

# Examination Regulations

**First amendment to the Master's examination regulations 2016  
(MER Marketing M.Sc. – WS 2016/17)**

**For the Marketing (M.Sc.) study program**

**at the Rheinbach campus**

**of Bonn-Rhein-Sieg University**

of 20.04.2017

Based on § 2 para. 4 and § 64 of the law governing the universities of the state of North Rhine-Westphalia (Higher Education Act – HG NRW) of 16th September 2014 (Gazette of Laws and Ordinances of NRW page 547), as amended by Art. 9 of the Law on the Modernization of Public Services Law for the state of North Rhine-Westphalia of 14th June 2016 (Gazette of Laws and Ordinances of NRW page 310), the Economic Sciences department at the Rheinbach campus of Bonn-Rhein-Sieg University has enacted the following first amendment to the Master's examination regulations for 2016/17 for the Marketing study program (MER Marketing M.Sc. – WS 2016/17):

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## **I. General**

### **§ 1 Scope of the examination regulations**

These Master's examination regulations (MER) govern the final examinations in the Marketing (M.Sc.) study program of the Economic Sciences department at the Rheinbach campus of Bonn-Rhein-Sieg University.

### **§ 2 Objective of the study program, purpose of the examination, academic degree**

(1) The aim of the study program is to mediate advanced academic and practical knowledge about the concepts, methods and techniques of marketing taking into consideration the general study objectives (§ 58 of the Higher Education Act) following a first degree that qualifies students to take up professional work. The purpose of the program is to qualify the students to develop this knowledge further themselves and to use it in a productive way when analyzing and solving strategic problems in actual practice. In addition the study program should develop the creative and artistic skills of the students and prepare them for the Master's examination.

(2) The Master's degree is an academic degree which enables students to take up responsible positions which focus primarily on marketing policy. The Master's examination determines whether the candidate has achieved the objectives of the study program.

(3) If the Master's examination is passed, the university awards the international academic degree "Master of Science" (M.Sc.). The degree entitles the student to study for a PHD and qualifies the students for positions in higher public service (A13/E13 qualification).

### **§ 3 Study program prerequisites**

(1) The prerequisite for admission to the program is a first university degree in economic sciences or in a study program closely related to the economic sciences which qualifies a student to take up professional work and which was passed with an average grade of at least 2.3 and in which at least 210 credit points (ECTS) were achieved. The proportion of economic sciences modules incl. quantitative methodology must equivocate to at least 70 credit points (ECTS).

(2) (not applicable)

(3) If, in the chosen study program at a university within the scope of the Basic Constitutional Law, an applicant has definitively not passed an examination required in accordance with the examination regulations or has lost the right to take the examination for another reason, admission to this study program is excluded. This applies accordingly to study programs which are considerably similar in content to the previous study program. The Examination Board decides whether a study program is considerably similar in terms of content (§ 6 para. 1).

(4) If the first university degree qualifying a student to take up professional work was graded with less than 210 credit points but however with at least 180 credit points, the "Practical Term" module (§ 12) must be passed successfully (see § 4 para. 1).

(5) With the exception of native speakers, for the Master's Marketing study program, applicants must provide evidence of the required knowledge of the English language with a minimum level of C1 in accordance with the joint European reference framework for languages, certified by a corresponding result in one

of the following language tests: IELTS, Cambridge Advanced English/Cambridge Proficiency or TOEFL. The respective current point values for the C1 level apply. These can be found at the following link: <https://www.h-brs.de/de/wiwi/marketing-msc> or <https://www.h-brs.de/en/wiwi/marketing-msc>.

#### **§ 4 Standard period of study, scope of studies, language of instruction**

(1) Including the Master's thesis, the study program comprises a standard period of study of three semesters. The range of courses on offer is divided up into modules. These are assessed with credit points in accordance with the European Credit Transfer System (ECTS) which measure the students' work input. All academic achievements attained in the course of a standard study semester are assessed in each case with 30 credit points. The Master's degree encompasses a total of 90 credit points.

(2) One credit point corresponds to a working time of 25 - 30 hours, resulting in a total working time of 2,250 – 2,700 hours.

(3) The languages of instruction are German and English. The language of instruction is specified when the course is announced.

(4) Students who have not applied by the end of the third semester of study for admission to all examinations of the first semester of study (see § 11 para. 1 and 2) or have not registered for them (§ 18 para. 1) lose their entitlement to take the examinations unless the student can prove that he or she is not responsible for the omission (§ 9 para. 2). Here in particular the provisions of § 64 para. 3A of the Higher Education Act should be consulted. If a student de-registers from the examinations (§ 17 para. 5), the initial registration is deemed to not have been made.

#### **§ 5 Scope and structure of the examination, examination deadline**

(1) The Master's examination consists of study-related examinations. It is possible to graduate ahead of schedule if proof has been given of the required academic achievements.

(2) The credit points for a module are attained by passing the related examinations. These examinations should take place at the time at which the related module or the related teaching unit in the study program is completed in accordance with the curriculum. The purpose of the curriculum (part of the examination regulations) is to guarantee that the students can take all their study-related examinations by the end of the third semester.

(3) The study program directors aggregate the module descriptions created by the module tutor to create a study program-related module handbook which in particular provides information about

- The title and code number of the module,
- The title of the individual courses,
- Semester, cycle, duration of the module,
- The assignments of the individual courses to the curriculum,
- Workload (contact time, self-study) and credit points,
- Prerequisites for participating in the course as well as the necessary and desired prior knowledge,
- The objectives and structure of the individual courses,
- Forms of courses, language of instruction,
- Possible forms of examination, possible language of examination,
- Prerequisites for the award of credit points, significance of the grade for the final grade, module tutors.

## § 6 Examination Board and Admissions Committee

(1) The Examination Board of the Department of Economic Sciences for the Rheinbach campus undertakes the tasks assigned by these examination regulations for the Marketing (M.Sc.) study program. The Examination Board is an independent examining body of Bonn-Rhein-Sieg University.

