



OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG

WW

FACULTY OF ECONOMICS
AND MANAGEMENT



IMIME

INTERNATIONAL MANAGEMENT,
MARKETING &
ENTREPRENEURSHIP

IMIME

SURVIVAL GUIDE

GRADUATE OF 2024+

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DEAR FUTURE IMME GRADUATE,

we are grateful to have you onboard this unique study program! Within the next two years, you will be part of an educational experience, preparing you for the world of international business, with specializations either in

- **INTERNATIONAL MANAGEMENT**
- **MARKETING, OR**
- **ENTREPRENEURSHIP**

From our experience, we know that this study program will also lead you to face challenges. We want to help you conquer your way and come out on top of this.

Therefore, we designed the ultimate IMME survival guide: A booklet that should assist you on your IMME journey as a reference book, checklist, journaling tool, and much more...

Let's get started!





PART I:

HOW IMME WORKS

IMME is a very unique study program. In this, it has a balance between required action and courses, but also a lot of freedom in choosing what is in your interest. Following the next pages, you find everything that you need to know!

YOUR IMME ADVISORS

If you have any questions regarding your IMME studies, please contact our program advisors.



PROGRAM DIRECTOR

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Please only contact one person at a time. **If you are unsure who can treat your issue best, send an e-mail to Toni Müller.** He will forward your request to the person in charge.





YOUR IMME JOURNEY

In order to get your IMME degree, you need to...

- ✓ ... pass three compulsory courses
 - International Corporate Strategy (ICS)
 - Marketing Methods & Analysis (MMA)
 - Business Decision Making (BDM)
- ✓ ... fulfill at least one specialization
 - International Management
 - Marketing
 - Entrepreneurship
- ✓ ... take at least one seminar
- ✓ ... take exactly one scientific project
- ✓ ... write your master thesis
- ✓ ... collect a total of 120 CP

NEED HELP?

Prof. Dr. Abdolkarim Sadrieh
sadrieh@ovgu.de

ISP Office
isp@ovgu.de

EXAMPLE

Semester			
1	2	3	4
Marketing Methods & Analysis – 5CP	Business Decision Making – 5 CP	Modul 5 CP	Master Thesis & Research Seminar 30 CP
Modul 5 CP	International Corporate Strategy – 5 CP	Modul 5 CP	
Modul 5 CP	Modul 5 CP	Modul 5 CP	
Modul 5 CP	Modul 5 CP	Compulsory Elective Scientific Project 15 CP	
Modul 5 CP	Compulsory Elective Seminar 10 CP		
Modul 5 CP			



Building your own schedule can be quite tricky for newbies... But don't worry, you'll get there with time!
If you follow the example, you cannot get lost.



BUILDING A SCHEDULE

The IMME program gives you almost endless options on how to build your schedule. You will find all the course listings online on LSF.

LSF

»» Log in on lsf.ovgu.de

»» Click on **My Study Log** to find all courses that are eligible for IMME in the current semester.

»» If you click on a course, the LSF will provide you with all the relevant information.

Basic Information

Term	Sommer 2022	Frequency	every 2nd term
Title of lecture	Marketing Methods & Analysis (50566)	Language	Englisch
Lecture Token		Hours per week in term	4
Type of Course	Vorlesung/Übung (V/U) - Lecture/Tutorial	Expected no. of participants	
Module		Credits	
Hyperlink		Presence	Präsenzveranstaltung

Dates/Times/Location: Group 1

Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
→ Mon.	15:00 bis 17:00	weekly	04.04.2022 to 04.07.2022	G44-H6 (300 Pl.)		Köcher		Präsenzveranstaltung		150

Group Group 1: preselect **Schedule preselected**

Dates/Times/Location: Group 2

Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
→ Mon.	17:00 bis 19:00	weekly	04.04.2022 to 04.07.2022	G44-H6 (300 Pl.)		Köcher		synchrone + asynchrone online Veranstaltung		150

Group Group 2: preselect **Schedule preselected**

»» Select a group and click on **schedule preselected**.

»» The course will automatically appear in your schedule. **Don't forget to click on save schedule every time you add a course.**

My Functions

- General administration
- Administration of exams
- Schedules
- My Curricula Timetable
- My Study Log**
- OVGU-Pass
- Hide menu

Student's Corner | Courses | D

You are here: [Home](#) → [My Study Log](#)

My Study Log Summer 2022

1. Study Semester

Veranstaltung

- AI-based Decision Support II (23102)
- Bargaining, Arbitration, Mediation (20812)
- Behavioral Finance (20043)
- Big Data Anwendungen (21807)
- Business Forecasting (22035)
- Business Planning (20624)
- Business Planning (20624)
- Company Valuation (22373)
- Cross-Cultural Management (22683)
- Dezentrale Unternehmenssteuerung (20294)
- Dezentrale Unternehmenssteuerung (20294)
- Econometric Analysis of Experimental Data (21948)

Personal Timetable save schedule List: → short → medium →

Time	Monday	Tuesday
vor 7		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17	<div style="border: 1px solid black; padding: 2px;"> Gruppe 2: Marketing Methods & Analysis (50566) 4 SWS, 2 Mo, 17:00 - 19:00, woch Vorlesung/Übung (V/U), Room: G44-H6 (300 Pl.) V K B </div>	
18		
19		

WORKSHOPS

If you are not yet familiar with the LSF platform, your fellow students can help you! The ISP Office and the FaraWiwi offer workshops during your introduction week.

Watch the online tutorial on isp.ovgu.de



EXAM REGISTRATION

Each semester, you have to register for the exams that you would like to take during this term's examination period. These are strict deadlines that you must not miss!

