



Welcome at the FWW!

How to organize my IMME study program?

Ida-Anna Thiele

Otto von Guericke University Magdeburg

WE ARE HAPPY TO ANSWER YOUR QUESTIONS!

M. Sc. Ida-Anna Thiele



CONTACT

ida-anna.thiele@ovgu.de

Consultation upon request

YOUR GUIDING PROFESSOR FOR THE IMME STUDY PROGRAM

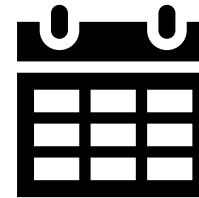


PROGRAM DIRECTOR

Prof. Dr. Christopher Schlägel
christopher.schlaegel@ovgu.de

AGENDA FOR TODAY

- 01 | Introduction to the requirements of the study program
- 02 | General information about studying at the FEM
- 03 | Important dates in the summer semester 2024



Note: This presentation is not a legally binding document.

IN ALL EUROPEAN UNIVERSITIES YOU GAIN ECTS FOR PASSING A COURSE

ECTS = European Credit Transfer System

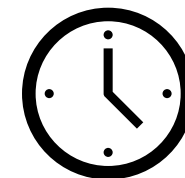
1 CP = 30 hours of work

5 CP = 150 hours of work (about 6 hours of work per semester week)

Typically credit hours are divided in presence hours (e.g. lectures) and learning hours

SWS = Semesterwochenstunde = 45 minutes

One teaching block = 2 SWS = 2 x 45 minutes

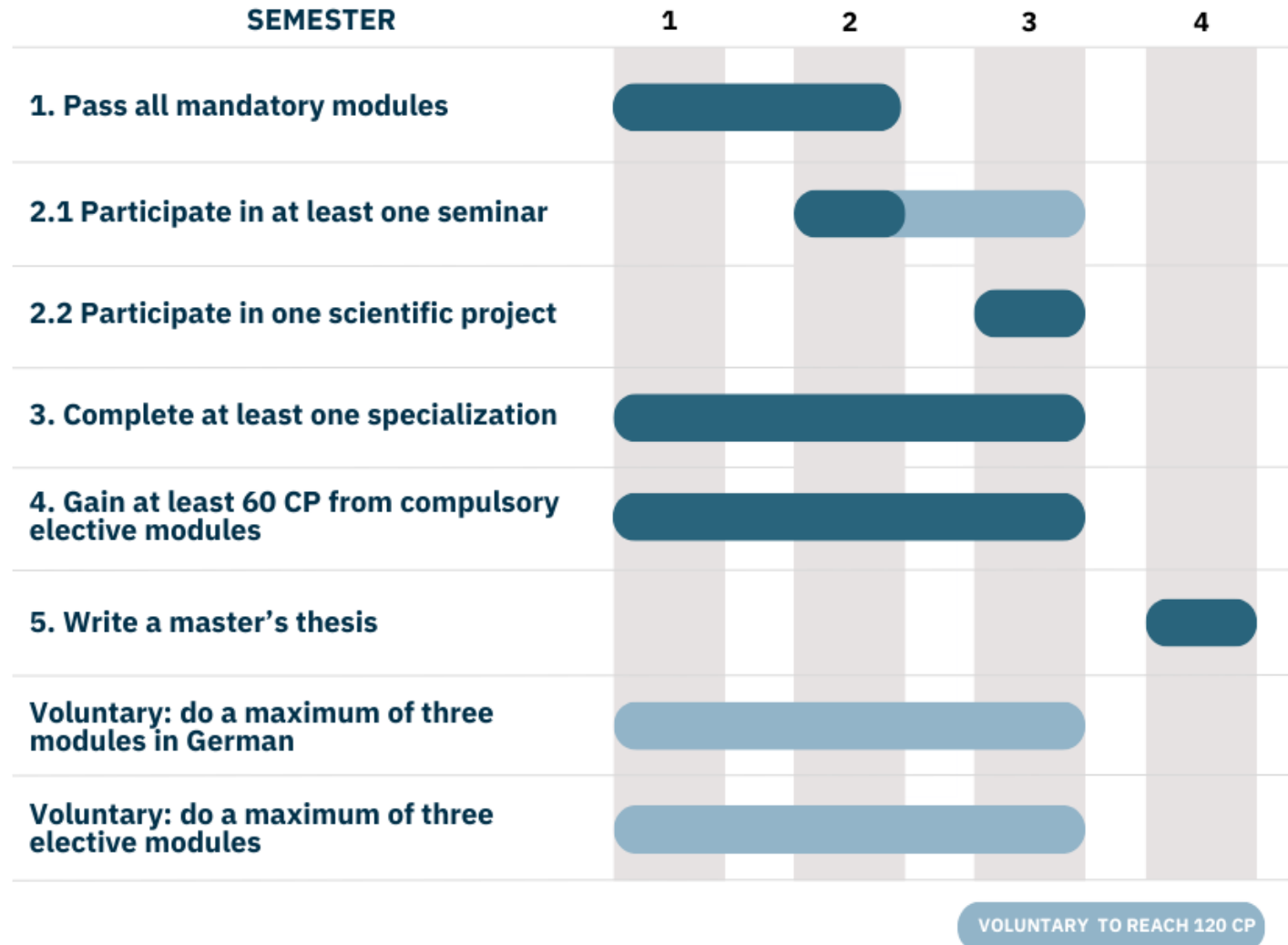


IMME IS A FULL-TIME ATTENDANCE STUDY PROGRAM!

