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**Examination and Academic Regulations
for the Master's Program in Consumer Affairs
at the Technical University of Munich**

dated November 7, 2014

Based on Art. 13 section 1 sentence 2 in in connection with Art. 58 section 1 sentence 1, Art. 61 section 2 sentence 1 as well as Art. 43 section 5 of the Bavarian University and College Act (Bayerischen Hochschulgesetzes - BayHSchG), the Technical University of Munich passed the following statute:

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§ 34

Applicability, Academic Titles

- (1) ¹The qualifying examination and study regulations (Fachprüfungs- und Studienordnung - FPSO) for the Master's program in Consumer Affairs supplements the general examination and study regulations for Bachelor's and Master's programs at the Technical University of Munich (Allgemeine Prüfungs- und Studienordnung - APSO) dated March, 18, 2011, in the currently valid version. ²The APSO takes precedence.
- (2) ¹Upon the successful Master's examination, the academic title "Master of Science" is awarded. ²This academic title may be used with the university supplement "(TUM)".

§ 35

Program Start, Standard Duration of Study, ECTS

- (1) The Master's program in Consumer Affairs at the Technical University of Munich generally starts in the winter semester.
- (2) ¹The scope of courses required for the achievement of the Master's degree in the required and elective areas is 90 credits (60 weekly hours per semester), over three semesters. ²To this come a maximum of six months (30 credits) for writing the Master's Thesis in accordance with § 46. ³The scope of the examinations to be passed successfully in the required and elective areas is therefore at least 120 credits in the Master's program for Consumer Affairs in accordance with annex 1. ⁴The standard duration of study for the Master's program is a total of four semesters.

§ 36

Qualifying Requirements

- (1) The qualifications for the Master's program in Consumer Affairs is evidenced by:
 1. a qualified Bachelor's degree or at least comparable education covering at least 6 semesters from a German or foreign institute of higher education in a business administration or social science field,
 2. adequate knowledge of English; students who do not speak English as a native language must prove competency with a recognized language test such as the "Test of English as a Foreign Language" (TOEFL) (at least 88 points), the "International English Language Testing System" (IELTS) (at least 6.5 points) or the "Cambridge Main Suite of English Examinations"; alternatively, this can be proved by a good grade in English (at least 10-15 points) in a German higher education entrance qualification; if the fundamental degree program covered examinations in a scope of 12 credits in English language examination modules, then this is also evidence of adequate knowledge of the English language,
 3. Passing the aptitude test for the Master's program in Consumer Affairs in accordance with annex 2.
- (2) A qualified higher education degree program in the sense of section 1 is a Bachelor's program or at least as qualified program that contained 30 credits in the business and/or social sciences and that meets the subject-specific requirements for the Master's Program in Consumer Affairs.

- (3) The comparability of the degree program, the determination of special suitability as well as the recognition of competencies according to section 2, that were obtained in the scope of a degree program at a foreign institution of higher education, is determined by the commission in an aptitude test under consideration of article 63 of the Bavarian higher education act.

§ 37

Modular Structure, Module Examination, Courses, Fields of Study, Language of Instruction

- (1) ¹General regulations for modules and courses are set forth in §§ 6 and 8 APSO. ²By deviations to the module regulations, § 12 section 8 APSO applies.
- (2) The curriculum with the taught courses in the required and elective areas is listed in annex 1.
- (3) In the Master's Program Consumer Affairs, students shall opt for study focus areas within the Master's Program EURECA at the partner university Wageningen University in accordance with annex 1.
- (4) ¹The language of instruction in the Master's program in Consumer Affairs is English, exceptions are listed in annex 1.

§ 37 a

Project Studies (Consumer-Oriented Project Work)

- (1) ¹The project studies (consumer-oriented project work), consists of active cooperation in a practical or research project that is relevant to the contents of the degree program. ²This is to be taken from a group consisting of at least two students. ³Depending on the scope and work required for the project work, 6 or 12 credits will be granted (see annex 1 General Modules in Consumer Affairs). ⁴For the assessment of the project work, § 17 APSO applies. ⁵With project work, in the scope of the elective modules at total of a maximum of 12 credits can be granted. ⁶The project work is an elective module and part of the module catalogue "Elective Modules" and can be partially or completely replaced by other elective modules from the catalogue.
- (2) The project studies can be assigned and supervised by expert examiners in the sense of § 29 section 6 APSO of the Technical University of Munich.

§ 38

Examination Deadlines, Monitoring of Academic Progress, Missed Deadlines

- (1) Examination deadlines, monitoring of academic progress and missed deadlines are regulated in § 10 APSO.
- (2) ¹At least one of the module examinations from the required modules must be completed successfully by the end of the second semester. ²If the deadlines are missed, § 10 section 5 APSO applies.