PERIOD TO REGISTER FOR EXAMS



The examination schedule will be released a few weeks after the classes start. The registration period will begin shortly after and last about two weeks.

You will get all the important information via your student e-mail.

Deadline for the Summer Term 2022:

April 25 – May 08, 2022

If you do not register in time, there is no other option than to wait until the next semester!

DEADLINE TO SIGN OFF FOR EXAMS



If you decide to withdraw from the exam, you can sign off until some weeks before the start of the examination period.

Deadline for the Summer Term 2022:

June 12, 2022

PERIOD TO RE-REGISTER FOR THE NEW SEMESTER



To continue your studies smoothly, don't forget to re-register in time at the end of each semester. Again, **you will get all the important information via your student e-mail.**

Deadline for the Summer Term 2022:

June 08 - July 04, 2022



One of the golden rules in IMME: **The examination office is bound to deadlines!** Deadlines are deadlines. If you would like to take an exam, you have to register in time.



SPECIALIZATION BINGO

You need to complete at least **three courses** to fulfill a specialization. The following steps will help you organize your specialization schedule.

STEP 1

In LSF, pick the courses that interest you the most.

STEP 2

When you click on a course, scroll down to the section "Remarks". If the course is marked with WPF (Wahlpflichtfach; compulsory elective) for IMME, then it counts as a specialization.

Contents

Remarks	Zuordnung
	Masterstudiengänge mit SPO ab 2017:
	<ul style="list-style-type: none"> • BWL-Vert.: Marketing & E-Business (WPF) • IMME-Vert.: Marketing (WPF) • ORBA-Wahlmodul

! Courses marked with "Wahlmodul" (elective) or "Pflicht" (compulsory) do not count for your specialization!
 ○ **Your scientific project and seminars do count.**

STEP 3

Once you have successfully completed the course, the examination office will automatically allocate the course to the corresponding specialization.

STEP 4

Before you register your master thesis, double-check in LSF if every course has been allocated to the right specialization (some courses count for more than one specialization). Once you have one box ticked off, you don't need to think about specializations again!



The closer you get to your graduation, the more you should pay attention to your specializations. Keep in mind that you need at least three courses to complete a specialization, **regardless of the credit points or course type.**

EXAMPLE



INTERNATIONAL MANAGEMENT

Seminar: Inclusive Leadership

Scientific Project:
Diversity Management

Econometrics



MARKETING

Advanced Marketing Research

Multicultural and Interactive
Marketing Communication

Seminar: Marketing



ENTREPRENEURSHIP

Business Planning

Business Forecasting

Taxation and Corporate Finance

CHECKLIST: YOUR COURSE SCHEDULE



REQUIREMENTS

- INTERNATIONAL CORPORATE STRATEGY
- MARKETING METHODS & ANALYSIS
- BUSINESS DECISION MAKING

ELECTIVES

SPECIALIZATIONS

Once you have ticked off one box, **never** think about specializations again :)

- INTERNATIONAL MANAGEMENT

①	③
②	
- MARKETING

①	③
②	
- ENTREPRENEURSHIP

①	③
②	



FINDING SEMINARS

5 things you need to know about finding seminars and scientific projects.

1

You are required to take **at least one master seminar** and **strictly one scientific project**. You can choose any of the given courses suggested on LSF, regardless of your specialization.

2

It is highly recommended to follow the proposed IMME schedule (see page 4). Take your seminar in the second semester and your scientific project in your third semester. You are not allowed to apply earlier than this.

3

You need to pre-register on e-learning!

The office of study affairs will inform you via e-mail about procedures and deadlines, so check your student e-mail regularly.

Remember: The central pre-registration is mandatory to ensure that every student can claim a seat according to the program schedule. However, **if you miss the deadline, you are not entitled to take seminars in the respective semester!**

4

Once you have registered, you can **select your two preferred seminars and submit your application via e-learning**. If this is your first seminar, you will definitely get a seat in one of your chosen options.

5

If you would like to take more seminars in the following semesters, you are only entitled to **enroll for remaining places based on the first-come-first-serve principle**. Keep in mind that you still have to pre-register beforehand.

Master seminar or scientific project?

Note that there are two distinct categories on e-learning

Looking for a master thesis seminar?

You have to apply individually at the chairs, not via e-learning. More info on page 10.

QUESTIONS? PROBLEMS?

Study Deans Assistant FEM
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MILESTONE MASTER THESIS

You're approaching the end of your studies and the only thing between you and your final degree is your master thesis? Don't worry, here's how you overcome the last hurdle.

1 RUN-UP

Check the requirements.

You have **at least 75 CP**, including all compulsory modules, min. 1 passed specialization and min. 1 seminar.

Apply at your preferred chairs.

Unlike the usual seminar procedure, there is **no central registration** for the master thesis seminar.

Be proactive.

Check the chair's website regularly to find information on **individual procedures and deadlines**.

Note: Each chair has **limited places** and you cannot claim a specific chair or topic. It is therefore highly recommended to apply to several chairs.



Tip:

In LSF, you will find an overview of which chairs supervise master's theses for IMME. Check out "**Master Thesis with Research Seminar (29994)**"

2 JUMP

Kick-off meeting.

Once your application was successful, **the chair will inform you** about your topic, important meetings and deadlines.

Register your thesis.

You will have **4 weeks of reading time and 18 weeks writing period**. Your thesis supervisor will provide you with all the details about the registration procedure.

3 LANDING

You did it!

Hand in **two hardbound copies** of your master thesis until your final deadline.

Note: If you fail the master thesis, you have **max. one retake**. You must retake it in the following semester only. Otherwise, you will lose your chance for a retake writing of a master thesis.



