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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) 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 Technical University of Munich (TUM) issues the following Examination and Academic Regulations (Fachprüfungs- und Studienordnung, FPSO):

Table of contents:

- § 34 Applicability, Academic Title
- § 35 Commencement of Studies, Standard Duration of Study, ECTS
- § 36 Eligibility Requirements
- § 37 Modular Structure, Module Examination, Courses, Course Specialization, Language of Instruction
- § 37a Project Studies (Project Studies in Consumer Science & Technology)
- § 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, Types of Assessment
- § 42 Registration for and Admission to the Master's Examination
- § 43 Scope of the Master's Examination
- § 44 Repeat 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, Diploma, Diploma Supplement
- § 49 Entry into Force

Appendix 1: Examination modules

Appendix 2: Aptitude Assessment Process

§ 34

Applicability, Academic Title

- (1) ¹These Examination and Academic Regulations (FPSO) for the Master's program in Consumer Science complement the General Academic and Examination Regulations for Bachelor's and Master's programs at the Technical University of Munich (APSO) of March 18, 2011 as amended. ²The APSO shall have precedence.
- (2) ¹Upon successful completion of the Master's examination the degree "Master of Science" ("M.Sc.") is awarded. ²The academic title may be used with the name of the university "(TUM)".
- (3) ¹The Master's study program in Consumer Affairs at the Technical University of Munich is a related program. ²In the event of a change from another university to the Technical University of Munich, the responsible examination board shall decide on the degree program's similarity on the basis of the examination/study regulations of the respective university.

§ 35

Commencement of Studies, Standard Duration of Study, ECTS

- (1) Commencement of the Master's program in Consumer Science is possible in the winter semester only.
- (2) ¹The number of credits in required and elective subjects needed to complete the Master's degree is 90 (60 weekly hours per semester), spread over three semesters. ²In addition, 30 credits (maximum six months) are required for the completion of the Master's thesis pursuant to § 46. ³The number of examinations in required and elective subjects to be completed in the Master's program in Consumer Science according to Appendix 1 is thus a minimum of 120 credits. ⁴The standard duration of study for the Master's program will be a total of four semesters.

§ 36

Eligibility Requirements

- (1) Eligibility for the Master's program in Consumer Science is demonstrated by
 1. a qualifying Bachelor's degree of at least six semesters obtained from a German or foreign university, or a degree that is at least the equivalent of this in economics or social sciences or comparable courses of study,
 2. an adequate knowledge of the English language; students whose language of education is not English must submit proof of having passed a recognized language test such as the Test of English as a Foreign Language (TOEFL, scoring at least 88 points), the International English Language Testing System (IELTS, at least 6.5 points) or the Cambridge Main Suite of English Examinations; if the student has successfully passed examination modules in English worth 15 credits as part of an undergraduate degree or conducted a Bachelor's Thesis worth 15 ECTS in English or has a GMAT score of at least 600 points, adequate knowledge of English is similarly deemed to be proven,
 3. passing the aptitude assessment pursuant to Appendix 2.
- (2) A degree is considered "qualifying" within the meaning of subsection 1 if there are no significant differences with regard to the competences (learning results) acquired in the scientifically oriented relevant Bachelor's degrees named in subsection 1 (1) at TUM or a

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comparable university, and these competences correspond to the subject-specific requirements of the Master's program in Consumer Science.

- (3) Decisions with regard to subsection 2 will be made based on the catalog of modules of the bachelor's program Management and Technology.
- (4) The comparability of programs, the specific aptitudes and the recognition of skills from degrees acquired at foreign universities will be decided upon by the Examination Committee in compliance with Art. 63 of the Bayerisches Hochschulgesetz [Bavarian Higher Education Act].

~~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.~~

§ 37

Modular Structure, Module Examination, Courses, Course Specialization, Language of Instruction

- (1) ¹General provisions on modules and courses are set out 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 and elective modules to be attended is given in Appendix 1.
- (3) ¹As a rule, the language of instruction in the Master's program in Consumer Science is English. ²In addition to the English-language modules, some modules are offered in German. ³If it is indicated in the appendix that a module is held in English or German, the examiner will announce the language of instruction in a suitable and binding manner at the latest at the beginning of the lecture period. ⁴If students have not demonstrated any knowledge of German in their application, the condition will be stated in the admission that at least one module must be successfully completed by the end of the second semester in which they will acquire an integrative knowledge of German. ⁵The offer will be announced by the examination board in accordance with usual local practice. ⁶Voluntary extracurricular activities such as German courses taken at the Language Center will also be recognized.

