsible for the use of the online accesses to the electronic examination administrative system, which governs examination data, registration and withdrawal from exams as well as the announcement of exam decisions electronically. The responsible Examination Committee can declare more detailed rules for performance of the procedure.
- (2) The student is required to check the accuracy of their entries in the examination administrative system regularly, at least once per semester; transmission errors/mistakes are to be reported immediately to the Examination Office.
- (3) The examiner must contribute, according to § 14, to the electronic collection of examination results. The grading lists are to be preserved by the responsible Examination Office.
- (4) The announcements of the examination results and credit points take place either in the electronic examination administrative system or by paper notice. Students are required to use the electronic examination administrative system. The evaluation becomes valid at latest two weeks after the announcement of evaluation appears in the electronic examination administrative system or after the announcement via notice, unless the students have already been officially informed about their grades. The students are to be informed about the entry of the examination grading in the electronic examination

administrative system in the common manner of the faculty.

- (5) If a student is leaving or switching the university or the study program, a grade transcript will be issued upon request. This grade transcript must show all passed or failed exams, the respective grades and whether the master degree has already been completed or not.

§ 19

Exam Registration, Admission

- (1) Anyone who is matriculated at the Otto von Guericke University in the degree program named in §1 can be admitted to examinations accompanying studies.
- (2) The module examinations take place by the end of the semester as a rule. Examination time and dates, set by the chair of the Examination Committee and published by a notice at least four weeks before the end of the deadlines for registration, are preclusive periods of limitation. As a rule, the registration deadline ends four weeks after the start of lectures. Candidates will be informed by announcement or on the homepage of the faculty, provided that the examination regulation of the respective study program does not stipulate something else.
- (3) Before the start of every module examination a required registration must take place. For modules taken at the faculty the registration takes place electronically in the module of the respective main course (lecture, seminar or project) via the Web-Portal of the university. For modules taken outside of the faculty it is required to hand in a separate written registration to the Examination Office of the faculty of Economics and Management. This also refers to modules taken during the studies in the chosen degree course at a different higher education institution. A belated registration is not permissible. It is not possible to accredit the same course more than once. After the number of credit points required for the successful graduation have been attained, no further exam registration is possible.
- (4) The registration to an examination can be withdrawn no later than four weeks before the beginning of the examination period in written form in the Examination Office or electronically in the specific Web-Portal. In case of a withdrawal, the registration –according to paragraph 1 and 2 – must be requested to a later time again. A registration withdrawal for an examination is not possible if:
 - 1.) the examination registration is taking place officially/by the Examination Office, or
 - 2.) it is explicitly noted in the module description of the concerning module
- (5) The Examination Committee decides on admission to the examinations. It is to be rejected, if:
 - 1.) the preconditions for admission are not fulfilled, or
 - 2.) documentation/ papers is/are incomplete, or
 - 3.) the examination has been graded or classified as irreversibly “failed”

§ 20

Grading of Exam, Calculation a of Module Grade

- (1) Each examination is graded by the relevant examiners. In case of written examinations, the grade has to be announced by no later than the end of the respective semester.
- (2) The grading of the examinations, is taken as followed:

Grade	Description German/English	Definition

1	Sehr Gut / Excellent	Outstanding performance
2	Gut / Good	Performance significantly above the average standard
3	Befriedigend /Satisfactory	Performance corresponding to the average standard
4	Ausreichend / Pass	Performance which, despite certain shortcomings, still satisfies the requirements
5	Nicht ausreichend /Fail	Performance which, because of significant shortcomings, no longer satisfies the requirements

To enable a differentiated assessment of examination performances, individual grades may be raised or lowered by 0.3 to fractional amounts; the grades 0.7; 4.3; 4.7 and 5.3 are however not possible.