1. Semester	2. Semester	3. Semester	4. Semester
International Corporate Strategy 5 ECTS	Marketing Methods and Analysis 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project Compulsory Elective 15 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar Compulsory Elective 10 ECTS		
Compulsory Elective 5 ECTS			

Note:
The plan is created for students
starting in the winter semester!

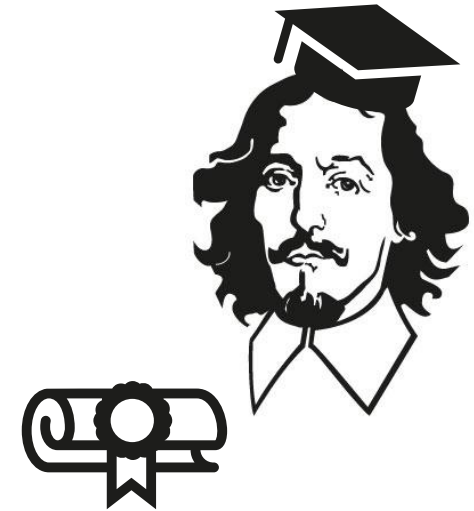
WHAT DO IMME STUDENTS NEED TO DO TO GRADUATE



EXAMPLE

WHAT DO IMME STUDENTS NEED TO DO TO GRADUATE

- 1. Pass all mandatory modules (two retakes only)**
 - International Corporate Strategy (ICS)
 - Business Decision Making (BDM)
 - Marketing Methods and Analysis (MMA)
- 2. Participate successfully in at least one seminar (10 CP) and in the project seminar (15 CP) (two retakes only)**
 - Both do not have to be in your specialization area
- 3. Complete at least one specialization**
 - A specialization is completed if you passed three modules
 - Each seminar or project seminar counts as one module
 - Count the number of courses on your transcript of records
- 4. Gain at least 60 CP from compulsory elective modules**
 - Compulsory elective courses are all courses offered in IM, M or E
 - Seminars and project seminars (scientific projects) do also count
- 5. Write a master's thesis! 😊**



You can do a maximum of three elective and German-language modules to reach 120 CP!

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THREE COMPULSORY MODULES – YOU HAVE TO PASS THEM!

1. Semester	2. Semester	3. Semester	4. Semester
International Corporate Strategy 5 ECTS	Marketing Methods and Analysis 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project Compulsory Elective 15 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar Compulsory Elective 10 ECTS		
Compulsory Elective 5 ECTS			

Compulsory modules are not offered each semester

Winter term:

- International Corporate Strategy
- Business Decision Making

Summer term:

- Marketing Methods and Analysis



Note:
You can retake the three compulsory modules **TWICE**


TAKE MMA AND FIVE COMPULSORY ELECTIVES IN YOUR FIRST SEMESTER

1. Semester	2. Semester	3. Semester	4. Semester
International Corporate Strategy 5 ECTS	Marketing Methods and Analysis 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
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Compulsory Elective 5 ECTS	Master's Seminar Compulsory Elective 10 ECTS		
Compulsory Elective 5 ECTS			
30 CP	30 CP	30 CP	30 CP

EXAMPLE

THE LSF IS THE MOST IMPORTANT TOOL TO ATTEND CLASSES



Winter 2023/24  | Help

Search

Please enroll in the courses. Please note that these are currently only preliminary results for WS 2023/2024. Date shifts are still possible.

[Home](#) | [Login](#) |

[Student's Corner](#)

[Courses](#)

[Departments](#)

[Facilities](#)

[Members](#)

You are here: [Home](#) → [Courses](#)

[Course Overview](#)

[Search for Lectures](#)

[Curricula Timetable](#)

[Curricula Timetable \(List\)](#)

[Lectures today](#)

[Calendar of events](#)



Courses



Watch the LSF workshop on www.isp.ovgu.de
→ Welcome Hall!



PARTICIPATE IN MMA THIS SEMESTER

Take MMA as your first compulsory module this semester, and ICS and BDM in the upcoming winter term.

Marketing Methods & Analysis (50566) - Single View

[Go Back](#)

Functions:

Page contents: [Basic Information](#) | [Dates/Times/Location](#) | [Responsible Lecturer](#) | [Curriculae](#) | [Departments](#) | [Contents](#) | [Structure Tree](#)

Basic Information

Term	Sommer 2024	Frequency	every 2nd term
Title of lecture	Marketing Methods & Analysis (50566)	Language	Englisch
Lecture Token		Hours per week in term	2
Type of Course	Vorlesung(V) - Lecture	Expected no. of participants	228
Module		Credits	5
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=16467	Presence	Präsenzveranstaltung
application period	zentrale Belegung IV 04.03.2024 - 30.05.2024 active		

Dates/Times/Location:

	Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
	Tue.	07:00 bis 09:00	weekly	09.04.2024 to 09.07.2024	G50.H3 (214 Pl.)		Lichters				200



Enroll to this course on e-learning to get all necessary updates and material!

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You can do a maximum of three elective and German-language modules to reach 120 CP!

