

**Hochschule  
Bonn-Rhein-Sieg**  
  
*University  
of Applied Sciences*

# Examination Regulations

**Examination Regulations for the Master's Degree Program in  
Marketing (M.Sc.)**

**at the Rheinbach Campus of the Bonn-Rhein-Sieg University of Applied Sciences**

**(MPO Marketing, Winter Semester 2016/17)**

Effective as of 24 February 2016

By virtue of Article 2 paragraph 4 and Article 64 of the Higher Education Act of the German Federal State of North Rhine-Westphalia (*§ 2 Abs. 4 and § 64 of the Gesetz über die Hochschulen des Landes Nordrhein-Westfalen*; henceforth abbreviated as HG NRW) in the version of 11 September 2014 (*GV.NRW. p.547*), the Department of Management Sciences of the Rheinbach Campus of the Bonn-Rhein-Sieg University of Applied Sciences has issued the following Examination Regulations:

## **Content**

<b>I. General provisions .....</b>	<b>4</b>
Article 1 - Scope of the Examination Regulations.....	4
Article 2 - Degree programme objectives, purpose of the examination, academic degree.....	4
Article 3 - Admission requirements.....	4
Article 4 - Standard period of study, scope of studies, language of instruction .....	5
Article 5 - Scope and structure of the final examination, examination period.....	5
Article 7 – Examiners and assessors.....	7
Article 8 – Recognition of qualifications in accordance with the European Credit Transfer System (ECTS) .....	7
Article 9 - Non-attendance, withdrawal, disability, cheating, breach of regulations .....	8
<b>II. Regulations as to the structure and organisation of the degree programme</b>	<b>10</b>
Article 10 – Schedule of examinations.....	10
Article 11 - Practical Term.....	10
Article 12 – (N/A) .....	11
<b>III. Regulations as to the examination procedure .....</b>	<b>12</b>
Article 13 - Purpose, scope, language, weighting and types of examinations.....	12
Article 14 – Assessment of examination results.....	12
Article 15 – Re-taking examinations .....	14
Article 16 - Examination Regulations in accordance with Article 14 paragraph 3 .....	14
Article 17 - Examination regulations in accordance with Article 14 paragraph 4 .....	17
<b>IV. Master's thesis .....</b>	<b>18</b>
Article 18 - Purpose of the Master's thesis, topic, examiners .....	18
Article 22 - Colloquium .....	19
<b>V. Results of the Master's examination.....</b>	<b>20</b>

**Article 23 - Results of the Master's examination ..... 20**

**VI. Final provisions ..... 22**

## I. General provisions

### Article 1 - Scope of the Examination Regulations

These Examination Regulations for the Master's Degree (i. e. German *Masterprüfungsordnung*, henceforth abbreviated as MPO) shall apply to all examination matters including the final examination for the Master's degree programme in Marketing(M.Sc.) offered by the Department of Management Sciences of the Rheinbach Campus of the Bonn-Rhein-Sieg University of Applied Sciences.

### Article 2 - Degree programme objectives, purpose of the examination, academic degree

(1) The Master's degree programme, in accordance with the general tuition and study objectives (Article 58 HG), aims to provide students who have already acquired a first university degree qualifying for a profession (undergraduate degree) with deeper comparative scientific and practice-oriented insights into the concepts, methods and techniques of general management. Students are expected to acquire the skills and qualification necessary to further develop these issues and to apply them successfully to the analysis and solution of strategic problems in professional practice. Furthermore, the degree programme aims to develop the students' creative and writing abilities and to prepare them for the Master's examination.

(2) The Master's degree is a academic degree that enables students to undertake a managerial position with the focus on marketing policy. The final examination is intended to assess whether or not a student has achieved the objectives of the degree programme.

(3) Having passed the final examination, students are awarded the international academic degree "Master of Science" (M.Sc.). This degree entitles the graduates to participate in a doctoral degree programme and is recognised as a prerequisite for admission to positions in the German higher administrative class (A13/E13 qualification).

### Article 3 - Admission requirements

(1) To be admitted to the Master's degree programme, applicants are required to submit evidence of having acquired an undergraduate degree in Economic Sciences, Business Information Systems, Business Engineering or Business Psychology. The degree must have been awarded a final grade of 2,7 and a minimum of 210 credits (ECTS).

(2) (N/A)

(3) If the undergraduate degree has been awarded fewer than 210 credits, but a minimum of 180 credits, the practical term (Article 11) must be successfully completed (c. f. Article 4 paragraph 1).

(4) Applicants shall be denied admission if they have irrevocably failed an examination required by the examination regulations for the chosen degree programme at any other university under the jurisdiction of the German Basic Law (Grundgesetz) or if they have forfeited their entitlement to participation in the examination for any other reasons. This shall apply accordingly to degree programmes whose content is closely related to that of the earlier course of study. The Examination Board shall determine whether the degree programme in question is 'closely related'.

(5) Applicants who are not native English speakers or have not completed a study programme taught in English shall be documented upon registration by having passed the "Test of English as a Foreign Language" (TOEFL) with a minimum score of 550 in the paper-based version with 213 points in the computer test and with 79-80 points in the internet test or by an equivalent result in another language test.

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

- (1) The standard period of study is three semesters, including the Master's thesis. The degree programme is divided into modules. Each of these are awarded credits in line with the European Credit Transfer System (ECTS). Students shall be awarded a total of 30 credits if they have fulfilled all the requirements for completing a standard study semester, as regulated in the Study Plan. The Master's degree programme comprises a total of 90 credits.
- (2) One ECTS credit is equivalent to a workload of 30 clock hours. This results in a total workload of 2.700 clock hours for the complete programme.
- (3) The languages of instruction are English and German.

