

Subject Examination and General Academic Regulations for the Master's Programme in Consumer Affairs at the Technische Universität München

dated March 10th, 2009

**Readable Version
in the version of the 7th Amendment dated April 15th, 2013**

Valid for all students starting the programme at Technische Universität München in winter semester 2012/2013

In accordance with Art. 13 (1) sentence 2 in conjunction with Art. 58 (1) sentence 1, Art. 61 (2) sentence 1 and Art. 43 (5) of the Bayerisches Hochschulgesetz (BayHSchG) [Bavarian Higher Education Act] the Technische Universität München issues the following Subject Examination and General Academic Regulations (*Fachprüfungs- und Studienordnung, FPSO*):

Preliminary statement on linguistic usage

In accordance with Art. 3 (2) of the German Constitution, women and men have equal rights. Any terms relating to persons and functions mentioned in the following regulations are equally valid for women and men.

Table of Contents:

- § 34 Applicability, Academic Titles
- § 35 Commencement of Studies, Standard Period of Study, ECTS
- § 36 Admission Requirements
- § 37 Modular Structure, Module Examination, Courses, Course Specialisations, Language of Instruction
- § 37a Consumer Oriented Project Work
- § 37b General Knowledge Module
- § 38 Examination Deadlines, Progress Monitoring, Failure to Meet Deadlines
- § 39 Examination Board
- § 40 Recognition of Periods of Study, Coursework and Examination Results
- § 41 Continuous Assessment Procedure
- § 42 Registration for and Admission to the Master's Examination
- § 43 Scope of the Master's Examination
- § 44 Repetition of Examinations, Failed Examinations
- § 45 Coursework
- § 45a Multiple Choice Test
- § 46 Master's Thesis
- § 47 Passing and Assessment of the Master's Examination
- § 48 Degree Certificate, Master's Diploma, Diploma Supplement
- § 49 Double Degree
- § 50 Entry into Force

Appendix 1: Examination modules

Appendix 2: Aptitude assessment

§ 34

Applicability, Academic Titles

- (1) These Subject Examination and General Academic Regulations for the Master's Programme in Consumer Affairs (FPSO) complement the General Academic and Examination Regulations for Bachelor's and Master's Programmes at the Technische Universität München (APSO) as amended. The APSO shall have precedence.
- (2) Upon successful completion of the Master's Examination the academic degree "Master of Science" ("M.Sc.") is awarded. The academic title may also be used with the name of the university "(TUM)".

§ 35

Commencement of Studies, Standard Period of Study, ECTS

- (1) The Master's Programme in Consumer Affairs at the Technische Universität München commences, as a rule, in the winter semester.
- (2) ¹The number of classes in required, required elective and elective subjects needed to obtain the Master's Degree is 90 credits (60 weekly hours per semester) spread over four semesters plus a maximum of six months for the completion of the Master's Thesis pursuant to § 46. ²The number of examinations in the required, required elective and elective subjects to be completed in the Consumer Affairs Master's Programme according to Appendix 1 is a minimum of 120 credits. ³The standard period of study for the Master's Programme will be a total of four semesters.

§ 36

Eligibility Requirements

- (1) Eligibility for the Master's Programme in Consumer Affairs is demonstrated by:
 1. the following degrees:
 - a) a qualified Bachelor's Degree obtained from a German university in the programmes Business Administration (with a technology and management orientation), Sociology or comparable programmes that include a minimum of 30 credits in subjects in the field of Business Administration, Economics or Sociology, or
 - b) an internationally acknowledged qualified Bachelor's Degree in the programmes specified in lit. a) obtained from a foreign university, or
 - c) a qualified Diplom, Bachelor's or Master's Degree in the programmes specified in lit. a) obtained from a domestic Fachhochschule [university of applied sciences], or
 - d) a Diplom, Magister, state examination or Master's Degree in the programmes stated in lit. a) obtained from a domestic university, or
 - e) a degree obtained from a foreign institution of higher education which is equivalent to the degrees listed in lit. c) and d), or
 - f) a Diplom degree in the programmes specified in a) obtained from a domestic Berufsakademie [vocational college] which corresponds to the criteria stipulated in the KMK-Beschluss [Decision of the Standing Conference of Ministers of Education] of 29 September 1995, or
 - g) an accredited Bachelor's or Master's Degree in the programmes stated in a) obtained from a domestic Berufsakademie, and by

2. passing the aptitude test for the Master's Programme in Consumer Affairs pursuant to Appendix 2, and by
 3. an adequate knowledge of the English language. Students whose native language or language of instruction is not English have to prove proficiency through an acknowledged language test (in accordance with the Common European Framework of Reference for Languages, reference level C1) such as "Test of English as a Foreign Language" (TOEFL), "International English Language Testing System" (IELTS), or "Cambridge Main Suite of English Examinations"; alternatively adequate language skills may be proved through a good grade in English (corresponding to at least 10 out of 15 points) awarded by a domestic higher education entrance qualification. If, in the undergraduate programme, 12 credits were obtained for examinations administered in English language examination modules, adequate proficiency in English is deemed proven.
- (2) A degree is deemed a qualified degree within the meaning of subsection 1 no. 1 if such degree is based on the successful completion of examinations which are equivalent to the examinations in the scholarly oriented Bachelor's Programme at the Technische Universität München and correspond to the subject-specific requirements of the Master's Programme in Consumer Affairs.
- (3) ¹The assessment according to subsection 2 will be performed on the basis of the required modules of the Bachelor's Programme mentioned in subsection 1 no. 1. ²If the examination results from required modules fall short of the required number of credits by no more than 30 credits, the Aptitude Test Commission pursuant to Appendix 2 no. 3 may demand that the candidates demonstrate eligibility pursuant to subsection 1 by taking those examinations as additional fundamentals examinations pursuant to Appendix 2 no. 5.1.4. ³Should the occasion arise, the candidate must be informed of these additional requirements after review of the documentation during the first stage of the Aptitude Test.
- [(4) The comparability of programmes, the subject-specific aptitude as well as the equivalence of degrees acquired from foreign institutions will be decided upon by the Examination Board in compliance with Art. 63 of the Bayerisches Hochschulgesetz [Bavarian Higher Education Act].]