- (3) An examination is passed if the student receives at least the grade “Pass”. If an examination is graded by more than one examiner, it is passed if all examiners award at least the grade “Pass”. In this case, the grade of the examination is the arithmetic mean of the individual grades awarded by the examiners, calculated to one decimal place, notwithstanding the definition in paragraph 2.
- (4) A module examination is passed if all required examinations have been awarded at least the grade “Pass”. If a module examination consists of only one examination, then the module grade corresponds to the grade of this examination. If a module examination consists of several examinations, then the grade of the module is the arithmetic mean of the individual grades in the examinations, calculated to one decimal place, notwithstanding the definition in paragraph 2.
- (5) In calculating an average grade only the first figure after the decimal point is taken into consideration, all further figures are discarded without rounding. The relevant grade is:

For an Average Grade	Description: German/English
1.5 and above	Sehr gut / Excellent
from 1.6 to 2.5 inclusive	Gut / Good
from 2.6 to 3.5 inclusive	Befriedigend / Satisfactory
from 3.6 to 4.0 inclusive	Ausreichend / Pass
4.1 and below	Nicht ausreichend / Fail

Retaking of Examinations

- (1) Examinations which have either been failed or count as having been failed can be retaken once in the compulsory course. A second attempt is only possible for one examination from a compulsory course. § 20 apply in terms of grading. Already passed examinations cannot be retaken.
- (2) The number of attempts does not apply for examinations in the compulsory elective or elective modules. Due to this, a retake of these modules is not necessary.
- (3) Paragraph 1 and 2 notwithstanding, the maximum of failed examinations in a compulsory-elective examination of a seminar or scientific project is two at maximum.

§ 22

Additional Examinations

- 1) Students can also take examinations in other courses in addition to the compulsory, compulsory-elective and elective examinations that are contained with this Study and Examination Regulation.
- 2) The grade of these additional examinations can be recognized in the transcript of records of the student upon request. The grade of the additional examinations will not be counted into this when calculating the average grade or the overall score.

§ 23

Absence, Withdrawal, Deception, Breach of Regulation

- (1) If the candidate does not appear for an examination at the previously set time and location without a valid reason or withdraws after the beginning of the examination without a valid reason, then he or she will be awarded the examination grade "Fail" (5.0). The same applies if an examination paper is not handed in by the prescribed deadline or not completed within the given period.
- (2) The withdrawal from an exam after the deadline according to § 20 paragraph 4 is to be applied to the Examination Committee in written form. The reason given for absence or withdrawal must be handed in written form without any delay to the Examination Committee and must be verified. In case of illness, the candidate must prove a certificate from a doctor who can be determined in cases of doubt by the Chair of the Examination Committee. If the Examination Committee recognizes the reason given, the candidate will be informed in writing.
- (3) If the candidate attempts to influence the result of an examination through deception, he or she will be awarded the grade "Fail" (5.0) for the exam in question. The possession of prohibited aids after the beginning of the examination always counts as deception in the sense of sentence 1. In particularly serious cases, the Examination Committee can revoke the right to repeat the examination.
- (4) If a candidate disrupts the orderly running of an examination, he or she can be excluded from continuing the examination by the examiner or invigilator. In this case the candidate is awarded the grade "Fail" (5.0) for this examination.
- (5) Detrimental decisions in accordance with paragraphs 1–4 above are to be communicated to the candidate promptly in writing and reasons given. Before the final decision, the candidate should receive the opportunity for a legal hearing.

§ 24

General Protection Regulations, Disadvantage Compensations

- (1) If students prove with a doctor's certificate that they are not able to take an exam as officially required because of a prolonged or constant illness, the Examination Committee can give them the option to yield an equal performance in a different form, as this is necessary for an equal treatment.
For this purpose, the processing period can be lengthened in an appropriate time period or by a permit for taking an exam in a different form. The application for compensation of disadvantage has to be given in written form to the Examination Board latest with the registration to the examination.
- (2) The safeguarding provisions about parental leave according to the Maternity Protection Act as well as the terms of the Federal Child-Raising Allowance Act are to be considered while using this examination regulation, especially while calculating deadline, and to enable their take-up. Students that were furloughed because of familial obligations can voluntarily yield credits during their absence. Upon written application to the Examination Committee, the retake of a failed exam during the parental absence is possible.