SEMINARS AND PROJECT SEMINARS COUNT FOR THE FULFILLMENT OF THE SPECIALIZATION

Master's Seminar
Compulsory Elective
10 ECTS

Scientific Project
Compulsory Elective
15 ECTS

- You must take one seminar (10 CP)

- You must take one scientific project seminar (15 CP)



Note:
You can retake seminars and scientific projects **TWICE**

Improved registration and allocation procedure for Master Seminars and Scientific Projects from SS 2021 (1)

4-step procedure for the allocation of places:

1. Registration in the E-Learning Portal OVGU and filling out the questionnaire for participation in a Master's Seminar or Scientific Project
2. Application for Priority I and II & selection of students with first & second preferences by chairs
3. Allocation of the remaining places to students with entitlement by the chairs
4. Allocation of remaining places [in case of Master's Seminars: also to students without entitlement] according to the „first-come-first-served“ principle

SEMINARS AND PROJECTS HAVE A CENTRAL DISTRIBUTION

SS 23: Masterseminare / Master Seminars

[Startseite](#) / [Meine Kurse](#) / [WiSe 2022/23](#) / [FWW](#) / [Studiendekanat](#) / [Office of Study Affairs](#) / [SS23_MaSem](#)

▼ Allgemeines



FORUM
Ankündigungen

▼ Allgemeine Informationen / General Information

Einen aktuellen Zeitplan für das Registrierungsverfahren finden Sie hier: [Kurzversion](#) - [Langversion](#)

You can find the current schedule of the registration procedure here: [short version](#) - [long version](#)

Information regarding the successful registration you can find here.

▼ 1. Stufe des Vergabeverfahrens / 1st step of the allocation procedure



FEEDBACK
Fragebogen zur Registrierung / Registration Questionnaire

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Here: Never count CP !!!

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YOU NEED THREE SPECIALIZATION-SPECIFIC MODULES TO COMPLETE A SPECIALIZATION

Compulsory Elective 5 ECTS
Compulsory Elective 5 ECTS
Compulsory Elective 5 ECTS



Here: Never count CP !!!

You must complete **at least one** of the following specializations:

- International Management
- Marketing
- Entrepreneurship

- Seminars and the project seminar count for the fulfilment of the three modules but are not required.

CHECK THE LSF FOR INFORMATION ABOUT COURSES AND TRANSCRIPT OF RECORDS

Contents

Remarks

Zuordnung

Masterstudiengänge mit SPO ab 2017:

- **BWL-Vert.: Marketing & E-Business (WPF)**
- **IMME-Vert.: Marketing (WPF)**
- **IMME-Vert.: Entrepreneurship (WPF)**
- IMME-Wahlmodul
- ORBA-Wahlmodul

Masterstudiengänge mit SPO vor 2017:

- **BWL-Vert.: Marketing & E-Business (WPF)**
- **MAN Elective Modules (WPF)**

angestrebter Abschluss: Master		Note	Status	Vers.	CP	SWS	Datum
Studiengang/Fach: International Management, Marketing, Entrepreneurship							
Total Account				1	60	38	26.07.2021
REQUIREMENT							
International Corporate Strategy		BE		1	5	4	24.02.2021
Business Decision Making		BE		1	5	3	08.02.2021
Marketing Methods & Analysis		BE		1	5	4	12.07.2021
SPECIALISATION							
Entrepreneurship				1	5	3	SS 2021
Business Planning		BE		1	5	3	22.07.2021
Marketing		BE		1	25	15	SS 2021
1	Advanced Marketing Research	BE		1	5	4	17.02.2021
2	Pricing in Local and Global Competition	BE		1	5	4	09.02.2021
3	Current Trends in Marketing Research	BE		1	10	4	09.07.2021
Multicultural and Interactive Marketing Communication		BE		1	5	3	26.07.2021

- The course is accountable for two specializations
- WPF: Wahlpflichtkurs (compulsory elective)

Not the right specialization?