§ 39

Examination Committee

According to § 29 APSO, the department responsible for decisions in examination matters is the Master's examination committee from the TUM School of Management.

§ 40

Credit for Studies, Program and Examination Achievements

- (1) Credit for studies, program and examination achievements is regulated by § 16 APSO.
- (2) Course work and examinations completed within the Master's program EURECA at Wageningen University will be recognized without verification of equivalency.

§ 41

Integrated Examination Procedure, Examination Methods

- (1) Possible examination forms in accordance with § 12 and 13 APSO are, along with tests and oral exams in this program, in particular, are results from laboratory work, exercise results (may include attestations), reports, project work, presentations, learning portfolios and academic elaborations.
 - a) ¹A **test** is a monitored, written examination with the objective of recognizing problems in a limited time with the given methods and support provided and to find ways to solve the problem and, if necessary, apply the solutions. ²The time required for tests is regulated in § 12 section 7 APSO.
 - b) ¹**Laboratories**, depending on the department, contain experiments, field work, field exercises, etc. with the objective of executing, evaluating and gaining knowledge. ²Components may include, for example: description of processes and the corresponding theoretical basics incl. the study of literature, the preparation and practical execution, any necessary calculations, the documentation and assessment of this as well as the interpretation of the results regarding the knowledge gains that is to be processed. ³The laboratory work can be supplemented with a presentation to check the communication skills for the presentation of scientific topics in front of an audience. ⁴The concrete components of the corresponding laboratory work, and the competencies to be checked by this, are listed in the module descriptions.
 - c) ¹The **exercise (or possibly attest)** is the processing of preset tasks (e.g. mathematical problems, programming tasks, creation of models, etc.) with the goal of applying theoretical contents to solve use-related problems. ²This is used to verify factual and detailed knowledge as well as the application of this. ³The exercises can be written, oral or electronic, for example. ⁴Possible types are, for example, homework, exercise sheets, programming exercises, (e) tests, tasks in the scope of college internships, etc. ⁴The concrete components of the corresponding exercises, and the competencies to be checked by this, are listed in the module descriptions.
 - d) ¹A **report** is a written clarification and summary of a learning process with the objective of presenting the material learned in a structured manner and analyzing the results in the context of a module. ²The report should show that the essential aspects were understood and could be relayed in writing. ³Possible report forms are, for example, reports on excursions or internships, work reports, etc. ³The written report can be supplemented with a presentation to check the communication skills for the presentation of contents in front of an audience.
 - e) ¹In the scope of a **project**, in several phases (initiating, problem definition, role assignment, brainstorming, criticism development, decision, execution, presentation, written evaluation) a project is to be completed as a defined objective in a defined time and using suitable

instruments. ³In additional, a presentation can be a component of the project to check the communication skills for the presentation of scientific topics in front of an audience. ⁴The concrete components of the corresponding project, and the competencies to be checked by this, are listed in the module descriptions. ⁴The project can also be completed as a group task. ⁵In this case, it should be proven that tasks can be solved in a team. ⁶The contribution to be assessed as the examination result must be clearly and individually recognizable and possible to assess. ⁷This also applied to the individual contribution to the group result.

f) ¹The **academic elaboration** is a written paper in which a demanding academic or academic-application oriented question is independently handled with the scientific methods of the corresponding discipline. ²This is intended to show that the learning process for the questions in the corresponding module can be processed under the guidelines for academic work – from the analysis, to the conception and the implementation. ³Possible types that differ in their academic level are, for example, thesis paper, abstract, essay, research paper, seminar paper etc. ³The academic elaboration can be supplemented with a presentation and possible a colloquium to check the communication skills for the presentation of scientific topics in front of an audience. ⁴The concrete components of the academic elaboration, and the competencies to be checked by this, are listed in the module descriptions.

g) ¹A **presentation** is a systematic, structured, using suitable media (such as projector, slides, poster, video) for a visually supported oral presentation in which specific topics or results are displayed and summarized and complex subjects are reduced to their essential core. ²The presentation should demonstrate competencies in processing a certain topic in a certain time so that it can be presented to a public in a clear, structured, and understandable manner. ³It should also demonstrate that, in relation to the corresponding topic, it is possible to professionally respond to questions, suggestions or discussion points from the corresponding audience. ⁴The presentation can be supplemented with a short written paper. ⁵The presentation can be performed individually or as part of a group project. ⁶The contribution to be assessed as the examination result must be clearly and individually recognizable and possible to assess. ⁷This also applies to the individual contribution to the group result.

h) ¹An **oral examination** is a time-limited test conversation on certain topics and with questions requiring concrete answers. ²Oral examinations should prove that the qualification objectives in the module descriptions have been achieved and that the context of the tested area were understood and that special questions in this context can be answered. ³The oral examination can be performed as an individual examination or a group examination. ²The time required for the examination is regulated in § 13 section 2 APSO.

