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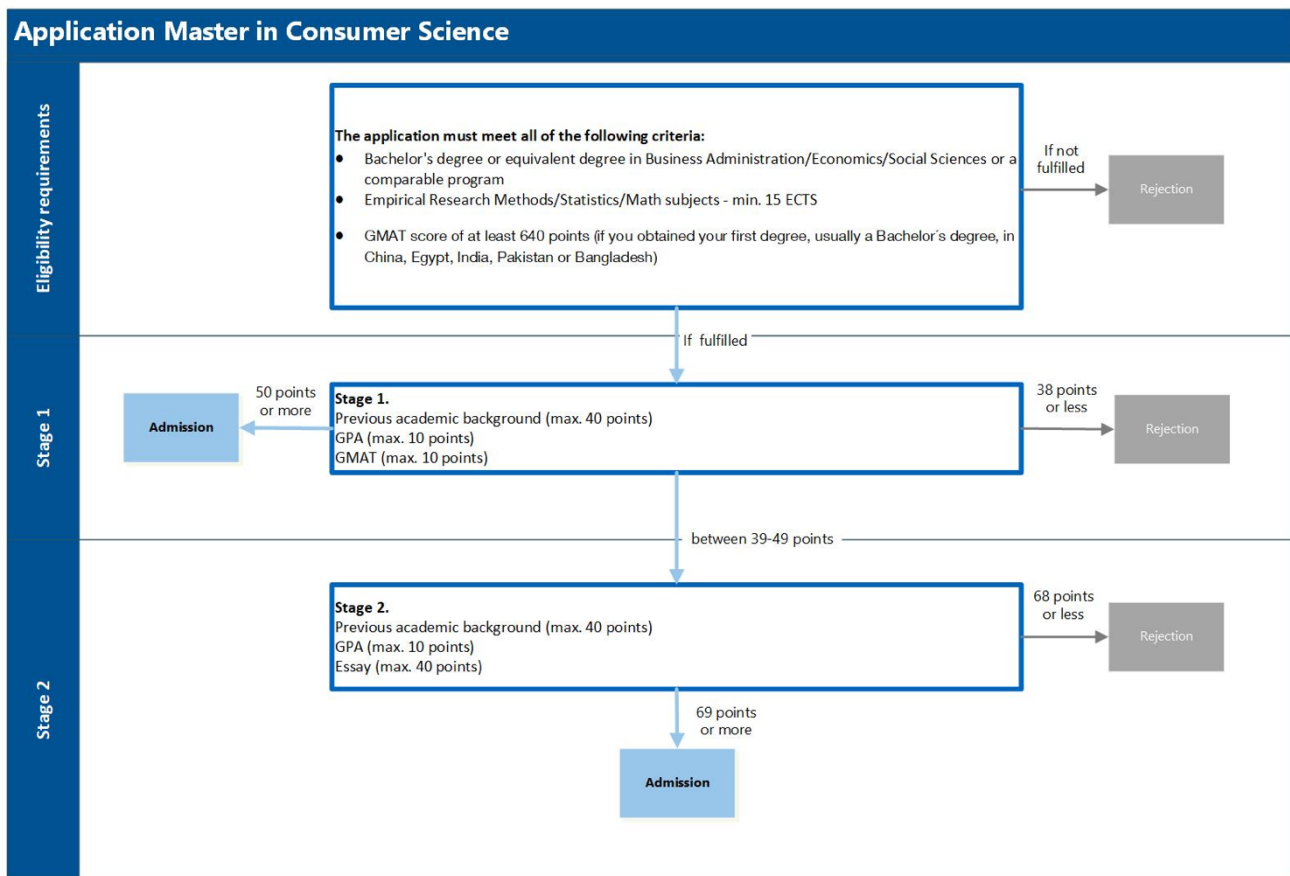
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**Application process chart Master in Consumer Science**



## 1. [Assessment procedure Master in Consumer Science](#)

### 1.1. Entrance Requirements

To be eligible to apply for the Master in Consumer Science program, applicants must:

- (a) hold a Bachelor's degree or equivalent (at least 140 ECTS at the time of application) in management, economics, or social sciences (e.g. sociology, psychology, communication sciences or equivalent) and,
- (b) have a minimum of 15 ECTS in empirical research methods, statistics, quantitative methods or math.
- (c) submit a **GMAT** (classic/focus) with at least 65% percentile ranking if you have obtained your first degree (usually a Bachelor's degree) in China, Egypt, India, Pakistan, and Bangladesh.
- (d) Since the essay is a mandatory document for the application, all applicants must upload it on TUMonline, even if they are sure of obtaining admission in stage 1. We expect a high standard of scientific work from our applicants. Therefore, independently of the result in stage one, all essays will be checked to see if they comply with these standards. Applicants who do not meet them, as in cases of plagiarism or the use of AI (e.g., Chat GPT, DeepL, Grammarly, etc) evidenced in the essay, will be excluded from the process. Essays are evaluated on the applicant's original work and the use of manual skills. We do not allow the use of AI technologies for idea creation, structuring, editing, or assignment completion.

Please note that **under no circumstances conditional admission** will be given, in case an applicant does not meet the Entrance Requirements at the time of application!

If your application fulfills all entrance requirements from 1.1., we will start with the first stage of the assessment procedure.

### 1.2. Stage 1: Previous academic background + GPA + GMAT (if equals or higher 650 points)

If an application fulfills the entrance requirements, 10 points will be immediately granted for the min. 15 ECTS in empirical research methods, statistics, quantitative methods, or math. Additionally, 30 points will be granted for the experience gained in scientific writing in the context of a bachelor thesis, a project, a scientific paper, or a comparable paper; modules from the field of business administration / management or in the field of social / communication sciences; and modules from the field of economics or in the field of consumer behavior.

As long as the course has been passed, they can be considered for the assessment. The respective grade is irrelevant for the evaluation of the core module groups. If the application does not have the minimum number of credits stipulated for each category, zero points will be given in that specific field.

Core module group	Points	
Subject-specific knowledge in the fields of statistics, empirical research methods, quantitative methods, mathematics amounting to at least 15 ECTS	10	immediately granted
Scientific writing in the context of a bachelor thesis, a project, a scientific paper or a comparable paper of at least 5 ECTS	10	could be granted
Modules from the field of business administration / management amounting to at least 10 ECTS <u>or</u> modules in the field of social / communication sciences amounting to 10 ECTS	10	could be granted
Economics modules amounting to at least 5 ECTS <u>or</u> modules from the field of consumer behavior amounting to at least 5 ECTS	10	could be granted
Total	40	

**Up to 10 points** will be given for your overall final bachelor's degree grade. If you apply with a bachelor's degree from a foreign country and / or with a grade of grading system other than the German one, your grade will be converted into the German grading system using the [Bavarian formula by TUM](#) or [Uni-Assist](#).

<b>German Grade</b>	1,0 / 1,1	1,2 / 1,3	1,4 / 1,5	1,6 / 1,7	1,8 / 1,9	2,0 / 2,1	2,2 / 2,3	2,4 / 2,5	2,6 / 2,7	2,8 / 2,9	3,0 or below
<b>Points</b>	10	9	8	7	6	5	4	3	2	1	0

The points from the core modules and your final grade will be combined.

Extra points will be given for a GMAT score according to the table below:

Classic GMAT	≥ 640	650	660	670; 680	690	700	≥710
GMAT Certificate Percentile Ranking (%)	≤ 65 to 71	from 72 to 74	from 75 to 79	from 80 to 84	from 85 to 88	from 89 to 92	≥ 93
Points EV	0	1	2	4	6	8	10

Please note that if you have obtained your first degree (usually a bachelor's degree) in **China, Egypt, India, Pakistan, and Bangladesh** you **must submit a GMAT** (classic/focus) **with at least 65%** percentile ranking. Extra points will be granted only with a percentile ranking from 72% and above. If your bachelor's degree has been obtained in any other country, submitting a GMAT is optional for you. If you decide to submit a GMAT, the extra points will be given according to the table above.

The extra points of the GMAT are considered only on the first stage of the assessment procedure.

Please be sure you give the Technical University of Munich **the right to verify it online**.