(2) The Examination Board consists of six people who are elected by the departmental council:

1. three members from the lecturing staff of the department,
2. one member from the academic staff of the department,
3. one member from the technical and administrative staff of the department and
4. one member from the students of the department.

The Examination Board chooses a chairperson and a deputy chairperson from the members of the lecturing staff. With the exception of the chairperson and the deputy chairperson, representatives should also be elected for all members of the Examination Board. The term of office of the elected members of the Examination Board is two years with the exception of the term of office of the student member which is one year. Re-elections are permitted.

(3) The Examination Board monitors adherence to the examination regulations, ensures that examinations are carried out properly and decides about the type and form of the examinations (§ 17 para. 1-3; § 18 para. 2). It is in particular responsible for decisions regarding objections made to decisions taken in examination procedures. The Examination Board reports to the departmental council upon request about the development of examinations and study periods. If the actual average study period deviates from the standard period of study, the Examination Board proposes examination-related measures to reduce the study periods to the departmental council. It provides suggestions for reforming the examination regulations. The Examination Board can transfer the following decisions to the chairperson or the deputy chairperson either on a general or case-by-case basis:

- If it is determined that a study program is considerably similar in content to the chosen study program (§ 3 para. 3).
- The appointment and removal of examiners (§ 7 para. 1; § 12 para. 6; § 19 para. 2 and 3; § 22 para. 2).
- The recognition of academic and examination performances including the recognition of failed attempts (§ 8 para. 2, 3 and 8).
- Approval to withdraw from an examination (e.g. by recognizing a doctor's certificate about a student's inability to take an examination) or taking an absence into account as well as the obligation to submit a medical examiner's certificate (§ 9 para. 2).
- The approval of deviating forms of examination in the event of physical disability or interests worth being protected (§ 9 para. 3).
- The determination of examination details, in particular the form of the examination, the language and the approved aids (§ 14 para. 4).
- Admission as well as belated admission to examinations (§ 17 para. 4 and 5).
- Admission to the Master's thesis as well as any extensions to the time to complete it (§ 20 para. 4; § 21 para. 2).

This does not apply to decisions regarding objections.

(4) The Examination Board is quorate when in addition to the chairperson or the deputy chairperson a further member from the lecturing staff who are entitled to vote as well as at least one further member with voting power are present. The Board acts by simple majority. In the event of a tied vote, the vote of the chairperson or in his/her absence that of the deputy chairperson shall be decisive.

If there is a material reason, Examination Board decisions can also be made outside of regular meetings by way of a written/electronic circulation procedure with a deadline being set for the voting. The circulation procedure is only permissible if the members of the Examination Board all agree upon it.

The student member does not take part in advising and making decisions about matters which concern the definition of examination tasks or his/her own examinations.

(5) The members of the Examination Board and a representative from the admission committee have the right to be present at examinations. This excludes students who are undergoing the same examination on the same examination date.

(6) The members of the Examination Board, the examiners and the assessors are subject to official secrecy. Provided they do not work in public service, their chairperson must oblige them to uphold the duty of secrecy.

(7) Any negative decisions taken by the Examination Board or its chairperson must be communicated to the affected students immediately. Before the decision is made, the affected students must be given the opportunity for a fair hearing.

(8) To define the professional prerequisites for authorizing access to courses as part of the admission procedure to the Master's study program in marketing the departmental council elects an admissions committee from full-time members of the department.

(9) The admissions committee consists of four people,  
1. Two members from the professorial staff of the department,  
2. One member from the academic staff of the department,  
3. One member from the students of the department.

The members of the admissions committee elect the chairperson as well as the deputy chairperson from the group of university lecturers. With the exception of the chairperson and the deputy chairperson representatives should also be elected for all members of the admissions committee. The term of office of the elected members of the admissions committee is two years, with the exception of the term of office of the student member which is one year. Re-elections are permitted.

(10) The admissions committee is quorate if, in addition to the chairperson or the deputy chairperson, a further member who is entitled to vote is present. The committee acts by simple majority. In the event of a tied vote, the vote of the chairperson or in his/her absence that of the deputy chairperson shall be decisive. The student member does not take part in advising and making decisions about matters which concern his own admission.

## **§ 7 Examiners and assessors**

(1) The Examination Board appoints the examiners and assessors for examinations and the Master's thesis. Only people teaching at the university and moreover people experienced in professional practice and training may be appointed as examiners insofar as this is required or appropriate in order to attain the purpose of the examination. Examination performances may only be assessed by people who themselves possess at least the qualification to be ascertained by the examination or a similar qualification.

(2) If several examiners are to be appointed, at least one examiner should have taught in the corresponding examination subject. Only people who themselves possess at least the qualification to be ascertained by the examination or a similar qualification (competent assessor) may be appointed as assessors.

(3) With regard to their examination duties, examiners are not bound by any instructions.

(4) The candidate may suggest examiners for the Master's thesis. The Examination Board takes care to ensure that the examination duties are allocated as evenly as possible to the examiners. Where possible, the suggestions of the students should be taken into account.