i) ¹A **learning portfolio** is a written presentation of selected work based on previously selected criteria with which the learning progress and performance as a certain time point can be proved based on defined contents. ²The selection of work with a reference to the individual learning progress and their ability to make a statement for the achievement of the qualification objectives must be justified. ³The learning portfolio should demonstrate that responsibility was taken for the learning process and the qualification objectives documented in the module description were achieved. ⁴As components of successful self-testing of the learning portfolio work with application reference, internet pages, blogs, bibliographies, analysis, thesis papers and graphic presentations of a subject or a question can be included depending on the module description. ⁴The concrete components of the corresponding learning portfolio, and the competencies to be checked by this, are listed in the module descriptions.

(2) ¹The module examinations are generally taken during the program. ²The type and duration of a module examination can be found in annex 1. ³For deviations to these determinations, note

§ 12 section 8 APSO. ⁴For the assessment of the module examination, § 17 APSO applies. ⁵The grade weighting for module sub-examinations corresponds to the weighting factors assigned in annex 1.

- (3) If annex 1 indicates that a module examination is to be written or oral, the examiner will indicate the obligatory type of examination at the latest at the start of the lecture period of the respective semester in a suitable manner.
- (4) Upon the request of the student and with the approval of the examiner, courses held in German can have the examination in English.

§ 42

Registration and Admission for the Master's Examination

- (1) With the matriculation in the Master's program for Consumer Affairs, students are admitted for the module examinations for the Master's examination.
- (2) ¹The registration for a module examination in the required and elective areas is regulated in § 15 section 1 APSO. ¹The registration for a corresponding repeat examination in a required module that was not passed is regulated in § 15 section 2 APSO.
- (3) Non-appearing on the date of the examination means the module examination has been taken and not passed, unless serious reasons for this can be presented according to § 10 section 7 APSO.

§ 43

Scope of the Master's Examination

- (1) The Master's examination includes:
 1. The module examinations in the corresponding modules in accordance with section 2,
 2. The Master's Thesis in accordance with § 46.
- (2) ¹The module examinations are listed in annex 1. ²Required modules are to be proven in the scope of 24 credits. ³Along with this, one of the two specializations is to be selected. ⁴The following have to be proven for the selection of the specialization
 1. Consumer, Technology and Innovation requires elective modules with a scope of 18 credits,
 2. Sustainable Consumption requires elective modules with a scope of 18 credits

⁵The remaining 48 Credits are to be taken from the elective module pool, up to 12 credits can be taken in the scope of the project in accordance with § 37 a.

⁶When selecting the modules, note § 8 sections 2 and 3 APSO.

§ 44

Repeat, Failure of Examinations

- (1) ²Repeating examinations is regulated in § 24 APSO.
- (2) Failure of examinations is regulated in § 23 APSO.

§ 45 Coursework

The Master's program in Consumer Affairs does not require coursework, only the successful completion of examinations.

§ 45 a Multiple-Choice Test

The multiple-choice test is regulated in § 12 a APSO.

§ 46 Master's Thesis

- (1) ¹According to § 18 APSO, students must write a Master's Thesis in the scope of the Master's examination. ²The Master's Thesis can be assigned and supervised by expert examiners from the universities participating in the EURECA double degree program, from the Technical University of Munich respectively (supervisor). ³Specialist examiners from the Technical University are professors of the School, junior fellows of the School as well as lecturers or professors from other faculties who teach in the Consumer Affairs program. ⁴The examination committee appoints the supervisor.
- (2) The Master's Thesis may not be started until 60 credits have been reached but should be started at the latest after the successful completion of all module examinations.
- (3) ¹The time from the assignment to submission of the Master's Thesis may not exceed 6 months. ²The Master's Thesis is considered completed and not passed if it is not submitted on time unless recognized serious reasons are presented according to § 10 section 7 APSO.
- (4) The Master's Thesis is expected to be written in English.
- (5) 30 credits are granted for the Master's Thesis.

§ 47 Passing and Assessment of the Master's Examination

- (1) The Master's examination is passed when all examinations have been passed in the scope of the Master's examination in accordance with § 43 section 1 and at least 120 credits have been completed.
- (2) ¹The module grade is calculated in accordance with § 17 APSO. ²The total grade for the Master's examination will be calculated as a weighted grade average from the modules in accordance with § 43 section 2 and the Master's Thesis. ³The weighted grades for the individual modules correspond to the assigned credits. ⁴The overall evaluation is expressed by the title in accordance with § 17 APSO.