**The result of stage 1 either leads to:**

- a rejection: if the application only reaches 38 points or less
- a direct admission: if the application reaches 50 points or more
- to the evaluation of the essay in stage 2 of the assessment procedure: if the application reaches between 39 and 49 points.

**1.3. Stage 2: Points from Stage 1 (without GMAT) + Essay**

In case the Essay is relevant for the final assessment, it will be evaluated based on the following criteria, the maximum point score for the essay is 40 points:

- Ability of scientific-logical reasoning (max. 20 points)
- Classification in the context of consumer science (max. 10 points)
- English-language expressiveness (max. 10 points)

The final result in stage 2 consists of the combined points from stage 1 (GMAT not being considered in stage 2) and the total points achieved in the evaluation of the Essay. If the combined total is 69 points or more, the application will be accepted (admission), if the total point score is 68 points or less, the application will be rejected.

Please refer to the info sheet "How should I write the essay?" on our website for more information regarding the essay.

## 2. How to fill out the Curricular Analysis?

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

### 2.1. Registration

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

TUM Aptitude Assessment TUM

Admin log in

## Welcome to the TUM Aptitude Assessment Portal

Enter your email address to receive a login code. After logging in, you will be able to create new curriculum analysis or edit an existing one.

\* Email:

Please input your email!

Help

In case you need help or need to edit an already submitted curriculum analysis please contact us here: TUM Administration.

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## Welcome to the TUM Aptitude Assessment Portal

Enter the login code associated with the email address: daniela.rueda.urrea@tum.de

\* Login Code:

Please input your 6 digit login code!

## Enter your personal information.

← Your Curriculum Analysis

Reset Save Submit

for Testprocess - Testing Studies  
Credits/Modules Validation

0 / 0

\* First Name:

\* Last Name:

\* Applicant Number:

\* Application Number:

\* Date of Birth:

\* TUM Alumnus:

\* Academic Qualification:

\* University Name:

\* University City:

\* University Country:

\* Required Credits:

\* Current Credits:

\* Standard period of study (years):

Please provide information regarding your undergraduate studies (bachelor program):

Previous study program: please indicate your previous study program in German or English as stated on your degree certificate.

Please indicate the official name of your university and its place and country.

Please enter the required amount of credits to complete the studies and the standard length of the program in years.

## 2.2. Entering Courses

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

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

▼ Fundamental subjects in statistics, empirical research methods, quantitative methods or math Sum of Credits: 0/15

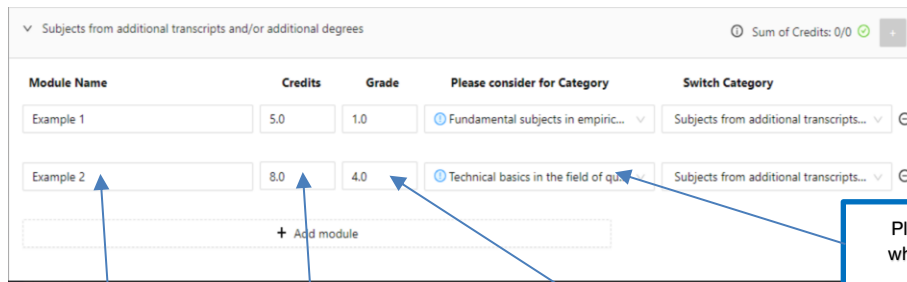
Module Name	Credits	Grade	Category
<input type="text" value="Module Name"/>	<input type="text" value="Credits"/>	<input type="text" value="Grade"/>	Fundamental subjects in statistics, ERM or math
<input type="text" value="+ Add module"/>			

Please enter the name of the course/module as stated on the transcript (Leistungsnachweis) in German or English.

Please enter the number of credits you have gained for the course as indicated on the transcript.

Please enter your grade as indicated on the transcript. Foreign grades do not need to be transferred into the German grading system. **In case you have non-numerical grades, please enter 0.0.**

Subjects or modules from additional transcript that you would like to use to fulfill the ECTS requirements must be entered in the last category "Subjects from additional transcript and/or additional degree".