§ 37

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

- (1) ¹General provisions concerning modules and courses are set forth in §§ 6 and 8 of the APSO. ²For any changes to the stipulated module provisions § 12 (8) of the APSO shall apply.
- (2) The curriculum listing the required, required elective and elective courses is included in Appendix 1.
- (3) ¹In the framework of the "European Master's Programme in Consumer Affairs (EURECA)" students are encouraged to choose specialisations according to Appendix 1. ² As a rule, the modules of one specialisation (elective modules) should be chosen within one semester and at one university.
- (4) ¹The language of instruction of the Master's Programme in Consumer Affairs is English. ²Exemptions are listed in Appendix 1.

§ 37a

Consumer Oriented Project Work

- (1) ¹The Consumer Oriented Project Work consists of an active participation in a research or practical project connected to the contents of the programme. ²Students work together in groups of at least two. ³Depending on the workload 6 or 12 credits are awarded. ⁴The project work is graded in accordance with § 17 APSO. ⁵Students cannot achieve more than 12 credits for project work as required electives.
- (2) The project work is to be supervised by an internal examiner as defined in the APSO.

§ 37b

General Knowledge Module

¹Students can choose as an elective any module offered by the Technische Universität München under the following conditions: ²Out of a total of 66 credits for the required elective modules not more than 6 credits should be obtained from a General Knowledge Module. ³The chosen module must be a sensible complement to the Master's Programme and it must be authorised by a mentor named by the faculty.

§ 38

Examination Deadlines, Progress Monitoring, Failure to Meet Deadlines

- (1) Examination deadlines, progress monitoring, and failure to meet deadlines are governed by § 10 of the APSO.
- (2) ¹At least one of the basic module examinations listed in Appendix 1 must be successfully completed by the end of the second semester. ²In the event of failure to meet deadlines § 10 (5) of the APSO shall apply.

§ 39

Examination Board

Pursuant to § 29 of the APSO the board responsible for all decisions concerning examination matters shall be the Master's Examination Board of the TUM School of Management.

§ 40

Recognition of Periods of Study, Coursework and Examination Results

- (1) The recognition of periods of study, coursework and examination results is governed by the provisions of § 16 of the APSO.
- (2) In derogation of § 16 (2) of the APSO all examination results in the Master's Programme achieved within the EURECA Programme at Aarhus University (DK), Wageningen University (NL) and the Warsaw University of Life Sciences (PL) will be recognized without verification of equivalency.

§ 41

Continuous Assessment Procedure

- (1) ¹The module examinations will, as a rule, be taken concurrently with the programme. Type and duration of module examinations are provided for in Appendix 1. ²In the event of derogation from those provisions, § 12 (8) of the APSO must be complied with. ³The assessment of the module examination is governed by § 17 of the APSO.
- (2) Upon request of a student and with the agreement of the examiners, examinations may be taken in the English language for courses taught in the German language.

§ 42

Registration for and Admission to the Master's Examination

- (1) ¹Students who are enrolled in the Master's Programme in Consumer Affairs are deemed admitted to the module examinations of the Master's Examination. ²The Master's Thesis can be started as soon as the student has obtained 75 credits of the Master's Programme.
- (2) ¹Registration requirements for required, required elective and elective module examinations are stipulated in § 15 (1) of the APSO. ²The registration requirements for repeat examinations for failed required and required elective modules are stipulated in § 15 (2) of the APSO.
- (3) ¹In derogation of section 2, students are deemed registered for those examinations to be taken concurrently with the required modules of the Master's Programme in Consumer Affairs. ²In the event of failure to appear at an examination, the module examination is deemed taken and not passed unless conclusive grounds are given pursuant to § 10 (7) of the APSO.

§ 43

Scope of the Master's Examination

- (1) The Master's Examination consists of:
 1. the module examinations in the corresponding modules pursuant to subsection (2);
 2. the Master's Thesis pursuant to § 46.
- (2) ¹The module examinations are listed in Appendix 1. 90 credits must be achieved out of these modules. ²The selection of modules must be in compliance with § 8 (2) of the APSO.

§ 44

Repetition of Examinations, Failed Examinations

- (1) ¹The repetition of examinations is governed by § 24 of the APSO. ²As a rule, the repeat examination must be taken no later than six months after candidates are notified of the results.
- (2) Failure of examinations is governed by § 23 of the APSO.

§ 45

Coursework

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

§ 45 a Multiple Choice Test

- (1) ¹Pursuant to § 12 (11) sentence 1 of the APSO parts of a written examination may be administered in the form of a multiple choice test. ²If this type of examination is chosen, students must be notified in a timely manner. ³§ 6 (4) sentence 4 of the APSO shall apply accordingly.
- (2) At least two individuals authorized to administer examinations pursuant to the APSO will prepare the list of questions and answers, defining which answers are deemed correct.
- (3) This examination component is deemed passed
 1. if at least 60 percent of all questions have been answered correctly; or
 2. if at least 50 percent of all answers are correct and the number of correct answers does not fall by more than 22 percent below the average examination results achieved by students taking this examination for the first time.
- (4) When a student has achieved the minimum number of correct answers required to pass the examination pursuant to subsection (3), the grades for the examination component administered as multiple choice test are as follows:
 1. “very good” – at least 75%;
 2. “good” – at least 50%, but less than 75%;
 3. “satisfactory” – at least 25%, but less than 50%;
 4. “sufficient” – 0% or less than 25% of correct answers to additional questions posed.
- (5) students will receive an examination report listing
 1. the grade;
 2. the passing limit;
 3. the number of questions asked;
 4. the number of correctly answered questions and the average of the reference group mentioned in subsection (4).

§ 46 Master’s Thesis

- (1) ¹As part of the Master’s Examination, each student must write a Master’s Thesis pursuant to § 18 of the APSO. ²The Thesis will be supervised by a member of the EURECA Partner Universities or by a lecturer involved in the Master’s Programme in Consumer Affairs at Technische Universität München in his/her capacity as an expert examiner as defined in the APSO (supervisor/“Themensteller”).
- (2) A student should start writing the Master’s Thesis, when he has already completed the examination results encompassing a minimum of 75 credits; he should start at the latest, when he passed all the examinations.
- (3) The period of time between topic determination and submission of the completed Master’s Thesis must not exceed six months.
- (4) The Master’s Thesis should be written in the English language.
- (5) 30 credits will be awarded for the Master’s Thesis.

