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Amendments to the Examination and Academic Regulations for the Master’s Program in Consumer Science at the Technical University of Munich

Readable version as amended by the amending statutes of 28 March 2019

In accordance with Art. 13 (1) Line 2 together with Art. 58 (1) Line 1, Art. 61 (2) Line 1 and Art 43 (5) of the Bayerisches Hochschulgesetz (BayHSchG) [Bavarian Higher Education Act] the Technical University of Munich (TUM) issues the following amendment:

§ 36
Eligibility Requirements

The Examination and Academic Regulations (Fachprüfungs- und Studienordnung, FPSO) of the Master’s Program Consumer Science at the Technical University of Munich (TUM) will be amended to the following:

1. In § 36 (2) the specification “12 ECTS” will be replaced by “15 Credits”.

2. The Appendix 2: Aptitude Assessment Process will be replaced by the Appendix 2: Aptitude Assessment Process, that has been updated as of 28 March 2019.

§ 49
Entry into Force

1This Statue will become effective on 1st April 2019. 2It applies to all students who started their universal program starting in winter semester 2019/2020 at the Technical University of Munich.
APPENDIX 2: Aptitude Assessment Process

Aptitude Assessment Process for the Master’s program in Consumer Science at the Technical University of Munich

1. Purpose of the Assessment

The qualification for the Master’s program in Consumer Science, 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. The particular qualifications and skills of the applicant should correspond to a career in Consumer Science. Individual aptitude parameters are:

1.1 the ability to carry out research work and/or basic research and methodological work,
1.2 demonstrated expertise in empirical research methods,
1.3 specific competence to work scientifically (as demonstrated by a scientific paper in the context of a thesis, project or other comparable achievement),

2. Aptitude Assessment Process

2.1 The aptitude assessment process will be held once a year by the TUM School of Management.

2.2 Applications for admission to the procedure must be submitted to the Technical University of Munich together with the documents according to 2.3.1 up to and including 2.3.7 and § 36 (1) no. 2 for the winter semester in the online application procedure by 31 May (cut-off period). The 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. Otherwise the acceptance to the Master’s program in accordance with § 36 FPSO is not possible.

2.3 The application must include:

2.3.1 a transcript of records containing modules of at least 140 ECTS. The transcript of records must be issued by the respective examination authority or study secretariat.
2.3.2 a curriculum vitae in table form,
2.3.3 a curricular analysis derived from the transcript of records, which must be completed as part of the online application procedure and attached as a printout to the application documents,
2.3.4 an essay written in English with a maximum of 2000 words; in this essay, the applicants should describe their ability to make scientific and logical arguments based on a question in the context of consumer science, with a basic and method-oriented text structure, and write the essay in a scientific manner with correct citation of sources; the writings must also prove their ability to express themselves in English. The essay must be uploaded to TUMonline as PDF document as well as attached as a printout. The Chair of the Commission may put one or more topics to the vote. This must be announced by 1 April at the latest,
2.3.5 an assurance that the essay was produced independently and without outside help and that the thoughts taken from outside sources are marked as such,
2.3.6 if applicable, proof of the ranking position in percentage of the degree or a percentage ranking position of the applicant in the last semester,
2.3.7 if applicable, proof of a GMAT score of a minimum of 600 points.

3. Aptitude Assessment Committee
3.1 The aptitude test shall be carried out by a committee consisting, as a rule, of the Dean of academic affairs in charge for the Master's program in Consumer Science, at least two university professors and at least one research assistant. At least half of the members of the commission must be university professors. A student representative shall act in an advisory capacity within the Committee.

3.2 The members shall be appointed by the faculty council in consultation with the Dean for academic affairs. At least one university teacher shall be appointed as a deputy member of the committee. The committee is generally headed by the Dean for academic affairs. Procedural regulations will be in accordance with Art. 41 BayHSchG as last amended.

3.3 If the Committee acts in accordance with these Statutes, the transfer of certain tasks to individual Commission members may be revoked. If, pursuant to clause 1, only one member of the commission is active in the performance of certain tasks, that member must be a university teacher. If two or more members of the committee become active in the performance of certain tasks in accordance with sentence 1, at least half of them must be university teachers. The Commission shall ensure that responsibilities are properly coordinated. If there is room for maneuver in an evaluation criterion of the aptitude procedure and if at least two members of the commission are involved in the evaluation of this criterion, the members of the commission shall evaluate independently according to the indicated weighting, unless otherwise stipulated; the number of points shall be determined by the arithmetic mean of the individual evaluations, rounded up to the nearest whole number of points.

4. Admission to the Aptitude Assessment Process

4.1 Admission to the aptitude test requires that the documents referred to in no. 2.3 have been submitted in due time and in full.