Module Name	Credits	Grade	Please consider for Category	Switch Category
Example 1	5.0	1.0	Fundamental subjects in empiric...	Subjects from additional transcripts...
Example 2	8.0	4.0	Technical basics in the field of qu...	Subjects from additional transcripts...
+ Add module				

Please enter the name of the course/module as stated on the transcript (Leistungsnachweis) in German or English.

Please enter the number of credits you have gained for the course as indicated on the transcript.

Please enter your grade as indicated on the transcript. Foreign grades do not need to be transferred into the German grading system. **In case you have non-numerical grades, please enter 0.0**

Please choose the core module group in which you want the subject/module to be considered for.

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

Examples: Statistics, empirical research methods, market research

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

Examples: Bachelors thesis, scientific paper

3. Modules from the field of business administration / management amounting to at least 10 ECTS or modules in the field of social / communication sciences amounting to min. 10 ECTS

Examples: Business management, controlling, marketing, strategic management

4. Economics modules amounting to at least 5 ECTS or modules from the field of consumer behavior amounting to at least 5 ECTS

Examples: Consumer behavior, consumer affairs, microeconomics, macroeconomics

**If the name of the course(s) is not clearly about the respective topic, it may be helpful to upload the course description(s) for our reference.**

**To upload the document click on the little white cross next to the name of the category.**

Sum of Credits: 0/25

5. all other subjects

Examples: English, american history, biology, etc.

6. Subjects from additional transcripts and/or additional degrees

All completed additional classes that are not part of your main study program but were accomplished to gain missing credits necessary for a successfully application.

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

## 2.3 Additional Information about core modules

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

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

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

## 2.4. Submission

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

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

The screenshot shows a web form titled "Your Curriculum Analysis" with a back arrow on the left and "Reset", "Save", and "Submit" buttons on the right. A warning box at the top left says "for Testprocess - Testing Studies Credits/Modules Validation" with a red triangle icon and "140 / 140.00". A callout box on the right points to the warning and says "Check that the number of credits is the same." Below the warning are five input fields: "\* First Name:" (redacted), "\* Last Name:" (redacted), "\* Applicant Number:" (2-00001234), "\* Application Number:" (1-00001234), and "\* Date of Birth:" (19/04/1990 with a calendar icon).

## 2.5. FAQs about the Curricular Analysis

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

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

**I did not get a grade for the course, should I list it?** Yes, please list all modules of your transcript of records. If you did not get a grade please enter 0.0.

[I'm not sure which category my course fits into. What should I do?](#) Please put it under the category "all other subjects", if you are not sure.

[Should I convert grades into the German grading system and credits into the ECTS system?](#) No, please enter the classes exactly as they appear on your transcript of records. If any conversions are necessary, they will be done by TUM.

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

[Can I enter non-numerical grades \(such as A, B ...\)?](#) No, the system cannot process non-numerical grades. In this case, please enter 0.0, we will use the information on your transcript for reference. . In case your transcript of records contains the numerical equivalence of the letter grades, please enter the numerical grades.

[I made a mistake. What should I do?](#) If you have made a mistake, please contact [admission@wi.tum.de](mailto:admission@wi.tum.de)

[How can I upload a module description?](#) To upload your module descriptions in the Curricular Analysis click on the white cross next to each category.

[Where can I find the Application and Applicant numbers?](#) You find the numbers in TUMonline:

1. Click continue in the application until you will come to "preview" (it normally saves the draft)
2. Then go back
3. In "My applications" , you will see both the numbers

If with these steps you still cannot find the application number, please enter the applicant number instead.

[I'm having problems with the Curricular Analysis, what can I do?](#) If you are facing problems with the Curricular Analysis, please try the following solutions.

- Have all the fields in Personal Information been filled in and saved? These are required fields and if any of them have not been filled in, nothing can be saved.
- Are you using the latest version of Google Chrome, Safari, or Mozilla Firefox? The program works best in these browsers. Outdated browser versions may cause difficulties.
- Do you fill in all the information in the modules? It is necessary to fill in all fields here as well.

Please note that this information sheet is not legally binding nor do we guarantee its correctness and completeness! The only legally binding document is [the statute \("FPSO"\) in its most current version.](#)