

## Master of Consumer Affairs

Here you can find information on the program structure of our Master's program "Master in Consumer Affairs" the predecessor of the "Master in Consumer Science" program

Please note that this information is only of interest if you have begun the program before the summer semester 2018.

All information on the "Master in Consumer Science", which will run from summer semester 2018 is supplied on our website ([www.wi.tum.de](http://www.wi.tum.de)).

### IDEAL STUDY PLAN OF THE MCA PROGRAM

Basics	Semester 1	Semester 2	Semester 3	Semester 4
Basics	Basics 18 Credits			
Economics	Economics 6 Credits			
Specialization	Specialization Master in Consumer Affairs 18 Credits			
General Module	General Modules (Electives) 48 Credits			
Thesis				Master's Thesis 30 Credits
Credits	30	30	30	30
120 Credits				

## BASICS OF CONSUMER AFFAIRS

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- Consumer Behaviour
- Consumer Behaviour Research Methods
- Research Methods

## ELECTIVE IN ECONOMICS (NEW FROM 2016 EDITION)

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Students will choose 1 module out of a list of courses in Economics (e.g. Consumer Economics & Policy, Principles of Economics) depending on their personal background and interest. A list of modules is available through TUMonline.

## SPECIALIZATIONS IN CONSUMER AFFAIRS (ELECTIVE MODULES)

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Courses of the specializations "Sustainable Consumption" (SC) and "Consumer, Technology and Innovation" (CTI) are mainly offered in the 2nd and 3rd semester. Students will choose a minimum of 18 ECTS from their chosen specialisation. The complete course lists are available through TUMonline.

<b>Consumer, Technology and Innovation</b>	⊕
<b>Sustainable Consumption</b>	⊕

## GENERAL MODULES (ELECTIVES) (EXAMPLES)

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Besides the foundation courses and the specialization courses, students can shape their own profile by selecting 48 ECTS of elective general modules. Also, additional specialization courses can be recognized as general modules. A list of available modules is available through TUMonline.

## General modules in Consumer Affairs (Electives)



- Advanced Seminar in Entrepreneurial Behaviour
- Advanced Topics in Marketing, Strategy and Leadership
- Applied Statistics and Econometrics
- Behavioral Economics
- Business Plan Grundlagenseminar (UnternehmerTUM)
- Case Study Seminar: Entrepreneurial Strategy
- Consumer Law (in German)
- Consumer oriented Project Work
- German as a Foreign Language
- International Commodity Markets and Trade Policy
- Mathematics for Economists
- Negotiation Strategies
- Research Methods in Entrepreneurship
- Research Seminar in Strategy and Organization
- Seminar Concepts in International Entrepreneurship
- Advanced Seminar in Entrepreneurial Behavior
- General Knowledge Module: any course at TUM (please contact your program coordinator)

## MASTER'S THESIS:

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The Master's Thesis should be written in the 4th semester. It is possible to combine the Master's Thesis with an internship (if academic TUM supervisor agrees).

For more information please see [here](#).

## DEGREE AWARDED:

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- Students who passed the Master's Programme will receive the degree **Master of Science in Consumer Affairs** (TUM).

## CONTACT

Do you have further questions on our services or need additional information about school? Take a look at our [Frequently Asked Questions](#). If you still can't find what you are looking for, you can also send us your inquiry by means of our contact form. We will get back to you as soon as possible.



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### Skype-Account (only during office hours)

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### Service Point

First contact point for all students of the TUM School of Management  
All general questions, receiving certificates and other documents or submitting bachelor/master theses

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### Office hours

Monday until Friday 9:00 a.m. until 4:00 p.m.