§ 25

Objection Procedure

The students can report an objection against incriminating administrative documentation that are made during examination affairs to the Examination Committee in written form or a recordable oral form according to the Administrative Procedure Act (VwVfG). The objection is to be reasoned in written form. If the Examination Committee rejects the objection, it must inform the student why his/her objection was rejected in an explanation of legal remedy.

IV. Master's Degree

§ 26

Registration, Admission to the Masters' Thesis

- (1) In the framework of a final master seminar a written master thesis in English is mandatory.
- (2) The master thesis should demonstrate that students are capable, within a specified period of time, of dealing on their own with a set of tasks from a certain subject areas and using scientific methods. The subject and task of the master thesis must correspond to the examination goals and the time allocated. The nature and the task must be determined exactly on the date of the allocation of the thesis topic. In the framework of the final seminar, the examinee should demonstrate that he/ she is able to present and to explain the problems/ tasks set and their solutions in a suitable manner.
- (3) Only persons enrolled at the Otto von Guericke University and in the regarding degree program as per §1 hereof, and who have also provided evidence of the successfully completed compulsory modules in the amount of 75 credit points for the compulsory modules, compulsory seminar and scientific project, may be admitted to the masters' thesis.
- (4) Students wishing to be admitted to the masters' thesis must submit an application in written form to the Examination Committee. The supervisor of the bachelor thesis seminar may impose well-grounded subject related pre-conditions for admission to the relevant concluding seminars.

§ 27

Topic Allocation, Submission, Grading of the Masters' Thesis

- (1) The topic will be decided by the first examiner after hearing out the to be examined student. The student should be given the opportunity to propose suggestions for the thesis topic and the task set. This does not constitute a legal right. Upon application, the Examination Committee guarantees that the student receives a topic on time. During the procedure of writing/working on the thesis, students will be supervised by the first examiner.
- (2) For the setting of the thesis topics, the Examination Committee appoints persons from the group of professors and junior professors, university and private lecturers as well as PostDoc employed at the faculty. In addition, with their agreement, other members of the faculty in possession of a doctorate and qualified for a professorship can also be appointed. The Examination Committee can restrict the number of masters' thesis supervised by one person with the aim of achieving an equitable distribution for all persons involved in setting topics.
- (3) The thesis topic is set after the admission to the thesis by the Examination Committee and the examinee must be informed about it, including the date of the submission/ deadline. The day of the allocation of the thesis topic must be recorded. The thesis topic can only be changed once and only in *a time period of two weeks after the allocation*. After these two weeks students must apply again for writing the master thesis.
- (4) The period between the handing-out/allocation of the topic and the submission of the thesis is 22 weeks including a reading time of 4 weeks in the beginning. This can be prolonged by a maximum of four weeks by the Examination Committee but only in consent with the topic setter/ supervisor.
- (5) The final masters' thesis must be accompanied by an inventory of all aids used. When submitting the masters' thesis, students must declare in writing that they have completed the thesis independently and with the help of only the referenced aids. All sections which are extracted word-for-word or in overall sense from published or unpublished works must be identified as such. In addition, a declaration must be attached to the final thesis, stating that the thesis has not, even in extracts, been submitted for another examination. Plagiarism is –according to § 25 – evaluated as an attempt of deception and will be graded as a failed exam.
- (6) The masters' thesis must be submitted to the Examination Office by the deadline in two firmly bound duplicates and in a digital form. If the thesis is not handed in on time or in the correct format, it will be graded "Fail" (5.0). § 23 apply accordingly.
- (7) The masters' thesis is to be assessed/ graded by the examiners in the timeframe of two months from the day of submission to the Examination Office.
- (8) 30 credit points are awarded for the successfully passed masters' thesis including the masters' thesis seminar presentation.
- (9) The masters' thesis grade results from the grading of the performance in the written thesis (80%) as well as from the grade of the presentation from the final thesis seminar (20%).

§ 28

Retake of the Masters' Thesis

- (1) The masters' thesis may be repeated/ retaken only once and only in case if it has been graded "Fail" or deemed to have been graded "Fail".