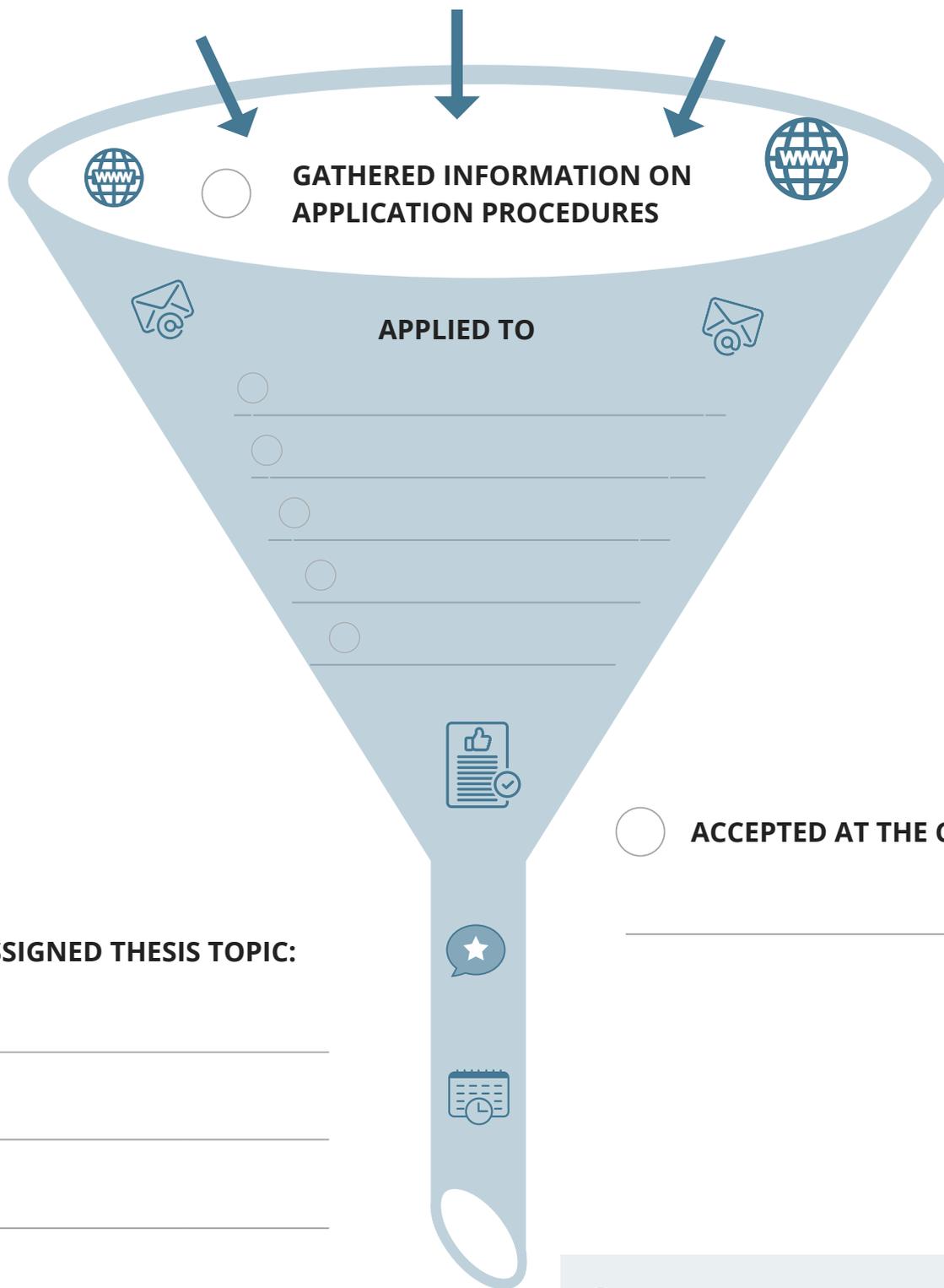
**Problems?
Questions?**

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Dr. Jessica Naundorf
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ISP Office
Dipl.-Phil. Grit Voigt
grit.voigt@ovgu.de



CHECKLIST: YOUR MASTER THESIS



MY ASSIGNED THESIS TOPIC:

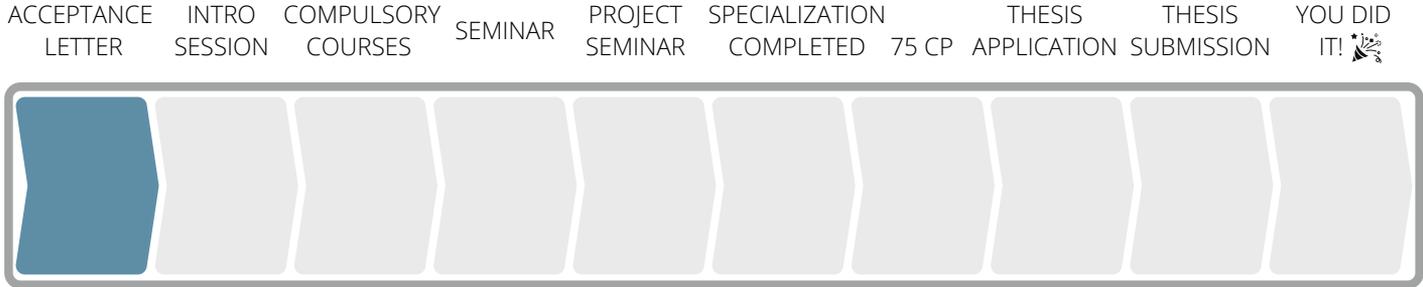
ACCEPTED AT THE CHAIR OF

MY SUBMISSION DEADLINE:



YOUR IMME MILESTONES

Throughout your studies, you will be able to tick off several milestones on your way to your final degree. Color the steps on your progress bar and give yourself a pat on the back for every stage you achieved.