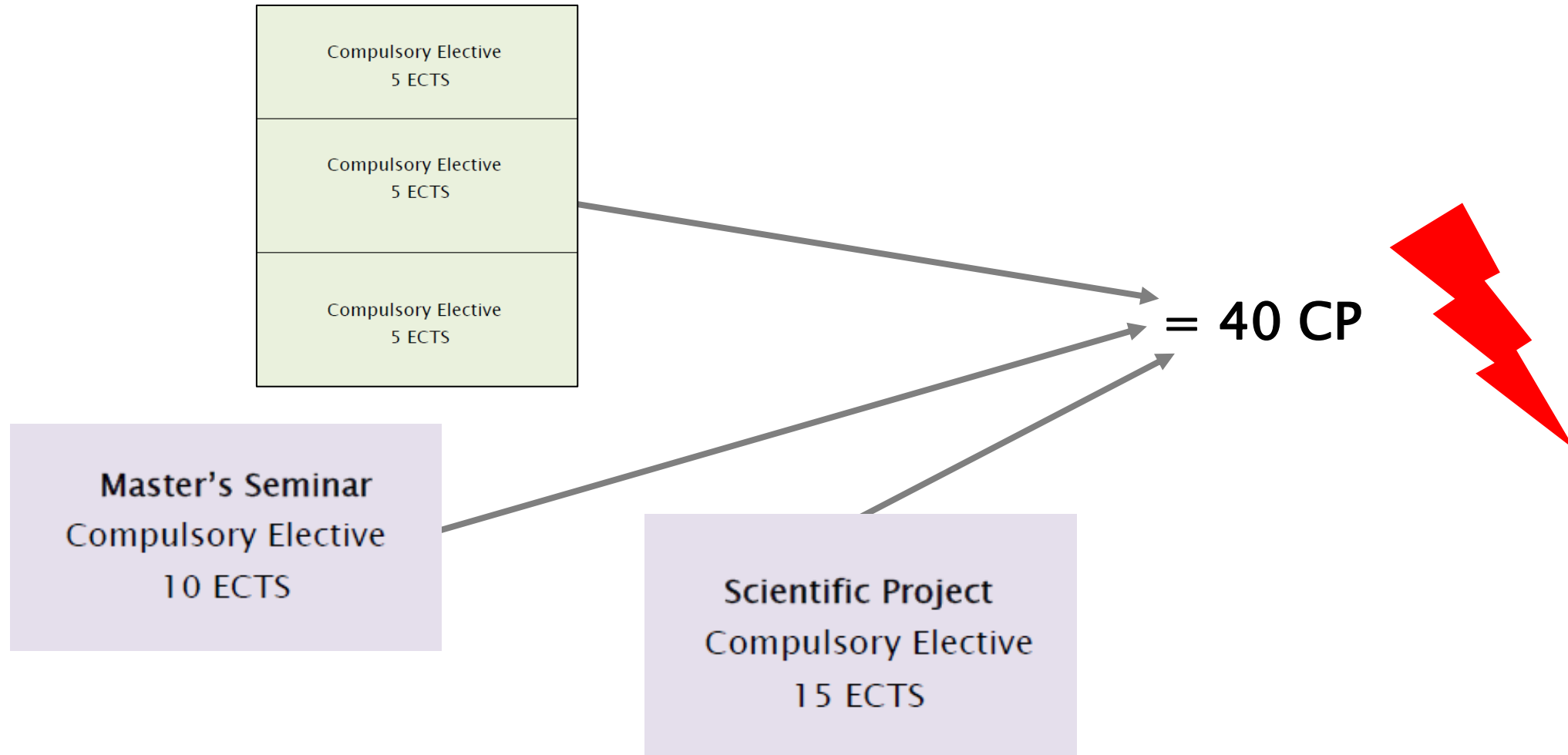
- Send a kind mail to the examination office and ask them to assign the module to the other specialization (if it is accountable)!
- This has to be done before registering your thesis

WHAT DO IMME STUDENTS NEED TO DO TO GRADUATE

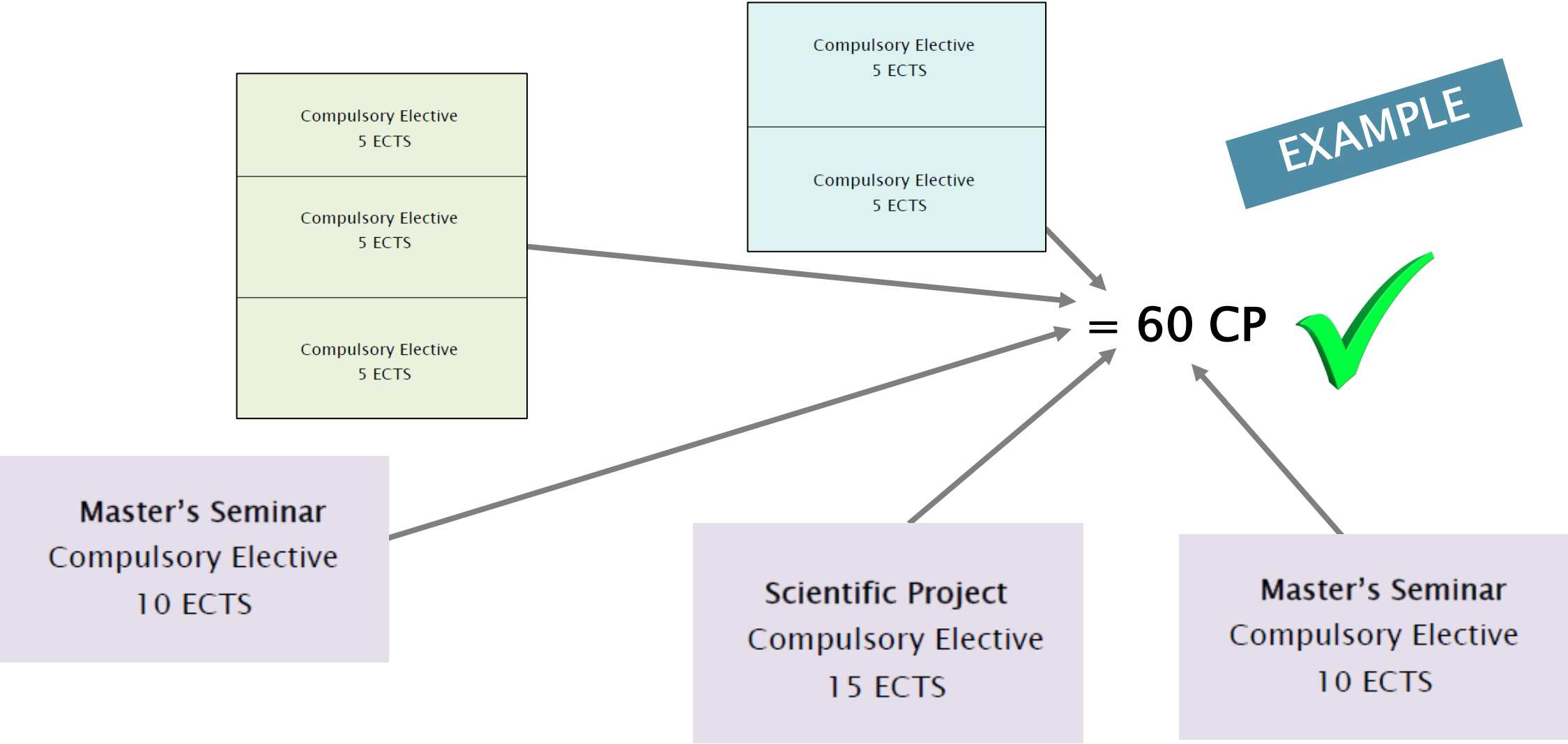
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MODULES CAN BE FROM DIFFERENT SPECIALIZATIONS