- (2) The masters' thesis must be repeated in the following semester and in the framework of a final thesis seminar.
- (3) The retake of an already passed master's thesis is not permitted.

§ 29

Final Grade of the Masters' Degree

- (1) The masters' degree is passed, if all examinations accompanying studies from the compulsory, compulsory–elective and elective modules, giving a total of 90 credit points according to the appendices 1–2, have been assessed with a grade of at least "Passed" and if the masters' thesis has been graded too with at least "Passed".
- (2) The overall/ final grade of the masters' degree is the arithmetic mean of all grades of the module examinations and of the masters' thesis, weighted according to the number of credit points allotted.
- (3) If the average of the overall grade formed is better than 1.3, then the description "with distinction" is awarded.
- (4) The master's degree is considered as definitively not passed, if:
 - two compulsory examinations are retaken and graded as failed, or
 - the second attempt of a compulsory examination is graded as failed, or
 - the third exam for a seminar or scientific project is graded "failed" or
 - the repeat of the bachelor thesis is awarded with the grade "fail".

§ 30

Grade Transcript, Certifications

- (1) The official examination certificate will be issued in German and in English for the successfully passed master study program. The certificate contains the final grade, the topic and the grade of the master thesis. This certificate bears too the date on which the last examination was successfully completed. It is signed by the Chair of the Examination Committee and by the Dean of the faculty and furnished with the seal of the Otto von Guericke University.
- (2) As an attachment to the examination certificate, an appendix with the seal of the university is provided in English which lists all successfully completed modules as well as the given credit points /CP and grades. A copy is also provided in the German language.
- (3) With this examination certificate, the students receive a "Diploma Supplement" in German and English.

§ 31

Degree Diploma

- (1) Together with the examination certificate, students receive the official degree diploma in English and a copy in German which bear the issue date of the documents. With this degree diploma, the masters' degree is awarded.
- (2) The degree diploma is signed by the Dean of the Faculty of the Otto von Guericke University and furnished with the seal of the Faculty of Economics and Management of the Otto von Guericke

University.

V. Final Provisions

§ 32

Inspection of Examination Files

- (1) Within a period of time determined by the Examination Committee, students may, after the completion of each module examination, at the beginning of the following semester, inspect their written examinations as well as the grades awarded by the examiners and the examination protocol. Outside this period of time, such an inspection is only possible upon written application to the Examinations Committee; reasons must be given and the application must be substantiated.
- (2) Up to four weeks after inspection, a student can submit a remonstrance against the module exam to the according Examination Committee. The remonstrance must be reasoned in written form.
- (3) After the issuing of the degree and the grade transcript, a written application to inspect the examination files must be made to the Examination Committee within a period of three months. The Chair of the Examination Committee determines the time and place of such an inspection.

§ 33

Invalidity of Examinations

- (1) If a student has cheated in an examination or has been assisted by unauthorized aids, and this fact is established after the degree certificate is issued, the Examination Committee can declare the respective examination entirely or partially failed.
- (2) If preconditions for admission to an examination were not fulfilled without deliberate deception and if this fact is only recognized after the issuing of the degree and transcript certificate, this shortcoming is made up by the passing of the exam. In case students have deliberately obtained admission without justification, then the Examination Committee reaches a decision based on consideration of the legal provisions on the revocation of illegitimate acts of administration.
- (3) The respective student should be given the opportunity to explain the matter to the Examination Committee before a decision is made.
- (4) The incorrect degree certificate must be withdrawn and replaced by a correct grade transcript/certificate in accordance with § 18, par. 5 hereof. A decision made in accordance with paras 1 and 2 above is no longer possible after a period of five years has elapsed from the date of issue of the degree certificate. If the examination certificate is withdrawn without being replaced, the academic degree is also forfeited and the official record withdrawn.