L O A D I N G . . . F I N A L D E G R E E . . .

YOUR IMME LOG

After each semester, assess whether you agree with the following statements from 1-10.

	SEMESTER					
	1	2	3	4	5	6
I am satisfied with my studies.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am on track with my study goals.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have fixed structures and routines.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have enough free time.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not feel overwhelmed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not procrastinate much.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am not worried about my grades.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not feel a lot of pressure to perform.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel well integrated.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel respected at university.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Just in case you stay a little longer



I WISH I KNEW THAT BEFORE...



Some of our IMME students and alumni share their best tips and lessons learned during their studies. Now that you know the secrets, don't say nobody warned you about it...

"Exams in Germany can be more complex than you expect. Thus, it is necessary to prepare them some weeks in advance and not just a few days before the exam. **The earlier you start, the better your results.**"

Juan Andrés Díaz Díaz

"Building a schedule and picking the right courses will keep you busy at the beginning of every semester, especially since you have so many options and courses often take place simultaneously. **I recommend setting up a provisional schedule on Excel where you sort all the courses and figure out your specializations.** During the first two weeks of lectures, attend all potentially interesting classes, then only continue those that suit you best."

Anika Rosner

"**Time management is the be-all and end-all.** During exams, but also throughout the semester, I worked with to-do lists. Once a week, I got an overview of everything that needed to be done and clearly divided up which tasks I wanted to complete and when. Also, pay attention to the times of day at which you master which tasks best. This way, distractions and excuses don't stand a chance."

Anna-Maria Mazurczak

"The best tip that I can give you is that constant progress will get you to your goal. **Split your milestones into smaller tasks and take one step at a time.** Reward yourself for every step you achieved - this will keep your motivation alive."

Nico Rackwitz

"**Think about which specializations initially appeal to you and choose the related courses.** Because doing what you enjoy is definitely more manageable for you to study for. For me, it was international management.

Do a semester abroad. Even if the planning effort is higher, it is definitely worth it. If you plan your stay from the beginning, you will not have any disadvantages in your schedule. I was in Finland, and I can highly recommend it.

Get in touch with your fellow students and build up a network. Magdeburg has a lot to offer, and it is even nicer when you can share your experiences. Because of the international design of IMME, you can make friends from all over the world, and I took that chance to show my friends around my home country during our studies."

Saskia Salmen

WHAT IS YOUR STORY?

We keep this page regularly updated. If you would like to share your study experience with future IMME newbies here, just send us your statement via this IQR code or to imme@ovgu.de





PART 2: BECOMING A SELF-REFLECTED STUDENT

While it is expected that you take the IMME program as a full-time occupation, we are aware that there is more in your life than just studying. In this chapter, we provide you with a few techniques that help you to keep your study program and life on track!

REVIEW

Time to look back!

Take a quiet moment to reflect on your past study experience.



SOMETHING I'M REALLY PROUD OF

A LESSON LEARNED

SOMETHING I'M REALLY GOOD AT

SOMETHING I WANT TO IMPROVE

HABITS THAT I WANT TO KEEP



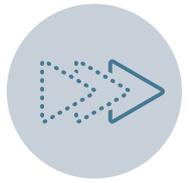
TIP:

Writing down your answers will help you to visualize your accomplishments.

PREVIEW

Time to take stock!

What are your motivations and goals for studying IMME?



MY MOTIVATION

What's in it for you?



MY GOALS

Be as precise as possible



MY BEST CASE SCENARIO

What is your biggest wish?



THINGS I WORRY ABOUT

What could go really wrong?



MY PLAN B

If all else fails, what would you do?



FUTURE YOU

Let's take a look into the future!

Imagine yourself being done with your IMME studies.



... is now my favorite aspect.

Researching on ... was really interesting



I said yes to...