§ 48 Degree Certificate, Diploma, Diploma Supplement

¹Once the Master's examination has been passed, according to § 25 section 1 and § 26 APSO, a degree certificate, a diploma and a diploma supplement are to be issued with a transcript of records.

²The date for the degree certificate is to be the date on which all examinations and course work requirements have been fulfilled.

§ 49 Double Degree

- (1) ¹ The Technical University of Munich and the Wageningen University have concluded a cooperation agreement. ²In the Master's program in Consumer Affairs a focus study area within the Master's program EURECA at the partner universities may be chosen. ³As a rule, the elective modules of the focus study areas (Specializations) are to be selected only in one semester at only one university.
- (2) ¹For students of the Technical University of Munich who participate in the double degree program with the above-mentioned partner university, the following special regulations apply:
 1. Students who have to finish the first course semester at the Technical University of Munich must have at least 54 credits after the second semester to continue their studies at the partner university mentioned in section 1 sentence 1 in the third or fourth semester.
 2. ¹The successful participation will be confirmed by the university. ²The examinations and coursework performances to be completed within the double degree program at the partner university are in accordance with annex 1 "examination modules at the Wageningen University" and the examination guidelines of the partner university.
- (3) ¹For students of the partner university who participate in the double degree program the following special regulations apply:
 1. ¹The selection of the students is to be done by the partner university. ²A qualifying Bachelor's degree achieved through a program with a minimum duration of study of six semesters in a relevant discipline is a pre-requirement for selection.
 2. A minimum of 30 credits and a maximum of 60 credits achieved through the examination performances completed at the partner university will be recognized in accordance with § 40 section 2.
 3. At the Technical University of Munich module examinations with a minimum of 60 credits, including the Master's Thesis, must be completed; one of the two Specializations must be chosen.
- (4) § 35 section 2 remains valid.

§ 50 Entry into Force

- (1) ¹These statutes become effective on October 1, 2014. ²They apply for all students that start their degree program at the Technical University of Munich from winter semester 2014/2015. ³Notwithstanding sentence 2 annex 2 applies: Aptitude test for the first time for the application procedure for winter semester 2015/16.
- (2) ¹At the same time, the qualifying examination and study regulations for the Master's program in Consumer Affairs at the Technical University of Munich dated March 10, 2009 is no longer

valid. ²Students who started their degree program before the winter semester 2014/2015 at the Technical University of Munich will complete their studies according to the statutes in accordance with sentence 1.

Annex 1:**I. Scope of the Master's Examination at the Technical University of Munich**

	Components	Credits	Semester
1st	Program-accompanying examinations to obtain credits in the required modules in the Basics of Consumer Affairs	24	1st semester
2nd	Program-accompanying examinations to obtain credits in the elective modules in the Specialization	18	1st-3rd semester
3rd	Program-accompanying examinations to obtain credits in the elective modules	48	1st-3rd semester
4th	Master's Thesis in accordance with § 46	30	4th semester

II. Examination Modules at the Technical University of Munich**Basics of Consumer Affairs (required modules)**

For students who begin their studies at the Technical University of Munich, the following rules are to be respected: From the following required modules, 24 ECTS must be passed successfully.

No.	Module name	Module type	Class type SWS/ V Ü P	Sem.	SWS	Credits	Examination type	Time for exam	Language of instruction
1	Consumer Economics & Policy	Required	3 V + 1 Ü	1st sem.	4	6 credits	Written exam	120 min	English
2	Consumer Behavior	Required	3 V + 1 Ü	1st sem.	4	6 credits	Written exam	120 min	English
3	Consumer Behavior Research Methods	Required	2 V + 2 Ü	1st sem.	4	6 credits	Written exam	120 min	English
4	Research Methods	Required	2 V + 2 Ü	1st sem.	4	6 credits	Written exam	120 min	English

Specialization (Electives)

At the Technical University of Munich, at least one of the two specializations “Consumer, Technology and Innovation” or “Sustainable Consumption” must be selected. In the selected specialization, at least 18 credits have to be taken from a supplementary catalog of electives. Modules from the specialization that was not selected can be added as elective modules.

The supplementary catalogue of electives will be announced promptly before the start of classes in an appropriate way by TUM School of Management, sample elective catalogues are attached.

