Table of Content

1. Assessment procedure Master in Consumer Science
   1.1. Entrance Requirements
   1.2. Stage 1
   1.3. Stage 2
2. How to fill out the Curricular Analysis
   2.1. Registration
   2.2. Entering courses
   2.3. Requirements for scientific work
   2.4. Submission
   2.5. FAQs

Application process chart Master in Consumer Science

The application must meet all of the following criteria:
- Doctor’s degree or equivalent degree in Business Administration/Economics/Social Sciences or a comparable program
- Empirical Research Methods/Statistics/Math subjects - min. 15 ECTS

Stage 1
- Admission
- 50 points or more
- Previous academic background (max. 40 points)
- GPA or ranking position certificate (max. 20 points)
- GMAT 600 points (10 points)*
- Between 55 - 69 points
- 30 points or less
- Rejection

Stage 2
- Admission
- 60 points or less
- Previous academic background (max. 40 points)
- GPA (max. 16 points)
- Essay (max. 40 points)
- 69 points or more
- Rejection

*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
1. **Assessment procedure Master in Consumer Science**

1.1. **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 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 requirements from 1.1., we will start with the first stage of the assessment procedure.

1.2. **Stage 1: Previous academic background + GPA + GMAT (optional)**

If an application fulfills the entrance requirements, 10 points will be immediately granted for the min. 15 ECTS 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, they can be considered for the assessment. The respective grade is irrelevant for the evaluation of the core module groups. If the application does not have the minimum number of credits stipulated for each category, zero points will be given in that specific field.

<table>
<thead>
<tr>
<th>Core module group</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject-specific knowledge in the fields of statistics, empirical 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](https://www.tum.de/en/service-and-support-portal/bavarian-formula/) or [Uni-Assist](https://www.uni-assist.de).
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 is 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>

We can only recognize ranking certificates if they correspond in form and content to TUM standards. The ranking certificate must contain a grading table of all students that considers your GPA and compares it to the performance of all other students in your branch. The ranking should be an official university document attached to the transcript of records and not a document issued by an individual at the university on request from the applicant.

The points from the core modules and your final grade (or ranking certificate) will be combined. Having a GMAT is beneficial for you, but it is not a requirement to enroll in this program. With a score equal to or over 600 you will receive 10 points during the assessment. If you decide to submit a GMAT please be sure you give the Technical University of Munich the right to verify it online.

The result of stage 1 either leads to:
- a rejection: if the application only reaches 38 points or less
- a direct admission: if the application reaches 50 points or more
- to the evaluation of the essay in 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 admission in stage 1.

1.3. 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 consists of the combined points 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.

Please refer here for more information regarding the essay.
2. How to fill out the Curricular Analysis?

In accordance with Annexure 2 of the examination and study regulations of the Master’s Program in Consumer Science, the assessment commission uses a curricular analysis to assess your eligibility and aptitude. During your application in TUMonline, you will need to follow a link to fill out the Curricular Analysis.

2.1. Registration

Please fill out the registration form. The link to this form will be provided at the very end of your TUM Online application.

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Date of Birth</td>
<td>dd.mm.yyyy e.g.: 24.05.1996</td>
</tr>
<tr>
<td>Gender</td>
<td>Please choose:</td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>You apply for</td>
<td>Please choose:</td>
</tr>
<tr>
<td>TUM Alumnus</td>
<td></td>
</tr>
<tr>
<td>Academic Qualification (e.g. Bachelor Consumer Science)</td>
<td></td>
</tr>
<tr>
<td>University (Name)</td>
<td></td>
</tr>
<tr>
<td>University (Place/City)</td>
<td></td>
</tr>
<tr>
<td>University (Country)</td>
<td></td>
</tr>
<tr>
<td>Amount of required credits (total) in the study program</td>
<td></td>
</tr>
<tr>
<td>Standard period of study</td>
<td></td>
</tr>
</tbody>
</table>

If your university provides a student ranking (final grades), please enter your ranking position accordingly
- There is no ranking system
- Within the top 1-20%
- Within the top 21-30%
- Within the top 31-50%
- Within 51% or less

Have you taken the GMAT (General Management Admission Test)?
- Yes
- No

The GMAT is not mandatory for applying to TUM School of Management. A result of at least 660 points will be taken into account.