#### **Article 5 - Scope and structure of the final examination, examination period**

- (1) The Master's examination consists of modular examinations that accompany the course of study. Students who have passed the required examinations may complete the degree programme ahead of schedule.
- (2) Credits for a module shall be awarded to those students who can provide evidence of having passed the corresponding examinations. The examinations shall be held at the time when the corresponding module or tuition unit within the study programme must be completed in accordance with the Study Plan. The Study Plan, which is part of the Examination Regulations, shall ensure that students can take all the examinations that accompany lectures by the end of the third semester.
- (3) The heads of the degree programme shall draft a module catalogue relating to the studies which shall provide information on the following matters in particular:
  - the objectives and the structure of each course,
  - the way each course is assigned to the Study Plan,
  - required and expected previous knowledge as well as
  - the literature relevant to the examination.

#### **Article 6 - Examination Board, Admissions Committee**

- (1) The Examination Board of the Department of Management Sciences at the Rheinbach Campus assumes the duties assigned to the 'Master's degree programme in Marketing' by these Examination Regulations. The Examination Board is an independent examination body of the Bonn-Rhein-Sieg University of Applied Sciences.
- (2) The Examination Board consists of six people, who are elected by the Departmental Council:
  1. three members from the ranks of the department's professors,
  2. one member from the ranks of the department's teaching staff,
  3. one member from the ranks of the department's students and
  4. one member from the ranks of employees involved in the department's facility management and administration.

The Examination Board elects, from among its members, a chairperson and a deputy chairperson from the ranks of professors. With the exception of the chairperson and the deputy chairperson, each member of the Examination Board shall be elected along with a deputy. The term of office for the elected members of the Examination Board is two years - with the exception of the student member, whose term of office is one year. Re-election is permissible.

- (3) The Examination Board ensures that the Examination Regulations are observed and that the examinations are conducted in accordance with the Examination Regulations; it also decides on the type and form of the examinations (Article 16 paragraphs 1-3). It is, in particular, responsible for making final

determination on objections to decisions taken during the examination procedures. The Examination Board shall inform the Departmental Council of the development of the examinations and study periods. If the actual average study period differs from the standard period of study, the Examination Board shall propose examination-related measures to reduce the study periods to the Departmental Council. It shall also make recommendations on the reform of the Examination Regulations. The Examination Board may transfer the following responsibilities to the chairperson of the Examination Board – either as a whole or on a case-by-case basis:

- Determining whether a study programme is 'closely related' the chosen degree programme (Article 3 paragraph 3)
- Appointing the examiners (Article 7 paragraph 1; Article 18 paragraphs 2 and 3; Article 21 paragraph 2)
- Recognising of study and examination achievements, including failed attempts at passing an examination (Article 8 paragraphs 2, 3 and 8; Article 12 paragraph 2),
- Granting permission to withdraw from an examination or consideration of non-attendance (Article 9 paragraph 2)
- Granting different examination methods in the event of disability or interests warranting protection (Article 9 paragraph 3)
- The regulation of examination details, particularly the type of examination, the language and permitted auxiliary means (Article 13 paragraph 4)
- Determining details of the examination, in particular concerning the form and language used as well as the resources allowed (Article 16 paragraphs 9 and 10)
- Granting admission to the thesis and extensions on the time allotted to the thesis (Article 19 paragraph 4; Article 20 paragraphs 1 and 2)

This shall not apply to taking decisions on objections.

(4) The Examination Board shall have a quorum if, apart from the chairperson or the deputy chairperson, a further member from the ranks of professors who are entitled to vote and at least one other member who is entitled to vote are present. It decides by a simple majority. In case of a tied vote, the chairperson or, in the event of his or her absence, the deputy chairperson, shall have the deciding vote. The student member shall not take part in the discussion about and the decision-making on issues concerning examination tasks or his or her own examination procedure.

(5) The members of the Examination Board as well as a commissioner from the President's Office are entitled to be present during examinations. Students who take the same examination on the same examination date are exempt from this regulation.

(6) The members of the Examination Board, the examiners, the assessors and the members of the Admissions Committee are subject to official secrecy. If they are not civil servants, the chairperson of the Examination Board shall oblige them to maintain confidentiality.

(7) Incriminating decisions taken by the Examination Board or by its chairperson shall be communicated to the students concerned without delay. Prior to this procedure, students shall be given the opportunity to be heard.

(8) The admission procedure for the 'Master's degree programme in Marketing' is carried out by the Admissions Committee. It is elected by the Departmental Council and consists of full-time members of the department.

- (9) The Admissions Committee consists of four people:
1. two members from the ranks of the department's professors,
  2. one member from the ranks of the department's teaching staff and
  3. one member from the ranks of the department's students.

The Admissions Committee elects, from among its members, a chairperson and a deputy chairperson from the ranks of professors or teaching staff. With the exception of the chairperson and the deputy chairperson, each member of the Admissions Committee shall be elected along with a deputy. The term of office for the elected members of the Admissions Committee is two years - with the exception of the student member, whose term of office is one year. Re-election is permissible.

(10) The Admissions Committee shall have a quorum if, apart from the chairperson or the deputy chairperson, a further member who is entitled to vote is present. It decides by a simple majority. In case of a tied vote, the chairperson's vote or, in the event of his or her absence, the deputy chairperson, shall have the deciding vote. The student member shall not take part in the discussion about and the decision-making on issues concerning examination tasks or his or her own examination procedure.

### **Article 7 – Examiners and assessors**

(1) The Examination Board shall appoint the examiners and assessors who conduct the examinations and the Master's thesis. Only university professors, contract professors, lecturers with particular assignments (i.e. German Lehrkräfte für besondere Aufgaben) and other lecturers as well as people experienced in professional practice are entitled to conduct examinations, insofar as this is necessary or appropriate to achieve the objectives of the examination. To assess an examination, a person is required to have at least the same qualification or a qualification which is accepted as equivalent to the one assessed in the examination.

