

Examination and Academic Regulations for the Master's Degree Program in Consumer Science at the Technical University of Munich

dated April 25, 2018

Clean version
as amended by the second amending statutes of March 16, 2022

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):

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§ 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) dated 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 addendum "(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 compulsory and elective subjects required 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 compulsory 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 amount to 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 12 credits as part of an undergraduate degree or conducted a Bachelor's Thesis in English or has a GMAT score of at least 600 points, adequate knowledge of English is similarly deemed to be proven,
 3. proof of subject knowledge in the form of a "Graduate Management Admission Test" (GMAT) with at least 640 points is mandatory for applicants who completed their first degree in the following countries: China, Bangladesh, India, Egypt, Pakistan; for other applicants with a first degree not completed in a signatory state of the Convention on the Recognition of Qualifications concerning Higher Education in the European Region of April 11, 1997 (hereinafter: Lisbon Convention), the submission of the test according to sentence 1 is recommended,

4. 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 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.

§ 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 (III.).
- (3) ¹The language of instruction in the Master's program in Consumer Science is English in general. 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 during the application process, admission will be subject to the additional requirement that at least one module is taken by the end of the second semester in which the student obtains integrative German skills. ⁵Relevant courses will be announced by the Examination Board in the usual manner. ⁶Voluntary extracurricular activities such as German courses offered by the TUM 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. ⁵The Project Study can also be completed abroad. ⁶It shall be completed by the end of the third subject semester (Fachsemester). ⁷Here, it should be demonstrated that the tasks can be completed in a team environment. ⁸If 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. ⁹This also applies to the individual contribution to the group result. ¹⁰For the evaluation of the Project Studies module, § 17 of the APSO applies.
- (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, Study Progress Monitoring, Failure to Meet Deadlines

- (1) Examination deadlines, study progress monitoring and failure to meet deadlines are governed by § 10 APSO.
- (2) ¹At least one of the compulsory 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

Pursuant 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) ¹In addition to written examinations (Klausuren) and oral examinations in this course of study, possible forms of examination in accordance with §§ 12 and 13 APSO include laboratory activities, exercises (tests where applicable), reports, project work, presentations, learning portfolios and/or scientific papers. ²The specific components of the respective module examination and the competences to be examined are listed in the module description. ³Depending on the subject, the examination can be carried out individually or in groups, § 18 (2) sentences 2 and 3 of the APSO apply accordingly.
 - a) ¹A **Written Exam** (Klausur) is a supervised written examination in which the objective is to identify problems, find solution strategies and, if required, implement them, within a limited amount of time and using predefined methods and resources. ²The duration of written exams is governed 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 researching literature, the preparation 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.
 - c) ¹**Exercises (tests where applicable)** are administered to assess a student's ability to complete assigned tasks (for example, solving mathematical problems, coding, 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, coding exercises, (e-)tests, design tasks, posters, tasks assigned within a university internship program, attestations, etc.

- d) ¹A **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. ³Project work may also include design drafts, drawings, plan representations, models, objects, simulations and documentation.
- f) ¹A **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.
- g) ¹A **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..
- 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 duration of the examination governed by § 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. ⁵Based on the learning portfolio created, a summative discussion can take place for verbal reflection.

- j) ¹In the context of an **examination sequence**, several examination elements are to be taken within one examination. ²In contrast to a partial module examination, the examination performance is examined in an organizational (spatially or temporally) coherent manner. ³Examination elements are several different formats which together cover the complete competence profile of the module. ⁴In particular, examination elements can also be examination forms according to letters g) and h) in combination with a practical performance. ⁵The total duration of the examination must be stated in the module catalogue;
- (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 (II). 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 (II).
- (3) Where Appendix 1 (II) 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 compulsory 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.