Specialization Consumer, Technology and Innovation

Nr.	Modulbezeichnung	Modulart	Lehrform SWS/ V Ü P	Sem.	SWS	Credits	Prüfungsart	Prüfungsdauer	Unterrichtssprache
1	Consumer History	Wahl	2 V + 2 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch

2	Marketing and Innovation	Wahl	2 V + 2 Ü	2. Sem.	4	6 Credits	Klausur	120 min	Englisch
3	Case Study Seminar: Strategic Management of Technology and Innovation	Wahl	4 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
4	Food Economics	Wahl	2 V + 2 Se	3. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
5	Advanced Technology and Innovation Management ⁵⁾	Wahl	4 V	3. Sem.	4	6 Credits	Klausur 90%, Präsentation 10%	120 min	Englisch
6	Life Science Economics and Policy	Wahl	4 V	3. Sem.	4	6 Credits	Klausur	90 min	Englisch
7	Regulatory Economics and Policy	Wahl	4 V	3. Sem.	4	6 Credits	Klausur	90 min	Englisch
8	Human Values and Business Ethics	Wahl	3 V + 1 Se	3. Sem.	4	6 Credits	Klausur	120 min	Englisch

Specialization Sustainable Consumption

Nr.	Modulbezeichnung	Modulart	Lehrform SWS/ V Ü P	Sem.	SWS	Credits	Prüfungsart	Prüfungsdauer	Unterrichtssprache
1	Sustainability Marketing & Sustainable Consumption	Wahl	1 V + 3 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
2	Consumer Affairs Issues	Wahl	2 V + 2 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	120 min	Englisch
3	Environmental and Natural Resources Economics	Wahl	2 V + 2 Ü	2. Sem.	4	6 Credits	Klausur	120 min	Englisch
4	International Environmental Policy and Conflict Resolution	Wahl	3 V + 1 Se	2. Sem.	4	6 Credits	Hausarbeiten	k.A.	Englisch
5	Advanced Environmental and Natural Resource Economics	Wahl	2 V + 2 Se	3. Sem.	4	6 Credits	Klausur	120 min	Englisch
6	Value Chain Economics	Wahl	4 V	2. Sem.	4	6 Credits	Klausur	90 min	Englisch

Elective Modules (Electives)

In the Elective Modules, at least 48 credits have to be taken from a supplementary catalogue of electives. The supplementary catalogue of electives will be announced promptly before the start of classes in an appropriate way by TUM School of Management; sample elective catalogues are attached.

Of these, 6 credits can be gained through general knowledge modules (General Knowledge Module) from the entire selection at the Technical University of Munich if these are a practical supplement to the program. The students clarify this with a mentor assigned by the School.

General Modules in Consumer Affairs

Nr.	Modulbezeichnung	Modulart	Lehrform SWS/ V Ü P	Sem.	SWS	Credits	Prüfungsart	Prüfungsdauer	Unterrichtssprache
1	Verbraucherrecht	Wahl	4 V	1. Sem.	4	6 Credits	Klausur	120 min	Deutsch
2	German as a Foreign Language	Wahl	4 Ü	1.-3. Sem.	4	6 Credits	Klausur	150 min	Deutsch
3	Applied Statistics	Wahl	1 V + 3 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
4	Consumer-oriented project work Ia	Wahl	k.A.	2./3. Sem.	k. A.	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
5	Consumer-oriented project work Ib	Wahl	k.A.	2./3. Sem.	k. A.	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
6	Consumer-oriented project work II	Wahl	k.A.	2./3. Sem.	k. A.	12 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
7	Seminar Marketing, Strategy & Leadership - Strategy and Organization	Wahl	4 Se	2./3. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch/ Deutsch
8	Basics of Advanced Planning and Supply Chain Management	Wahl	1 V + 3 Ü	2./3. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	90 min	Englisch
9	Advanced Planning in Supply Chains – Illustrating the Concepts using an SAP APO Case Study	Wahl	3 V + 1 Ü	2./3. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	90 min	Englisch
10	Organizational Psychology & Gender Studies	Wahl	2 V + 3 Se	3. Sem.	5	6 Credits	wissenschaftliche Ausarbeitung	60 min	Englisch
11	International Commodity Markets and Trade Policy	Wahl	4 V	3. Sem.	4	6 Credits	Klausur	90 min	Englisch
12	Seminar Entrepreneurship	Wahl	4 Se	2./3. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch/ Deutsch

13	Mathematics for Economists	Wahl	4 V	1./3. Sem.	4	6 Credits	Klausur	90 min	Englisch
14	Advanced Seminar in Entrepreneurial Behaviour	Wahl	4 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
15	Seminar Concepts in International Entrepreneurship	Wahl	4 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	Englisch
16	Seminar Strategic Entrepreneurship	Wahl	4 Se	2. Sem.	4	6 Credits	wissenschaftliche Ausarbeitung	k.A.	English

Examination Modules at the Wageningen University

For student participating in the exchange program EURECA between the Technical University of Munich and the Wageningen University, courses from the Specializations „**Consumer Studies**“ and „**Marketing Management**“ are offered.

Required module

Students of the Technical University of Munich participating in the double degree program with the Wageningen University must successfully complete a required module of 6 credits. The required module will be newly determined by the Wageningen University every year and announced to the students within the exchange.