(2) If several students are to be invited to take part in an examination, at least one examiner must have taught the subject in which the examination is taken. Assessors are required to have either the same qualification or a qualification which is accepted as equivalent to the one assessed in the examination (competent assessor, i.e. German Sachkundige(r) Beisitzer/-in).

(3) When conducting the examination, the examiners are not bound by any instructions.

(4) Students are entitled to propose an examiner to supervise the Master's thesis. The Examination Board shall ensure that the duties involved in conducting the examination are equally divided among the examiners. The students' suggestions shall be taken into account to the extent deemed possible.

### **Article 8 – Recognition of qualifications in accordance with the European Credit Transfer System (ECTS)**

(1) Upon request, examinations passed in the same degree programme at other state-run or state-approved universities, at state-run or state-approved universities of cooperative education or in degree programmes at state-run or state-approved universities abroad shall be officially recognised insofar as the skills acquired do not differ considerably from the examinations substituted. Examinations that have been passed in other degree programmes offered by Bonn-Rhein-Sieg University shall be assessed as being equivalent to those taken at other universities. The aim of recognition for the purpose of sentences 1 and 2 is to continue the degree programme, to pass examinations or to enrol in another degree programme.

The application deadline for the recognition of examinations passed at other universities or in other degree programmes offered by Bonn-Rhein-Sieg University is 30 April for the summer semester and 31 October for the winter semester. The application deadlines for the admission to a course of study remain unaffected by this.

(2) The Examination Board carries out the recognition procedure. It decides on recognition – in the event of doubt, after having consulted the examiners.

- (3) The student is responsible for providing the required information on the exam to be recognised. The responsibility for proving that a request under the terms of paragraph 1 does not meet the requirements for recognition lies with the Examination Board.
- (4) Decisions on requests under the terms of paragraph 1 shall be taken within six weeks of the documents having been submitted in accordance with paragraph 3.
- (5) In accordance with the official recognition criteria set out in paragraph 1, Bonn-Rhein-Sieg University may - and is obliged to on students' request - grade the student into a semester whose number equals the ratio between the number of ECTS credits recognised and the total number of the ECTS credits to be gained in the degree programme in question. If the digit after the decimal point is lower than five, the number of semesters shall be rounded down to the next whole number; in all other cases, it shall be rounded up.
- (6) If a student is denied recognition under the terms of paragraph 1, he or she can request that the decision be reviewed by the President's Office; the President's Office shall give the Examination Board a recommendation on how to deal with the request.
- (7) Upon request, other skills and qualifications may be recognised based on the documents submitted if the level and content of the skills and qualifications acquired are equivalent to those of the examinations to be substituted.
- (8) Cooperation agreements between the department of Management Sciences at the Rheinbach Campus of the Bonn-Rhein-Sieg University of Applied Sciences and comparable departments located at this or other universities, research institutions, institutions that are affiliated to this university as well as other institutes with seminar topics closely related to those learned at university shall enable the students to pass the examinations mentioned in the respective agreement at the particular partner university or institution.
- (9) In case of re-enrolment for the same course of study at the Bonn-Rhein-Sieg University as well as in case of a change of the Examination Regulations, all thus far acquired examination achievements, including all failed attempts at passing an examination, remain unchanged. In the event that a student is enrolled at the same time for two courses of study which offer identical modules and identical final examinations, these examinations including the failed attempts shall be graded likewise in both courses of study. An application in accordance with Article 63a HG is not required.

#### **Article 9 - Non-attendance, withdrawal, disability, cheating, breach of regulations**

- (1) A student's performance in an examination shall be assessed as being 'insufficient' (failed) if he or she does not attend the examination without good reason in spite of having registered, if he or she withdraws without good reason after the beginning of the examination, or if he or she does not deliver the required performance by the end of the examination. Sentence 1 shall apply accordingly if the student does not submit the Master's thesis in due time.
- (2) The reasons brought forward to justify withdrawal or non-attendance shall be communicated and substantiated in written form to the Examination Board without delay. Students who are unable to sit an examination due to illness shall provide evidence of their illness-related inability to take part in the examination by submitting a corresponding sick note. If the Examination Board accepts the reasons, the student shall be informed that he or she is allowed to apply for admission to the respective examination again; the examination shall not be assessed as failed.
- (3) If a student shows probable cause, by submitting a sick note or otherwise, that he or she is incapable of taking an entire or partial examination in the stipulated form due to permanent physical disability, he or she may be granted permission by the Examination Board to acquire equivalent



qualifications in a different form; the student may also be allowed to extend the time allotted to the Master's thesis in accordance with Article 20 paragraph 2.

The examination conditions must be organised in such a way that disadvantages for disabled people are balanced out to the greatest possible extent. In the event of doubt, the chairperson of the Examination Board may demand further evidence. In exceptional cases, sentences 1 to 3 shall also apply to short-term disability. Furthermore, the Examination Board may, upon request, allow students to acquire qualifications in a different form if they cannot fully take part in their study programme due to interests warranting protection, as defined by the legal provisions. In particular, due account shall be taken of the legal provisions concerning the nursing of people in need of care, the regulations of the Maternity Protection Act as well as the legal provisions concerning parental leave.

(4) If a student tries to influence the result of an examination by cheating or by using unauthorised resources, he or she will fail the examination. If a student disrupts the smooth running of an examination, the respective examiner or invigilator may exclude him or her from further participation in the examination; in this event, the entire examination will be considered as 'failed'. The reasons for excluding a student from an examination shall be documented. Students who are excluded from further participation in an examination are entitled to request that the Examination Board review this decision. This shall apply accordingly to decisions taken by examiners and invigilators in accordance with sentence 1. Even if a student is merely in possession of unauthorised resources during or after the distribution of the examination papers, this shall be considered as an attempt at cheating. Students who willfully commit an offence as set out in sentences 1 and 2 breach the regulations. This breach of regulations is liable to prosecution in accordance with Article 63 paragraph 5 HG. In the event of repeated or other grave attempts at cheating, a student may also be removed from the students' register.