§ 47

Passing and Assessment of the Master's Examination

- (1) The Master's Examination is deemed passed when all examinations required for the Master's Examination pursuant to § 43 (1) have been passed and a plus credits account of at least 120 credits has been achieved.
- (2) ¹ The grade for a module will be calculated according to § 17 of the APSO. ²The overall grade for the Master's Examination will be calculated as the weighted grade average of the modules according to § 43 (2) and the Master's Thesis. ³The grade weights of the individual modules correspond to the credits assigned to each module. ⁴The overall assessment is expressed by the classification pursuant to § 17 of the APSO.

§ 48

Degree Certificate, Master's Diploma, Diploma Supplement

¹If the Master's Examination was passed, a Degree Certificate, a Master's Diploma and a Diploma Supplement including a Transcript of Records are to be issued in compliance with § 25 (1) and § 26 APSO. ²The date to be entered on the Degree Certificate is the day when all examination requirements have been fulfilled.

§ 49

Double Degree

- (1) ¹The Technische Universität München, Aarhus University, Wageningen University and the Warsaw University of Life Sciences have signed a cooperation agreement. ²Within the Master's Programme in Consumer Affairs specialisations are to be chosen at EURECA Partner Universities. ³As a rule the modules of one specialisation (elective modules) should be chosen within one semester and at one university.
- (2) The following regulations apply for students enrolled at the Technische Universität München (TUM) who want to participate in the Double Degree Programme with the above mentioned Partner Universities:
 1. ¹The student has to complete the first semester of the Programme at the Technische Universität München. ²A student is admitted to continue his or her studies in the second, third or fourth semester at one of the Partner Universities mentioned in subsection 1 if he or she has already completed the examinations encompassing a minimum of 24 credits at the end of semester 1 or 54 credits at the end of semester 2.
 2. ¹The student has to visit one of the partner universities mentioned in subsection 1. ²The partner university confirms the successful participation. ³The coursework or examinations to be done at the partner university is governed by the Subject Examination and General Academic Regulations of the partner university.
- (3) The following regulations apply for students enrolled at one of the EURECA Partner Universities who want to participate in the Double Degree Programme with the Technische Universität München.

1. ¹The Partner Universities assess whether students are eligible for the Double Degree Programme. ²Eligibility for the Master's Programme in Consumer Affairs is demonstrated by a qualified Bachelor's Degree (of at least 6 semesters) in the relevant programmes.
2. Examination results ranging from a minimum of 30 and a maximum of 60 credits achieved at the Partner University will be recognized pursuant to § 40 no. 3.
3. ¹He or she has to complete the examinations at the Technische Universität München encompassing a minimum of 30 credits of the required electives in Appendix 1. ²Additionally, the student has to write a Master's Thesis which is supervised by at least one lecturer involved in the Master's Programme in Consumer Affairs at Technische Universität München in his/her capacity as an expert examiner as defined in the APSO. ³Alternatively to sentences 1 and 2 the student has to complete the examinations encompassing a maximum of 60 credits of the required electives in Appendix 1.

§ 50

Entry into Force

¹These Subject Examination and General Academic Regulations shall enter into force on October 1, 2012. ²They shall apply to all students who commence their studies in a specific programme at the Technische Universität München as of the winter semester 2012/2013.

Appendix 1: Examination Modules

Examination Modules of Technische Universität München

Basics of Consumer Affairs (Required Modules)

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Consumer Economics & Policy	Required	4 V	1. Sem.	4	6 Credits	Klausur	120 min	English
2	Consumer Behaviour	Required	3 V + 1 Ü	1. Sem.	4	6 Credits	Klausur	120 min	English
3	Consumer Behaviour Research Methods	Required	2 V + 2 Ü	1. Sem.	4	6 Credits	Klausur	120 min	English
4	Research Methods	Required	2 V + 2 Se	1. Sem.	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	150 min	English

Required Elective Modules

Students enrolled at the Technische Universität München must achieve 66 credits from the „General Modules“, the „General Knowledge Module“ and the specializations „Consumer, Technology and Innovation“ and „Sustainable Consumption“.

General Modules in Consumer Affairs

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Verbraucherrecht	Required elective	4 V	1. Sem.	4	6 Credits	Klausur	120 min	German
2	German as a Foreign Language ⁴⁾	Required elective	4 Ü	1.-3. Sem. ¹⁾	4	6 Credits	Klausur	150 min	German
3	Academic Work in Consumer Research	Required elective	1 V + 3 Se	2. Sem.	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English
4	Consumer oriented project work Ia ⁵⁾	Required elective	-	2./3. Sem. ¹⁾	k. A.	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English
5	Consumer oriented project work Ib ⁵⁾	Required elective	-	2./3. Sem. ¹⁾	k. A.	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English
6	Consumer oriented project work II ⁵⁾	Required elective	-	2./3. Sem. ¹⁾	k. A.	12 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English
7	Seminar Marketing, Strategy & Leadership - Strategy and Organization	Required elective	4 Se	2./3. Sem. ¹⁾	4	6 Credits	Hausarbeit, Präsentation	-	English/ German ³⁾
8	Basics of Advanced Planning and Supply Chain Management	Required elective	1 V + 3 Ü	2./3. Sem. ¹⁾	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	90 min	English
9	Advanced Planning in Supply Chains – Illustrating the Concepts Using an SAP APO Case Study	Required elective	3 V + 1 Ü	2./3. Sem. ¹⁾	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	90 min	English
10	Organizational Psychology & Gender Studies	Required elective	2 V + 3 Se	3. Sem.	5	6 Credits	Klausur, Hausarbeiten, Präsentation	60 min	English
11	International Commodity Markets and Trade Policy	Required elective	4 V	3. Sem.	4	6 Credits	Klausur	90 min	English
12	Seminar Entrepreneurship	Required elective	4 Se	2./3. Sem. ¹⁾	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English/ German ³⁾
13	Mathematics for Economists	Required elective	4 V	1./3. ¹⁾ Sem.	4	6 Credits	Klausur	90 min	English