§ 37a

Project Studies (Project Studies in Consumer Science & Technology)

- (1) ¹The Project Studies module (Project Studies in Consumer Science & Technology) consists of active involvement in a practical or research project that is relevant to the contents of the degree program. ²It comprises 12 Credits and 360 working hours. ³The Project Studies module is completed with a written report and an oral presentation. ⁴It is carried out by a group consisting of at least two students or abroad. ⁵It shall be completed by the end of the third subject semester (Fachsemester). ⁶This is to demonstrate that tasks can be solved as a part of a team. If the student's contribution to group work is to be assessed as a component of an examination, that contribution must be clearly identifiable and gradable. ⁸This also applies to the individual contribution to the group result. ⁹For the evaluation of the Project Studies module, § 17 of the APSO applies.

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- (2) ¹The module Project Studies in Consumer Science & Technology is supervised by a university professor of the TUM School of Management, a lecturer or university professor of other faculties who teach in the course of Consumer Science studies. ²Furthermore, research associates staff of the TUM School of Management may also be appointed as examiners as long as the relevant conditions of the applicable version of the regulation on university examiners are met.

§ 38

Examination Deadlines, Progress Monitoring, Failure to Meet Deadlines

- (1) Examination deadlines, monitoring of academic progress and missed deadlines are regulated in § 10 APSO.
- (2) ¹At least one of the required module examinations listed in Appendix 1 must be completed successfully 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

According to § 29 of the APSO, the board responsible for decisions concerning examination matters is the Master's Examination Board from the TUM School of Management.

§ 40

Recognition of Periods of Study, Coursework and Examination Results

¹Recognition of periods of study, coursework and examination results is regulated by § 16 of the APSO.

§ 41

Continuous Assessment Procedure, Types of Assessment

- (1) In addition to written examinations (*Klausuren*) and oral examinations, types of assessment pursuant to § 12 and § 13 of the APSO may include (but are not limited to) Laboratory activities, exercises (tests, where applicable), reports, project work, presentations, learning portfolios, research papers and/or the examination course.
- a) ¹A **Klausur (written exam)** is a supervised written examination in which the objective is, within a limited amount of time and using predefined methods and resources, to identify problems, find solution strategies and, if required, implement them. ²The duration of written exams is regulated in § 12 (7) of the APSO.
- b) ¹**Laboratory activities** include, depending on the subject discipline, tests, measurements, fieldwork, field exercises and other activities with the aim of carrying out, evaluating and gaining knowledge. ²Examples include the following: practical experiments, the description of procedures and the theoretical foundations thereof, including the literature, the preparation (if necessary also in the form of exercises) and practical implementation, necessary calculations, documentation and evaluation, as well as the interpretation of the results with regard to the findings to be elaborated. ³The laboratory activity may be complemented by a presentation for the purpose of assessing the student's communication competency in presenting scholarly work to an audience. ⁴The specific components of each laboratory activity and the related competencies to be assessed are set out in the module description.
- c) ¹**Exercises (tests where applicable)** are administered to assess a student's ability to complete assigned tasks (for example, solving mathematical problems, writing computer programs, designing models) using theoretical knowledge to solve application-oriented

problems. ²Exercises are designed to assess the student's factual and detailed knowledge and its application. ³Practical exercises may be administered in writing, orally or electronically. ⁴They may take the form of homework assignments, practice sheets, programming exercises, (e-)tests, tasks assigned within a university internship program, etc. ⁵The concrete components of each practical exercise and the related competencies to be examined are set out in the module descriptions.