Specialization Consumer Studies

For students who begin at Wageningen University with the Specialization „Consumer Studies“, the following rules apply: From the following catalogue, electives comprising 30 ECTS must be successfully completed.

Basics in Consumer Studies (Electives)

Nr.	Modulbezeichnung	Modulart	Lehrform SWS/ V Ü P	Sem.	SWS	Credits	Prüfungsart	Prüfungsdauer	Unterrichtssprache
1	Advanced Communication Science	Wahl	*	1. Sem.	*	6 Credits	Klausur 40%, Hausarbeit 40%, Präsentation 20%	180 min	Englisch
2	Quantitative Data Analysis: Multivariate Techniques	Wahl	*	1. Sem.	*	6 Credits	Klausur 60%, Hausarbeit 40%	180 min	Englisch
3	Gender, Culture, Consumers and Markets	Wahl	*	1. Sem.	*	6 Credits	Klausur, Präsentation	180 min	Englisch
4	Seminar	Wahl	*	1. Sem.	*	3 Credits	Projektbericht, Präsentation	180 min	Englisch
5	Modular Skills Training	Wahl	*	1./ 2 Sem.	*	3 Credits	Klausur, Präsentation, Hausarbeit	k.A.	Englisch
6	One optional course	Wahl	*	1. Sem.	*	6 Credits	Klausur	180 min	Englisch
7	Food Ethics	Wahl	*	1. Sem.	*	3 Credits	Hausarbeit, Präsentation	k.A.	Englisch

Specialization Marketing Management

For students who begin at Wageningen University with the Specialization „Marketing Management“, the following rules apply: From the following catalogue, electives comprising 30 ECTS must be successfully completed.

Basics in Marketing Management (Electives)

Nr.	Modulbezeichnung	Modulart	Lehrform SWS/ V Ü P	Sem.	SWS	Credits	Prüfungsart	Prüfungsdauer	Unterrichtssprache
1	Advanced Communication Science	Wahl	*	1. Sem.	*	6 Credits	Hausarbeit, Präsentation	180 min	Englisch
2	Quantitative Data Analysis: Multivariate Techniques	Wahl	*	1. Sem.	*	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ¹⁾	180 min	Englisch
3	Seminar	Wahl	*	1. Sem.	*	3 Credits	Projektbericht, Präsentation	180 min	Englisch
4	Organization of the Agribusiness	Wahl	*	1. Sem.	*	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ¹⁾	180 min	Englisch
5	Modular Skills Training	Wahl	*	1./ 2. Sem.	*	3 Credits	Klausur, Präsentation, Hausarbeit	k.A.	Englisch
6	One optional course	Wahl	*	1. Sem.	*	6 Credits	Klausur	180 min	Englisch
7	Food Ethics	Wahl	*	1. Sem.	*	3 Credits	Hausarbeit, Präsentation	k.A.	Englisch

Explanations:

Sem. = recommended semester; SWS = weekly hours per semester; V = lecture; Ü = exercise; P = internship;

Se = seminar.

In the column „Prüfungsdauer“ the duration of the examination in minutes is listed in the case of written exams.

*Wageningen University: Semester pattern is not compatible, no information regarding SWS available.

¹⁾ All examination methods are alternatives. Binding further information will be released by the Wageningen University at the latest two weeks before the beginning of classes in an appropriate way.

ANNEX 2: Aptitude test

Aptitude test for the Master's program in Consumer Affairs at the Technical University of Munich

1. Objective of the procedure

¹The qualification for the Master's program in Consumer Affairs, along with the requirements in § 36 section 1 no. 1 and no. 2, requires the proof of suitability in accordance with § 36 section 1 no. 3 according to the standards of the following requirements. ²The particular qualifications and skills of the applicant should correspond to a career in Consumer Affairs. ³Individual suitability parameters are:

- 1.1 subject-specific knowledge (including success) from the first degree in the field of business administration or social sciences with a fundamental and methodic work method (mathematics, statistics, empirical methods),
- 1.2 subject-specific knowledge with a relation to Consumer Affairs from the first degree,
- 1.3 technical jargon in an economical and social context (in English),
- 1.4 particular motivation (demonstrated, for example, with information on foreign studies, work experience or internships, awards/certifications or scholarships received),
- 1.5 demonstrated motivation in social fields (demonstrated, for example, by social-political work in volunteering, clubs, etc.).

2. Procedures for assessing aptitude

2.1 Procedures for assessing aptitude are performed yearly by TUM School of Management.

2.2 ¹The applications for admission to the aptitude test for the winter semester are to be placed together with the documents according to no. 2.3.1 to including 2.3.5 for the winter semester in the online application procedure by May 31. (cut-off period). ²The diploma and the certificate as proof of completion of the Bachelor's program must be presented to the matriculation office at the Technical University of Munich within five weeks after the start of classes. ³Otherwise the acceptance to the Master's program in accordance with § 36 FPSO is not possible.