(5) Potential flaws in the examination procedure must be communicated to the examiner and the chairperson of the Examination Board without delay. If it is, by way of exception, unreasonable to inform them immediately in individual cases, then flaws must be communicated in writing, stating the reasons, namely:

- for the examination date in the winter semester: by 30 April of the year in which the winter semester ends;
- for the first examination date in the summer semester: by 30 September of the same year and for the second examination date in the summer semester: by 30 November of the same year.

After expiry of this deadline, the student may no longer claim legal remedy for this flaw (preclusive period).

## II. Regulations as to the structure and organisation of the degree programme

### Article 10 – Schedule of examinations

(1) In the 'Master's Degree Programme in Marketing (M.Sc.)' the following modular examinations, graded in accordance with Article 14 paragraph 3, shall be taken in each semester:

Semester	Module	Examination
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 modules „Product & Sales“ and „Promotion & Pricing“ can be taken either in English (A1 & B1, English Track) or in German (A2 & B2, German Track). The student informs the Registration Office at enrolment if he or she likes to take the English or the German track. A subsequent change is not possible. In case that less than 6 students register for the English or the German track, these modules (A1 & B1 respectively A2 & B2) shall not be offered in the particular academic year.

(2) In the 'Master's Degree Programme in Marketing (M.Sc.)' the following modular examination, graded as 'passed' or 'failed' in accordance with Articles 11 and 14 paragraph 4, shall be taken in the period stated below:

Semester	Module	Examination
1-3	Practical Term	Practical Term

### Article 11 - Practical Term

(1) Students whose undergraduate degree (Article 3 paragraph 1) comprises fewer than 210 credits, but a minimum of 180 credits must complete the Practical Term module, which takes a minimum of 20 and a maximum of 27 weeks.

(2) - (5) (N/A)

(6) During the practical term students are supervised by a university lecturer appointed by the Examination Board from the ranks of the teaching staff who are entitled to conduct examinations.

(7) Participation in the practical term shall be confirmed by the supervisor if

1. a qualified testimonial of the student's project-related employment is provided by the organisation where the student completes the practical term,
2. the student has regularly participated in the monitoring and evaluation meetings assigned to the practical term,

3. the student has written a detailed report, duly signed by the organization responsible and with a standard length of 3.500 words, on his or her placement during the practical term,
4. the placement has fulfilled the purpose of the practical term,
5. the student has completed the tasks assigned to him or her.

(8) If the practical term is interrupted or shortened for more than two weeks due to illness or other reasons and if, as a consequence of this interruption or shortening, the purpose of the practical term is not (entirely) fulfilled, the practical term shall be extended accordingly. The supervisor decides on the time required for this extension. Only in exceptional circumstances may students be granted permission to extend the period of their agreement for the purpose of attending lectures.

(9) The practical term may be re-taken once if participation in the practical term is not confirmed by the supervisor.

**Article 12 – (N/A)**

### III. Regulations as to the examination procedure

#### Article 13 - Purpose, scope, language, weighting and types of examinations

(1) Examinations serve to assess whether a student has acquired the expertise necessary to deal with the essential interrelations between the content and methods of the subjects in which the examinations are taken; they also serve to assess whether he or she is able to independently apply the expertise and skills acquired.

(2) The examination requirements must be related to the content of the courses, as set out for the respective subject by the Study Plan (which is part of the Examination Regulations). The level of knowledge examined in previous study periods may only be assessed insofar as this is necessary to achieve the objectives of the examination set out in paragraph 1.

(3) The languages of examination are English and German.

(4) The Examination Board decides on the details of the examination, such as

- the type and language of the examination,
- the time, place, duration and resources allowed in the examination

in advance and informs students of these details in writing at the latest twelve weeks prior to the examination. It is sufficient to inform students by posting a public announcement on the notice-board and/or by publishing the information on the Internet.

(5) The student shall submit the application for an initial attempt of an examination in such a way that the examination can be taken by not later than the end of the third semester following the semester in which the course and the related examination have taken place. The semester in which the course has taken place is hereby included. In case the application is not submitted within the said period, the initial attempt shall be graded as 'failed' unless the student provides evidence that he or she cannot be taken responsible in accordance with Article 9 paragraph 2.

#### Article 14 – Assessment of examination results

(1) Examinations must be assessed in accordance with this regulation. All assessment must be verifiable. In the case of oral examinations, students must be informed of their grade without delay; in all other cases, after six weeks at the latest. It is sufficient to inform students by posting a public announcement on the notice-board and/or by publishing the examination results on the Internet. As a rule, the examination is conducted by the tutor of the course in which a student wishes to take the examination. If several examiners conduct the examination, they shall jointly assess the student's performance.

(2) Examinations which serve to complete a degree programme as well as re-examinations that cannot be re-taken again if they are irrevocably failed shall be assessed by a minimum of two examiners; otherwise a student's performance may be assessed by one examiner only. To conduct oral examinations, the Examination Board may appoint only one examiner. In this case, a competent assessor must be consulted; prior to the final grade being determined, the assessor must be heard by the examiner.

(3) The following grades shall be used to assess examination performance, except in the cases set out in paragraph 4:

1	=	excellent (i. e. German sehr gut)	=	outstanding performance
2	=	good (i. e. German gut)	=	performance significantly above average
3	=	satisfactory	=	average performance
4	=	sufficient (i. e. German ausreichend)	=	performance below average, but still

5 = insufficient (i. e. German nicht ausreichend) = fulfilling the requirements  
= performance which does not fulfill the requirements due to considerable flaws.

In order to differentiate assessment in more detail, grades may be lowered or increased by 0.3; the grades 0.7, 4.3, 4.7 and 5.3 are not permissible.