4.2 Applicants meeting the necessary prerequisites shall be tested in the aptitude test in accordance with no. 5.

4.3 Applicants who are not admitted will receive a notice of rejection with reasons and information on legal appeals.

5. The Aptitude Assessment Process

5.1 First stage of the aptitude assessment process

5.1.1 The Commission shall assess, on the basis of the written application documents required under No. 2.3, whether the applicants are suited to study in accordance with No. 1 (first stage of the aptitude test). The Commission shall assess the documents submitted on a scale of 0 to 60 points, 0 being the lowest result and 60 the best result to be achieved:

The following evaluation criteria will be applied for the evaluation:

a) Academic qualification

The curricular analysis is not based on a schematic comparison of the modules, but on competences. It is based on the elementary subject groups listed in the following table
Core module group | points
--- | ---
Technical basics in the fields of statistics, empirical research methods, quantitative methods, mathematics of at least 15 Credits | 10
Scientific work in the context of a Bachelor's thesis, a project, a scientific essay or a comparable achievement with a volume of at least 5 Credits, in which the applicant has scientifically worked on a topic and has applied the methods and specialized knowledge of his or her field of specialization. | 10
Modules in the field of business administration/management of at least 10 Credits or social/communication science modules of at least 10 Credits | 10
Modules in the field of economics in the amount of at least 5 Credits or modules in the field of Consumer Behavior in the amount of at least 5 Credits. | 10
TOTAL | 40

If it has been determined that there are no significant differences in the competences acquired (learning outcomes), a maximum of 40 points is awarded. If competences are missing, 0 points are awarded for the respective group type.

b) Grading table/ranking position or final grade

1 A total of 10 points are awarded due to the examination result of the undergraduate degree. The points are awarded on the basis of the percentile ranking position of the degree, if it is not available at the time of application, on the ranking position of the last semester in which they were registered for courses awarding credits towards the degree.

2 10 points are distributed due to the percentile ranking positions of the degree. Whoever reaches a ranking position among the best 1-20% receives 10 points, a ranking position among the best 21-30% receives 6 points, a ranking position of 31-50% receives 1 point.

3 If the applicant is unable to submit a ranking position, an overall grade average of 140 credits will be calculated on the basis of the best graded modules.

4 Up to 10 points are distributed for the overall grade average. One point is awarded for each 2/10 grade that is better than 3.0 for the total grade average of 140 ECTS. The maximum number of points is 10. Negative points are not awarded. Where a degree was obtained outside of Germany, the grade will be converted according to what is referred to as the "Bavarian formula".

5 The total grade average is calculated as the weighted grade average of the modules. The grading weights of the individual modules correspond to the assigned credits.

6 One digit after the decimal point is taken into account when determining the grade, all other digits are deleted without rounding.

7 If there is a transcript of records with more than 140 credits at the time of application, the evaluation will be based on the best graded modules in the amount of 140 credits. Applicants must list these in the application as well as confirm in writing that the information provided is correct.

8 The evaluation procedure based on ranking position or overall grade average shall be carried out in favor of the applicants.

c) GMAT Score

1 The proof of a GMAT score of at least 600 points will be awarded with 10 points. The maximum number of points is 10.

5.1.2 The number of points of the first stage results from the sum of the individual evaluations. Decimal points that remain in the final figure will be rounded up.
5.1.3 Applicants who have achieved at least 50 points will receive confirmation that the aptitude assessment process has been passed.

5.1.4 Unsuitable applicants with a total score of less than 39 will receive a notice of rejection with reasons and instructions for appeal, which must be signed by the management of the university. The authority to sign can be delegated.

5.2 Second stage of the aptitude assessment process:

5.2.1 In the second stage of the aptitude procedure, the professional qualifications acquired in the first degree course, the grade or ranking and the result of the essay by other applicants are evaluated, whereby the qualification acquired in the first degree program must be given at least equal consideration. The essay will be assessed by two members of the commission on a scale of 0 to 40 points. The content of the essay, which is based on a social topic, will be evaluated according to the following criteria:

The applicants should be able to
1. Present abilities for scientific-logical argumentation with basic and method-oriented text structure as well as to write the essay in a scientific way under correct indication of sources,
2. Classify the question in the context of Consumer Science,
3. Express themselves in English.

5.2.2 Each member of the Commission shall independently assess each of the three criteria, the criteria being weighted as follows:
1. To present scientific-logical argumentation skills with basic and applied method-oriented text structure, and to write the essay in a scientific manner and under correct indication of sources: maximum 20 points,
2. Classification of the question in the context of Consumer Science: maximum 10 points,
3. English language proficiency: maximum 10 points.

5.2.3 The score per member of the Commission is the sum of the weighted evaluations of each criterion. The total score shall be the arithmetic mean of the scores of the two Commissioners, rounded up to whole points. The maximum number of points is 40.

5.2.4 The applicant's overall score in the second stage is calculated as the points obtained under 5.2.3 and the points under 5.1.1 a) (academic qualification) and 5.1.1 b) (Grading table/ranking of final grade). Applicants with 69 or more points will be deemed suitable.

5.2.5 The result of the aptitude assessment test as decided by the committee will be communicated in writing. The notice must be signed by the TUM Board of Management. Signatory power may be delegated. A rejection notice must specify the reasons for the rejection and provide information on legal remedies.

5.2.6 Admissions to the Master's program in Consumer Science shall apply to all subsequent applications for this program.

6. Documentation
The aptitude assessment process must be documented. It particularly must contain the applicant’s name, the names of the involved committee members, the result and essential reasons for the decision of the evaluation of the essay.
7. **Repetition**

Applicants who fail the aptitude test for the Master's program in Consumer Science may register to repeat the Aptitude Assessment Test once.