## § 8 Recognition of examination performances

- (1) Examination performances which have been rendered in study programs at other state or state-recognized universities, at state or state-recognized universities of cooperative education or in study programs at foreign state or state-recognized universities, are recognized upon application, provided that with regard to the acquired skills there is no substantial difference to the performances which are being replaced. Examination performances which have been rendered in other study programs of Bonn-Rhein-Sieg University are deemed to be academic performances rendered at other universities. Recognition as defined in clauses 1 to 2 allows a student to continue their studies, take examinations or take up a further course of study.
- (2) The Examination Board carries out the recognition procedure. It decides about recognition in cases where there is doubt after consulting examiners.
- (3) The student is responsible for providing the required information about the performance to be recognized. The burden of proof that an application as defined in para. 1 does not fulfill the prerequisites for the recognition lies with the Examination Board.
- (4) Decisions about applications as defined in para. 1 are made within a period of six weeks from the submission of the complete documents in accordance with para. 3.
- (5) On the basis of the recognition in accordance with para. 1 and on the application of the student the university must set grades in one semester of study, the number of which can be derived from the amount of ECTS credit points acquired as a result of the recognition in relation to the total amount of ECTS credit points which can be acquired in the respective study program. If the decimal digit is less than five, the grade is rounded off for the whole semester, otherwise it is rounded up.
- (6) If the recognition requested on the basis of an application as defined in para. 1 is refused, the student can apply for the committee to review the decision; the committee gives the Examination Board a recommendation as to how to handle the application going forward.
- (7) Upon application, other knowledge and qualifications can be recognized on the basis of submitted documents if this knowledge and qualifications, in terms of content and level, are of equal value to the examination performances they are to replace.
- (8) As part of co-operation agreements between the Department of Economic Sciences at the Rheinbach campus of Bonn-Rhein-Sieg University and similar departments of this or other universities, research institutions, institutions affiliated to the university or other institutes offering similar course content to that of universities, the students have the option of taking the examinations specified in the respective cooperation agreements at the cooperating university or institution.
- (9) If a student is re-enrolled in the same study program at Bonn-Rhein-Sieg University and if the examination regulations are changed, all examination performances achieved up to this point including any failed attempts are preserved. In the event that students are enrolled at the same time or one after the other in two study programs in which identical modules are offered and completed with identical examinations, the examination performances including the failed attempts are assessed at the same time in both study programs. § 8 para. 1 clause 2 does not apply; an application filed in accordance with § 63a HG shall be deemed invalid in each case.



## **§ 9 Absence, withdrawal, interests worth being protected**

(1) An academic performance is assessed as “unsatisfactory” if the candidate does not appear for an examination for which he/she is registered without valid reasons or if he/she withdraws from the examination after it has started without good cause or does not stay until the end of the examination. Clause 1 applies accordingly if the candidate does not submit the Master’s thesis by the set deadline.

(2) The reasons asserted for the withdrawal or the absence must be reported immediately in writing to the Examination Board and prima facie evidence furnished. To this end the Examination Board can request that suitable documents are submitted. If a student is unable to take an examination due to illness, proof of this inability is usually provided by way of a medical certificate attesting to the veracity of the inability to take the examination unless there are sufficient actual indications which show that the student probably is able to take the examination or a different form of proof deems that it is proper and appropriate the student should attend. If there are such indications, the Examination Board can demand, at the expense of the university, to have a medical certificate issued by a medical examiner of the university. Here the student can choose between several medical examiners. If the Examination Board accepts the reasons, the candidate is informed that he/she can apply once more for admission to the examination in question (without this being counted as a failed attempt).

(3) If the candidate furnishes proof by way of a medical certificate or by other means that he/she due to permanent physical disability is not able to take an examination either in whole or in part in the scheduled form, the Examination Board can allow the student to take equivalent examinations in a different form as well as to extend the time allowed to complete the Master’s thesis beyond the period prescribed in § 21 para. 2.

Care must be taken to ensure that the examination conditions are arranged in such a way that where possible any disadvantages disabled people might face are counterbalanced. In cases of doubt, the Examination Board can request further proof. Clauses 1 to 2 apply in exceptional cases also in the event of a temporary disability. In addition the Examination Board can upon application grant students who can only participate to a restricted degree in their normal course of studies as the result of further interests worthy of being protected defined in legal provisions the right to render the examination performance in other ways. In particular regulations about the care of people, the provisions of the Maternity Protection Act as well as those governing parental leave must be taken into account to an appropriate degree.

## **§ 10 Cheating, infringement of regulations, complaints**

(1) Anyone attempting to influence the result of his/her examination performance through cheating or using aids which have not been approved is deemed to have failed the examination. Students who disrupt the orderly course of the examination can be excluded from continuing the examination by the respective examiner or invigilator; in this case the entire examination is classed as having been failed. The reasons for the exclusion must be placed on record. Anyone excluded from continuing an examination can request that this decision is reviewed by the Examination Board. This also applies in the case of the findings of examiners or invigilators in accordance with clause 1. The possession of non-approved aids during and after the examination tasks have been handed out also constitutes an attempt to influence examination performance results. Anyone committing the offenses defined in clause 1 and 2 deliberately is acting improperly. The regulatory offense is punishable in accordance with § 63 para. 5 of the Higher Education Act. In the event of repeated or other serious attempts at cheating, the candidate can also be ex-matriculated.

(2) Any deficiencies in the examination procedure must be asserted immediately by the students vis-à-vis the concerned examiner and the chairperson of the Examination Board. If by way of exception in individual cases it is not reasonable for students to assert deficiencies immediately, they must be asserted in writing, giving reasons,

- for the examination date in the winter semester up to 30th April of the year in which the winter semester ends and
- for the examination date in the summer semester up to 31st October of the same year.

Upon expiry of these deadlines, the student can no longer invoke the deficiency. (cutoff period)

## II. Regulations for the course of studies

### § 11 Examinations in the course of studies

(1) In the Marketing (M.Sc.) study program, the following examinations should be taken in the semesters specified in each case. These are assessed with grades in accordance with § 15 para. 3.

Semester	Module	Examinations
1	Transformation & Digitalization	Transformation & Digitalization
1	Elective subject A1 Product & Sales	Elective subject A1 Product & Sales
1	Elective subject A2 Product & Distribution Policy (German)	Elective subject A2 Product & Distribution Policy (German)
2	Marketing Process & Strategy	Marketing Process & Strategy
1 & 2	Market Research & Data Management	Market Research & Data Management
2	Marketing Implementation	Marketing Implementation
2 & 3	Elective subject B1 Promotion & Pricing	Elective subject B1 Promotion & Pricing
2 & 3	Elective subject B2 Communication & Price Policy (German)	Elective subject B2 Communication & Price Policy (German)
2 & 3	Negotiation	Negotiation
3	Master's Thesis & Colloquium	Master's Thesis & Colloquium

The “Product & Sales” and “Promotion & Pricing” modules can either be taken both in English (A1 & B1, English track) or alternatively both in German (A2 & B2, German track). When they submit their applications, the students inform the Registrar's Office whether they would like to take the English track or the German track. It is not possible to switch tracks subsequently. If fewer than 10 students register for the German track, these modules (A2 & B2) are usually not offered in the respective study program. The German track is only ever offered if capacities allow.