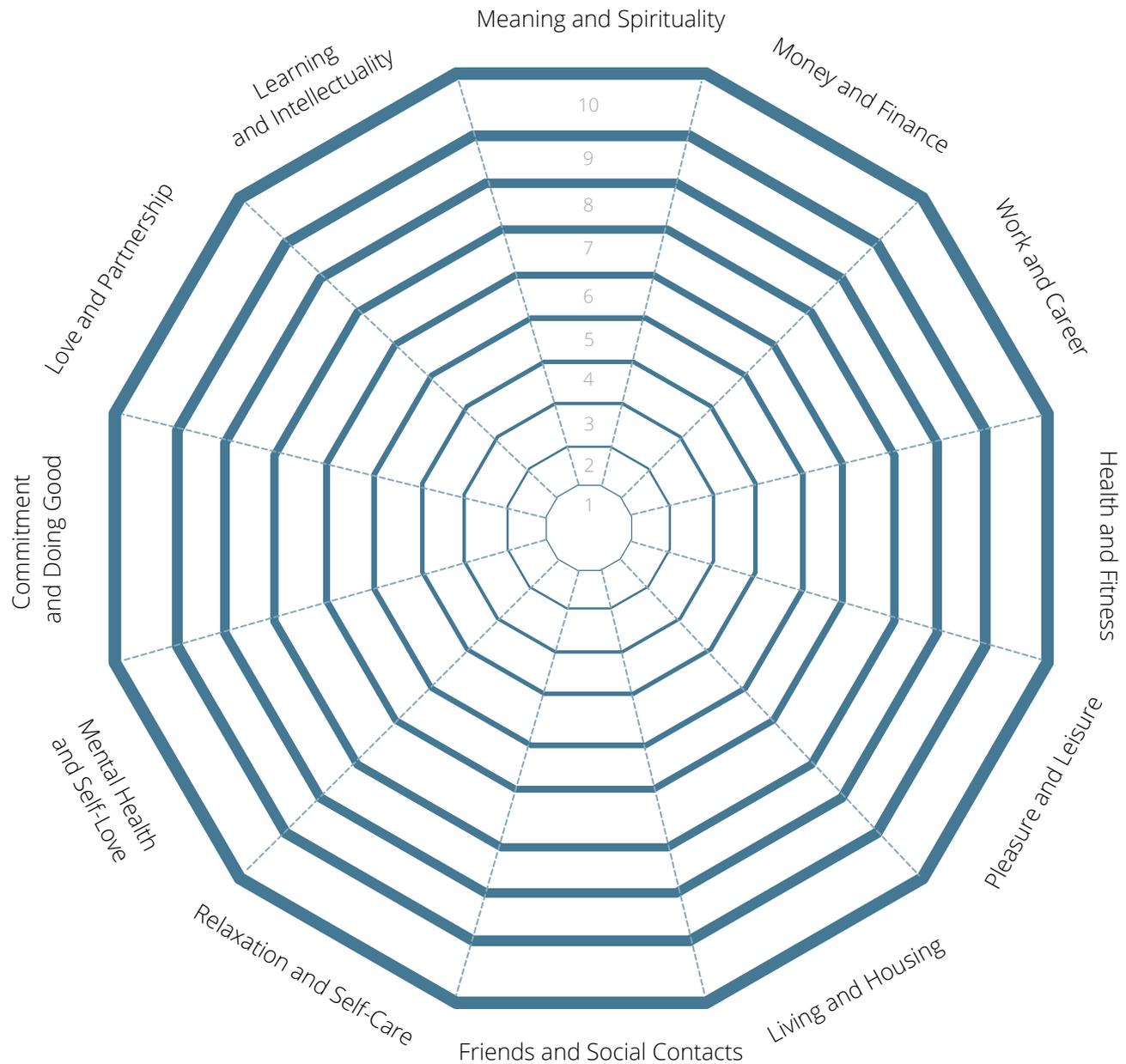
I am proud of...



SPHERES OF LIFE

How satisfied are you with the following areas of your life?

For each section, color the stages from 1 (not satisfied) to 10 (very satisfied).





AN IDEAL STUDY DAY

Imagine an ideal weekday studying IMME.

How would you organize your time? Sketch it here.

7:00 h

8:00 h

9:00 h

10:00 h

11:00 h

12:00 h

13:00 h

14:00 h

15:00 h

16:00 h

17:00 h

18:00 h

19:00 h

20:00 h

21:00 h

22:00 h

This plan is a rough orientation for yourself. Knowing when you are most productive gives you an advantage in scheduling your tasks and taking breaks. In everyday life, however, things can always go differently than planned. **Do not stress yourself if you have to deviate from your plan.**





MY UNI SQUAD

Student life is a lot easier if you're surrounded by the right people.

When things get a little tough, they will support you and get you on your feet again.

PEOPLE I CAN REACH OUT TO

THEIR SUPERPOWER



IF YOU NEED HELP

Asking for help is not a sign of weakness. Read that again.

The university offers psychological counseling for students. If you would like to talk about your worries at uni or problems with your partner, friends or family, don't hesitate to reach out.

HÄNGEMATTE

An initiative by OVGU psychology students
<https://www.haengematte.ovgu.de/>

CHAT COUNSELLING

The Studentenwerk offers counselling via online live chats.
<https://www.studentenwerk-magdeburg.de/en/social-affairs/chat/>

NIGHTLINE MAGDEBURG

You can speak to volunteers Wednesday and Sunday, 9pm - 12pm.
Phone Number: 0391 67 52 075

WHERE TO MEET NICE PEOPLE

- At welcome events and during your introductory week
- At ISP Events
- At student initiatives, such as AIESEC, Enactus or IKUS
 - In university sport courses
 - During lectures and seminars

• ...



FIVE CORE VALUES

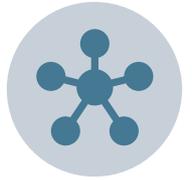
Which values guide you through your everyday life?

Circle your five core personal values.

<u>Authenticity</u>	<u>Achievement</u>	<u>Adventure</u>	<u>Authority</u>
<u>Autonomy</u>	<u>Balance</u>	<u>Beauty</u>	<u>Boldness</u>
<u>Compassion</u>	<u>Challenge</u>	<u>Citizenship</u>	<u>Community</u>
<u>Competency</u>	<u>Contribution</u>	<u>Creativity</u>	<u>Curiosity</u>
<u>Determination</u>	<u>Fairness</u>	<u>Faith</u>	<u>Fame</u>
<u>Friendships</u>	<u>Fun</u>	<u>Growth</u>	<u>Happiness</u>
<u>Honesty</u>	<u>Humor</u>	<u>Influence</u>	<u>Inner Harmony</u>
<u>Justice</u>	<u>Kindness</u>	<u>Knowledge</u>	<u>Leadership</u>
<u>Learning</u>	<u>Love</u>	<u>Loyalty</u>	<u>Meaningful Work</u>
<u>Openness</u>	<u>Optimism</u>	<u>Peace</u>	<u>Pleasure</u>
<u>Poise</u>	<u>Popularity</u>	<u>Recognition</u>	<u>Religion</u>
<u>Reputation</u>	<u>Respect</u>	<u>Responsibility</u>	<u>Security</u>
<u>Self-Respect</u>	<u>Service</u>	<u>Spirituality</u>	<u>Stability</u>
<u>Success</u>	<u>Status</u>	<u>Trustworthiness</u>	<u>Wealth</u>
<u>Wisdom</u>	<u>other values...</u>	<u>other values...</u>	<u>other values...</u>

PUTTING IT TOGETHER

Summarize everything you learned about yourself, and let this page guide you in your everyday and long-term decision making.



