

Study and examination regulation for the Master's programme Retail and Consumer Management at the Technische Hochschule Ingolstadt

of 12 December 2016

On the basis of Article 13 (1), Article 58 (1), first sentence and Article 61 (2) and (3) of the Bavarian Higher Education Act (BayHSchG) of 23 May 2006 (GVBl p. 245, BayRS 2210-1-1-WFK) in its currently applicable version, the Technische Hochschule Ingolstadt issues the following statute:

Only the German study and examination regulation is legally binding.

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§ 1

Purpose of the study and examination regulation

This study and examination regulation is intended to fulfil and supplement the general examination regulation for universities (RaPO) of 17 October 2001 (GVBl S. 686, Bay RS 2210-4-1-4-1-WFK) and the general examination regulation of the Technische Hochschule Ingolstadt (APO THI) of 25 July 2011, as amended.

§ 2

Study objective

- (1) ¹The Master's programme in Retail and Consumer Management builds on the content of the basic Bachelor programmes for university degrees in economics with the objective of teaching the student advanced knowledge in the field of retail and consumer business. ²The study programme imparts conceptual and strategic competence primarily in the fields of strategy, internationalisation, marketing concepts, retail and consumer management and digitalisation in the retail trade and consumer sector. ³In addition, management, methodical and social expertise are taught. ⁴The programme also imparts intercultural skills that prepare students for the growing demands of the increasingly globalised retail and consumer management segment.
- (2) ¹The skills acquired in the Master's programme in Retail and Consumer Management will enable graduates to assume qualified specialist and management roles in the fields of retail management, retail and consumer marketing, product management, sales management, and in particular in the fields of digital commerce, digital consumer services for enterprise, marketing and media agencies, start-ups, commercial enterprises, etc. ²Graduates will have detailed knowledge of the basic instruments needed to carry out the functions of an area manager in corporate retail and consumer management, a CEO of a commercial enterprise, a brand manufacturer or a consumer research firm or service and consulting firm.

§ 3

Qualification requirements

- (1) ¹Qualification requirements for the Master's programme include:
 - a) Proof of a successful completion of a degree programme at a German university with at least 210 ECTS credit points or an equivalent scope of study in the field of economics, commercial sciences or similar areas or an equivalent German or foreign degree. ²Proof shall be submitted in the form of a leaving certificate. ³The examination committee will determine such equivalence on the basis of Art. 63 (1) of the Bavarian Higher Education Act, (BayHSchG),
 - b) Successful completion of a suitability procedure for determining course-specific suitability. ²The requirements and structure of this procedure are set out in Attachment 2 and § 4 of this study and examination regulation.
 - c) Proof of satisfactory knowledge of the English language (level B2 of the Common European Framework of Reference of Languages).
- (2) ¹For degrees without credit points, the verified workload shall be converted into credit points, whereby one credit point corresponds to a workload of 25 hours. ²In the event that no hours can be verified, 30 ECTS will be recognized per theoretical study semester. ³Practical semesters will be accepted with an additional 30 ECTS, provided that these correspond with the type and scope of the practical study semesters at the Technische Hochschule Ingolstadt.
- (3) ¹Evidence according to para. 1 is to be submitted at the latest on the day of enrolment. ²If such proof according to para. 1, sentence 1 is not submitted by the end of the application period, a corresponding confirmation from the university must be produced which provides credible verification that the requirement according to para. 1, sentence

1 will be fulfilled by the end of the enrolment period; the obligation specified in sentence 1 remains.

(4) ¹Applicants with fewer than 210 but at least 180 ECTS credit points will be admitted if the remaining requirements according to para. 1 are met and the missing qualifications are verified with the request for admission. ²The missing qualifications according to sentence 1 refer to the proof of compensation for the qualification gap up to a maximum of 30 ECTS credit points to achieve the verifiable qualification requirement of at least that of a Bachelor level, as per para. 1, sentence 1. ³The missing qualifications are to be verified at the latest by the end of the application period and may be evidenced as follows:

a) Through proof of professional work activities outside of the study programme which correspond in content and in scope with the practical semester of an economics or commercial Bachelor's programme, such as that of the University of Ingolstadt, to the extent that the degree presented indicates deficits in practical skills to be proven for the qualification requirement according to para. 1, sentence 1, or

b) Through proof of practical or theoretical study and examination performance at a German or foreign university, in addition to the first degree, which correspond in content and in scope with the requirements of an economics or commercial Bachelor's programme, such as that of the University of Ingolstadt, to the extent that the degree presented indicates deficits in theoretical or practical skills to be proven for the qualification requirement according to para. 1, sentence 1.

⁴The examination committee will determine such equivalence on the basis of Art. 63 (1) of the Bavarian Higher Education Act, (BayHSchG). ⁵Para. 2 applies accordingly.

(5) In the event an applicant is not admitted, he will be notified in writing of the reason.

§ 4

Course-specific suitability, Applicant selection

(1) ¹An examination committee will be formed to carry out the procedure for determining course-specific suitability. ²An industry representative with an advisory role may be appointed to the commission. ³The faculty council is responsible for staffing the commission.

(2) Applicants will be admitted to the procedure for determining course-specific suitability when they submit a curriculum vitae in table form with references (original or certified copies) documenting their school, vocational and university education and any professional activities.