§ 34

Validity and Taking into Effect

- (1) These regulations are valid for all students, which are registered in the above mentioned M.Sc. study program at the Otto-von-Guericke-University of Magdeburg, starting winter term 2017/18.
- (2) These regulations take effect after the approval of the vice chancellor on the day of publication in the bulletin of the Otto-von-Guericke-University Magdeburg

Drawn up on the basis of the decisions of the Council of the Faculty of Economics and Management from March 7th, 2018 and of the Senate of the Otto-von-Guericke University from March 21st, 2018.

Magdeburg, 03.04.2018

Prof. Dr.-Ing. Jens Strackeljan
President
Otto-von-Guericke-University Magdeburg

Appendix 1.1: Study- and Examination Schedule International Management, Marketing, Entrepreneurship/start: winter term

	Modul/ Modules	1. Semester (WS)			2. Semester (SS)			3. Semester (WS)			4. Semester (SS)		
		SWS	Ex.	CP									
1.	Pflichtmodule / Compulsory Modules												
1.1	International Corporate Strategy	2V+1Ü	K60	5									
1.2	Business Decision Making	2V+1Ü	K60	5									
1.3	Marketing Methods & Analysis				2V+2Ü	K60	5						
2.	Wahlpflichtmodule/ Compulsory Elective Modules												
2.1	Profilierungsschwerpunkt/ Specialization A												
2.1.1	Module A1	*	*	5									
2.1.2	Module A2				*	*	5						
2.1.3	Seminar				*	*	10						
2.1.4	Scientific Project							*	*	15			
2.2	Profilierungsschwerpunkt/ Specialization B												
2.2.1	Module B1	*	*	5									
2.2.2	Module B2	*	*	5									
2.2.3	Module B3				*	*	5						
2.2.4	Module B4							*	*	5			
2.2.5	Module B5							*	*	5			
3.	Wahlmodule/ Elective Modules												
3.1	Module I	*	*	5									
3.2	Module II				*	*	5						
3.3	Module III							*	*	5			
4.	Master Thesis												
4.1	Final Seminar										2S	P	
4.2	Masters' Thesis											H	
	Total:	~18		30	~16		30	~13		30	2		30

Appendix 1.2: Study- and Exam Schedule International Management, Marketing, Entrepreneurship/start: winter term

	Modul/ Modules	1. Semester (WS)			2. Semester (SS)			3. Semester (WS)			4. Semester (SS)		
		SWS	PL	CP	SWS	PL	CP	SWS	PL	CP	SWS	PL	CP
1.	Pflichtmodule/ Compulsory Modules												
1.1	International Corporate Strategy	2V+1Ü	K60	5									
1.2	Business Decision Making	2V+1Ü	K60	5									
1.3	Marketing Methods & Analysis				2V+2Ü	K60	5						
2.	Wahlpflichtmodule/ Compulsory Elective Modules												
2.1	Profilierungsschwerpunkt/ Specialization A												
2.1.1	Module A1	*	*	5									
2.1.2	Module A2	*	*	5									
2.1.3	Module A3							*	*	5			
2.1.4	Module A4				*	*	5						
2.1.5	Seminar				*	*	10						
2.2	Profilierungsschwerpunkt/ Specialization B												
2.2.1	Module B1	*	*	5									
2.2.2	Module B2				*	*	5						
2.2.3	Module B3							*	*	5			
2.2.4	Module B4							*	*	5			
2.2.5	Scientific Project							*	*	15			
3.	Module/ Elective Modules												
3.1	Module I	*	*	5									
3.2	Module II				*	*	5						
4.	Master Thesis												
4.1	Final Seminar										2S	P	
4.2	Masters' Thesis											H	
	Amount	~18		30	~16		30	~13		30	2		30

Appendix 2.1: Study- and Exam Schedule International Management, Marketing, Entrepreneurship/start: summer term