Specialization Consumer, Technology and Innovation

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Consumer History	Required elective	2 V + 2 Se	2. Sem.	4	6 Credits	Präsentation, Bericht	-	English
2	Marketing and Innovation	Required elective	2 V + 2 Ü	2. Sem.	4	6 Credits	Klausur	120 min	English
3	Case Study Seminar: Strategic Management of Technology and Innovation	Required elective	4 Se	2. Sem.	4	6 Credits	Hausarbeit, Präsentation	-	English
4	Food Economics	Required elective	2 V + 2 Se	3. Sem.	4	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeiten ²⁾	-	English
5	Advanced Technology and Innovation Management ⁶⁾	Required elective	4 V	3. Sem.	4	6 Credits	Klausur 90%, Präsentation 10%	120 min	English
6	Life Science Economics and Policy	Required elective	4 V	3. Sem.	4	6 Credits	Klausur	90 min	English
7	Regulatory Economics and Policy	Required elective	4 V	3. Sem.	4	6 Credits	Klausur	90 min	English
8	Human Values and Business Ethics ⁷⁾	Required elective	3 V + 1 Se	3. Sem.	4	6 Credits	Klausur	120 min	English

Specialization Sustainable Consumption

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Transport Economy and Sociology	Required elective	5 V	1. Sem.	4	6 Credits	Zwei Klausuren	120 min	English
2	Sustainability Marketing & Sustainable Consumption	Required elective	1 V + 3 Se	2. Sem.	4	6 Credits	Präsentation, Seminararbeit, Hausarbeit	-	English
3	Consumer Affairs Issues	Required elective	2 V + 2 Se	2. Sem.	4	6 Credits	Klausur Seminararbeit, Präsentation	120 min	English
4	Environmental and Natural Resources Economics	Required elective	2 V + 2 Ü	2. Sem.	4	6 Credits	Klausur	120 min	English
5	International Environmental Policy and Conflict Resolution	Required elective	3 V + 1 Se	2. Sem.	4	6 Credits	Hausarbeiten	-	English
6	Advanced Environmental and Natural Resource Economics	Required elective	2 V + 2 Se	3. Sem.	4	6 Credits	Klausur	120 min	English
7	Transportation Policy	Required elective	4 Se	3. Sem.	4	6 Credits	Zwei Klausuren	120 min	English
8	Value Chain Economics	Required elective	4 V	3. Sem.	4	6 Credits	Klausur	90 min	English

General Knowledge Module (Elective Module)

Not more than 6 credits can be achieved as a General Knowledge Module. Students can choose from the whole range of modules offered by the Technische Universität München, under condition that the chosen module is a sensitive complement to the program and it is authorized by a mentor named by the faculty.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	General Knowledge Module	Elective	-	1.-4. Sem. ¹⁾	-	6 Credits	-	-	English

Examination Modules of Aarhus University

Basics of Consumer Affairs (Required Modules):

Students enrolled at Aarhus University (as the Home University) must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Research Methods	Required	*	1. Sem.	*	10 Credits	mdl. Prüfung, Hausarbeit (Gruppe)	-	English
2	Industrial Economics	Required	*	1. Sem.	*	5 Credits	Klausur	180 min	English
3	Economics of Strategy	Required	*	1. Sem.	*	5 Credits	Klausur	180 min	English
4	Economic Psychology	Required	*	1. Sem.	*	10 Credits	Klausur	240 min	English

Elective Modules

Students participating in the EURECA Exchange Programme offered by Technische Universität München and Aarhus University can attend the following courses. Double Degree students must achieve 30 credits from the following list.

Specialisation Marketing

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Marketing Communication	Elective	*	2. Sem.	*	5 Credits	Klausur	240 min	English
2	Innovation Management ⁸⁾	Elective	*	2. Sem.	*	5 Credits	Klausur	240 min	English
3	Managing Marketing Channels and Networks	Elective	*	2. Sem.	*	5 Credits	Klausur	240 min	English
4	Marketing Management and Strategy	Elective	*	2. Sem.	*	5 Credits	mdl. Prüfung, Präsentation, Hausarbeit	-	English
5	Pricing Strategy	Elective	*	2. Sem.	*	5 Credits	Klausur	240 min	English
6	Customer Relationship Management	Elective	*	2. Sem.	*	5 Credits	Klausur	180 min	English
7	Advanced Topics in Marketing Ia	Elective	*	2. Sem.	*	5 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English
8	Advanced Topics in Marketing Ib	Elective	*	2. Sem.	*	5 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English
9	Advanced Topics in Marketing II	Elective	*	2. Sem.	*	10 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English

Specialization Consumer Affairs Management

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Consumer Affairs and Sustainability	Elective	*	3. Sem.	*	5 Credits	Hausarbeit, Präsentation	-	English
2	European Consumer Law ⁹⁾	Elective	*	3. Sem.	*	5 Credits	mdl. Prüfung	-	English
3	Social Marketing	Elective	*	3. Sem.	*	5 Credits	Hausarbeit, Präsentation	-	English
4	Issues Management and Sustainability	Elective	*	3. Sem.	*	5 Credits	Präsentation, Hausarbeit	-	English
5	Business Ethics ¹⁰⁾	Elective	*	3. Sem.	*	5 Credits	Präsentation, Hausarbeit	-	English
6	European Consumer Policy ¹¹⁾	Elective	*	3. Sem.	*	5 Credits	Präsentation, Hausarbeit	-	English
7	Advanced Topics in Consumer Affairs Management Ia	Elective	*	3. Sem.	*	5 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English
8	Advanced Topics in Consumer Affairs Management Ib	Elective	*	3. Sem.	*	5 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English
9	Advanced Topics in Consumer Affairs Management II	Elective	*	3. Sem.	*	10 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	-	English

Examination Modules of the Wageningen University

Consumer Studies

Students enrolled at the Wageningen University (as Home University) with specialization in Consumer Studies must achieve 30 credits from the following list.