§ 43

Scope of the Master's Examination

- (1) The Master's examination consists of:
1. the module examination in the modules pursuant to subsection (2),
 2. the Master's Thesis pursuant to § 46.
- (2) ¹The module examinations are listed in Appendix 1 (II). ²24 Credits in compulsory modules as well as 12 credits in the project studies in Consumer Science & Technology must be earned according to §37 a. ³In addition, one of the following three specializations in management can be selected. ⁴When selecting the specialization in management, the following electives must be obtained:
1. Innovation & Entrepreneurship: elective modules of at least 24 credits,
 2. Management & Marketing: elective modules of at least 24 credits,
 3. Economics & Econometrics: elective modules of at least 24 credits.

⁵Out of these, at least 6 credits must be earned through an Advanced Seminar of the respective specialization in management. ⁶If no specialization is chosen according to points 3 and 4, elective modules in management amounting to at least 24 credits must be taken instead, of which at least 6 credits must be taken through an Advanced Seminar. ⁷Furthermore, elective modules of at least 30 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

No modules in the Consumer Science master's degree program conclude with coursework.

§ 45a

Multiple Choice Tests

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

§ 46

Master's Thesis

- (1) In accordance with § 18 APSO, students must complete a Master's Thesis as part of the Master's examination.
- (2) ¹The completion of the Master's Thesis module should generally be the last examination undertaken. ²In order to be admitted to start working on their Master's thesis earlier, students must have earned a minimum of 60 credits submit a request and if the goal of the Thesis according to § 18 (2) of the APSO can be achieved under consideration of the previous course of studies.
- (3) ¹The period of time between the determination of the topic and submission of the completed Master's thesis must not exceed six months. ²The Master's thesis is considered completed and failed 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 register their new topic 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 120 credits at least.
- (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

If 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.

§ 49
Entry into Force *)

- (1) ¹These Examination and Academic Regulations will enter into force on April 1, 2018. ²They shall apply to all students who commence their studies on the degree program at the Technical University of Munich from the winter semester 2018/19 onwards.
- (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 winter semester 2018/19 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 May 31, 2019 at the latest. ⁴The aptitude procedure for the Master's program in Consumer Affairs shall be regarded as equivalent.

*) This provision concerns the entry into force of the Articles of Incorporation in the original version of April 1, 2018. The date of entry into force of the amendments results from the Amending Articles of Incorporation.

APPENDIX 1:

I. Scope of Master's Examination

	Components	Credits	Semester
1.	program-accompanying examinations to obtain credits in the compulsory modules	24	Semester 1/2
2.	program-accompanying examinations to obtain credits in the management electives; when choosing a specialization in the elective modules of the management specialization	24	Semester 1/2/3
3.	program-accompanying examination to obtain credits in Project Studies in Consumer Science & Technology	12	Semester 2/3
4.	program-accompanying examinations to obtain credits in the elective module Electives in Consumer Science and Technology	30	Semester 1/2/3
5.	Master's Thesis in accordance with § 46	30	Semester 4

II. Examination Modules

Compulsory Modules

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

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

Project Studies in Consumer Science & Technology

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

Elective modules with Management focus (Specialization in management)

One of the following three specializations in management can be chosen. If no specialization is chosen, a total of 24 credits should be acquired in electives chosen from the following provided examples of the different specializations. Furthermore, any seminar of the Advanced Seminars at the TUM School of Management must be successfully completed in the scope of at least 6 credits.

Innovation & Entrepreneurship (I&E)

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

Within the Innovation & Entrepreneurship, further elective modules amounting to a total of 18 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.

Module no.	Module name	Module type	Type of instruction on SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIB18812_1	Advanced Seminar Innovation & Entrepreneurship: Ideation & Venture Creation	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI000116	Lead User Projekt	Elective	4 Se	1.-3. Sem.	4	6 Credits	Project work	n/a	German/English
WI001166	Advanced Topics in Innovation & Entrepreneurship: Entrepreneurial Prototyping	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/English
WI001165	Sustainable Entrepreneurship - Getting Started (Life Sciences)	Elective	4 V	1.-3. Sem.	4	6 Credits	Project work	n/a	English
WI001150	Sustainable Entrepreneurship – Theoretical Foundations	Elective	4 V	1.-3. Sem.	4	6 Credits	Research Paper	180 min	English
WIB33002	Venture Capital Lab	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001291	Competition Law and Entrepreneurial Strategies	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	English
WI00180	Business Plan – Advanced Course (Business Models Sales and Finance)	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German

Management & Marketing (M&M)

In the specialization Management & Marketing, one of the offered seminars within the framework of the Advanced Seminars Management & Marketing must be successfully completed to the extent of at least 6 credits.