YOUR MOTIVATION TO STUDY IMMEDIATELY

PAGE
16

THE PERSON YOU WANT TO BECOME

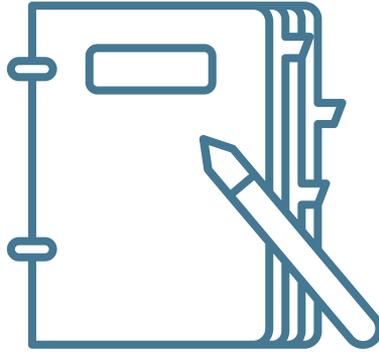
PAGE
17

THE AREA OF LIFE YOU WANT TO IMPROVE

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YOUR CORE VALUES

PAGE
22



PART 3: MY SEMESTER GUIDE

Initial motivation is a great resource, but it needs resistance and consistency to achieve great things in IMME. Use this section to keep on top of everything that you will deal with during the semesters and evaluate accordingly.



Good to know: If you need more than these four semesters, you can download more templates on e-learning (IMME Course) through the QR code.





SUMMER SEMESTER 2022

*It's time
to take the first step.*

WHAT YOU SHOULD FOCUS ON IN THIS SEMSTER:



Pass Marketing Methods and Analysis



Meet nice people



Get familiar with OVGU







MY EXPECTATIONS

If you could design your ideal semester, what would it look like?

Sure, life is full of surprises and some things never go as planned. But if you have a clear vision of things you would like to achieve, you are much more likely to get there, pinky promise.

FAST FORWARD



MY TOP 3 GOALS

By the end of this semester,
I will have....

.....

✓

✓

✓



MY IDEAL SEMESTER

Example: Draw an event you look forward to, compose a mini vision board, describe your ideal semester in three words, write a short story,...

MY INSPIRATION

This could be a quote, a mantra, a song, a role model,...

IDEA COLLECTION



Throughout the semester, you will (hopefully) come across interesting concepts, thrilling bits of research and inspiring ideas. Use this space to collect your thoughts on future projects, especially with regard to potential master thesis topics or career options.

Tip: Think about a system of how you would like to organize this page according to your needs. If you are an orderly person, consider drawing a mindmap, lines or boxes to sort your ideas by category. If you are more of a creative free spirit, just make use of the blank space and spread your ideas as they come. You can use different highlighters to categorize your ideas afterwards.





SEMESTER RESET

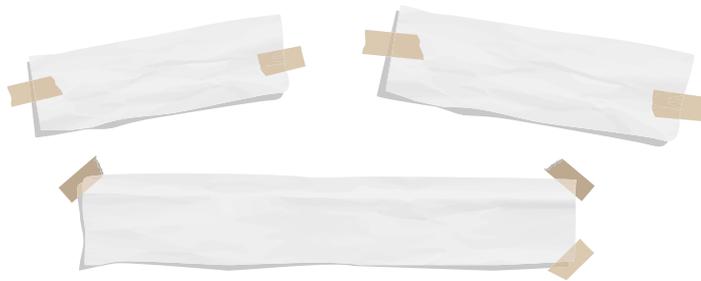
Time to reset your mind and refocus. Your semester is about to end. Look back to your expectations at the beginning of the semester and strike a balance.

EXPECTATION

VS.

REALITY

WHAT I IMAGINED MY SEMESTER TO BE LIKE



MY ACTUAL SEMESTER IN 3 WORDS

-
-
-

MY GOALS WERE

- ① _____
- ② _____
- ③ _____

DID I REACH THEM?

- ① Yes No Partially
- ② Yes No Partially
- ③ Yes No Partially

BALANCE

NO. 1 EMOTION



MY OVERALL SEMESTER RATING



Now fill in your IMME Log on page 12

How do your fellow students feel about this semester? Find it out online!

Submit your anonymous semester feedback on **the IMME e-learning course** and check out the stats at the end of the semester.





WINTER SEMESTER 2022/2023

*Keep going!
Remember why you started.*

WHAT YOU SHOULD FOCUS ON IN THIS SEMSTER:



Pass International Corporate Strategy



Pass Business Decision Making



Pass a seminar







MY EXPECTATIONS

If you could design your ideal semester, what would it look like?

Sure, life is full of surprises and some things never go as planned. But if you have a clear vision of things you would like to achieve, you are much more likely to get there, pinky promise.

FAST FORWARD



MY TOP 3 GOALS

By the end of this semester,
I will have....

.....

✓ ...

✓

✓



MY IDEAL SEMESTER

Example: Draw an event you look forward to, compose a mini vision board, describe your ideal semester in three words, write a short story,...

MY INSPIRATION

This could be a quote, a mantra, a song, a role model,...



MY COURSE SCHEDULE

Keep track of your courses and fill in your schedule here.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:30 - 9:00						
9:00 - 11:00						
11:00 - 13:00						
13:00 - 15:00						
15:00 - 17:00						
17:00 - 19:00						
19:00 - 21:00						

BLOCK EVENTS:

MY EXAM SCHEDULE

Spoiler: This will **not** be your favorite list. Still, do yourself a favor and gather an overview of your exams here.

Good to know: The place of your exam is usually revealed only a few weeks before the exam. Double-check the LSF the day before the exam not to miss any last minute changes.

Course



Date, Time



Place



on at
 on at
 on at
 on at
 on at
 on at

at
 at
 at
 at
 at
 at

IDEA COLLECTION



Throughout the semester, you will (hopefully) come across interesting concepts, thrilling bits of research and inspiring ideas. Use this space to collect your thoughts on future projects, especially with regard to potential master thesis topics or career options.