ADD SEMINARS AND LECTURES TO GAIN 60CP



THE LSF IS THE MOST IMPORTANT TOOL TO ATTEND CLASSES

Let's have a look together at how to find your courses:



The screenshot shows the top navigation bar of the Otto von Guericke University Magdeburg LSF website. On the left is the university logo. On the right, it displays 'Summer 2024' with a German flag icon, a 'Help' link, a search input field, and a 'Search' button. Below the navigation bar is a red banner with the text: 'Please enroll in the courses. Please note that these are currently only preliminary results for summer semester 2024. Date shifts are still possible.' Underneath is a dark blue bar with 'Home | Login |' and a menu with 'Student's Corner', 'Courses' (highlighted), 'Departments', 'Facilities', and 'Members'. Below the menu, a breadcrumb trail reads 'You are here: Home → Courses'. A list of links is provided: 'Course Overview', 'Search for Lectures', 'Curricula Timetable', 'Curricula Timetable (List)', 'Lectures today', and 'Calendar of events'. To the right of this list is a large graphic consisting of three vertical bars of increasing height and the word 'Courses' in a large font.

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TO REGISTER YOUR THESIS YOU HAVE TO FULFILL THE REQUIREMENTS

Master's Thesis
+
Presentation
30 ECTS

- Check with websites of the chairs about application deadlines, topics, etc.
- To register your thesis you must have:
 - Passed ICS, BDM, and MMA
 - Passed one seminar (10 CP)
 - Fulfilled one specialization (three modules)
 - Gained 75 CP (incl. ICS, BDM, MMA and seminar)
- Be open for all chairs of the faculty (not only your specialization)!



Only ONE retake is allowed!

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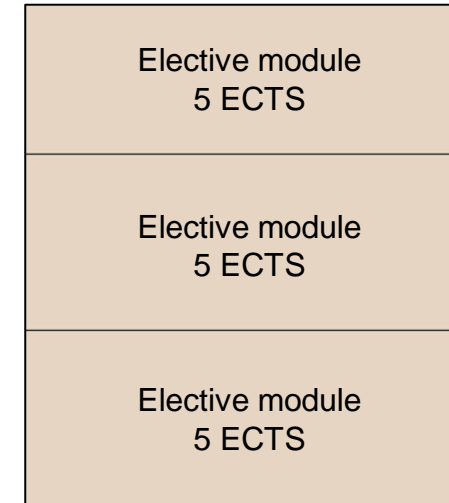
YOU MAY CHOOSE UP TO THREE ELECTIVE MODULES

Elective modules:

Courses which do not account for any of the specializations international management, marketing or entrepreneurship

Contents

Description	2V + 1Ü
Remarks	Zuordnung <ul style="list-style-type: none">• BWL-Vert.: Management & Entrepreneurship (WPF)• BWL-Wahlmodul• EPA-Ergänzungsbereich• IMME-Wahlmodul• ORBA (SPO ab 2019): Wahlmodul/Elective Module• ORBA (SPO ab 2022): Specialization (Compulsory Elective Module)



Electives are OPTIONAL!
You do not have to take any,
but you can take up to three.

YOU MAY CHOOSE UP TO THREE GERMAN-LANGUAGE MODULES

- The IMME program is an English speaking study program, but you can take up to three German speaking modules during your studies.
- German language courses (e.g., from the language centre) cannot be counted for your degree.