Specialization Consumer Studies

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Advanced Communication Science	Elective	*	1. Sem.	*	6 Credits	Klausur 40%, Hausarbeit 40%, Präsentation 20%	180 min	English
2	Quantitative Data Analysis: Multivariate Techniques	Elective	*	1. Sem.	*	6 Credits	Klausur 60%, Hausarbeit 40%	180 min	English
3	Gender, Culture, Consumers and Markets	Elective	*	1. Sem.	*	6 Credits	Klausur, Präsentation	180 min	English
4	Seminar	Elective	*	1. Sem.	*	6 Credits	Projektbericht, Präsentation	180 min	English
5	Modular Skills Training	Elective	*	1./ 2 Sem. ¹⁾	*	3 Credits	Klausur, Präsentation, Hausarbeit	-	English
6	One optional course	Elective	*	1. Sem.	*	6 Credits	Klausur	180 min	English
7	Food Ethics	Elective	*	1. Sem.	*	3 Credits	Hausarbeit, Präsentation	-	English

Elective Modules

Students participating in the EURECA Exchange Programme offered by Technische Universität München and the Wageningen University can attend the following courses. Double Degree students must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Academic Consultancy Training	Elective	*	2. Sem.	*	9 Credits	Hausarbeit, Präsentation	-	English
2	Sensory Perception and Consumer Preference	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
3	Sustainable Marketing	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
4	Consumer Behavior: Concepts and Research Methods ¹²⁾	Elective	*	2. Sem.	*	6 Credits	Klausur, Projektbericht	180 min	English
5	Selected Themes in Marketing and Consumer Behaviour	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
6	Human oriented Product Design	Elective	*	3. Sem.	*	6 Credits	Klausur, Projektbericht, Präsentation	180 min	English
7	Academic Consultancy Training	Elective	*	2./ 3. Sem. ¹⁾	*	9 Credits	Hausarbeit, Projektbericht, Präsentation	-	English
8	Capita Selecta Marketing and Consumer Behaviour	Elective	*	3. Sem.	*	3 Credits	Klausur	180 min	English
9	Food Law	Elective	*	3. Sem.	*	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeit ²⁾	180 min	English
10	Product Properties and Consumer Wishes	Elective	*	3. Sem.	*	6 Credits	Klausur 40%, Hausarbeit 60%	180 min	English
11	Communication and Organizations	Elective	*	3. Sem.	*	6 Credits	Klausur, Hausarbeit	180 min	English
12	Advanced Topics in Consumer Studies	Elective	*	2./ 3. ¹⁾ Sem.	*	6 Credits	Klausur, Präsentation, Hausarbeit	-	English

Specialization Marketing Management

Students enrolled at the Wageningen University (as Home University) with specialization in Marketing Management must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Advanced Communication Science	Elective	*	1. Sem.	*	6 Credits	Hausarbeit, Präsentation	180 min	English
2	Quantitative Data Analysis: Multivariate Techniques	Elective	*	1. Sem.	*	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeit ²⁾	180 min	English
3	Seminar	Elective	*	1. Sem.	*	6 Credits	Projektbericht, Präsentation	180 min	English
4	Organization of the Agribusiness	Elective	*	1. Sem.	*	6 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeit ²⁾	180 min	English
5	Modular Skills Training	Elective	*	1./ 2. Sem. ¹⁾	*	3 Credits	Klausur, Präsentation, Hausarbeit	-	English
6	One optional course	Elective	*	1. Sem.	*	6 Credits	Klausur	180 min	English
7	Food Ethics	Elective	*	1. Sem.	*	3 Credits	Hausarbeit, Präsentation	-	English

Elective module

Students participating in the EURECA Exchange Program offered by Technische Universität München and the Wageningen University can attend the following courses. Double Degree students must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Academic Consultancy Training	Elective	*	2./ 3. Sem. ¹⁾	*	9 Credits	Hausarbeit, Präsentation	k. A.	English
2	Advanced Supply Chain Management	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
3	Consumer Behavior: Concepts and Research Methods ¹²⁾	Elective	*	2. Sem.	*	6 Credits	Klausur, Projektbericht	180 min	English
4	Ethics and Social Sciences	Elective	*	2. Sem.	*	3 Credits	Präsentation, Hausarbeit	k. A.	English
5	Modular Skills Training	Elective	*	1./ 2. Sem. ¹⁾	*	3 Credits	Klausur, Präsentation, Hausarbeit	k. A.	English
6	Sustainable Marketing	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
7	Selected Themes in Marketing and Consumer Behaviour	Elective	*	2. Sem.	*	6 Credits	Klausur	180 min	English
8	Strategy and Models	Elective	*	3. Sem.	*	6 Credits	Klausur	180 min	English
9	Human oriented Product Design	Elective	*	3. Sem.	*	6 Credits	Klausur, Hausarbeit, Präsentation	180 min	English
10	Analysis and Management of Sustainable Organic Production Chains	Elective	*	3. Sem.	*	6 Credits	Klausur	180 min	English
11	Academic Consultancy Training	Elective	*	2./3. Sem. ¹⁾	*	9 Credits	Hausarbeit, Präsentation	-	English
12	Capita Selecta Marketing and Consumer Behaviour	Elective	*	3. Sem.	*	3 Credits	Klausur	180 min	English
13	Communication and Organizations	Elective	*	3. Sem.	*	6 Credits	Klausur, Hausarbeit	180 min	English
14	Modular Skills Training	Elective	*	3. Sem.	*	3 Credits	Klausur, Präsentation, Hausarbeit	-	English
15	Food Ethics	Elective	*	3. Sem.	*	3 Credits	Hausarbeit, Präsentation	-	English
16	Advanced Topics in Marketing Management	Elective	*	2./ 3. Sem. ¹⁾	*	6 Credits	Klausur, mdl. Prüfung, Hausarbeit, Präsentation	-	English

Examination Modules of the Warsaw University of Life Sciences

Required Modules

Students enrolled at the Warsaw University of Life Sciences (as Home University) must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Mathematical Statistics	Required	*	1. Sem.	*	4 Credits	Klausur, Präsentation, Hausarbeit	120 min	English
2	Forecasting Business Processes	Required	*	1. Sem.	*	5 Credits	Klausur, Hausarbeit	120 min	English
3	Advanced Macroeconomics	Required	*	1. Sem.	*	3 Credits	Klausur, Hausarbeit, Präsentation	120 min	English
4	Business Law	Required	*	1. Sem.	*	3 Credits	Klausur 60%, Präsentation, Seminararbeit 40%	120 min	English
5	Financial and Capital Markets	Required	*	1. Sem.	*	4 Credits	Klausur, Hausarbeit, Präsentation	120 min	English
6	Managerial Economics	Required	*	1. Sem.	*	4 Credits	Klausur	120 min	English
7	Consumer Behaviour	Required	*	1. Sem.	*	4 Credits	Klausur	120 min	English
8	Consumer Protection	Required	*	1. Sem.	*	2 Credits	Klausur	90 min	English

Elective module

Students participating in the EURECA Exchange Programme offered by Technische Universität München and the Warsaw University of Life Sciences can attend the following courses. Double Degree students must achieve 30 credits out of the specializations „Economics and Management“ and „Food Policy and Management“ each semester.