(3) ¹The modalities (especially examination components, criteria, weighting and evaluation) are outlined in Attachment 2. ²An applicant's suitability is established if at least 40 points of the maximum achievable points are reached in the suitability procedure. ³It is assumed that the average applicant will thereby be admitted. ⁴After completion of the suitability procedure, applicants will be selected from successful participants with the highest number of points from the suitability procedure according to Attachment 2.

(4) ¹Applicants will be notified in writing of the results of the procedure for determining

course-specific suitability. ²Rejection notices shall include the reason and be accompanied by information on legal remedies. ³Applicants who have not provided proof of the procedure for determining course-specific suitability can take part in the suitability procedure again in the following year at the earliest. ⁴Further repetition of the procedure is not possible.

- (5) The positive result of the procedure for determining course-specific suitability is valid as long as the study course is not significantly changed.

§ 5

Standard study period, Study structure

- (1) The study course is held as a consecutive programme (full-time study).
- (2) ¹The study course comprises a standard study period of three theoretical semesters with a workload of 90 ECTS. ²During the standard study period, the Master thesis should also be completed.
- (3) ¹The university may supplement its range of courses with virtual forms of teaching. ²Further details are outlined in the module handbook.
- (4) ¹Study programmes can also be offered in cooperation with partner universities as part of double degrees. ²Further details are outlined in the module handbook.

§ 6

Credit points

¹Credit points are awarded per module for passed examinations and course-related assessments. ²With the European Credit Transfer System (ECTS) as a guide, 60 credit points will be awarded each year on average. ³One credit point corresponds to a workload of 25 hours. ⁴The number of credit points is outlined in the attachment to this study and examination regulation.

§ 7

Modules and assessments

- (1) ¹The modules, their number of hours, type of course, examinations and course-related assessments as well as credit points (ECTS points) are specified in the attachment to this study and examination regulation. ²For elective modules, the regulations are supplemented by the relevant curriculum of the Technische Hochschule Ingolstadt.
- (2) Lectures and examinations will be conducted in English.
- (3) All modules are either compulsory or elective modules:
 1. Compulsory modules are curriculum modules that are binding for all students.
 2. ¹Elective modules are curriculum modules that are offered either individually or in groups. ²Every student must make a specific selection according to this study and examination regulation. ³The elected modules are treated as compulsory modules.

§ 8

Module handbook

- (1) ¹In order to secure the course offering and for the information of the students, the faculty shall prepare a module handbook in which the course of the study programme is outlined in detail. ²The module handbook shall be resolved by the relevant faculty council and shall be made known to all members of the university. ³New regulations must be announced at the latest at the start of the lecture period for the semester in which the regulations are initially valid. ⁴In particular, the module handbook provides regulations and information concerning
 - the allocation of the semester's weekly periods per module and study semester as well as distribution of the workload,
 - the type of course of the individual modules, insofar as they have not been conclusively specified in the attachment to this study and examination regulation,
 - the study objectives and content of the individual modules,
 - further specifications regarding assessments and attendance records,
 - course and examination language of the individual modules if not English,
 - modules implemented in cooperation with partner universities.
- (2) ¹It cannot be guaranteed that all of the proposed elective modules will actually be offered. ²It likewise cannot be guaranteed that the corresponding courses will be offered in the event of an insufficient number of participants.

§ 9 Master thesis

- (1) ¹The subject of the Master thesis will be issued at the start of the second study semester at the earliest. ²Release of the Master thesis subject assumes the successful completion of credits and examinations totalling at least 30 ECTS.
- (2) There is a six-month preparation period for the Master thesis.
- (3) The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.

§ 10 Final grade

The weighting of a final score in the composition of the final grade is specified in the attachment to this statute.

§ 11 Certificates

- (1) ¹A certificate will be issued for the completion of the Master examination in accordance with the example included in the attachment to the general examination regulation of the Technische Hochschule Ingolstadt. ²The sample certificate will be specified according to this study and examination regulation.
- (2) ¹Together with the certificate for completion of the Master examination, a diploma supplement will be issued in accordance with the example included in the attachment to the general examination regulation of the Technische Hochschule Ingolstadt. ²The sample certificate will be specified according to this study and examination regulation.

§ 12 Academic degree

- (1) On the basis of the successful completion of the Master examination, the academic degree "Master of Arts" will be conferred.
- (2) ¹A document certifying the conferral of the academic degree will be issued in accordance with the example included in the attachment to the general examination regulation of the Technische Hochschule Ingolstadt. ²The sample certificate will be specified according to this study and examination regulation.

§ 13
Entry into force

This study and examination regulation shall come into effect on 1 October 2018. It applies to students who commence their study in this course with the first study semester in winter semester 2018/19.

Issued on the basis of the decision of the Senate of the Technische Hochschule Ingolstadt of 12.12.2016, the decision of the University council of 02.05.2017 and approval by the Bavarian State Ministry of Education, Cultural Affairs, Science and Art, StmBW of 23.04.2018, Az.: VIII.5-H3441.IN/48/10 and approved by the President.

Ingolstadt, 02.05.2018

Prof. Dr. Walter
Schober, President

The statute was laid down at the Technische Hochschule Ingolstadt on 03.05.2018 and made known in posted notices on 03.05.2018. The day of notification is therefore 03.05.2018.