Organisationsgestaltung/Organizational Design (20176) - Single View

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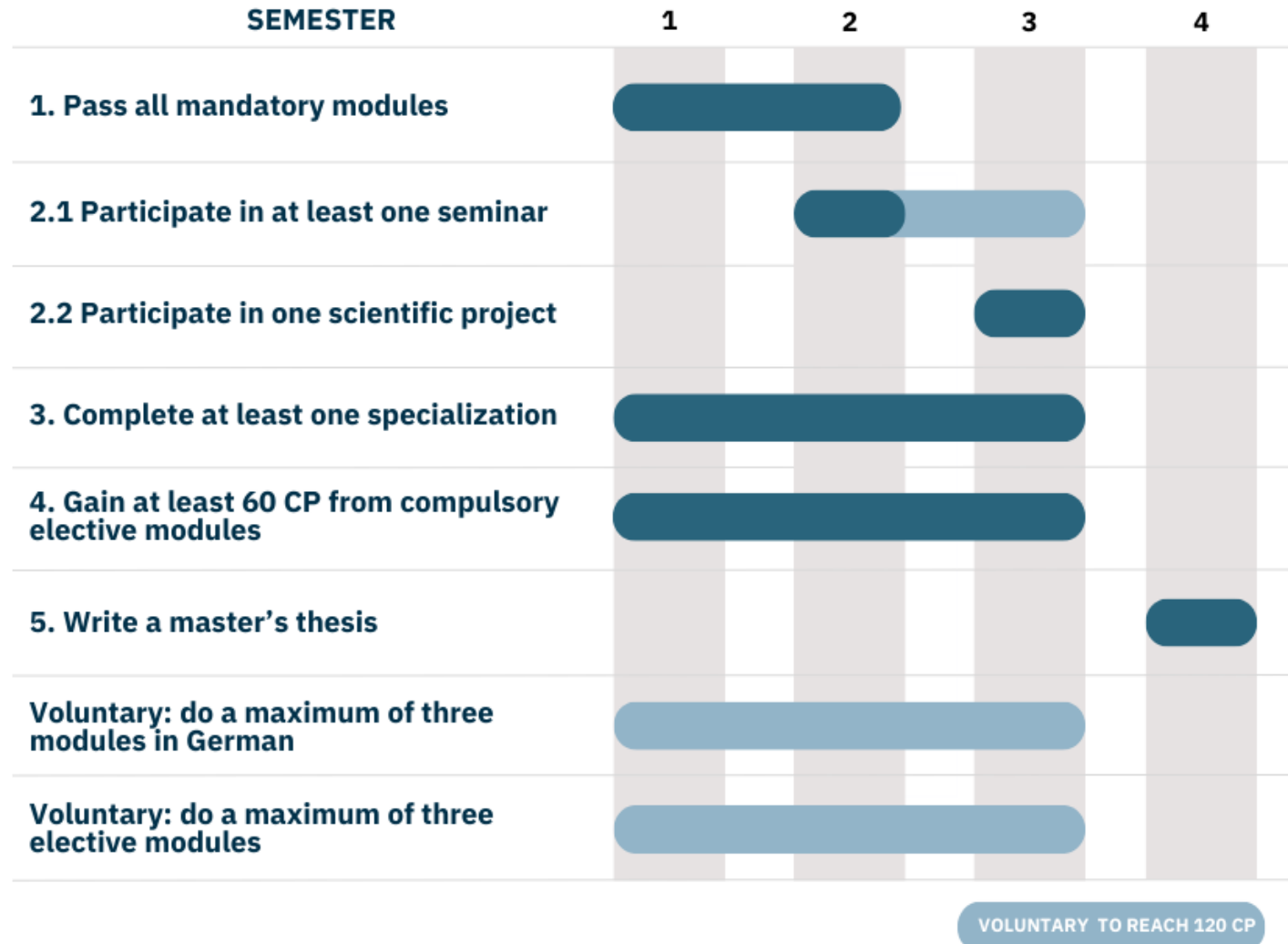
Basic Information

Term	Sommer 2024	Frequency	every 2nd term
Title of lecture	Organisationsgestaltung/Organizational Design (20176)	Language	Deutsch
Lecture Token		Hours per week in term	2
Type of Course	Vorlesung(V) - Lecture	Expected no. of participants	
Module		Credits	5
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=16691	Presence	Präsenzveranstaltung
application period	zentrale Belegung IV 04.03.2024 - 30.05.2024 active		

German modules are **OPTIONAL!**
You do not have to take any,
but you can take up to three.



WHAT DO IMME STUDENTS NEED TO DO TO GRADUATE



SOME FURTHER INFORMATION

- Even if not compulsory, we strongly recommend **attending lectures and tutorials in person.**
- Be prepared and exchange with your lecturers and fellow students!



Your best friends: official documents provided by the faculty, such as:

- Study & Examination Regulations (“Studien- und Prüfungsordnung”)
- Program Handbook (“Modulhandbuch”)

Amtliche Bekanntmachung

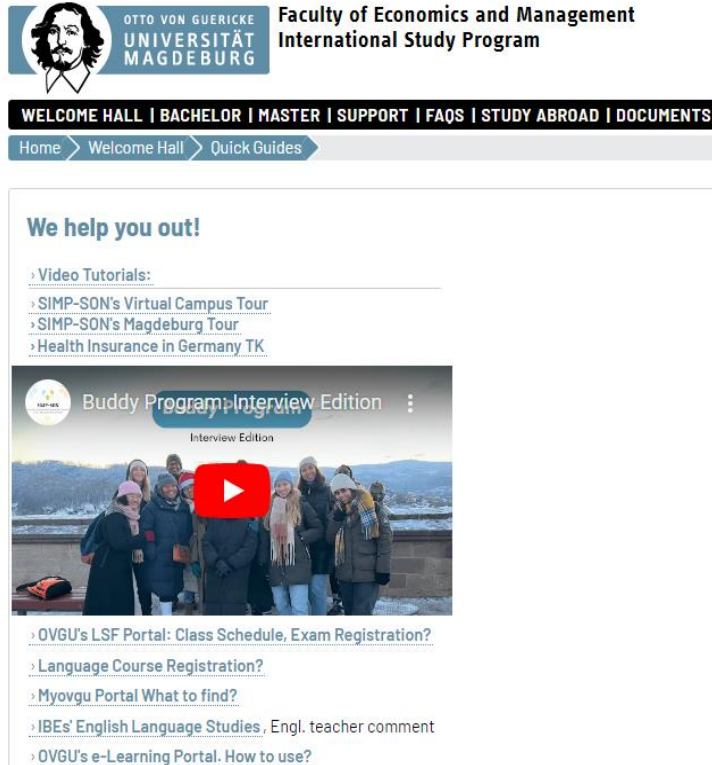
Nr. 33/2019



Veröffentlicht am: 25.07.2019

Novellierung der Studien- und Prüfungsordnung für den Masterstudiengang International Management, Marketing, Entrepreneurship vom 01. März 2017 in der Fassung vom 26. Juni 2019

PREPARATION COURSES AND VIDEO TUTORIALS



**OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG** Faculty of Economics and Management
International Study Program

WELCOME HALL | BACHELOR | MASTER | SUPPORT | FAQS | STUDY ABROAD | DOCUMENTS

Home > Welcome Hall > Quick Guides

We help you out!