(2) In the Marketing (M.Sc.) study program, the following examination must be taken in the semesters specified in each case. These are assessed as “passed” or “not passed” in accordance with §§ 11 and 14 para. 4:

Semester	Module	Examination
1-3	Practical Term	Practical Term

## § 12 Practical Term

- (1) Students whose first university degree qualifying them to take up a profession (§ 3 para. 1) encompasses less than 210 credit points, however at the least 180 credit points, must successfully pass the “Practical Term” module with a duration of at least 20 and a maximum of 27 weeks.
- (2) Qualifications from a relevant professional activity lasting at least twenty months can be credited upon application to the Practical Term module up to an amount of 30 credit points, provided that these professional qualifications are of equal value in terms of content and level to the examination performances which are to be replaced.
- (3) The admissions committee carries out the recognition procedure. Here an individual check is carried out to establish whether the professional experience of the respective applicant fulfills the necessary prerequisites for the qualifications to be credited. The professional experience cannot be credited collectively.
- (4) The applicant is responsible for providing the required information about the qualifications to be recognized.
- (5) (Not taken)
- (6) During the “Practical Term” module the students are supervised by a person teaching at the university who must belong to teaching staff authorized to oversee examinations.
- (7) The participation in the Practical Term is confirmed by the person responsible for the supervision if
  1. A qualified reference from the training institution attesting to the student’s involvement is available,
  2. The student has taken part regularly in the accompanying and assessment courses assigned to the practical semester,
  3. The student has completed a report with a guideline volume of 3500 words about the practical activities in the Practical Term which has been countersigned by the training institution,
  4. The practical activity corresponded to the purpose of the “Practical Term” module and the student has carried out the tasks assigned to him/her.
- (8) If the “Practical Term” module is interrupted for more than two weeks or curtailed due to illness or other reasons and if the purpose of the “Practical Term” module is not achieved or not achieved completely as a result of this interruption or curtailment, the “Practical Term” module is extended accordingly. The person responsible for the supervision decides about the necessary duration of the extension. An extended contractual period for the purpose of attending lectures is only permitted in justified exceptional cases upon application to the Examination Board.
- (9) The “Practical Term” module can be resat once if the participation in the practical term is not confirmed by the person responsible for the supervision.

## § 13 (Not taken)

### III. Regulations for examination procedures

#### § 14 Objective, scope, language and form of examinations

(1) The purpose of the examinations is to determine whether the candidate has mastered the content and methods of the examination subjects in the key contexts and can apply the acquired knowledge and skills independently.

(2) The examination requirements must be related to the content of the courses which are provided for the relevant subject on the basis of the curriculum (part of the examination regulations). Here a level of knowledge already tested in preceding study phases should only be determined to the extent required by the objective of the examination in accordance with para. 1.

(3) The examination languages are German and/or English.

(4) Examination details such as the

- form of the examination and the language
- as well as the time, place, duration and aids approved for the examination

are defined in good time and in advance by the Examination Board who announce them in writing at the latest twelve weeks before the examination. It is sufficient to make the announcement by way of a notice and/or the Internet.

(5) The candidate should prove in written tests that he/she can recognize problems from areas of the relevant examination subject using methods customary in the field and is on the right track for finding a solution in a limited period of time and with restricted aids. The written tests are invigilated.

(6) In oral examinations the candidate should prove that in an expert discussion he/she can recognize problems from areas of the relevant examination subject using methods customary in the field and can bring about a solution. Oral examinations can be carried out separately for every student or for several students at the same time (group examination). In the case of group examinations the duration of the examination increases depending on the number of students to be examined. The key subjects and results of the oral examination, in particular the facts which are of decisive importance for the grading, must be recorded in a transcript. The result of the examination must be communicated to the candidate following the respective oral examination. Students who want to undertake the same oral examination but at a later examination date will be admitted as listeners if the available space permits provided that other candidates have not objected to this when registering for the oral examination. This admission does not extend to the consultation regarding and notification of the examination result.

(7) A home assignment is an independent, written treatment of a subject-specific task which has involved the consideration and analysis of relevant literature. The completion time and scope are defined by the Examination Board at the beginning of the semester.

(8) A seminar paper comprises firstly an independent written analysis of a problem from the respective specialist area involving the consideration and analysis of relevant literature and secondly the presentation of the work and mediation of its results in an oral presentation.

(9) The purpose of the simulation game is to reproduce situations that reflect professional requirements under conditions similar to those used in actual practice. The aim of the game is to train students in how to handle complex situations which will also be relevant to their careers.

## § 15 Assessment of examinations

(1) Examinations must be assessed in accordance with this provision. The assessment must be comprehensible. In the case of oral examinations, the assessment must be communicated to the students immediately; for all other types of examination this occurs usually at the latest after six weeks in each case. It is sufficient to announce the results by way of the electronic Student Information System (SIS). The examiner is usually the tutor responsible for the course in which the students want to take the examination. If several examiners are involved in an examination, they assess the entire examination performance collectively.

(2) Examinations with which a study program is concluded and resit examinations for which there are no compensatory arrangements if they are not passed definitively must be assessed by at least two examiners. In all other cases it is sufficient for one examiner to assess the examination. The Examination Board can only appoint one examiner for oral examinations. In this case a competent assessor must be consulted; before the grade is determined, the examiner must listen to the assessor.