Specialization Economics and Management

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Managerial Accounting	Elective	*	2. / 3. Sem. ¹⁾	*	4 Credits	Klausur, Hausarbeit	120 min	English
2	International Economics	Elective	*	2. / 3. Sem. ¹⁾	*	3 Credits	Klausur	120 min	English
3	History of Economic Thought	Elective	*	2. / 3. Sem. ¹⁾	*	3 Credits	Präsentation, Hausarbeit	-	English
4	Mathematical Economics	Elective	*	2. / 3. Sem. ¹⁾	*	5 Credits	Klausur, Hausarbeit, Präsentation	120 min	English
5	Insurance Systems	Elective	*	2. / 3. Sem. ¹⁾	*	4 Credits	Klausur, Hausarbeit, Präsentation	120 min	English
6	Human Resource Management	Elective	*	2. / 3. Sem. ¹⁾	*	4 Credits	2 Klausuren 50%, Hausarbeit 40%, Präsentation 10%	120 min	English
7	Methods of Projects Assessments	Elective	*	2. / 3. Sem. ¹⁾	*	3 Credits	Klausur 60%, Hausarbeit 30%, Präsentation 10%	120 min	English
8	Corporate Finance	Elective	*	2. / 3. Sem. ¹⁾	*	3 Credits	Klausur, Hausarbeit, Präsentation	-	English
9	Financial and Capital Markets	Elective	*	2. / 3. Sem. ¹⁾	*	4 Credits	Klausur, Hausarbeit, Präsentation	120 min	English
10	Economic Policy of the EU	Elective	*	2. / 3. Sem. ¹⁾	*	5 Credits	Klausur, Hausarbeit	120 min	English
11	European Social Policy	Elective	*	2. / 3. Sem. ¹⁾	*	5 Credits	Klausur, Hausarbeit	120 min	English
12	Master's Seminar ¹³⁾	Elective	*	2. / 3. Sem. ¹⁾	*	5 Credits	Präsentation, Seminararbeit	k. A.	English
13	Advanced Topics in Economics and Management	Elective	*	2. / 3. Sem. ¹⁾	*	5 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeit ²⁾	k. A.	English

Specialization Food Policy and Management

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Food Chain Development	Elective	*	3. Sem.	*	4 Credits	Klausur	120 min	English
2	Food and Nutrition Policy	Elective	*	3. Sem.	*	6 Credits	Klausur, Präsentation, Hausarbeit	120 min	English
3	Nutrition and Health	Elective	*	3. Sem.	*	5 Credits	mdl. Prüfung	-	English
4	Food Safety Management	Elective	*	3. Sem.	*	5 Credits	Klausur	120 min	English
5	Sensory Analysis	Elective	*	3. Sem.	*	3 Credits	Klausur	120 min	English
6	Food Product Development	Elective	*	3. Sem.	*	5 Credits	Klausur	120 min	English
7	Food Product Science	Elective	*	3. Sem.	*	5 Credits	Klausur	-	English
8	Functional Foods, Nutraceuticals and Health Promotion	Elective	*	3. Sem.	*	5 Credits	Klausur	-	English
9	Nutrition Psychology and Sociology	Elective	*	3. Sem.	*	3 Credits	Klausur	120 min	English
10	Consumer Behaviour in the Food Market	Elective	*	3. Sem.	*	4 Credits	Klausur	120 min	English
11	Ecological Aspects of Food and Nutrition	Elective	*	3. Sem.	*	6 Credits	Klausur	120 min	English
12	Nutrition and Fitness	Elective	*	3. Sem.	*	5 Credits	mdl. Prüfung	-	English
13	Advanced Topics in Food Policy and Management	Elective	*	2./3. Sem.	*	5 Credits	Klausur, Seminararbeit, mdl. Prüfung, Hausarbeit ²⁾	-	English

Examination Modules of the University of Bologna

Basics of Consumer Affairs (Requiredmodule):

Students enrolled at the University of Bologna (as home university) must achieve 30 credits from the following list.

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Consumer Behaviour and Research Methods	Required	*	1. Sem.	*	6 Credits	Klausur	k.A.	English
2	Consumer Economics and Policy	Required	*	1. Sem.	*	6 Credits	Klausur	120 min	English
3	European Union Consumer Law	Required	*	1. Sem.	*	6 Credits	Klausur	120 min	English
4	Research Methods in Economics/Colloquium in Economics	Required	*	1. Sem.	*	12 Credits	Hausarbeit, Präsentation	k.A.	English

Elective module

Students participating in the EURECA Exchange Programme offered by Technische Universität München and the University of Bologna can attend the following courses. Double Degree students must achieve 30 credits out of the specializations „Economics “ and „Markets and Innovation“ each semester.

Spezialisierung Consumer Economics

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Advanced Mathematics for Economics	Elective	*	1./3. Sem.	*	12 Credits	Klausur, mdl. Prüfung	120 min	English
2	Applied Microeconomics	Elective	*	1./3. Sem.	*	12 Credits	Klausur	120 min	English
3	Public Law and Regulation	Elective	*	1./3. Sem.	*	6 Credits	Klausur, Präsentation	120 min	English
4	Environmental Economics	Elective	*	1./3. Sem.	*	6 Credits	Klausur	120 min	English
5	Econometrics	Elective	*	2. Sem.	*	12 Credits	Klausur, Hausarbeit	120 min	English
6	Managerial Accounting	Elective	*	2. Sem.	*	12 Credits	Klausur	120 min	English
7	Seminars	Elective	*	2. Sem.		3 Credits	k.A.	k.A.	English
8	Advanced Topics in Marketing I	Elective	*	2./3. Sem.	*	6 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	k.A.	English
9	Advanced Topics in Marketing II	Elective	*	2./3. Sem.	*	12 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	k.A.	English