- Video Tutorials:
- SIMP-SON's Virtual Campus Tour
- SIMP-SON's Magdeburg Tour
- Health Insurance in Germany TK

Buddy Program: Interview Edition
Interview Edition

- OVGU's LSF Portal: Class Schedule, Exam Registration?
- Language Course Registration?
- Myovgu Portal What to find?
- IBEs' English Language Studies, Engl. teacher comment
- OVGU's e-Learning Portal. How to use?

Optional Academic Courses

OVGU's offers a wide range of courses, and services for preparing your master or bachelor studies in the way to study successfully at our school.

Free Online Math Course

Improve your Math Skills: Open to all Students! >

OVGU Career Service

Student Opportunities, Application Guide, & More! >

OVGU Job Portal

Internships, Jobs, Events, Profiles, & More! >

University Computing Center

Courses & Refreshers >

Homepage, Manage Account, & More! >

University Library

Workshops >

Homepage, Digital Libraries, & More! >

Check the ISP website for video tutorials (e.g., on e-learning and MyOVGU):

<https://www.isp.ovgu.de/Welcome+Hall/Quick+Guides.html>

Check the ISP website for a list of (academic) preparation courses:

<https://www.isp.ovgu.de/Welcome+Hall/Optional+Academic+Courses.html>

SIMP-SON

- **Students' International Mentoring Program & Social Organizational Network**
- Mentoring program with higher semester German & international students
- Help newcomers feel welcome and assimilate to the new environment
- Open for international and German students
- Organization of in-person events
- Check out the [ISP website](#) and [Instagram channel](#) for updates



Use these opportunities for social networking!

SEATS IN SEMINARS ARE LIMITED

Lectures

- Compulsory enrollment in LSF for all lectures and associated exercises
- **Deadline:**
30 May 2024

Seminars & Scientific projects

- The faculty conducts a survey to estimate the demand of seats. Only students that have registered their demand are eligible to participate in seminars & scientific projects!
- Check your mails and www.isp.ovgu.de regularly for information!

Master's Thesis Seminar

- You are required to self-organize a master's thesis seat by checking the chairs' websites and contacting them. This might require multiple applications.
- We can't guarantee you a seat at a specific chair.

THE CHAIR'S HOMEPAGES ALSO PROVIDE COURSE INFORMATION

OTTO VON GUERICKE UNIVERSITÄT MAGDEBURG

WW FACULTY OF ECONOMICS AND MANAGEMENT

Sitemap Legal Notes Contact

Search phrase

← UNIVERSITY | FACULTY | **PROFESSORS / LECTURERS** | RESEARCH | TEACHING | CONTACTINFO DIRECTLINKS

Home Prospective Students | Current Students | Alumni | Scientists | Media

7 / 8

Welcome to the Faculty of Economics and Management at Otto von Guericke University Magdeburg

Studying at FWW = Studying at a "High Level"

The renowned German Center for Higher Education Development (CHE) has published his current university ranking in the field of Business Administration/ BWL. The corresponding surveys and analyses included fact and data checks, departmental and student surveys, etc., and led to a quiet pleasant rating in the range of German higher institutions and universities.

Appropriate a dozen of categories distinguished by the CHE, the study programs offered by the faculty are ranked in the so-called "top range" of all universities: "General study situation", "Support at the beginning of studies", "Support during studies", "Study organization", "Support by lecturers", "Support for study abroad" etc. Results, details are published and can be found at the following website [here](#)

OTTO VON GUERICKE UNIVERSITÄT MAGDEBURG

Your Master Studies @FEM

Tips & More

International STUDY PROGRAM
Faculty of Economics and Management
Otto von Guericke University Magdeburg

ALL HOMEPAGES ARE EASILY ACCESSIBLE VIA THE FACULTY'S HOMEPAGE

Professors / Lecturers

Business Economics/Management

> Accounting and Control

Prof. Dr. Barbara Schöndube-Pirchegger



> International Management

Prof. Dr. Susanne Schmidt



> Business Taxation

Prof. Dr. Sebastian Eichfelder



> Banking and Finance

Prof. Dr. Peter Reichling



Economics

> Public Economics

Prof. Dr. Andreas Knabe



> Applied Economics

Prof. Dr. Michael Kvasnicka



> Economic Policy

Prof. Dr. Joachim Weimann



> Macroeconomics

Prof. Dr. Lena Tonzer



HINTS FOR THE FIRST WEEKS IN THE IMME PROGRAM



- During the first semester weeks, attend all lectures which interest you!
- Decide which courses you take in the second or third week of the semester!



Passcode for lectures in E-Learning: FWW24

IMPORTANT DATES FOR THE SUMMER SEMESTER 2024

- Lecture period: 08 April 2024 – 12 July 2024
- Examination period: 15 July 2024 – 03 August 2024



If you miss a deadline there is nothing YOU or WE can do!