If grades are calculated by adding interim values, the computed values shall account for the following grades:

Interim value up to	1,5	‘very good’ (i. e. German sehr gut)
Interim value of more than	1,5 up to 2,5	‘good’ (i. e. German gut)
Interim value of more than	2,5 up to 3,5	‘satisfactory’ (i. e. German befriedigend)
Interim value of more than	3,5 up to 4,0	‘sufficient’ (i. e. German ausreichend)
Interim value of more than	4,0	‘insufficient’ (i. e. German nicht ausreichend)

Interim values are only considered with the first decimal place; all other places after the point are deleted without rounding.

An examination shall be awarded a pass if the performance is assessed as being at least ‘sufficient’. If two examiners who have jointly assessed an examination differ in their assessments, the final grade shall be determined by the arithmetic average of the individual grades.

The following table shall apply to the calculation of grades:

<b>Assessment table (max.100 points)</b>		
<b>Number of points</b>		<b>Grade</b>
<b>from</b>	<b>to (incl.)</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

An outstanding performance of 98 points or more is specifically recognised and mentioned in the Diploma Supplement (Article 23 paragraph 5).

If a module consists of more than one examinations (subject to differing regulation), the final grade for the module shall be determined by the arithmetic average of the individual grades. In this case each individual grade shall be weighted as credits according to the ECTS.

(4) Notwithstanding paragraph 3, examinations may also be assessed as 'passed' or 'failed'. In this case, an examination shall be awarded a pass if the examiner assesses the performance as at least 'still fulfilling the requirements despite some flaws'. If the course includes an excursion, language training, an internship, a tutorial or a comparable course, the student who has registered shall, in addition to sentence 2, also be required to have actively participated in a minimum of 75% of the course in order to be awarded a pass.

(5) Upon the examiner's or the invigilator's request, the student must submit a student identity card as well as an official personal identity card.

(6) Examinations may also be allowed in the form of group work if the student's individual contribution can be clearly distinguished and assessed on the basis of criteria that enable differentiation.

(7) The respective regulations of the Bonn-Rhein-Sieg University of Applied Sciences shall apply accordingly to the conversion of grades into ECTS grades for study and examination performance.

### **Article 15 – Re-taking examinations**

(1) An examination that has not been passed as a whole under the terms set out in Article 14 paragraph 3 or Article 14 paragraph 4 may be re-taken twice.

(2) The student shall submit the application for a re-take of an examination in such a way that the examination can be re-taken by not later than the end of the semester following the semester in which the student has not passed the examination. In case the application is not submitted within the said period, the re-take shall be graded as 'failed' unless the student provides evidence that he or she cannot be taken responsible in accordance with Article 9 paragraph 2. In case the second re-take has been awarded as 'failed', the examination shall be classified as definitively failed. Article 16 paragraph 7 shall not apply to this.

(3) If a student has not passed an examination after the second attempt, he or she may, upon request, undergo counseling by one of the examiners who have conducted the second examination. The purpose of this counseling is to find reasons for the failure in the student's study performance and to identify potential means for improving the student's performance.

(4) An examination that has been awarded a final grade of 'sufficient' or 'passed' may not be re-taken.

(5) Partial examinations accompanying a lecture shall be credited as parts of the final part of the examination insofar as the examination, having not passed at the first examination date in the summer semester, has been passed at the second examination date. There is no claim for a second examination date (c.f. Article 16 paragraph 1). In case of a later re-take the points of the partial examinations shall be forfeited.

### **Article 16 - Examination Regulations in accordance with Article 14 paragraph 3**

(1) Examinations may, in accordance with Article 14 paragraph 3, consist of partial examinations accompanying a lecture in line with paragraph 2 and a final part of the examination at the end of the semester in line with paragraph 3 (types of examinations).

The types of examinations shall be determined by the Examination Board in due time; students must be informed by not later than the end of the first week of lectures. It is sufficient to inform students by posting a public announcement on the notice-board and/or on the Internet.

As for the types of examination the following combinations are admitted:

Case 1: Final part of the examination

Case 2: Partial examinations accompanying a lecture plus final part of the examination

The different combinations apply to the following scores:

Type of examination	Points	
	Case 1	Case 2
Partial examinations accompanying a lecture	—	25
Final part of the examination	100	75

In Case 2 the points of the individual examinations are added up.

As a rule, the final part of an examination shall take place in the time between terms, i. e. the lecture periods. All partial examinations shall relate to a lecture. For the final part of an examination there shall be set one examination date at the end of the winter semester and two at the end of the summer semester.

(2) As for the partial examinations the following types of examinations are possible:

- A written assignment with a standard length of 5.000 words in case of individual work; in case of group work the length shall be multiplied by the number of students. The regulations set out in paragraph 6 shall apply.
- An oral presentation including case studies with a standard duration of 20-45 minutes in case of individual work; in case of group work the duration shall be multiplied by the number of students. The written composition shall have a standard length of 1.500 words for an oral presentation of 45 minutes and a length of 3.500 words for an oral presentation of 20 minutes. This regulation shall apply for individual work. In case of group work the length shall be multiplied by the number of students. The regulations set out in paragraph 7 shall apply.
- A business simulation including an oral examination of 20 minutes. The regulations set out in paragraph 8 shall apply.
- Two written tests with a standard duration of 15 minutes each semester. The better score shall be considered in the assessment of the examination.
- Oral examinations with a standard duration of a minimum of 15 minutes to a maximum of 45 minutes for individual exams. The regulations set out in paragraph 5 shall apply.

The lecturer shall be responsible for the organisation of partial examinations accompanying a lecture. As a rule, partial examinations shall be graded by an examiner. Examiner shall be the tutor of the particular course or lecture. A formal admission is not required; the regulations on non-attendance and withdrawal (Article 9 paragraphs 1 and 2) shall not apply.