Within the specialization Management & Marketing, further elective modules amounting to a total of 18 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.

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIB08001	Advanced Seminar Marketing, Strategy & Leadership: Advances in Consumer Research	Elective	4 Se	1.-3. Sem.	4	6 Credits	Presentation	n/a	English
WI001090	Behavioral Pricing: Insights, Methods, and Strategy	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI000817	Marketing Compliance	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	German
WI001128	Strategies in MNEs	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	60 min	English
WI001140	Luxury Marketing	Elective	4 V	1.-3. Sem.	4	6 Credits	Presentation	n/a	English
WI000994	Negotiation Strategies	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/ English
WI001219	Online Marketing	Elective	2 V	1.-3. Sem.	2	3 Credits	Written exam	n/a	English
WI001167	Choice Architecture Applications in Consumer Behavior	Elective	2 Se	1.-3. Sem.	2	3 Credits	Presentation	n/a	English
MGT001243	Introduction to Statistics Using R	Elective	4 V	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English

Economics & Econometrics (E&E)

In the specialization Economics & Econometrics, one seminar of the seminars offered within the framework of the Advanced Seminars Economics & Econometrics must be successfully completed with at least 6 credits.

Within the management Economics & Econometrics, additional elective modules from a supplementary elective catalog worth 18 credits must also be successfully completed.

The supplementary elective catalog will be announced by the TUM School of Management before the start of lectures.

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIV05001	Advanced Seminar Economics & Policy: Economics of Innovation	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English/German
WI000100	Advanced Microeconomics	Elective	2 V+ 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	120 min	English/German
WI001221	International Trade I	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001220	Network Economics I	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001145	Energy Economics	Elective	2 V + 2 Ü	1.3. Sem.	4	6 Credits	Written exam	120 min	English
WI001133	Advanced Seminar Economics & Policy: Strategic Interaction - in Theory, Lab, and Field	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001250	Advanced Seminar Economics & Policy: Current Topics in Value Chain Economics	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English/German
WI000258	Empirical Research in Management and Economics	Elective	4 VI	1.3. Sem.	4	6 Credits	Written exam	120	English

Electives in Consumer Science and Technology

Within the scope of the electives, students complete examinations in the total amount of 30 credits.

In this area of elective modules, students have access to all courses in the specializations in management, from which at least 30 credits in examinations are to be selected. Alternatively, up to 30 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 and 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

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

Key to abbreviations:

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

Se = Seminar, VI = lecture with integrated exercise

III. Ideal-typical study plan

1. Semester (winter semester)	Credits
Compulsory modules	18
Specialization in Management or Electives in Management	6
Electives in Consumer Science & Technology	6
Total Credits	30
2. Semester (summer semester)	
Compulsory modules	6
Specialization in Management or Electives in Management	12
Electives in Consumer Science & Technology	12
Total Credits	30
3. Semester (winter semester)	
Specialization in Management or Electives in Management	12
Electives in Consumer Science & Technology	6
Project Studies (Master in Consumer Science)	12
Total Credits	30
4. Semester (sommer semester)	
Master's Thesis	30
Total Credits	30

APPENDIX 2: Aptitude Assessment Process

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

1. Purpose of the Assessment

¹The qualification for the Master's degree 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),
- 1.4 subject-specific language competence in English.