- Period to register for exams (oral/written): 15 May 2024 – 31 May 2024
- Registration for seminars and projects: according to chair guidelines
- Deadline for withdrawal (oral/written): up to 3 days before respective examination date*
- Re-registration: 04 June 2024 – 01 July 2024

*See course descriptions and the website of the examination office for exceptions

YOU CANNOT RETAKE PASSED MODULES

- If you have passed an exam, you cannot retake it.
- The faculty offers only one examination period after each lecture period.
- If you failed an exam, you have to wait until it is offered again (at least until the end of the following semester) to retake it.



CONTACT ME IF YOU HAVE ANY QUESTIONS

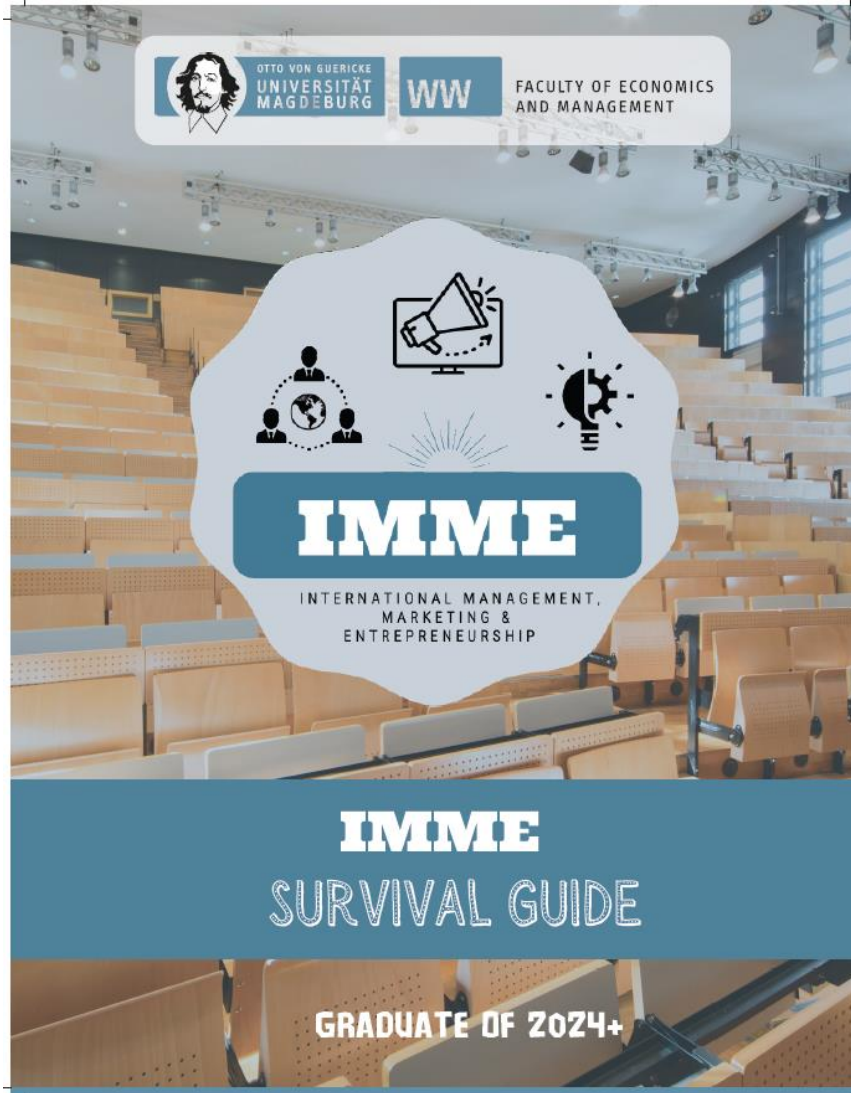


Ida-Anna Thiele

Chair of Behavioral International Management

Mail: ida-anna.thiele@ovgu.de
<https://bim.ovgu.de/>

ONE MORE THING



Disclaimer: Not a legally binding document!

JOIN THE IMME COURSE IN E-LEARNING TO STAY INFORMED AND ACCESS THE GUIDE

M. Sc. International Management, Marketing, Entrepreneurship (IMME)

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▼ Dates & Events:

Academic Introduction Sessions for Newbies here

Introduction to the OVGU's Library System:

Dr. Christine Lücke, FEM representative at the OVGU library: Presentation: [WiSe 22/23](#)

IMME's Study Program Talk 2024:

in November 2024, ...

Talk about your study program and help to develop it further. Please register: isp@ovgu.de

Master's seminar and project registration SoSe 2024 open until 02/02/24

Follow this registration link: [E-Learning-Portal OVGU - Kursbereich "Studiendekanat"](#)

OvGU re-registration for the SoSe 2024: 09/01/24 - 12/02/24

▼ Master's Seminar, Scientific Project, Master Thesis

FAQ's: IMME Master's Seminar + Scientific Project ([internship](#), [study abroad notes pdf](#))

SoSe 2024 Registration Schedule ends on February 2nd, 2024.

▼ IMME Guide Hervorgehoben

Dear IMME students,

Please find below the download of the [IMME survival guide](#), which should help to succeed in the IMME program.



IMPORTANT LINKS FOR YOUR IMME STUDIES (EXCERPT)

- [ISP Website](#)
- [ISP Instagram](#)
- [LSF](#)
- [E-learning](#)
- [Website of the faculty](#)
- [Examination office](#)
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All the best for
your IMME studies!