- d) ¹**A report** is a written record and summary of a learning process for the purpose of presenting the acquired knowledge in a structured way and analyzing the results in the context of a module. ²The objective is to demonstrate in the report that all the essential aspects have been understood and can be presented in writing. ³Reports may include excursion reports, internship reports, work reports, etc. ⁴The written report may be complemented by a presentation for the purpose of assessing the student's communication competency in presenting scholarly work to an audience.
- e) ¹**Project work** is designed to reach, in several phases (initiation, problem definition, role assignment, idea generation, criteria development, decision, implementation, presentation, written evaluation), the defined objective of a project assignment within a given period of time and using suitable instruments. ²In addition, project work may include a presentation in order to assess a student's communication competency in presenting scholarly work to an audience. ³The specific components of each project work assignment and the related competencies to be assessed are delineated in the module description. ⁴Project work may include group work. ⁵Here, it should be demonstrated that the tasks can be completed in a team environment. ⁶If the student's contribution to group work is to be assessed as a component of an examination, that contribution must be clearly identifiable and gradable. ⁷This also applies to each individual's contribution to the group result.
- f) ¹**A research paper** is a written assignment in which students work independently on solving complex scholarly or scholarly/application-oriented problems, using the scientific methods of the related discipline. ²The objective is to demonstrate the ability to solve problems corresponding to the learning results of the module in question in compliance with the guidelines for scholarly work – from analysis and conception to implementation. ³Research papers, differing in their requirement standards, may take the form of a conceptual framework/theory paper [Thesenpapier], abstract, essay, research paper, seminar paper, etc. ⁴The research paper may be complemented by a presentation and/or a colloquium for the purpose of assessing the student's communication competency in presenting scholarly work to an audience. ⁵Specific details of each research paper and the related competencies to be assessed are set out in the module description.
- g) ¹**A presentation** is a systematic and structured oral performance supported by suitable audio-visual equipment (such as a projector, slides, posters, videos) for the purpose of demonstrating and summarizing specific issues or results and paring complex problems down to their essential core. ²The objective of the presentation is to demonstrate the ability to prepare a certain topic within a given timeframe in such a way as to present or report on it in a clear and comprehensible manner to an audience. ³In addition, the ability to respond competently to any questions, suggestions or discussions brought by the audience and relating to the subject area should be demonstrated. ⁴The presentation may be complemented by a brief written précis. ⁵The presentation may be prepared either individually or in groups. ⁶If the student's contribution to group work is to be assessed as a component of an examination, that contribution must be clearly identifiable and gradable. ⁷This also applies to each individual's contribution to the group result.
- h) ¹An oral examination is a timed, graded discussion of relevant topics and specific questions to be answered. ²The objective of oral examinations is to demonstrate that the qualification objectives laid out in the module descriptions have been reached, the central

concepts of the subject matter covered by the exam have been understood, and they can be applied to specific problems. ³The oral examination may be held either as an individual or group examination. ⁴The duration of the examination is provided for in § 13 (2) of the APSO.

- i) ¹A **learning portfolio** is a collection of written materials compiled according to predefined criteria, demonstrating progress and achievements in defined content areas at a given time. ²The criteria according to which the materials have been chosen and their relevance for their learning progress and the achievement of the qualification objectives must be explained. ³The learning portfolio should demonstrate that active responsibility for the learning process has been taken and the qualification objectives set out in the module description have been reached. ⁴Depending on the module description, types of independent study assessment in a learning portfolio may include, in particular, application-oriented assignments, websites, weblogs, bibliographies, analyses, conceptual framework/theory papers, as well as the graphic representation of facts or problems. ⁵The specific components of each learning portfolio and the related competencies to be assessed are set out in the module description.
 - j) ¹Within the framework of an **examination course**, several examination elements are to be taken within one examination performance. ²In contrast to a partial module examination, the examination performance is examined in an organizational (spatial or temporal) coherent manner. ³Examination elements are several different formats which together cover the complete competence profile of the module. ⁴In particular, examination elements may also be examination forms according to letters a) to i). ⁵The total duration of the examination must be stated in the module catalogue; the form and duration of the individual examination elements must be stated in the module description.
- (2) ¹The module examinations are, as a rule, taken concurrently with the program. ²The type and duration of module examinations are provided for in Appendix 1. ³In the event of divergence from those provisions, § 12 (8) of the APSO must be complied with. ⁴The assessment of module examinations is governed by § 17 of the APSO. ⁵Grades from partial module examinations are weighted using the weighting factors given in Appendix 1.
- (3) Where Appendix 1 provides that a module examination is either in written or oral form, the examiner must inform the students in appropriate form, no later than the first day of classes, of the type of examination to be held.
- (4) At the request of the students and with the consent of the examiners, exams may be taken in English for German-language modules.