(3) To assess the examinations the following grades must be used subject to para. 4:

1	=	very good	=	an outstanding performance;
2	=	good	=	a performance which is considerably above average requirements;
3	=	satisfactory	=	a performance which fulfills average requirements;
4	=	fair	=	a performance which despite its deficiencies still fulfills the requirements;
5	=	unsatisfactory	=	a performance which no longer fulfills the requirements due to substantial deficiencies.

To further differentiate the assessment, grades reduced or increased by 0.3 can be used; grades 0.7; 4.3; 4.7 and 5.3 are excluded.

When grades are formed from intermediate values, the following scheme arises:

In the case of an intermediate value up to	1.5	the grade “very good”
In the case of an intermediate value of more than	1.5 to 2.5	the grade “good”
In the case of an intermediate value of more than	2.5 to 3.5	the grade “satisfactory”
In the case of an intermediate value of more than	3.5 to 4.0	the grade “fair”
In the case of an intermediate value of more than	4.0	the grade “unsatisfactory”.

Here intermediate values are only taken into account with the first decimal place; all further decimal places after the point are dropped without being rounded off.

An examination is deemed to be passed when it has been assessed as being at least “fair”. If two examiners have assessed an examination jointly and have both arrived at different grades, the grade awarded is derived from the arithmetic average of the grades.

The following scheme always applies for calculating the grades:

<b>Assessment scheme (max.100 points)</b>		
<b>Number of points</b>		<b>Grade</b>
<b>from</b>	<b>to (including)</b>	
0	49.5	5.0
50	54.5	4.0
55	59.5	3.7
60	64.5	3.3
65	69.5	3.0
70	74.5	2.7
75	79.5	2.3
80	84.5	2.0
85	89.5	1.7
90	94.5	1.3
95	100	1.0
From 98		Diploma Supplement

Outstanding performances of 98% and above of the achievable points result in a special recognition and mention in the Diploma Supplement (§ 26 para. 5).

If a module consists of several examinations assessed in accordance with § 15 para. 3 and/or para. 4 the module grade is derived from the arithmetic average solely of the grades of the examinations assessed in accordance with § 15 para. 3. Here the grades of these examinations are weighted with the credit points allocated to them.

(4) In derogation of para. 3 examinations can also be assessed as “passed” or “failed”. An examination is deemed to be passed in this case if the examiner assesses the performance at least with “still fulfills the requirements despite individual deficiencies”. If the course is an excursion, a language course, an internship, a practical exercise or a similar course (e.g. a simulation game), in addition to clause 2, to pass the examination it is required that the student registered for the course has taken part in at least two thirds of the total duration of the course.

(5) Upon the request of the examiner or invigilator, the candidate must prove their identity with their student card as well as an official identity document.

(6) The examination performances can also be authorized in the form of group assessments if the contribution of the individual candidate to be assessed can be clearly differentiated and assessed based on criteria which enable differentiation.

(7) To convert grades into ECTS grades for academic and examination performances, the appropriate regulations of Bonn-Rhein-Sieg University apply.

## **§ 16 Resitting Examinations**

(1) An examination which has not been passed in its entirety and which is assessed in accordance with § 15 para. 3 or § 15 para. 4 can be resat twice.

(2) If a candidate has not passed an examination on the second attempt, he/she can arrange upon request a consultation meeting with an examiner who oversaw the second examination attempt. The purpose of the

consultation meeting is to research possible reasons for lack of success with regard to studying habits and to highlight options for improvement.

(3) To improve their grade, students can resit examinations once in their entirety. During their studies, students can undertake a total of one improvement attempt. Attempts to improve grades are excluded for the Master's thesis and the colloquium. If the grade of the improvement attempt deviates from the grade of the first attempt, the better of the two results is assessed. Otherwise an examination assessed in its entirety at least as "fair" or "passed" cannot be resat.

(4) The points from lecture-related partial examinations pertaining to the final part of an examination are rendered invalid if the examination is resat.

### § 17 Regulations for examinations in accordance with § 15 para. 3

(1) Examinations which are assessed in accordance with § 15 para. 3 can comprise lecture-related partial examinations in accordance with para. 2 and a final part at the end of the semester in accordance with para. 3 (examination types). The examination types are defined in good time in advance by the Examination Board and announced to the students at the latest in the first week of lectures. It is sufficient to make the announcement by way of a notice and/or the Internet.

The following combinations of examination types are permitted:

Case 1: Final part of the examination

Cases 2 and 3: Lecture-related partial examinations and final part of the examination

The following points apply to the different combinations

Examination type	Points		
	Case 1	Case 2	Case 3
Lecture-related partial examinations	—	0 / previous performance	25
Final part of the examination	100	100	75

In case 2 the student's previous performance is the prerequisite for admission to the final part of the examination. § 15 para. 4 also applies to the assessment.

In case 3 the points of the individual examination types are added together.

The final part of examinations is usually held outside the classroom in the non-lecture period. All forms of partial examination are lecture-related. An examination date is set respectively at the end of the winter semester and at the end of the summer semester for the final part of examinations.

(2) For lecture-related partial examinations, the following forms of examination are possible:

- Home assignments with a guideline volume of 4,000 words for individual assessments; for group assessments, a multiple of this based on the number of students. The provisions of § 14 para. 7 apply.
- Seminar paper including case studies and project work with a guideline duration of 20 – 45 minutes for the oral presentation in the case of individual assessments; in the case of group assessments, a multiple of this based on the number of students. Depending on the duration of the oral presentation a guideline volume of 1,000 words (for a 45-minute oral presentation) – 3,000 words (for a 20-minute oral presentation) shall apply for the written composition in the case of individual assessments; in the case of group assessments a multiple of this based on the number of students. The provisions of § 14 para. 8 apply.
- Simulation game with an oral examination of 15 minutes, the provisions of § 14 para. 9. apply



- to two written tests with a guideline duration of 15 minutes per semester. The better result of the two tests is incorporated in the assessment of the examination .
- Oral examination with a guideline duration in the case of individual oral examinations of at least 15 to a maximum of 45 minutes; the provisions of § 14 para. 6 apply.