(3) As for the final part of an examination the following types of examinations are possible:

- A written test shall take a minimum of 60 minutes. The regulations set out in paragraph 4 shall apply.
- An oral examination with a standard duration of a minimum of 15 to a maximum of 45 minutes for individual exams. The regulations set out in paragraph 5 shall apply.
- A written assignment including a facultative oral examination. The assignment shall be of 10.000 words for individual work; in case of group work the length shall be multiplied by the number of students. The regulations set out in paragraph 6 shall apply; as for the oral examination the regulations set out in paragraph 5 shall apply. The written assignment shall be finished in the course of the semester; the oral examination shall be taken within the particular examination period. In case of a written assignment including an oral exam, the final grade for the final part of the examination shall be the result of the written assignment and the oral examination in equal shares.

(4) In written tests, students shall prove that they can deal with problems taken from the specialist fields of the respective subject in which the examination is taken within a limited time period, using a limited number of resources and common methods of the specialist field, and that they can solve these problems appropriately. Written tests are invigilated.

(5) In oral examinations, students shall prove, in the course of a discussion that they are able to use common subject-related methods to recognise and find solutions to problems from the subject area in which the examination is taken. Oral examinations can be conducted separately for each student or jointly for several students (group examination). In the case of group examinations, the duration of the examination shall be multiplied by the number of students. Minutes must be kept of the essential topics and results of the oral examination, in particular of the facts relevant to grading. Subsequent to the respective oral examination, students shall be informed of their examination results. Students who are planning to take the same oral examination at a later date may be admitted to the examination as listeners insofar as there is enough room available and none of the exam candidates has objected to this motion when registering for the examination. The permission does not include admission to the subsequent consultation and the announcement of the examination result.

(6) A written assignment is a piece of writing in which students are required to work independently on a subject-specific task, using and evaluating the relevant literature. The length of and time allotted to the assignment shall be determined by the Examination Board at the beginning of the semester.

(7) A presentation is, on the one hand, a piece of writing in which students are required to work independently on a problem from the subject area in question by using and evaluating the relevant literature; on the other hand, they shall report on their work and outline their findings in an oral presentation.

(8) The business simulation is intended to simulate challenging situations at work under conditions similar to professional practice. The aim is to practice complex situations relevant to business practice on which decisions have to be made under severe pressure of time.

(9) The application for admission to an examination must be filed with the Examination Board by the date scheduled. The application must be submitted in electronic form via the Internet. The application may be submitted for several examinations at the same time if they are scheduled to be held within the same examination period or if the examinations relating to that period are scheduled to take place prior to the beginning of the lecture period of the following semester at the latest. The elective subjects in which the student wishes to take the examination and which are specified in the application for admission shall be obligatory. After the deadline for registration has expired, students cannot register without good reason and without the explicit consent of the Examination Board. In this event, it is not possible to withdraw from the examination under the terms set out in paragraph 7.

The following documents must be submitted to the Examination Board when applying for admission to an examination:

- evidence that the student fulfills the above-mentioned admission requirements;
- a declaration on previous attempts at passing an equivalent examination as well as previous attempts at passing a final examination or, as the case may be, a preliminary or intermediate examination in the same or a comparable degree programme;
- in the case of an oral examination, a declaration on whether the student objects to the admission of listeners to the examination.

The Examination Board decides on admission to the examination. It announces, in due time, which students will be admitted to the exam; in accordance with the terms set out in paragraph 1, this announcement shall be made a minimum of two weeks prior to the examination.

(10) An application for admission to an examination may be withdrawn up to seven days prior to the date scheduled for the examination by addressing the Examination Board in electronic form via the Internet; in this event, the application for admission does not count towards the number of attempts allowed to pass the examination.



**Article 17 - Examination regulations in accordance with Article 14 paragraph 4**

(1) There is no formal admission procedure. The student shall officially register at a date announced by the tutor at the beginning of the semester by signing a list of participants. This registration is a prerequisite for taking the examination. The regulations as to non-attendance and withdrawal (Article 9 paragraphs 1 and 2) shall apply accordingly.

(2) The following types of examinations are possible in particular:

- Active participation in at least 75% of a course insofar as the course includes an excursion, language training, an internship, a practical training or a comparable course.
- A written test with a duration of 60 minutes; the regulations set out in Article 16 paragraph 4 shall apply.
- An oral examination; the regulations set out in Article 16 paragraph 5 shall apply.
- A written assignment with a standard length of 5.000 words for individual work; in case of group work the length shall be multiplied by the number of students; the regulations set out in Article 16 paragraph 16 shall apply.
- A presentation including case studies, reports and projects with a standard duration of 20-45 minutes for a individual presentation. The written composition shall have a standard length of 1.500 words for an oral presentation of 45 minutes and a length of 3.500 words for an oral presentation of 20 minutes the regulations set out in Article 16 paragraph 7 shall apply.
- A business simulation exercise including a 20-minute oral examination; the regulations set out in Article 16 paragraph 8 shall apply.
- The development, implementation and evaluation of empirical studies including a written composition. The length and form of the written composition shall be determined by the examiner.

## **IV. Master's thesis**

### **Article 18 - Purpose of the Master's thesis, topic, examiners**

- (1) The Master's thesis is a written assignment on a well-defined topic. The Master's thesis shall prove that the candidate is capable of working independently on a practice-oriented task from the field of the degree programme in a given period of time; using scientific as well as practical methods, the student shall complete the task with all its specialist details and its interdisciplinary relations. The Master's thesis shall be written in English.
- (2) The Master's thesis may be issued and supervised by any professor who may be appointed as examiner in accordance with Article 7 paragraph 1. The student shall be provided with the opportunity to propose a topic and the examiners for the Master's thesis.
- (3) Upon the student's request, the Examination Board may also appoint a contract professor or a lecturer with particular assignments as set out in Article 7 paragraph 1 to supervise the Master's thesis if it is obvious that the topic cannot be supervised by a professor at the Department of Management Sciences. With the consent of the Examination Board, the Master's thesis may be completed at a facility outside of Bonn-Rhein-Sieg University if it can be sufficiently supervised there. In the aforementioned cases, at least one of the examiners for the Master's thesis must be a member of the Department of Management Sciences.
- (4) Upon request, the chairperson of the Examination Board shall ensure that the student is provided with a topic for the Master's thesis in due time.
- (5) The Master's thesis may be admitted as a group work if the individual candidate's contribution to be assessed is clearly distinguishable and assessable on the basis of paragraphs, page numbers or other criteria and if it fulfills the requirements set out in paragraph 1.