§ 42

Registration for and Admission to the Master's Examination

- (1) Students who are enrolled in the Master's program in Consumer Science are deemed admitted to the module examinations of the Master's examination.
- (2) ¹The registration requirements for required and elective module examinations are set out in § 15 (1) of the APSO. ²The registration requirements for repeat examinations for failed required modules are set out in § 15 (2) of the APSO.
- (3) ¹As a rule, the admission requirements for the Advanced International Experience module are the completion of a subject-related stay abroad. ²More details are given in Appendix 1.

§ 43

Scope of the Master's Examination

- (1) The Master's examination consists of:
 1. the module examination in the corresponding modules pursuant to subsection (2),
 2. the Master's thesis pursuant to § 46 and
 3. course work as indicated in § 45.

- (2) ¹The module examinations are listed in Appendix 1. ²24 Credits in required modules as well as 12 Credits in the project studies in Consumer Science & Technology must be earned according to §37a. ³In addition, one of the following three specializations in management has to be selected. ⁴When selecting the specialization in management, the following electives must be obtained:
 1. Innovation & Entrepreneurship: elective modules of at least 18 credits
 2. Marketing, Strategy & Leadership: elective modules with a minimum of 18 credits
 3. Consumers, Technology & Sustainability: elective modules with a minimum of at least 18 credits.

⁵At least 6 credits must be earned through an Advanced Seminar of the respective specialization in management. ⁶In addition, at least 6 credits must be earned in elective modules from the Economics area. ⁷Furthermore, elective modules of at least 24 credits in the field of electives in Consumer Science & Technology must be proven. ⁸The choice of modules must comply with § 8 section 2 APSO.

§ 44

Repeat Examinations, Failed Examinations

- (1) The repetition of examinations is governed by § 24 of the APSO.

- (2) Failure to pass examinations is governed by § 23 of the APSO.

§ 45

Coursework

In addition to the examinations indicated in § 43 (1), it is also necessary to successfully complete coursework in the elective module Advanced International Experience worth 6 ECTS.

§ 45a

Multiple Choice Test

The procedure for multiple choice tests is provided for in § 12 of the APSO.

§ 46

Master's Thesis

- (1) ¹In accordance with § 18 APSO, students must complete a Master's Thesis as part of the Master's examination. ²The Master's Thesis may be determined and supervised by any qualified examiner of the Technical University of Munich who is involved in the course of study (topic provider). ³The qualified examiners of the Technical University are the professors of the faculty, junior fellows of the faculty as well as lecturers or professors of other faculties who teach in the required modules or in the courses of the management specialization. ⁴The examination board appoints the topic provider.

- (2) The Master's Thesis may be begun at the earliest after the acquisition of 60 credits, but at the latest after the successful completion of all module examinations.

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- (3) ¹The period of time between topic determination and submission of the completed Master's thesis must not exceed six months. ²The Master's thesis is considered presented and not passed if it is not submitted on time without valid reasons pursuant to § 10 (7) of the APSO. ³The Master's thesis shall be written in English.
- (4) ¹If the Master's thesis is not graded with at least "sufficient" (4.0), it may be repeated once with a new topic. ²Students must renew their application for admission within six weeks of receiving the grade for their thesis.

§ 47

Passing and Assessment of the Master's Examination

- (1) The Master's examination is deemed passed when the student has successfully completed all examinations required pursuant to § 43 (1) and has earned a total of at least 120 credits.
- (2) ¹The module grade is 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 weighting of the grades for individual modules corresponds to the credits assigned to each module. ⁴The overall grade is expressed by the designation pursuant to § 17 of the APSO.

§ 48

Degree Certificate, Diploma, Diploma Supplement

¹If the Master's examination is passed, a degree certificate, diploma and a diploma supplement including a transcript of records are to be issued in compliance with § 25 (1) and § 26 of the APSO. ²The date to be entered on the degree certificate is the day when all examination and coursework requirements have been fulfilled.

