Assessment procedure Master in Consumer Science

Entrance Requirements
To be eligible to apply for the Master in Consumer Science program, applicants must:

(a) hold a Bachelor's degree or equivalent (at least 140 ECTS at the time of application) in Management, Economics or other Social Sciences (e.g. Sociology, Psychology, Communication Sciences or equivalent) and,
(b) have a minimum of 15 ECTS in empirical research methods, statistics, quantitative methods or math.

Please note that under no circumstances conditional admission will be given, in case an applicant does not meet the Entrance Requirements at the time of application!

If your application fulfills all entrance criteria, it will start with the first stage of the assessment procedure.

Stage 1. Previous academic background + GPA + GMAT (optional)
If an application fulfills the entrance requirements, 10 points will be immediately granted for the credits in empirical research methods, statistics, quantitative methods or math. Additionally 30 points will be granted for the experience gained in Scientific writing in the context of a bachelor thesis, a project, a scientific paper or a comparable paper; modules from the field of Business Administration / Management or in the field of Social / Communication Sciences; and modules from the field of economics or in the field of Consumer behavior. As long as the course has been passed, the respective grade is irrelevant for the assessment of the core module groups.

<table>
<thead>
<tr>
<th>Core module group</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject-specific knowledge in the fields of statistics, empiric research methods, quantitative methods, mathematics amounting to at least 15 ECTS</td>
<td>10</td>
</tr>
<tr>
<td>Scientific writing in the context of a bachelor thesis, a project, a scientific paper or a comparable paper of at least 5 ECTS</td>
<td>10</td>
</tr>
<tr>
<td>Modules from the field of Business Administration / Management amounting to at least 10 ECTS or modules in the field of Social / Communication Sciences amounting to 10 ECTS</td>
<td>10</td>
</tr>
<tr>
<td>Economics modules amounting to at least 5 ECTS or modules from the field of Consumer Behavior amounting to at least 5 ECTS</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

Up to 10 points will be given for your overall final bachelor's degree grade. If you apply with a bachelor's degree from a foreign country and/or with a grade of grading system other than the German one, your grade will be converted into the German grading system using the Bavarian formula by TUM. Please refer here for more information: https://www.tum.de/nc/en/studies/application-and-acceptance/grade-conversion-formula-for-grades-earned-outside-germany/

<table>
<thead>
<tr>
<th>German Grade</th>
<th>1.0 / 1.1</th>
<th>1.2 / 1.3</th>
<th>1.4 / 1.5</th>
<th>1.6 / 1.7</th>
<th>1.8 / 1.9</th>
<th>2.0 / 2.1</th>
<th>2.2 / 2.3</th>
<th>2.4 / 2.5</th>
<th>2.6 / 2.7</th>
<th>2.8 / 2.9</th>
<th>3.0 or below</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Alternatively, we consider a Ranking Certificate from your university, if it can award you with more points than through your grade: A maximum of 10 points are allocated to the ranking position of the degree.

<table>
<thead>
<tr>
<th>Ranking Position</th>
<th>among the best 1-20%</th>
<th>among the best 21-30%</th>
<th>among the best 31-50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points</td>
<td>10</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

The points from the core modules and your final grade (or ranking certificate) will be combined. If you submitted a valid GMAT certificate as part of your application (at least 600 points), 10 additional points will be added.

The result of stage 1 either leads to:

- a rejection: if the application only reaches 38 or less
- a direct admission: if the application reaches 50 points or more
- to the evaluation of the essay in the stage 2 of the assessment procedure: if the application reaches between 39 and 49 points.

Since the essay is a mandatory document for the application, all applicants must upload it in TUMonline, even if they are sure of obtaining an admission in stage 1.

**Stage 2. Points from Stage 1 (without GMAT) + Essay**

In case the Essay is relevant for the final assessment, it will be evaluated based on the following criteria, the maximum point score for the essay is 40 points:

- Ability of scientific-logical reasoning (max. 20 points)
- Classification of economic-technical facts (max. 10 points)
- English-language expressiveness (max. 10 points)

The final result in stage 2 is the combined point total from stage 1 (GMAT not being considered in stage 2) and the total points achieved in the evaluation of the Essay. If the combined total is 69 points or more, the application will be accepted (admission), if the total point score is 68 points or less, the application will be rejected.

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**Application Master in Consumer Science**

The application must meet all of the following criteria:

- Bachelor’s degree or equivalent degree in Business Administration/Economics/Social Sciences or a comparable program
- Empirical Research Methods/Statistics/Math subjects - min. 15 ECTS

If not fulfilled

Rejection

if fulfilled

50 points or more

Admission

Stage 1.

- University entrance qualification (max. 40 points)
- GPA or ranking position certificate (max. 10 points)
- GMAT ≥ 600 points (10 points)*

Between 39 - 49 points

38 points or less

Rejection

68 points or less

Stage 2.

- University entrance qualification (max. 40 points)
- GPA (max. 10 points)
- Essay (max. 40 points)

69 points or more

Admission

*Optional and points only consider on the first stage

Additional documents might be required. Find the list of required documents when filling in the online application form on TUMonline