Tip: Think about a system of how you would like to organize this page according to your needs. If you are an orderly person, consider drawing a mindmap, lines or boxes to sort your ideas by category. If you are more of a creative free spirit, just make use of the blank space and spread your ideas as they come. You can use different highlighters to categorize your ideas afterwards.





SEMESTER RESET

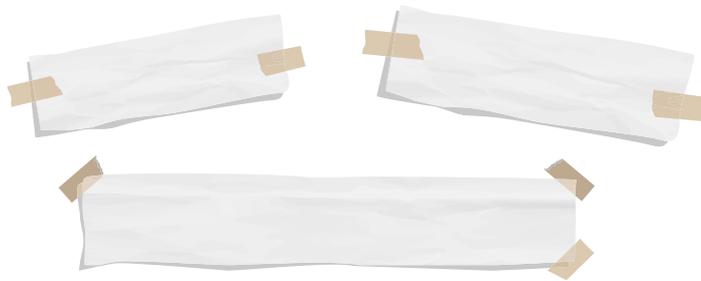
Time to reset your mind and refocus. Your semester is about to end. Look back to your expectations at the beginning of the semester and strike a balance.

EXPECTATION

VS.

REALITY

WHAT I IMAGINED MY SEMESTER TO BE LIKE



MY ACTUAL SEMESTER IN 3 WORDS

-
-
-

MY GOALS WERE

- ① _____
- ② _____
- ③ _____

DID I REACH THEM?

- ① Yes No Partially
- ② Yes No Partially
- ③ Yes No Partially

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SUMMER SEMESTER 2023

*Be proud of how far you've come.
Imagine how far you can go.*

WHAT YOU SHOULD FOCUS ON IN THIS SEMSTER:



Pass a scientific project



Complete your specialization



Keep an eye on thesis application procedures







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WINTER SEMESTER 2023/2024

*It always seems impossible
until it's done.*

WHAT YOU SHOULD FOCUS ON IN THIS SEMSTER:



Apply for your master thesis



Register your thesis at the examination office



Submit your master thesis







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CONGRATS, YOU DID IT!

Master of Science in International Management, Marketing and Entrepreneurship. Sounds great, doesn't it?

Fill in this final page to reflect on your IMME experience.