§ 49

Entry into Force

- (1) ¹These Examination and Academic Regulations will enter into force on April 1, 2019. ²They shall apply to all students who commence their studies on the degree program at the Technical University of Munich as of winter semester 2019/20.
- (2) ¹The Master's program in Consumer Science replaces the Master's program in Consumer Affairs at the Technical University of Munich. ²Students who began their studies at the Technical University before the 2018/19 winter semester will complete their studies in accordance with the examination and study regulations of the Master's program in Consumer Affairs. ³An application for admission to a course of study in accordance with these subject examination and study regulations as a change of course of study from the above-mentioned course of study, taking into account the academic and examination work completed to date, may be submitted by 31 May 2019 at the latest. ⁴The aptitude procedure for the Master's program in Consumer Affairs shall be regarded as equivalent.

APPENDIX 1:

I. Scope of Master's Examination

	Components	Credits	Semester
1.	program-accompanying examinations to obtain credits in the required modules	24	Semester 1/2
2.	program-accompanying examinations to obtain credits in the elective modules „ Elective in Economics “	6	Semester 1/2
3.	program-accompanying examinations to obtain credits in the elective modules of „ Specialization in Management “	18	Semester 1/2/3
4.	program-accompanying examination to obtain credits in Project Studies in Consumer Science & Technology	12	Semester 2/3
5.	program-accompanying examinations to obtain credits in the required module Advanced International Experience	6	Semester 3
6.	program-accompanying examinations to obtain credits in the elective module „ Electives in Consumer Science & Technology “	24	Semester 1/2/3
7.	Master's Thesis in accordance with § 46	30	Semester 4

II. Examination Modules

Required Modules

From the following required modules, 24 credits must be successfully completed.

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
1	WI000739	Consumer Behavior	Required	3 V + 1 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
2	WI001174	Qualitative and Quantitative Methods in Consumer Research	Required	2 V + 2 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
3	WI001175	Consumer Behavior Research Methods	Required	2 V + 2 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
4	WI001178	Consumer Analytics & Big Data	Required	2 V + 2 Ü	2. Sem.	4	6 Credits	Written exam	60 min	English

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Project Studies in Consumer Science & Technology

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
5	WI900686	Project Studies (Master in Consumer Science)	Required		1.-3. Sem.	8	12 Credits	Project work	n/a	English

Advanced International Experience (Required module)

The compulsory module Advanced International Experience requires the completion of a subject-relevant stay abroad. TUM School of Management will announce the suitable forms of stays abroad in a suitable manner before the lectures start, which usually include study abroad, the completion of the project study or the Master's thesis abroad. The required module Advanced International Experience must be successfully passed.

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
6	WI001181	Advanced International Experience	Required	4 V	3. Sem.	4	6 Credits	Written exam	120 min	English

Elective Modules

Elective modules from the field of economics

At least one module (6 ECTS) is to be selected from the elective area of Economics.

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
7	WI000740	Consumer Economics & Policy	Elective	3 V + 1Ü	1. Sem	4	6 Credits	Written exam	120 min	English
8	WI001056_1	Principles of Economics	Elective	2 V + 2 Ü	1. Sem	4	6 Credits	Written exam	120 min	English

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Elective modules with Management focus (Specialization in management)

At least one of the following three specializations has to be chosen.

In the specialization in management Innovation & Entrepreneurship a seminar of the Advanced Seminars Innovation & Entrepreneurship must be successfully completed in the scope of at least 6 credits.

Within the specialization in management Innovation & Entrepreneurship further elective modules amounting to a total of 12 credits from a supplementary elective catalogue have to be completed successfully. The supplementary elective catalogue will be announced by the TUM School of Management in an appropriate and timely manner before the start of lectures.