After registration, you will receive an e-mail with your login information.
2.2. Entering Courses

After registration please enter all modules/courses, grades, and credits (ECTS) according to the Transcript of Records of your undergraduate studies (Bachelor Degree Program) in German or English. If you have completed additional classes that are not part of your main study program but were accomplished to gain missing credits necessary for a successfully application or because you additionally studied at another university, please list them under the sixth category Subjects from additional transcripts and/or additional degrees and upload the transcript(s) in TUMonline.

List them according to the following subject groups as you see fit and please enter each subject only once!

1. Subject-specific knowledge in the fields of statistics, empirical research methods, quantitative methods, mathematics amounting to at least 15 ECTS
   Examples: Statistics, empirical research methods, market research

2. Scientific writing in the context of a bachelor thesis, a project, a scientific paper, or a comparable paper of at least 5 ECTS
   Examples: Bachelors thesis, scientific paper

3. 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 min. 10 ECTS
   Examples: Business management, controlling, marketing, strategic management

4. Economics modules amounting to at least 5 ECTS or modules from the field of consumer behavior amounting to at least 5 ECTS
   Examples: Consumer behavior, consumer affairs, microeconomics, macroeconomics

5. All other subjects
   Examples: English, american history, biology, etc.

6. Subjects from additional transcripts and/or additional degrees
   All completed additional classes that are not part of your main study program but were accomplished to gain missing credits necessary for a successfully application

Please assign all modules/courses that do not fit in one of the above-mentioned subject groups or that you are unsure of (no. 1-4) to the category no. 5: All other subjects. Please make sure you enter each subject only once.

All compulsory and elective modules must be listed and correctly assigned! If on your transcript of records there are, for example, 25 courses with a total of 180 credits, your curricular analysis must have the 25 courses and 180 credits.
2.3 Additional Information about core modules

Requirements for a scientific work as mentioned in 2.2 (point 2.)

- A scientific work should contain scientific sources and a bibliography (only internet sources do not count)
- The work should be conducted individually (no group work is accepted)
- The work should contain a minimum of ten A4 pages (cover page, reference list and appendix excluded)
- If the scientific work is not explicitly mentioned in the transcript (e.g. as “Bachelor Thesis” or “Term Paper”) please always upload the scientific document as well as the module description of the respective course

If the application is rejected because of missing scientific work, applicants are asked to submit a proof of scientific work within one week after the rejection.

2.4. Submission

Before sending the form online, please verify if all your entries are correct and complete.

2.5. FAQs about the Curricular Analysis

Can I also list modules from my master studies or previous study programs? Additional modules that are not part of your main study program but are necessary for a successful application or if you additionally studied at another university should be listed in the Curricular Analysis under the sixth category Subjects from additional transcripts and/or additional degrees

Can I also list modules that I will finish after my application? No, you are only allowed to insert completed courses that are listed in your Transcript of Records.

I did not get a grade for the course, should I list it? Yes, please list all modules of your transcript of records. If you did not get a grade please leave the field blank.

I'm not sure which category my course fits into. What should I do? Please put it into the "all other subjects", if you are not sure.
Should I convert grades into the German grading system and credits into the ECTS system? No, please enter the classes exactly as they appear on your transcript of records. If any conversions are necessary, they will be done by TUM.

Which language should the courses listed be in? Please enter the classes exactly as they appear on your transcript of records (German or English). In case you are applying with a translated copy of a transcript of records, please use the translated title (German or English).

Can I enter non-numerical grades (such as A, B …)? No, the system cannot process non-numerical grades. In this case, please leave the grade field blank, we will use the information on your transcript for reference.

I made a mistake. What should I do? If you have made a mistake, please contact admission@wi.tum.de

Please note that this information sheet is not legally binding nor do we guarantee for its correctness and completeness! The only legally binding document is the statute (“FPSO”) in its most current version, available for download here.