2.3 The following must be included in the application:

- 2.3.1 proof of a degree from an institution of higher education according to § 36; if this proof has not been presented when the application is submitted, then a complete transcript of studies and examinations in the first degree (transcript of records) with 180 credits must be presented; proof of the degree must be presented immediately upon receipt,
- 2.3.2 tabular curriculum vitae,
- 2.3.3 a written motivation statement with a maximum of 1 to 2 DIN-A4 pages for the selection of the degree program in Consumer Affairs at the Technical University of Munich in which the applicants explain what specific talents and interests make them particularly suitable for the Master's program in Consumer Affairs at the Technical University of Munich; the particular motivation is, for example, to be justified with statements on program-specific career training, internships, foreign stays or a program-related further education in the Bachelor's program that goes beyond the required presence and courses; provide proof with attachments, additional relevant points for the written statement of justification are the suitability parameters listed in no. 1 sentence 3.

- 2.3.4 a paper written in English with a maximum of 2,000 words; The head of the commission can provide one or more topics for selection; this is to be announced to the applicants by the 15th of May.
- 2.3.5 an assurance that the motivation statement for the selection of the program and the paper were written alone and without any help and the thoughts taken from other sources are identified as such.

3. Commission for the aptitude test

- 3.1 ¹The aptitude test is performed by a commission for the Master's program in Consumer Affairs that normally includes the Vice Dean of Academic Affairs or the head of the aptitude test commission, at least two university lecturers and at least one academic staff member. ²At least half of the members of the commission must be university lecturers. ³A student representative works with the commission in an advisory position.
- 3.2 ¹The members are selected by the faculty council in consultation with the Vice Dean of Academic Affairs. ²At least one university lecturer is selected as the substitute member of the commission. ³The head of the commission is normally the Vice Dean of Academic Affairs. ⁴For the transactions, art. 41 BayHSchG applies in the latest valid version.

4. Admission to the aptitude test

- 4.1 Admission to the aptitude test requires that the documents listed in no. 2.3 are presented on time and completely.
- 4.2 Applicants fulfilling the requirements will be assessed through the aptitude test according to no. 5.
- 4.3 Those who are not admitted will receive a letter of rejection with justification and notification of legal rights.

5. Performing the aptitude test

5.1 First stage in the execution of the aptitude test

- 5.1.1 ¹The commission uses the written application documents to assess whether applicants have the aptitude for the program according to no. 1 (first stage of the execution of the aptitude test procedure). ²The commission evaluates the submitted documents on a scale from 0 to 80 points, whereby 0 is the worse and 80 the best possible result.

³The following criteria are used:

a) Subject-specific qualifications

¹The curricular analysis of the program knowledge is not through a schematic comparison of the modules, but on the basis of competencies. ²This is based on the subjects listed in the following table.

Subjects	Credits
Subject-specific fundamentals in the subjects statistics, empirical research methods and mathematics in the scope of at least 10 ECTS credits as a basis for research-oriented work.	10
Bachelor's thesis or comparable seminar work in the scope of at least 10 credits in which the applicant has academically developed a research-oriented topic and had to apply the methods and specific specialist knowledge from the subject	10
Modules in a scope of at least 10 credits with subject-based contents for consumer affairs – subjects with a focus on the consumers such as consumer economics, market analysis, sustainability, or ethical, political or sociological questions	10
TOTAL	30

³If it is determined that there is no essential difference between the gained competencies (learning results), a maximum of 30 points are granted. ⁴If there are competencies lacking, the points will be reduced accordingly.

b) Final grade

¹For every tenth grade where the calculated grade is better than 2.0 for the 180 credits over the examinations, the applicant receives one point. ²The maximum point number is 10. ³There are no negative points. ⁴For foreign degrees, the Bavarian formula is used to convert the grades.

c) Motivation statement

¹The written justification will be assessed by two commission members on a scale of 0 – 5 points. ²The contents of the motivational letter are assessed according to the following criteria:

1. Particular motivation demonstrated, for example, by foreign stays, work experience or internships, prizes/awards or scholarships received, volunteer work or honorary positions (total of a maximum 5 points),
2. Interest in studying Consumer Affairs, evidenced, for example, by the ability to demonstrate the connection between personal interest and the contents of the program in a structured manner as well as convincingly justify the personal motivation with arguments and practical examples (maximum total of 5 points).