Innovation & Entrepreneurship (I&E)

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
9	WIB18812_1	Advanced Seminar Innovation & Entrepreneurship	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
10	WI000116	Lead User Projekt	Elective	4 Se	1.-3. Sem.	4	6 Credits	Projektarbeit	n/a	German/English
11	WI001166	Advanced Topics in Innovation & Entrepreneurship	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/English
12	WI001136	Innovation, Society, and Public Policy	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
13	WI001147	Exploring society through future technologies	Elective	2 Se	1.-3. Sem.	2	6 Credits	Research Paper	n/a	English
14	WI001165	Sustainable Entrepreneurship - Getting Started (Life Sciences)	Elective	4 V	1.-3. Sem.	4	6 Credits	Project work	n/a	English
15	WI001150	Sustainable Entrepreneurship – Theoretical Foundations	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	180 min	English

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In the specialization in management Marketing, Strategy & Leadership a seminar of the Advanced Seminars Marketing, Strategy & Leadership must be successfully completed in the scope of at least 6 credits. Within the specialization in management Marketing, Strategy & Leadership, further elective modules amounting to a total of 12 credits from a supplementary elective catalogue must also be successfully completed. The supplementary elective catalogue will be announced by the TUM School of Management in an appropriate and timely manner before the start of lectures.

Marketing, Strategy & Leadership (MSL)

No.	Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
16	WIB17003	Advanced Seminar Marketing, Strategy & Leadership -Strategy and Organization	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/English
17	WIB05004	Advanced Seminar Marketing, Strategy & Leadership (Marketing)	Elective	4 Se	1.-3. Sem.	4	6 Credits	Laborleistungen	n/a	German/English
18	WI001090	Behavioral Pricing: Insights, Methods, and Strategy	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
19	WI000817	Marketing Compliance	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	German
20	WI001128	Strategies in MNEs	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	60 min	English
21	WI001140	Luxury Marketing	Elective	4 V	1.-3. Sem.	4	6 Credits	presentation	n/a	English
22	WI000994	Negotiation Strategies	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/English

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In the specialization in management Consumers, Technology & Sustainability a seminar of the Advanced Seminars Consumers, Technology & Sustainability must be successfully completed in the scope of at least 6 credits. Within the specialization in management Consumers, Technology & Sustainability, further elective modules amounting to a total of 12 credits from a supplementary elective catalogue must also be successfully completed. The supplementary elective catalogue will be announced by the TUM School of Management in a timely manner before the start of lectures.

Consumers, Technology & Sustainability (CTS)

No.	Module no.	Module name	Module Type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
23	WI001179	Advanced Seminar in Consumers, Technology & Sustainability	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research paper	n/a	English
24	WIV05001	Advanced Seminar Economics & Policy	Elective	4 Se	1.-3. Sem.	4	6 Credits	Written exam	120 min	English
25	WI000286	Environmental and Natural Resource Economics	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	English
26	POL00011	Politics for Rocket Scientists: An Introduction to Political Science for Non-Political Scientists	Elective	3 V	1.-3. Sem.	3	6 Credits	Written exam	90 min	English
27	POL40100	Introductory Lecture Politics and Technology	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	90 - 120 min	English
28	POL70070	Ethics of Technology	Elective	2 V + 2 Se	1.-3. Sem.	4	6 Credits	Presentation	n/a	English
29	WI001123	Sustainability Marketing and Consumption	Elective	4 Se	1.-3. Sem.	4	5 Credits	Written exam	60 min	English
30	ED0027	Consumer History	Elective	2 V+ 2 Se	1.-3. Sem.	4	6 Credits	Research paper	n/a	English
31	WI001147	Exploring society through future technologies	Elective	2 Se	1.-3. Sem.	2	6 Credits	Research paper	n/a	English
32	WI000100	Economics III	Elective	2 V+ 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	120 min	German/ English

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Electives in Consumer Science & Technology

Within the scope of the electives, students complete examinations in the total amount of 24 credits. In the Elective Modules, students have access to all courses in the specialization in management areas, from which at least 24 credits in examinations are to be selected. Alternatively, up to 24 credits can be earned as General Knowledge Modules from the full range of courses offered by the Technical University of Munich at Master level. Students compile an individual semester study plan together with a mentor appointed by the faculty. Instead of providing the electives in Consumer Science & Technology at the TUM, subject-related examination work can be completed at a foreign university during a stay abroad. For this purpose, students compile an individual semester study plan together with a mentor appointed by the faculty. The corresponding courses are to be selected from the range offered by the foreign university.