The teaching staff are responsible for organizing the lecture-related partial examinations. Partial examinations are usually assessed by one examiner. The examiners are the relevant teaching staff whose courses are being attended. There is no formal admission process, the regulations governing absences and withdrawals (§ 9 para. 1 and 2) do not apply.

(3) The following forms of examination are possible for the final part of an examination:

- a written test with a duration of at least one and a maximum of two hours; the provisions of § 14 para. 5 apply.
- oral examination with a guideline duration in the case of individual oral examinations of at least 15 to a maximum of 45 minutes; the provisions of § 14 para. 6 apply.
- Home assignment including an optional oral examination. Here the extent of the home assignment is approx. 8,000 words for individual assessments, in the case of group assessments, a multiple of this based on the number of students. The provisions of § 14 para. 7 apply. For the oral examination, the provisions of § 14 para. 6 apply. The home assignment is completed in the course of the semester and the oral examination within the respective examination period. In the case of a home assignment including an oral examination, the final grade of the final part of the examination is derived 50% from the result of the written performance and 50% from the result of the oral examination.

(4) Applications for admission to the final part of an examination must be directed to the Examination Board by the deadline set by the Examination Board. The application is made electronically via the Internet. Applications can be made simultaneously for several examinations if these are to take place on the same examination date. Examination registrations can only be made after the registration period has expired if there are valid reasons and with the agreement of the Examination Board. In this case withdrawals (para. 5) are excluded.

In the case of applications for admission to the final part of an examination, the following must be submitted to the Examination Board:

1. proof that the specified admission prerequisites have been fulfilled,
2. a statement about previous attempts to take corresponding examinations as well as about previous attempts to take a final examination and if necessary a preliminary and intermediate examination in the same or in a similar study program,
3. if the examination is an oral examination, a statement regarding whether there is any objection to listeners being admitted to the examination.

The Examination Board decides whether to admit somebody to an examination. The Examination Board informs the students admitted to the final part of an examination in good time. This is usually at least two weeks before the final part of the examination is due to take place in accordance with para. 1.

(5) An application for admission to the final part of an examination can be withdrawn electronically via the Internet with the Examination Board up to seven days before the set examination date without taking the number of possible examination attempts into account.

(6) The announcement that a student has been admitted to an examination is made via the electronic Student Information System (SIS). The student must access the Student Information System (SIS) to find out whether they have been granted admission and satisfy themselves that the registration or as the case may be de-registration have been recorded correctly. Only students, who are recorded as admitted, can participate in the examination.

## **§ 18 Regulations for examinations in accordance with § 15 para. 4**

(1) There is no formal admission process for taking examinations. The candidate must register in a binding manner for one of the examination dates announced by the tutor at the start of the semester by providing their signature in a participant list or electronically via the Internet. This registration must be made in order to participate in the examination. The regulations governing absences and withdrawals (§ 9 para. 1 and 2) apply accordingly.

(2) The following forms of examination in particular are possible:

- Participation in at least two thirds of the total duration of a course provided that the course is an excursion, a language course, an internship, a practical exercise or a similar course (e.g. a simulation game).
- a written test lasting one hour; the provisions of § 14 para. 5 apply.
- oral examination with a guideline duration in the case of individual oral examinations of at least 15 to a maximum of 45 minutes; the provisions of § 14 para. 6 apply.
- Home assignments with a guideline volume of 4,000 words for individual assessments; for group assessments, a multiple of this based on the number of students. The provisions of § 14 para. 7 apply.
- Seminar paper including case studies and project work with a guideline duration of 20 – 45 minutes for the oral presentation in the case of individual assessments; in the case of group assessments, a multiple of this based on the number of students. Depending on the duration of the oral presentation a guideline volume of 1,000 words (for a 45-minute oral presentation) – 3,000 words (for a 20-minute oral presentation) shall apply for the written composition in the case of individual assessments; in the case of group assessments a multiple of this based on the number of students. The provisions of § 14 para. 8 apply.
- Simulation game with an oral examination of 15 minutes; the provisions of § 14 para. 9. apply
- The development, implementation and evaluation of empirical studies including a written composition. The scope and form of the composition are defined by the examiner.

## V. Master's thesis

### § 19 The purpose of the Master's thesis, topic, examiners

- (1) The Master's thesis is a written home assignment dealing with a distinct problem. Its purpose is to show that the candidate is capable within a set period of time of handling a practical task from his/her specialist area both in terms of its specialist details as well as its multi-disciplinary correlations independently in accordance with academic and subject-related practical methods. The Master's thesis can be completed in English or another language accepted by the examiners.
- (2) The Master's thesis can be issued and supervised by all tutors who can be appointed as examiners in accordance with § 7 para. 1. The candidate is to be given the opportunity to make suggestions regarding the subject area and examiners of the Master's thesis.
- (3) On the application of the candidate, the Examination Board can also appoint an honorary professor, teaching staff charged with the appropriate tasks as well as people experienced in the relevant professional practice and training as supervisors in accordance with § 7 para. 1. In this case the second expert assessor must be a full-time teaching professor in the department. With the agreement of the Examination Board, the Master's thesis may be completed in an institution outside the university if it can be adequately supervised there.
- (4) Upon application, the chairperson of the Examination Board ensures that the applicant receives a topic for the Master's thesis in good time. The Examination Board takes care to ensure that the examination duties are allocated as evenly as possible to the examiners.
- (5) The Master's thesis can also be authorized in the form of a group assessment if the contribution of the individual candidate to be assessed as an examination performance can be clearly differentiated and assessed and fulfills the requirements in accordance with paragraph 1 based on the specification of sections, page numbers or other criteria which enable differentiation.