³Every member of the commission assesses each of the two criteria independently, whereby the criteria are weighted identically. ⁴The number of points per commission member is based on the total of the assessments of the individual criteria. ⁵The overall assessment is based on the arithmetic average of the evaluation of the two commission members, whereby the points are rounded up. ⁶The maximum amount of points is 10.

d) Paper

¹The paper will be assessed by two commission members on a scale of 0 – 5 points. ²The contents of the paper are assessed according to the following criteria:

1. Capability for academic-logical argumentation with a text based on foundational and methodic orientation,
2. Ability to understand the questions in the context of Consumer Affairs,
3. Technical linguistic competence in English

³Every member of the commission assesses each of the three criteria independently, whereby the criteria are weighted identically. ⁴The number of points per commission member is based on the total of the weighted assessments of the individual criteria. ⁵The overall assessment is based on the total of the evaluation of the two commission members, whereby the points are rounded up, ⁶The maximum point number is 30.

5.1.2 The total points for the first stage of the assessment procedure is based on the total of the individual evaluations von 5.1.1 a) to d). ²Any remaining numbers after the decimal point are rounded up.

5.1.3 ¹Applicants who have at least 65 points will receive a confirmation of the successful completion of the assessment procedure. ²Unsuitable applicants with total points less than 40 will receive a rejection letter with the reasons and a notice of their legal rights that is to be signed by the head of the university. ³The signatory rights can be delegated

5.2 Second stage in the execution of the aptitude test

5.2.1 ¹The remaining applicants will be invited to a selection interview. ²In the scope of the second stage of the aptitude test procedure, the qualifications from the first degree and the results of the selection interview are assessed, whereby the qualifications gained in the first degree are to be given at least the same priority. ³The date of the selection interview will be announced at least one week in advance. ⁴The time frame for any aptitude interviews to be held must be determined before the application deadline. ⁵The set date for the interview is to be adhered to by the applicant. ⁶Who cannot make this date for important reasons, can place a justified request for a new appointment that may take place up to two weeks before the start of classes.

5.2.2 ¹The selection interview is to be held separately for every applicant. ²The interview will be held in English and will last from at least 20 minutes and a maximum of 30 minutes per applicant. ³The contents of the interview will cover the following focal points:

- General knowledge of economic and social science issues
 - Knows about current developments in connection with Consumer Affairs in private economics as well as in consumer-political areas (twice),
- Ability to analyze economic and social science problems
 - Can understand and answer corresponding questions in economic and social science contexts (twice),
- Subject-specific linguistic competency with the ability to express in an academic/logical and linguistically appropriate manner
 - can exactly and understandably answer questions about the first degree and this subject with the correct terminology and clearly, fluently and in the appropriate style present and explain the corresponding issues (once),
 - Can easily understand own thoughts and opinions on scientific topics or on the personal competencies and expectations, if necessary clarify and answer appropriately with questioning (once),
- Motivation for the Master's program in Consumer Affairs
 - Can show correlations between personal interests and contents of the degree program and has read about the contents of the program (once),
 - Can demonstrate practical activities in the indicated career path and reflects over life and career objectives and possibilities of achieving this (once).

⁴Object can also be the documents according to 2.3. ⁵Academic specialist knowledge that is part of the Master's program for Consumer Affairs is not decisive. ⁶With the agreement of the applicant, a member of the student body can be admitted to the audience. ⁷The selection interview will be held by at least two members of the commission. ⁸The commission members evaluate each of the criteria on a scale of 0 – 5 and weight these as shown. ²Each of the members adds the evaluation of the criteria to determine the results of the selection meeting on the point scale of 0 to 40, whereby 0 is the worst and 40 the best possible result. ⁵The number of points is based on the

arithmetic average of the individual evaluations. ¹Any remaining positions after the decimal point are rounded up.

- 5.2.3 ¹The total points from the second stage are based on the total of the points from 5.1.1 a) (subject-specific qualification), the points from 5.1.1 b) (final grade) as well as the points from 5.2.2 (interview). ²Anyone with 40 points or more is assessed as suitable.
- 5.2.4 ¹The commission's results of the aptitude test procedure will be communicated in writing. ²The response is to be signed by the director of the institution of higher education. ²The signatory rights can be delegated. ⁴A rejection letter is to be combined with a justification and notification of legal rights.
- 5.2.5 Admissions to the Master's program in Consumer Affairs apply to all following applications in this degree program.

6. Minutes

¹Minutes of the aptitude test procedure are to be kept, with the date, duration and location of the aptitude test, the names of the members of the commission, the name of the applicant and the evaluation of the commission members as well as the final total result. ²The minutes must show the essential reasons and the topics of the interview with the applicants; the essential reasons and subjects can be in bullet points.

7. Repeating

If applicants do not have the required qualifications for the Master's program in Consumer Affairs, they can repeat the application for the aptitude test once.