Master's Thesis

No.	Module no.	Module name	Module Type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of Examination	Language of instruction
33	WI900766	Master's Thesis (Master in Consumer Science)	Required		4. Sem.		30 Credits			English

Key to abbreviations:

Sem. = recommended semester; SWS = Semester hours per week; V = lecture; Ü = exercise;

Se = Seminar

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III. Ideal-typical study plan

1. Semester (winter semester)	Credits
Required Modules	18
Elective in Economics	6
Electives in Consumer Science & Technology	6
Credits gesamt	30
2. Semester (summer semester)	
Required Modules	6
Specialization in Management	12
Electives in Consumer Science & Technology	12
Credits gesamt	30
3. Semester (winter semester)	
Specialization in Management	6
Electives in Consumer Science & Technology	6
Project Studies (Master in Consumer Science)	12
Advanced International Experience	6
Credits gesamt	30
4. Semester (sommer semester)	
Master's Thesis	30
Credits gesamt	30

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

¹The 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. ²The particular qualifications and skills of the applicant should correspond to a career in Consumer Science. ³Individual 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 ¹Applications 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). 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 FPO 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 ¹The 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. ²At least half of the members of the commission must be university professors. ³A student representative shall act in an advisory capacity within the Committee.
- 3.2 ¹The members shall be appointed by the faculty council in consultation with the Dean for academic affairs. ²At least one university teacher shall be appointed as a deputy member of the committee. ³The committee is generally headed by the Dean for academic affairs. ⁴Procedural regulations will be in accordance with Art. 41 BayHSchG as last amended.
- 3.3 ¹If the Committee acts in accordance with these Statutes, the transfer of certain tasks to individual Commission members may be revoked. ²If, 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. ³If 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. ⁴The Commission shall ensure that responsibilities are properly coordinated. ⁵If 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 ¹The 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). ²The 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

¹The curricular analysis is not based on a schematic comparison of the modules, but on competences. ²It is based on the elementary subject groups listed in the following table

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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

³If it has been determined that there are no significant differences in the competences acquired (learning outcomes), a maximum of 40 points is awarded. ⁴If competences are missing, 0 points are awarded for the respective group type.

b) Grading table/ranking position or final grade

¹A total of 10 points are awarded due to the examination result of the undergraduate degree. ²The 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.

³10 points are distributed due to the percentile ranking positions of the degree. ⁴Whoever 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. ⁵If 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. ⁶Up to 10 points are distributed for the overall grade average.

⁷One point is awarded for each 2/10 grade that is better than 3.0 for the total grade average of 140 ECTS. ⁸The maximum number of points is 10. ⁹Negative points are not awarded. ¹⁰Where a degree was obtained outside of Germany, the grade will be converted according to what is referred to as the "Bavarian formula". ¹¹The total grade average is calculated as the weighted grade average of the modules. ¹²The grading weights of the individual modules correspond to the assigned credits. ¹³One digit after the decimal point is taken into account when determining the grade, all other digits are deleted without rounding.

¹⁴If 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.

¹⁵Applicants must list these in the application as well as confirm in writing that the information provided is correct. ¹⁶The evaluation procedure based on ranking position or overall grade average shall be carried out in favor of the applicants.

c) GMAT Score

¹The proof of a GMAT score of at least 600 points will be awarded with 10 points. ²The maximum number of points is 10.

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- 5.1.2 ¹The number of points of the first stage results from the sum of the individual evaluations. ²Decimal 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 ¹Unsuitable 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. ²The authority to sign can be delegated.
- 5.2 Second stage of the aptitude assessment process:
- 5.2.1 ¹In 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. ²The essay will be assessed by two members of the commission on a scale of 0 to 40 points. ³The 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 ¹The score per member of the Commission is the sum of the weighted evaluations of each criterion. ²The total score shall be the arithmetic mean of the scores of the two Commissioners, rounded up to whole points. ³The maximum number of points is 40.
- 5.2.4 ¹The 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). ²Applicants with 69 or more points will be deemed suitable.
- 5.2.5 ¹The result of the aptitude assessment test as decided by the committee will be communicated in writing. ²The notice must be signed by the TUM Board of Management. ³Signatory power may be delegated. ⁴A 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. Record

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.

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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.