### § 20 Admission to the Master's thesis

- (1) Anyone achieving 54 ECTS points from the examination performances of the first and up to and including the 2nd semester will be admitted to the Master's thesis.
- (2) The application for admission must be made electronically via the Internet or in writing to the chairperson of the Examination Board. The following documentation must be enclosed with the application if not already submitted at an earlier stage:
  1. a statement detailing which examiners are prepared to supervise the Master's thesis,
  2. the specification of the topic of the Master's thesis which the examiner intends to issue,
  3. a statement about previous attempts to complete a Master's thesis.
- (3) The application for admission can be withdrawn in writing up until the announcement of the decision regarding the application for admission without giving reasons and without taking the number of possible examination attempts into account.
- (4) The Board of Examination decides whether to admit a student to the Master's thesis. Admission must be refused if the prerequisites specified in paragraph 1 are not fulfilled or the documents are incomplete.

## **§ 21 Release and completion of the Master's thesis**

(1) The chairperson or deputy chairperson of the Examination Board releases the Master's thesis for completion. The day on which he/she notifies the candidate of the topic set by the supervisor of the Master's thesis and of the intended examiners is deemed to be the date of issue; the time must be put on record.

(2) The completion time (the time from the release to the submission of the Master's thesis) is four months. In the case of a Master's thesis with an empirical nature, the completion time can be extended by a month upon request. After hearing the examiner appointed for the Master's thesis, the chairperson of the Examination Board decides whether the Master's thesis involves an empirical topic. The topic and the task must be drawn up in such a way that the Master's thesis can be completed within the scheduled time frame. In exceptional cases, the Examination Board can extend the completion time by up to a month upon receipt of a justified application submitted before the expiry of the deadline. The supervisor of the thesis should be consulted regarding such an application. If the deadline is extended in the event of illness, a doctor's certificate must be enclosed with the application in accordance with § 9 para. 2. If the illness lasts for longer than a month, the topic of the Master's thesis can be returned.

(3) The guideline volume for the extent of the Master's thesis is 25,000 - 27,500 words in the respective form defined by the Examination Board.

(4) The topic of the Master's thesis can only be returned once and only within the first three weeks of the completion time without giving reasons. If the thesis is being re-sat, it is only permitted to return the topic if the candidate did not make use of this option when completing the first Master's thesis.

## **§ 22 Submission and assessment of Master's thesis, re-sitting**

- (1) The Master's thesis must be submitted by the specified deadline in two printed and bound copies as well as in triplicate digital form to the chairperson of the Examination Board. The digital version (e.g. on CD-ROM) of the thesis must be enclosed in generally readable file formats (e.g. txt, doc, rtf or PDF, in each case without access protection). The submission time must be put on record; if the thesis is being delivered by post, the time the thesis is handed in to the post office is of key importance. When submitting the Master's thesis, the candidate must give assurances in writing that he/she completed the thesis independently and has not used any sources or aids other than the ones specified and cited in quotations. In addition he/she must give assurances that there is no factual concordance with a final thesis completed as part of a previous course of study.
- (2) The Master's thesis must be assessed by two examiners, one of whom should have supervised the thesis. The second examiner is determined by the Examination Board; students have the right to propose examiners. In the cases defined in § 19 para. 3 the second examiner must be a full-time teaching professor of the department. If the examiners do not agree on the assessment, the grade of the Master's thesis is derived from the arithmetic average of the individual assessments if the difference between the two grades is less than 2.0. If the difference in the grades awarded is 2.0 or more, a third examiner is appointed by the Examination Board. In this case the grade is derived from the arithmetic average of the two better individual assessments. The Master's thesis can however only be assessed as "fair" (4.0) or better if at least two of the grades are "fair" (4.0) or better. All assessments must be justified in writing.
- (3) The Master's thesis can be resat once. It is not possible to resit a master's thesis which has been assessed as "passed".

## **§ 23 Colloquium**

- (1) The colloquium supplements the Master's thesis and must be assessed independently. Its purpose is to determine whether the candidate is capable of presenting the results of the Master's thesis, its specialist and methodical bases, interdisciplinary correlations and references outside the specialist field orally or in writing and to justify them independently as well as assessing their significance for practical applications.
- (2) Anyone who has passed all their examinations and the Master's thesis can participate in the colloquium.
- (3) Applications for admission to the colloquium must be made electronically via the Internet or in writing to the chairperson of the responsible Examination Board.
- (4) The colloquium is usually assessed by the examiners of the Master's thesis. In the case of § 22 para. 2 the colloquium is assessed by the examiners from whose individual assessments the grade of the Master's thesis was derived.
- (5) The colloquium is always carried out as an oral examination of 30 to 45 minutes duration. The regulations for oral examinations (§ 14 para. 6) apply accordingly. Alternatively the Examination Board responsible in each case can stipulate that the colloquium can also be effected in writing, upon application of the supervisor of the Master's thesis. In this case, the colloquium comprises two parts: a concept for a 30 – 45-minute oral presentation and a written composition encompassing 1000 words.
- (6) The colloquium can be resat once. A colloquium assessed as "passed" cannot be resat.

## **§ 24 (Not taken)**

## **V. Result of the Master's examination**

### **§ 25 Result of the Master's examination**

(1) The Master's examination is deemed to have been passed if all the examinations and the Master's thesis each have been assessed at least as "fair" (4.0) or "passed".

(2) The Master's examination is deemed to have been failed if the final assessment for one of the examinations specified in paragraph 1 is "unsatisfactory" or "failed". Notification, which must be supplemented with an instruction on the right to appeal, will be given about any Master's examinations which have not been passed or about the loss of entitlement to take the examination. Upon application, the chairperson of the Examination Board shall issue a certificate which contains information about the examinations taken and the grades obtained as well as any examination performances still lacking for the Master's examination. The certificate must make it obvious that the candidate did not definitively pass the Master's examination or has lost his/her entitlement to take the examination.