2. Aptitude Assessment Process

2.1 ¹The aptitude test will be held once a year by the School of Management. ²The Enrollment Statutes, in particular § 7, shall apply to the aptitude assessment process

2.2 ¹Applications for admission to the aptitude test according to § 7, must be submitted to the Technical University of Munich together with the documents according to 2.3.1 through 2.3.7 and § 36 (1) no. 2 for the winter semester in the online application procedure by May 31 (absolute deadline). ²The diploma and the degree certificate as proof of completion of the Bachelor's program must be filed with the Registrar's Office of the Technical University of Munich no later than five weeks after the beginning of lectures. ³If this is not done, the applicant will not be permitted to start the Master's degree pursuant to § 36 of these regulations.

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 office.
- 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 at least 1500 words and at most 2000 words; the essay must be uploaded as a PDF document in TUMonline; the chairman of the committee can offer one or more topics; this has to be announced by April 1 at the latest,
- 2.3.5 an assurance that the essay was written independently and without outside help and that it has been written in compliance with the guidelines for safeguarding good scientific practice and for dealing with scientific misconduct at the Technical University of Munich, the thoughts taken from external sources are marked as such,
- 2.3.6 optionally, for applicants who are not required to provide proof of a GMAT score in accordance with § 36 (1), No. 3, proof of a GMAT score.

3. Aptitude Assessment Committee

- 3.1 ¹The aptitude test shall be carried out by the committee for the aptitude test and the selection committee. ²The committee for the aptitude test is responsible for preparing the aptitude assessment, its organization and ensuring a structured and standardized procedure for determining suitability within the framework of this statute; it is responsible, provided that no other responsibility is specified by these regulations or by delegation. ³The implementation of the procedure pursuant to No. 5 with the reservation of No. 3.2 sentence 11 shall be the responsibility of the committee.
- 3.2 ¹The committee for the aptitude test consists of five members. ²The members of the committee are appointed by the Dean in consultation with the Vice-Dean of Academic Affairs from the members of the TUM School of Management who have authorization as examiners. ³At least three of the committee members must be university lecturers as defined by the BayHSchPG. ⁴The student council has the right to nominate a student representative to serve in an advisory capacity on the committee. ⁵For each member of the committee, a representative shall be appointed. ⁶The committee shall elect a chairperson and a deputy chairperson from among its members. ⁷The process shall be governed by § 30 of the Basic Regulations of the TUM as they stand at the time. ⁸The term of members is one year. ⁹ Extensions of the term of membership and reappointments are possible. ¹⁰The chairperson may make urgent decisions that cannot be postponed instead of the committee on the suitability procedure; he or she must inform the committee of such decisions without delay. ¹¹The Study Office shall support the committee for the aptitude assessment procedure and the selection committees; the committee for the aptitude assessment procedure may delegate to the Study Office the task of the formal admission examination according to No. 4 as well as the evaluation of points on the basis of previously defined criteria for which there is no leeway for evaluation, in particular the conversion of the grade, the determination of the total number of points achieved, the compilation of the selection committees from the members appointed by the committee as well as the allocation to the applicants.
- 3.3 ¹The selection committees each consist of two members from the group of members of the TUM School of Management who are authorized to examine the degree program according to Art. 62(1) Sentence 1 BayHSchG in conjunction with the University Examination Regulations. ²At least one member must be a university lecturer within the meaning of the BayHSchPG. ³The activity as a member of the committee for the aptitude test can be exercised alongside the activity as a member of the selection committee. ⁴The members shall be appointed by the committee for the aptitude test for one year; No. 3.2 sentence 9 shall apply accordingly. ⁵Different selection committees may be appointed for each criterion and level.

4. Admission to the Aptitude Assessment Process

- 4.1 ¹The execution of the suitability procedure requires that the documents mentioned in No. 2.2 are submitted in correct form and time, in compliance with the rules of good scientific practice. ²In order to determine whether the rules of good scientific practice have been observed, the essay will be checked using special plagiarism checking software.
- 4.2 ¹Applicants who fulfill the necessary requirements according to No. 4.1 will be examined in the suitability procedure according to No. 5. ²If this is not the case, a notice of rejection will be issued, stating the reasons and stating the right of appeal. ³If the selection committee comes to the conclusion that the rules of good scientific practice have been violated, the applicant shall be excluded from the current application procedure. ⁴Sentence 2 shall apply accordingly.