Describe your overall study experience



Things that went well

-
-
-

My key learning



Things that did not work out

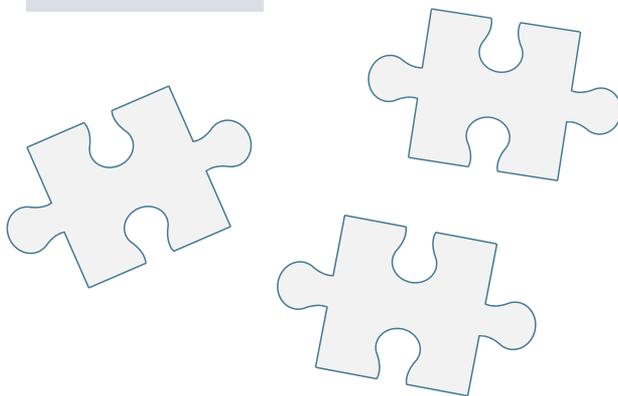


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My favorite moment at OVGU

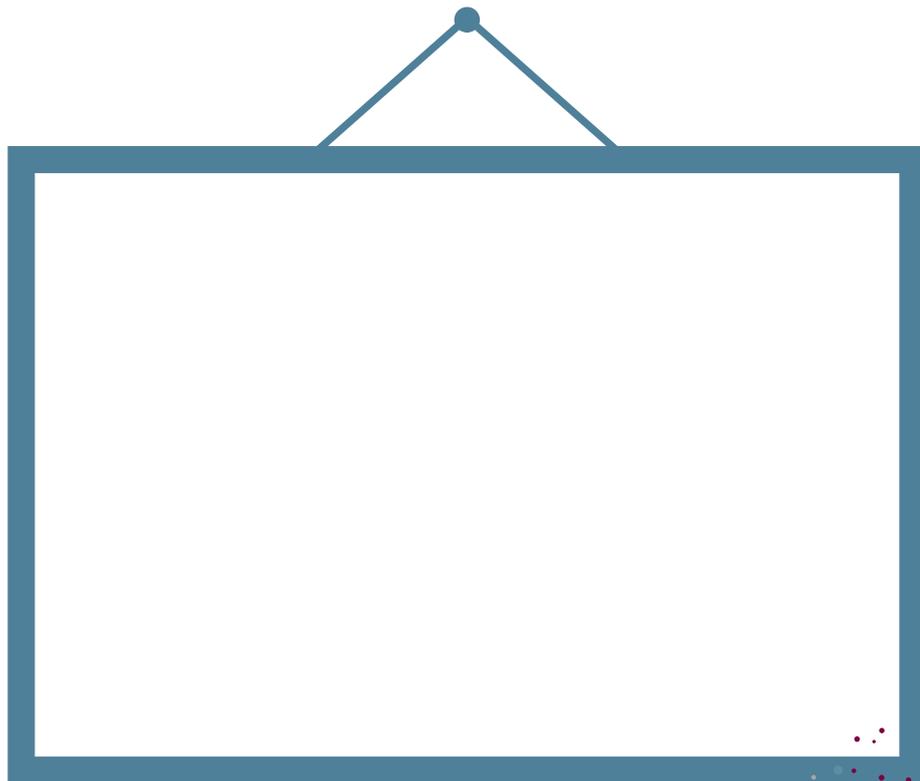
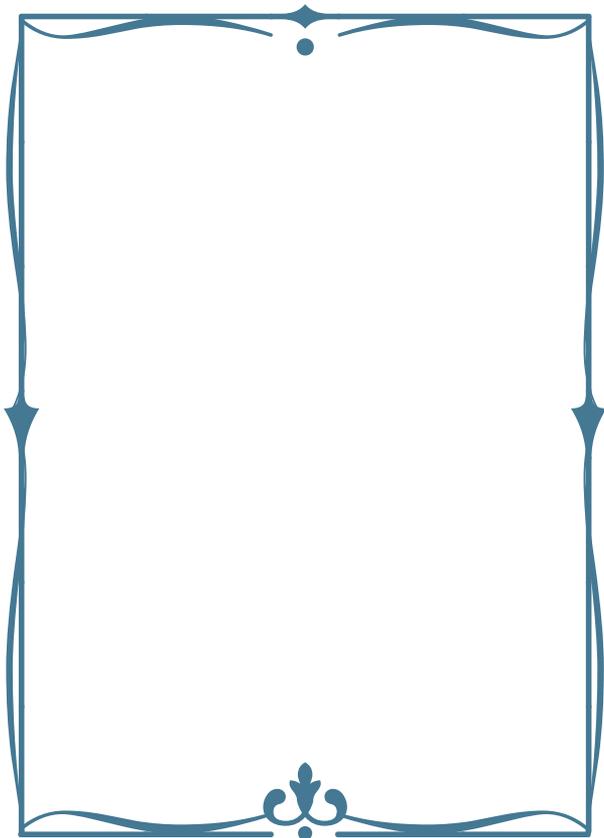
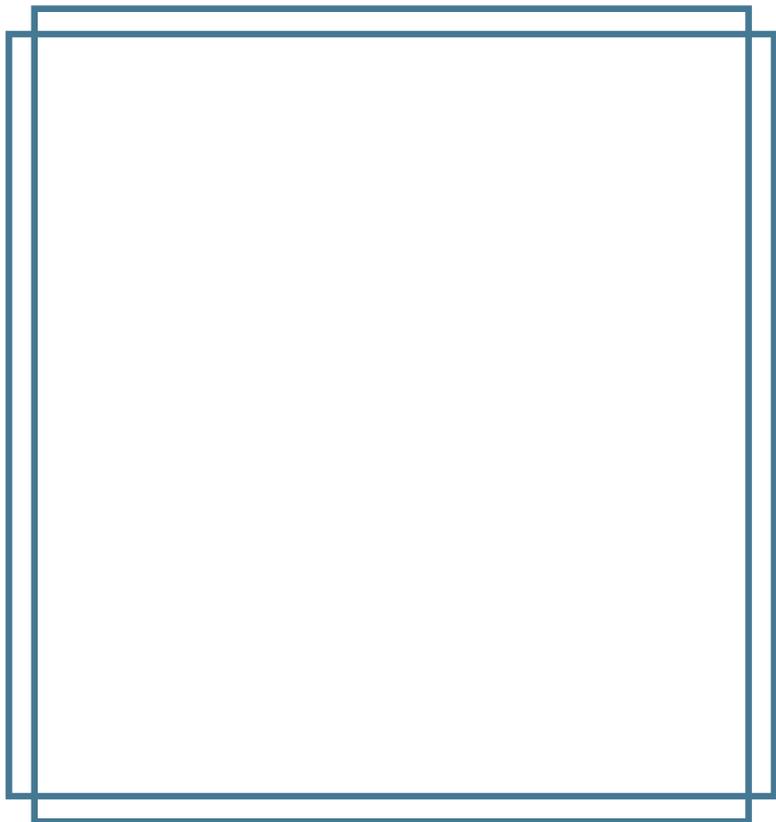
I will miss...



HALL OF FAME

You graduated! If this isn't a reason to celebrate, then we don't know what is...

Put your best graduation snapshots here.



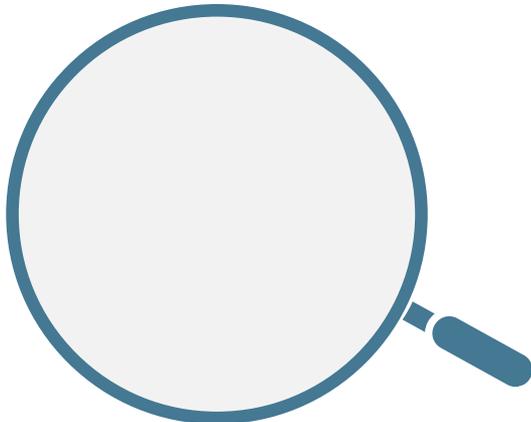
WHAT'S UP NEXT?

You are now part of the alumni! We would love to stay in touch with you!

Here are some options to keep us on track!



My core IMME insight



My dream position



at



in

People to stay in contact with

STAY CONNECTED TO YOUR ALMA MATER

Share your insights with IMME newbies!

Send us your key insights, lessons learned, our IMME secrets to imme@ovgu.de and get featured in the new IMME Guide.

Connect with us on LinkedIn!

Stay up to date and follow the OVGU.



@ Otto-von-Guericke Universität

Write a blog article for the IM Chair!

The Chair of International Management is always looking for students or alumni to pass on their knowledge to fellow OVGU members.

✉ international.management@ovgu.de
 🖱 im.ovgu.de

BEFORE YOU LEAVE...

... please stay with us for 5 more minutes and give us some **FEEDBACK**.

We would love to improve this guide for future IMME generations.

Mail: imme@ovgu.de



CREDITS

IMME Survival Guide
1st Edition, April 2022

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Toni Müller

THANK YOU
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Otto-von-Guericke Universität
Magdeburg

Layout
Anika Rosner

A booklet to assist you on your IMME journey

Toolbox • Checklists • Workbook • Journal

...and much more...