### **§ 26 Report, certificate and diploma supplement, final grade**

(1) The report to be issued about the "passed" Master's examination contains the credit points of a subject, the assessment of the examinations and the Master's thesis, the topic of the Master's thesis as well as the final grade of the Master's examination.

(2) The final grade of the Master's examination is derived as an arithmetical average of the grades solely of the examinations assessed in accordance with § 15 para. 3. Here the credit points of the modules serve as weighting factors.

(3) The report attesting to the passed Master's examination is issued immediately if possible within four weeks after the completion of the last examination performance. It must be signed by the dean or the vice dean and the chairperson of the Examination Board and bears the date of the day on which the last examination was taken.

(4) Together with the report and its date, a Master's degree certificate is issued to the candidate. It certifies that the academic degree of the Master of Science has been awarded. The certificate is signed by the dean or vice dean and by the chairperson of the Examination Board and stamped with the seal of the university.

(5) The purpose of the diploma supplement is to provide information about the number of examinations passed with excellent results which were assessed in accordance with § 15 para. 3. The diploma supplement is signed by the dean or vice dean and by the chairperson of the Examination Board and issued to the candidate.

## **VI. Final provisions**

### **§ 27 Right to view the examination files**

(1) After the examination procedure has been completed, upon application the candidate can be granted access to the written examination documents, the related appraisal reports of the examiners and the examination records. The inspection must be applied for within a month of the examination report being issued or the notification that the Master's examination has been failed from the chairperson of the Examination Board who also determines the time and place of the inspection. § 32 of the Administrative Procedure Act for the state of North Rhine-Westphalia about restitutio in integrum applies accordingly.

(2) The right to view the examination documents, which relate to a specific examination, is granted to the candidate as soon as the respective examination performance result is announced. Para. 1 applies accordingly.

### **§ 28 Invalidity of examinations, revocation of the Master's degree**

(1) If a candidate has cheated in an examination and if this fact only comes to light subsequently, the Examination Board can subsequently adjust the grades for those examination performances where the candidate has cheated as appropriate. If the cheating comes to light after the examination report has been issued, the Examination Board can declare the Master's examination to have been failed either in whole or in part.

(2) If the prerequisites for admission to an examination were not fulfilled, without there being any intention on the part of the candidate to cheat in this regard and if this fact only comes to light after the examination report has been issued, this deficiency is rectified by passing the examination. If the applicant has gained admission by intentionally deceitful means, the Examination Board decides about the legal consequences taking into account the Administrative Procedure Act for the state of North Rhine-Westphalia.

(3) The incorrect examination report must be confiscated and if necessary re-issued. A decision in accordance with para. 1 and para. 2 clause 2 is excluded after a period of five years after the examination report has been issued.

### **§ 29 Entry into force and publication, transitional arrangement**

(1) These examination regulations are published in the Official Announcements of Bonn-Rhein-Sieg University (promulgating publication). They apply from the day after their publication for all students who register as of winter semester 2017/2018 in the university's Marketing study program.

(2) (Not taken)

(3) If these examination regulations are replaced by a subsequent set or the study program is stopped, examinations will be offered until the fourth semester after the semester in which the course assigned to the examination was offered for the last time. This includes the semester in which the course was offered for the last time. Details on the range of examinations on offer must be stipulated in a separate regulation.

Issued on the basis of the resolution of the departmental council of the department of Economic Sciences on 19.01.2017.

Sankt Augustin, 20.04.2017

The dean  
of the department of Economic Sciences of Bonn-Rhein-Sieg University  
Prof. Dr. Dirk Schreiber



## Appendix: Recommended Curriculum

Modules	ECTS credit points	SWS	Examination in accordance with the
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### modules of the 1st semester

Transformation & Digitalization Module	10	6	§ 15 para. 3
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Product & Sales Module (Elective subject A1/ English track)	8	4	§ 15 para. 3
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Product & Sales Module (Elective subject A2/ German track)	8	4	§ 15 para. 3
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### Modules of the 2nd semester

Marketing Implementation Module	12	6	§ 15 para. 3
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### Cross-semester modules of the 1st and 2nd semester

Marketing Process & Strategy Module	8	4	§ 15 para. 3
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Market Research & Data Management Module	16	8	§ 15 para. 3
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### Cross-semester modules of the 2nd and 3rd semester

Promotion & Pricing Module (Elective subject B1/ English track)	8	4	§ 15 para. 3
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Promotion & Pricing Module (Elective subject B2/ German track)	8	4	§ 15 para. 3
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Negotiation module	6	3	§ 15 para. 3
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### Module of the 3rd semester

Master's Thesis & Colloquium Module	22	not applicable	§ 15 para. 3
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<b>Total of ECTS credit points/number of hours</b>	<b>90</b>		
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As part of the student advisory service, students can receive a tailored curriculum upon request.

## Appendix: Forms of examination

Form of examination	Examination		
	Assessment with differentiated grade (§ 15 para. 3)		Assessment with the grades “passed”/“failed” (§ 15 para. 4)
	Lecture-related partial examination	Final examination	
Written test (minutes)	-	60-120	60
Home assignment (words) Home assignment (oral examination in addition)	4,000 -	8,000 optional	4,000 -
Seminar paper oral part (minutes) Seminar paper written part (words)	20-45 3,000-1,000	- -	20-45 3,000-1,000
2 written tests (minutes)	15 minutes each	-	-
Simulation game	yes	-	yes
empirical study (written composition)	-	-	yes Extent defined by examiner
Oral examination	15-45	15-45	15-45
Participation in course (proportion)	-	-	At least two-thirds
Master’s thesis (words)	-	25,000 - 27,500	-
Colloquium (minutes) or colloquium (words)	- -	30-45 1,000 plus concept	- -

### Note:

- Group assessments are possible for the following forms of examination: Home assignments, seminar papers, simulation game, empirical study, oral examination, Master’s thesis.  
In this case the value displayed in the table must be multiplied by the number of students.