Specialisation Markets and Innovation

Nr.	Module Name	Type of Module	Type of Instruction SWS/ V Ü P	Sem.	SWS	Credits	Type of Examination	Duration of Examination	Language of Instruction
1	Advanced Mathematics for Economics	Elective	*	1./3. Sem.	*	12 Credits	Klausur, mdl. Prüfung	120 min	English
2	Applied Financial Economics	Elective	*	1./3. Sem.	*	6 Credits	Klausur, Präsentation	120 min	English
3	Development and Growth	Elective	*	1./3. Sem.	*	6 Credits	Klausur	120 min	English
4	Industrial Organization	Elective	*	1./3. Sem.	*	6 Credits	Klausur	120 min	English
5	Strategic Management	Elective	*	1./3. Sem.	*	12 Credits	Klausur, Präsentation	120 min	English
6	Applied Macroeconomics	Elective	*	2. Sem.	*	6 Credits	Klausur, Präsentation	120 min	English
7	Econometrics	Elective	*	2. Sem.	*	12 Credits	Klausur, Präsentation	120 min	English
8	Financial Risk Management	Elective	*	2. Sem.	*	6 Credits	Klausur, Präsentation	120 min	English
9	Seminars	Elective	*	2. Sem.	*	3 Credits	Klausur, Präsentation	60 min	English
10	Advanced Topics in Consumer Affairs Management I	Elective	*	2./3. Sem.	*	6 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	k.A.	English
11	Advanced Topics in Consumer Affairs Management II	Elective	*	2./3. Sem.	*	12 Credits	Klausur, Hausarbeit, mdl. Prüfung, Präsentation	k.A.	English

Explanation:

Sem. = Semester; SWS = Semesterwochenstunden (weekly hours per semester); V = Vorlesung (lecture); Ü = Übung (exercise course); P = Praktikum (practicum);
Se = Seminar.

In the column Duration of Examination the duration of the written exams is indicated in minutes.

*Aarhus University, Wageningen University and Warsaw University of Life Science: Semester system is not compatible. There is no information about the weekly hours per semester.

Explanatory Note:

~~¹⁾Advised semester~~

²⁾All mentioned types of examinations are possible. Further details, in particular number, scope and type of examination is to be announced bindingly in an appropriate way at the latest two weeks before the beginning of the lecture period.

³⁾The lectures will be held in German or English. The language will be announced bindingly in an appropriate way at the latest two weeks before the beginning of the lecture period.

⁴⁾Within the Master's Programme in Consumer Affairs language modules are limited to 6 credits. The language module is offered for the levels A1/ to B1/2.

⁵⁾Within the Master's Programme in Consumer Affairs project work modules are limited to 12 credits.

⁶⁾Students who have already taken or passed „Innovation Management“ at Aarhus University cannot take “Advanced Technology and Innovation Management” at Technische Universität München.

⁷⁾Students who have already taken or passed „Business Ethics“ at Aarhus University cannot take „Human Values and Business Ethics“ at Technische Universität München.

⁸⁾Students who have already taken or passed „Advanced Technology and Innovation Management“ at Technische Universität München cannot take “Innovation Management” at Aarhus University.

⁹⁾Students who have already taken or passed „Verbraucherrecht“ at Technische Universität München cannot take „European Consumer Law“ at Aarhus University.

¹⁰⁾Students who have already taken or passed „Human Values and Business Ethics“ at Technische Universität München cannot take „Business Ethics“ at Aarhus University.

~~¹¹⁾Students who have already taken or passed „Consumer Economics & Policy“ at Technische Universität München cannot take „European Consumer Policy“ at Aarhus University.~~

¹²⁾Students who have already taken or passed “Consumer Behaviour“ or „Consumer Behaviour Research Methods“ at Technische Universität München cannot take „Consumer Behavior: Concepts and Research Methods“ at the Wageningen University.

¹³⁾This course is only offered to students with Warsaw University of Life Sciences as their Home University.

Credit balance of the semesters

For EURECA students with Technische Universität München as their Home University

Semester	Credits Required Modules	Credits Required Coursework	Credits Elective Required Modules	Credits Elective Modules	Credits Master's Thesis	SWS***	Total
1	24	0	6	0	0	20	30
2	0	0	30*/0**	30*/0**	0	20	30
3	0	0	30*/0**	30*/0**	0	20	30
4	0	0	0	0	30	0	30
						Total:	120

Exlications:

- * Modules taken at Technische Universität München
- ** Modules taken at one of the partner universities
- *** partly higher values

APPENDIX 2: Aptitude Assessment

Aptitude Assessment for the Master's Programme in Consumer Affairs at the Technische Universität München

1. Purpose of the Assessment

Eligibility for the Master's Programme, in addition to the requirements pursuant to § 36 (1) no. 1, requires proof of aptitude pursuant to § 36 (1) no. 3 in accordance with the following provisions. The special qualifications and skills of the candidates should correspond to the Consumer Affairs profession. Individual aptitude parameters are:

- 1.1 ability to do research work and/or basic research and methodological work
- 1.2 specialized knowledge from undergraduate studies in related to Consumer Affairs
- 1.3 communication skills
- 1.4 social competence.

2. Aptitude Assessment Process

2.1 The aptitude test will be held annually by the TUM School of Management.

2.2 Applications for admission to the aptitude test must be filed with the dean/dean of studies of the TUM School of Management respectively the chairperson of the Aptitude Assessment Commission no later than 31 May for the winter semester (absolute deadline), using the forms issued by the TUM School of Management. Documentation pursuant to no. 2.3.2 may be filed no later than 15 August.

2.3 The application must include:

- 2.3.1 certification of a degree certificate in accordance with § 36; if this certification cannot be provided at the time the application is filed, complete certification of the first degree coursework and examination results (transcript of records) must be submitted; certification of a degree certificate must be submitted immediately upon receipt, and in any case not later than at the time of enrolment;
- 2.3.2 curriculum vitae formatted as a table;
- 2.3.3 a written statement (no more than 2 DIN A4 pages) of the reason for choosing the Master's Programme Consumer Affairs at the Technische Universität München in which the candidate explains those specific abilities and interests that make him/her particularly qualified for the Master's Programme in Consumer Affairs at the Technische Universität München; further criteria are provided in the aptitude parameters listed in no. 1 sentence 3.
- 2.3.4 an essay in English consisting of 2.000 words. The chairperson of the commission can offer one or more topics. The applicants have to be informed no later than 15 February;
- 2.3.5 a written confirmation of the applicant justifying that the statement of the reason for choosing the Master's Programme and the essay represent his/her own work and that no other sources than those listed were used.