	Modul/ Modules	1. Semester (SS)			2. Semester (WS)			3. Semester (SS)			4. Semester (WS)		
		SWS	Ex	CP	SWS	Ex	CP	SWS	Ex	CP	SWS	Ex	CP
1.	Pflichtmodul/ Compulsory Modules												
1.1	International Corporate Strategy				2V+1Ü	K60	5						
1.2	Business Decision Making				2V+1Ü	K60	5						
1.3	Marketing Methods & Analysis	2V+2Ü	K60	5									
2.	Wahlpflichtmodul/ Compulsory Elective Modules												
2.1	Profilierungsschwerpunkt / Specialization A												
2.1.1	Module A1	*	*	5									
2.1.2	Module A2	*	*	5									
2.1.3	Seminar				*	*	10						
2.1.4	Scientific Project							*	*	15			
2.2	Profilierungsschwerpunkt B/ Specialization B												
2.2.1	Module B1	*	*	5									
2.2.2	Module B2	*	*	5									
2.2.3	Module B3				*	*	5						
2.2.4	Module B4							*	*	5			
2.2.5	Module B5							*	*	5			
3.	Wahlmodul/ Elective Modules												
3.1	Wahlmodule I	*	*	5									
3.2	Wahlmodule II				*	*	5						
3.3	Wahlmodule III							*	*	5			
4.	Abschlussarbeit/ Master Thesis												
4.1	Final Seminar										2S	P	
4.2	Masters' Thesis											H	
	Amount	~19		30	~15		30	~13		30	2		30

Appendix 2.2: Study- and Exam Schedule International Management, Marketing, Entrepreneurship /start: summer term

	Module/ Modules	1. Semester (SS)			2. Semester (WS)			3. Semester (SS)			4. Semester (WS)		
		SWS	Ex	CP	SWS	Ex	CP	SWS	Ex	CP	SWS	Ex	CP
1.	Pflichtmodul/ Compulsory Modules												
1.1	International Corporate Strategy				2V+1Ü	K60	5						
1.2	Business Decision Making				2V+1Ü	K60	5						
1.3	Marketing Methods & Analysis	2V+2Ü	K60	5									
2.	Wahlpflichtmodul/ Compulsory Elective Modules												
2.1	Profilierungsschwerpunkt / Specialization A												
2.1.1	Module A1	*	*	5									
2.1.2	Module A2	*	*	5									
2.1.3	Module A3							*	*	5			
2.1.4	Module A4	*	*	5									
2.1.5	Seminar				*	*	10						
2.2	Profilierungsschwerpunkt/ Specialization B												
2.2.1	Module B1	*	*	5									
2.2.2	Module B2				*	*	5						
2.2.3	Module B3							*	*	5			
2.2.4	Module B4							*	*	5			
2.2.5	Scientific Project							*	*	15			
3.	Wahlmodul/ Elective Modules												
3.1	Module I	*	*	5									
3.2	Module II				*	*	5						
4.	Master Thesis												
4.1	Final Seminar										2S	P	
4.2	Masters' Thesis											H	
	Amount	~19		30	~15		30	~13		30	2		30

Explanation of abbreviations for the study- and examination schedule:

* All information about the amount and kind of offered modules as so the amount and kind of examinations may be find in the module description of the regarding module handbook:

CP	=	Credit Points	SS	=	Summer semester
H	=	Written home work	SWS	=	Hours per week
K60	=	Test (Klausur) 60 min.	Ü	=	Tutorial
P	=	Presentation	V	=	Lecture
Ex	=	Kind of Examen	WS	=	Winter semester
S	=	Seminar			

Appendix 3:

Proof of English Language Skills

English language skills must be proven with a valid certificate of one of the following language test with the appropriate minimum scores/level:

TOEFL	ibt: 108 points
IELTS	7.0
Cambridge Certificate in Advanced English	Grade C
Graduate Management Admission Test [GMAT]	550 in total
Graduate Record Examination [GRE]	quantitative part: 148 and verbal part: 143 or higher
UNlcert	III

1. Written verification that the language of lectures and examinations gained in the proven undergraduate study degree was English exclusively.
2. Written verification of at least 30 ECTS (regarding the European Credit Transfer System) for modules with the teaching language English gained in a study program with the regular teaching language German.

3. Graduates of the German „Abitur“ who received at least an average grade of 10 points in the subject „English“ (4 semesters - 11th, 12th grade + exam if applicable).