### **Article 19 - Admission to the Master's thesis**

- (1) Students shall be granted admission to the Master's thesis if they have acquired at least 54 ECTS credits through their examination performance during the first and second semesters.
- (2) The request for admission shall be filed with the chairperson of the Examination Board in written form. The following documents must be attached to the request, unless they have been submitted at an earlier date:
  1. A declaration stating which examiners are prepared to supervise the Master's thesis;
  2. details of the topic that the examiner intends to issue for the Master's thesis.
- (3) Before the Examination Board announces its decision on the request for admission, students may withdraw the request in writing without stating the reasons and without this having any effect on the number of attempts allowed to pass the examination.
- (4) The Examination Board decides on students' admission to the Master's thesis. Admission shall be denied if the requirements according to paragraph 1 are not fulfilled or if the documents are incomplete.

### **Article 20 - Administration and implementation of the Master's thesis**

- (1) The chairperson or deputy chairperson of the Examination Board is responsible for issuing the Master's thesis. The date on which the Examination Board notifies the student about the topic of the Master's thesis and the examiners is defined as the date of issue; this date must be documented.

(2) The time allotted to the Master's thesis (i. e. the time period from the date of issue to the date of submission of the Master's thesis) is four months. In the case of an empirical topic, previous qualifications may be acquired outside the implementation period. The chairperson of the Examination Board shall decide on whether the Master's thesis deals with an empirical topic after having heard the examiner appointed as supervisor of the Master's thesis.

The topic and the given task must be such that students can complete the Master's thesis within the given time period. In exceptional circumstances, the Examination Board may extend the time allotted to the thesis by a maximum of four weeks; students must request such an extension prior to the deadline, specifying the reasons. The supervisor's opinion on the request shall be heard. If the implementation period is to be extended due to illness, a sick note must be attached to the application in accordance with Article 9 paragraph 2. If the illness takes more than four weeks, the topic of the Master's thesis may be returned.

(3) The length of the Master's thesis shall range between 25.000 and 27.500 words, depending on the form determined by the Examination Board.

(4) Students may, without stating the reasons, reject the thesis topic only once and only within the first three weeks of having been assigned the thesis. In the event of a student re-taking an examination, this procedure is only allowed if the student has not exercised the option of rejecting the topic when implementing the first thesis.

### **Article 21 - Submission and assessment of the Master's thesis, submission of a new Master's thesis**

(1) The thesis shall be bound and submitted in triplicate, along with three digital versions, to the chairperson of the Examination Board by the date specified. The digital versions (provided, for example, on CD-ROMs) shall be attached to the three copies in a file format that can be generally accessed (e. g. txt, doc, rtf or pdf without access protection). The submission date of the thesis shall be documented; if the thesis is sent in by post, the time of delivery to the post-office is decisive. When submitting the thesis, students must declare in writing that they have carried out the thesis independently, using no other resources than those documented and, in the case of quotes, indicated by references. Furthermore, they shall declare that the thesis is neither identical nor bears any similarities whatsoever with a thesis carried out in a previous degree programme.

(2) The Master's thesis shall be assessed by two examiners. One of them must have supervised the thesis. Students have the right to propose the second examiner, who is appointed by the Examination Board. In the circumstances set out in Article 18 paragraph 3, the second examiner must be a professor. If the examiners disagree in their assessments, the grade for the Master's thesis shall be determined by the arithmetic average of the individual grades if the difference between the two grades is below 2.0. If the difference is 2.0 or more, a third person shall be appointed by the Examination Board. In this case, the arithmetic average of the two best individual grades shall account for the final grade. However, the Master's thesis may only be assessed as 'sufficient' (4.0) or better if at least two of the grades are 'sufficient' (4.0) or better. All assessment must be accounted for in written form.

(3) If a Master's thesis has not been passed, a new Master's thesis may be submitted once. If a Master's thesis has been awarded a pass, it is not possible to submit a new thesis.

### **Article 22 - Colloquium**

(1) The colloquium is a supplement to the Master's thesis. It shall take place within two months after the submission of the Master's thesis and shall be assessed individually. The purpose of the colloquium is to determine if the student is able to discretely explain the Master's thesis with respect to its conclusions, its basic technical and methodological principles, its interdisciplinary references and contexts in other fields as well as its importance for the scientific and professional practice.

- (2) Participation in the colloquium shall be granted to any student who has passed all module examinations and the Master's thesis.
- (3) The application to submission to the colloquium shall be addressed in written form to the chairperson of the Examination Board.
- (4) As a rule, the colloquium shall be implemented and assessed jointly by the examiners of the Master's thesis. In case of Article 22 paragraph 4 the colloquium shall be carried out and assessed by the examiners whose individual assessments have formed the grade for the Master's thesis.
- (5) The colloquium shall be implemented as an oral examination with a duration of at least 20 minutes. The provisions for oral module examinations shall apply accordingly.

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

### **Article 23 - Results of the Master's examination**

- (1) The Master's examination shall be awarded a pass if all the examinations involved as well as the Master's thesis have been assessed as being at least 'sufficient' (4.0) or 'passed'.
- (2) The Master's examination shall be assessed as failed if one of the examinations in accordance with paragraph 1 has been definitively assessed as 'insufficient' or 'failed'. The student shall be officially notified that he or she has failed the examination and forfeited the entitlement to the final examination; he or she shall also receive an official letter with instructions concerning rights of appeal. Upon request, the chairperson of the Examination Board may issue a notification that lists the examinations passed, the respective grades awarded as well as the number of examinations still outstanding to pass the Master's examination. The notification shall show that the student has definitively failed the Master's examination or has forfeited the entitlement to the examination.