For candidates who received a Bachelor's or Diplom Degree from the Technische Universität München there is no need to enclose the documentation specified in no. 2.3.2.

3. Aptitude Assessment Commission

3.1 The aptitude test will be administered by a commission that, as a rule, will consist of the dean of studies in charge of the Consumer Affairs Master's Programme respectively the chairperson of the Aptitude Assessment Commission, at least two members of the university faculty and at least one research associate. At least half of the commission members must be university faculty members. A representative of the student body will be a part of the commission, in an advisory capacity.

3.2 The members of the commission will be appointed by the faculty council in consultation with the dean of studies. At least one faculty member will be appointed as deputy member of the

commission. As a rule, the commission will be chaired by the dean of studies. Procedural regulations will be in accordance with Art. 41 of the BayHSchG as last amended.

4. Admission to the Aptitude Assessment Process

- 4.1 Admission to the aptitude assessment process requires that all documentation specified in no. 2.3 has been submitted in a timely fashion and that all documentation must be complete.
- 4.2 Applicants who have fulfilled the requirements will be tested orally according to no. 5.
- 4.3 Applicants who are not admitted will receive a notification specifying the reasons and providing information on legal remedies.

5. The Aptitude Assessment Process

5.1 First Level of the Aptitude Assessment Process

5.1.1 The commission evaluates the applicant's qualification for the programme pursuant to no. 1 (first level of the aptitude assessment process) on the basis of the incoming written application documents. For this purpose the written documents are screened and assessed separately by two members of the commission. Then the commission analyses on the basis of the submitted documents, if the applicant is qualified for the programme due to his/her proven qualifications and his/her presented specified competence and talents. The commission has to evaluate the submitted documents on a scale from 0 to 15 points, 0 being the worst and 15 being the best possible result.

5.1.2 For the calculation of the score the following eligibility criteria have to be consulted:

a) Previous education is considered by the final grade (10 points) and the research orientation of the previous academic studies (5 points). The points are awarded as follows: a) outcome of the first degree (final grade of the studies on the basis of §17 (7) APSO): category A is awarded with 10 points, category B with 4 points and category C or worse with 0 points. Grades from other grading scales have to be converted pursuant to §16 (9) respectively § 17 (7) APSO, intermediate grades can be considered. b) academic work competences resulting from the first degree (scientific focusing of the programme: yes: 3 points; no: 0 points) and courses from the undergraduate degree like statistics and empiric research methods; yes: 2 points; no: 0 points; counted twice.

b) Experience of life in the fields of living abroad, work experience or internships related to Consumer Affairs, volunteer work, prizes/ awards, scholarships (yes: 3 points each; no: 0 points); maximum: 15 points.

c) the application essay for the Master's Programme in Consumer Affairs is evaluated on a scale from 0 to 15 points, where 0 points are the worst and 15 points are the best achievable result.

5.1.3 The point total for the first level of the aptitude assessment process results from the summation of the single points from a) to c), divided by 4. Decimal places have to be rounded up.

5.1.4 Applicants who achieved at least 11 points will receive a confirmation of the passed aptitude assessment process. If there is detected pursuant to § 36 subsection 4, that the examination results from required modules in business administration/economics or sociology fall short of the required number of credits by no more than 6 credits, the Aptitude Test Commission may demand that the candidates demonstrate eligibility by taking those examinations as additional fundamentals examinations. That is also possible, if the student is admitted pursuant to sentence 1. If the student doesn't register for the additional fundamentals examinations in sufficient time to achieve the credits within the first academic year, the exams will be counted as failed for the first time. Failed additional fundamentals examinations can be repeated once only and must be repeated due to the following examination date. The Master's Examination Board is able to admit the student to regular examinations in dependence of the completion of the additional fundamentals examinations.

5.1.5 Not eligible applicants with less than 6 points will be notified of the result of the aptitude test in writing specifying the reasons for the rejection and providing information on legal remedies. The notice must be signed by the university administration or computer-generated. Signatory power may be delegated to the chairperson of the Commission.

5.2 Second Level of the Aptitude Assessment Process

5.2.1 The remaining applicants will be invited to an aptitude assessment interview. Interview appointments will be announced at least one week in advance. Time slots for interviews must be scheduled before expiration of the application deadline. The interview appointment must be kept by the applicant. If the applicant is unable to attend an aptitude assessment interview due to reasons beyond his/her control, a later appointment may be scheduled upon a student's well-grounded request, but no later than two weeks before the beginning of classes.

5.2.2 The aptitude assessment interview is to be held individually for each candidate. The interview is held in English and lasts at least 20 but not more than 30 minutes for each candidate. With the applicant's agreement, a representative of the student body may sit in on the interview.

5.2.3 The content of the interview covers the following topics:

- the applicant's motivation for the Master's Programme in Consumer Affairs
- general knowledge in the fields of economics and social sciences
- analytical skills in socio-economics
- academic and logical expression skills
- verbal skills

Any subject-specific academic knowledge which is to be taught in the Master's Programme in Consumer Affairs will not affect the decision. In the interview, the applicant must support the impression that he/she is suitable for the programme in question.

5.2.4 The aptitude assessment interview will be conducted by at least two members of the commission. Each member will grade the result of the interview on a scale from 0 to 15, 0 being the worst and 15 being the best possible result. The applicant's point total will be calculated on the basis of the arithmetic average of the individual grades, divided by 5. All key aspects are assessed in the same way. Decimal places must be rounded up. Applicants with 11 or more points will be deemed suitable.

5.2.5 The applicant will be notified of the result of the aptitude test in writing, taking into account any conditions set forth pursuant to no. 5.1.4 sentence 2. The notice must be signed by the university administration or computer-generated. Signatory power may be delegated to the chairperson of the Commission. A rejection notice must specify the reasons for the rejection and provide information on legal remedies.

5.2.6 Admissions to the Master's Programme in Consumer Affairs shall apply to all subsequent applications for this programme.

6. Record

For the aptitude assessment process a record must be kept showing the date, duration and location of the assessment, the names of the commission members, the applicant's name, and the decision of the members of the commission as well as the complete results. This record must contain the essential reasons for the decision and the topics discussed at the interview held with the applicants; these reasons and topics may be recorded in note form.

7. Repetition

Applicants who have failed the aptitude test for the Master's Programme in Consumer Affairs may register for one repetition of the Aptitude Test.