5. The Aptitude Assessment Process

5.1 First stage of the aptitude assessment process

5.1.1 ¹The committee shall assess, based on 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 committee 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. ³Negative points will not be given.

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

Core module group	points
Technical basics in the fields of statistics, empirical research methods, quantitative methods, mathematics of at least 15 ECTS	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 ECTS, 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 ECTS or social/communication science modules of at least 10 ECTS	10
Modules in the field of economics in the amount of at least 5 ECTS or modules in the field of Consumer Behavior in the amount of at least 5 ECTS.	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. ⁵If a GMAT score is to be submitted in accordance with § 36, (1), No. 3, it will be assumed that, with regard to the competencies demonstrated in the initial degree, there are no significant differences with the level compared to the reference degree programs mentioned in Section 5.1.1 a), Sentence 2, and that the curricular analysis is carried out in accordance with the above-mentioned criteria.

b) Final grade

¹One point is awarded for each 2/10 grade if the overall grade point average calculated in the scope of 140 credits is better than 3.0. ²The maximum number of points is 10.

³Negative points are not assigned. ⁴For foreign degrees, the grade converted using the Bavarian formula will be used. ⁵If a transcript of records with more than 140 credits is available at the time of application, the evaluation will be based on the best graded modules up to 140 credits. ⁶It is the responsibility of the applicants to list these as part of the application as well as to assure the accuracy of the information provided. ⁷If this is done, the average is calculated from the best graded module examinations up to 140 credits; if this information is missing, the overall average grade submitted by the applicant is used. ⁸The overall grade average is calculated as the weighted grade average of the modules. ⁹The grade weights of the individual modules correspond to the assigned credits.

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Grade	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
Points	10	9	8	7	6	5	4	3	2	1	0

c) GMAT Score

¹The proof of a current GMAT score of at least 650 points will be awarded with 1 points.

²The remaining points will be graded as following:

GMAT	≤640	650	660	670	680	690	700	≥710
Points	0	1	2	3	4	6	8	10

5.1.2 ¹The number of points of the first stage is calculated as the sum of the individual points..

²Decimal points that remain in the final figure will be rounded up.

5.1.3 Applicants who have achieved at least 50 points have passed the aptitude assessment test.

5.1.4 Applicants who have a fewer score than 39 points, have failed the aptitude assessment test.

5.2 Second stage of the aptitude assessment process:

5.2.1 ¹For the remaining applicants, the essay is evaluated as the second stage. ²In the second stage of the aptitude procedure, the professional qualifications acquired in the bachelor program, the grade or ranking and the result of the essay by other applicants are evaluated, whereby the qualification acquired in the bachelor program must be given at least equal consideration. ³The essay will be assessed by two members of the commission on a scale of 0 to 40 points. ⁴The content of the essay, which is based on a social topic, will be evaluated according to the following criteria:

⁵The 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 committee 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 evaluation of the essay shall be carried out by at least two members of the committee.

²Both selection committee members independently evaluate each of the three criteria. ³The score per member of the committee is the sum of the weighted evaluations of each criterion.

⁴The total score shall be the arithmetic mean of the scores of the two committee members, rounded up to whole points. ⁵The maximum number of points is 40.

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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) Final grade. ²Applicants with 69 or more points will be deemed suitable. ³Applicants with less than 69 points have not passed the aptitude test.

5.3 Determination and communication of the results

¹The result of the aptitude test as decided by the committee will be communicated in writing. ²Rejection notices shall state the reasons for the rejection and contain instructions on how to appeal.

5.4 Eligibility once determined shall apply to all subsequent applications for this degree program.

6. Documentation

The aptitude assessment process must be documented; in particular, the documentation must show the names of the involved committee members, the assessment outcome of the first and second stages, the overall result, as well as the essential reasons for the assessment of the essay; the essential reasons may be listed in key words.

7. Repetition

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