### **Article 24 - Grade Report, Diploma and Diploma Supplement, final grade**

- (1) The Grade Report to be issued for the passed Master's examination contains the credits for the respective subject, the results of the examinations, the topic of the Master's thesis as well as the final grade for the Master's thesis in both English and German.
- (2) The final grade for the Master's examination is determined by the arithmetic average of the individual grades of the modules graded according to Article 14 paragraph 3. The credit points of the modules shall apply as weighting factors.
- (3) The Grade Report, which shows that the Master's thesis has been passed, shall be issued without delay, if possible within four weeks of the last examination day. It shall be signed by the dean or the vice dean and the chairperson of the Examination Board and bear the date of the day on which the last examination was taken.
- (4) Along with the grade report, the student shall be issued a diploma which bears the same date. The latter documents that the academic Master degree has been awarded. The Diploma shall be signed by the dean and the vice dean and the chairperson of the Examination Board and bear the stamp of the Bonn-Rhein-Sieg University of Applied Sciences.

(5) The Diploma Supplement shall provide information on the examinations passed with excellent results as set out in Article 14 paragraph 3. Prior to being issued to the student, the Diploma Supplement shall be signed by the dean or vice dean and the chairperson of the Examination Board.

## **VI. Final provisions**

### **Article 25 - Inspection of the examination records**

(1) After the examination procedure has been completed, students shall, upon request, be granted an inspection of their examination papers, the related assessment by examiners and the minutes of the examination. The request for inspecting these documents shall be submitted to the chairperson of the Examination Board within one month of the respective students having been issued the Grade Report or been notified about failing the final examination; the chairperson shall also decide on the time and place of the inspection. Article 32 of the Administrative Procedures Act of the German Federal State of North Rhine-Westphalia (Verwaltungsverfahrensgesetz des Landes NRW) concerning the reinstatement to the previous condition shall apply accordingly.

(2) Students shall be granted the inspection of the examination records relating to a particular examination immediately after they have been informed of the respective examination result. Paragraph 1 shall apply accordingly.

### **Article 26 - Invalidity of examinations, revocation of the Master's degree**

(1) If a student has cheated in an examination and this becomes apparent only after the examination, the Examination Board may subsequently correct the grades for those parts of the examination in which the student cheated. If the deception becomes apparent only after the Grade Report has been issued, the Examination Board may declare the final examination as either completely or partially failed.

(2) If the requirements for admission to an examination are not fulfilled without the student's active and willful deception on this issue, and if this becomes apparent only after the certificate has been issued, this deficiency shall be remedied by passing the examination. If the student has willfully gained admission under false pretences, the Examination Board shall decide on the legal consequences in compliance with the Administrative Procedures Act for the German Federal State of North Rhine-Westphalia (Verwaltungsverfahrensgesetz für das Land Nordrhein-Westfalen).

(3) The incorrect Grade Report shall be redeemed and, as the case may be, re-issued. After expiry of a five-year period from the date of issue of the Grade Report, a decision as set out in paragraph 1 and paragraph 2 sentence 2 is ruled out.

### **Article 27 - Entry into force and publication, transitional provisions**

(1) The German version of these Examination Regulations shall be published in the Official Publications-Announcement Sheet (Verkündungsblatt) of the Bonn-Rhein-Sieg University of Applied Sciences and come into effect on the day after publication. They shall apply to all students who enrol for the 'Master's Degree Programme in Marketing (M.Sc.)' at the Bonn-Rhein-Sieg University of Applied Sciences from the 2016/2017 winter semester.

(2) (N/A)

(3) If these Examination Regulations are amended or the degree programme is discontinued, examinations will be held until the third semester after the semester in which the course relating to the examination was last offered. This also includes the semester in which the course was last offered.

Examination Regulations for the Master's Degree Programme in Marketing (M.Sc.) at the Rheinbach  
Campus of the Bonn-Rhein-Sieg University of Applied Sciences  
(MPO Marketing WiSe 2015/16)

Issued by virtue of the Department of Management Sciences' Departmental Council's decision of 24  
September 2015

Rheinbach, 29 October 2015

Prof. Dr. Dirk Schreiber

Dean of the Department of Management Sciences

## Appendix: Study Plan Marketing (M.Sc.)

Modules	ECTS Credit Points	SWS	Examination according
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### Modules 1. semester

Module Transformation & Digitalization	10	6	Art 14 par 3
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Module Product & Sales (Elective Subject A1/ English Track)	8	4	Art 14 par 3
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Module Product & Sales (Elective Subject A2/ German Track)	8	4	Art 14 par 3
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### Modules 2. semester

Module Marketing Implementation	12	6	Art 14 par 3
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### Two-term Modules (1. and 2. semester)

Module Marketing Process & Strategy	8	4	Art 14 par 3
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Module Market Research & Data Management	16	8	Art 14 par 3
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### Two-term Modules (2. and 3. semester)

Module Promotion & Pricing (Elective Subject B1/ English Track)	8	4	Art 14 par 3
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Module Promotion & Pricing (Elective Subject B2/ German Track)	8	4	Art 14 par 3
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Module Negotiation	6	3	Art 14 par 3
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### Module 3. semester

Module Master's thesis	18	2	§ 14 Abs. 3
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Module Colloquium	4	0	§ 14 Abs. 3
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Total of ECTS credit points/number of hours	90		
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*Translator's comments:*



*Please note that this document is a translation of the German "Masterprüfungsordnung 2016 (MPO Marketing- WiSe 2016/17). Only the German source text is legally binding.*

*Please note that the German § symbol has been rendered as "Article" throughout. What is referred to as "Absatz" in the German "Prüfungsordnung", has been termed "paragraph" in the English translation.*

*Bonn, 13 February 2016*