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**- Courtesy Translation -
The German version shall prevail!**

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**Program-Specific Study and Examination Regulations (PSSER) for the Masters's degree program in International Management, Marketing and Entrepreneurship dated
25.03.2024**

On the basis of §§ 13 paragraph 1 sentence 1, 67a paragraph 2 no. 3a and 77 paragraph 2 of the Saxony-Anhalt Higher Education Act as published in the announcement dated 01 July 2021 (Law & Ordinance Gazette LSA 368, 369), Otto von Guericke University Magdeburg has enacted the following *program-specific Study and Examination Regulations (PSSER)* as a statute, which is a binding supplement to the *General Study and Examination Regulations (GSER) for the Bachelor's Degree Programs of the Faculty of Economics & Management*.

I. General Section

§ 1

Scope

These *program-specific Study and Examination Regulations* for the Masters's degree program in International Management, Marketing and Entrepreneurship supplement (S) and/or flesh out (F) the *General Study and Examination Regulations (GSER)* for the Masters's degree programs offered by the Faculty of Economics & Management at Otto von Guericke University Magdeburg as follows:

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§ 2

Program-specific educational objectives

(6) S: The Master's degree program in Economic Policy Analysis equips students with the necessary skills to independently analyze complex economic issues using theoretical and empirical methods and to responsibly apply advanced procedures and findings of economics to problem-solving. The program focuses on the theoretical and empirical analysis of economic policy measures across various policy areas. Graduates are capable of considering the complex institutional and societal frameworks of economic and economic policy studies and integrating them into scientific analysis and problem-

solving. This enables students to conduct largely self-directed research and application-oriented projects based on a broad and specialized range of research methods within the field. They are also able to independently develop and address scientific questions. Additionally, students are capable of planning and executing the steps required to solve problems in new and unfamiliar, as well as interdisciplinary, contexts in a targeted manner. They have learned to clearly and unequivocally communicate problems, solutions, and the underlying information and motivations to both experts and laypersons, staying abreast of current research and application developments.

(7): S: International Management focuses on the strategic activities of internationally active companies and examines in particular the strategic decision-making behavior of the top management team. The focus is on the growth strategies of "market development" through international expansion and "product development" through innovation, as well as the influence of cultural factors on these strategies. In the area of marketing, the focus is particularly on processes and methods of market research as well as the control of marketing activities, for example in the context of brand management. In addition, marketing training focuses on aspects of consumer behavior (motivation, emotion, cognition, attitude, decision) with special attention to the influence of the social and physical environment. In the Entrepreneurship specialization, students intensify their knowledge in the area of Business Decision Making and Business Planning. To this end, entrepreneurial decision-making logics, possible business models, corporate strategies and factors of successful business start-ups are examined in more detail.

(8) S: The International Management, Marketing, Entrepreneurship degree program qualifies graduates for a wide range of fields of activity in international and national areas of business and public administration, in particular for management positions or positions in staff departments in private and public companies as well as in management consultancies. In addition to specialist and management positions in companies, it is also possible to work independently or in academia.

II. Scope and Progression of Course

§ 5

Admission requirements

(2) F + S: Requirements for admission to a Master's degree program include the following

a) A degree program is relevant if in this

- at least 15 credit points in courses in the field of quantitative methods and
- at least 60 credit points in courses in economics have been earned.

If the ECTS system is not applied in the applicant's bachelor's degree program [outside the European Higher Education Area], a degree program is considered relevant if

- at least 4 courses in the field of quantitative methods and
- at least 12 courses in economics courses have been completed.

d) In accordance with the language of instruction and examination specified in § 7 para. 2 GSER, adequate English language skills must be demonstrated, generally at least at level C1 of the Common European Framework of Reference for Languages. Suitable forms of proof of language skills will be published on the faculty website following a decision by the Faculty Council.

e) Submission of a relevant letter of motivation in English. The letter must not be longer than 450 words and must describe the particularly helpful skills and knowledge, the personal expectations of

content, methods and study procedures and clarify the professional and scientific interest in a successful completion of the Master's program.

(3) F: The special qualification is determined on the basis of the result of the final examination in accordance with paragraph (2c) GSER and requires that the previous Bachelor's degree program was completed with an average grade of at least "2.9".

(8) F: The number of study places is limited. In order to take into account the special requirements of the degree program, the applicant must have successfully participated in the internal university selection procedure specific to the degree program. Successful participation in the selection procedure is only possible if the applicant has achieved a ranking that is sufficient for the number of available places. The procedure and the assessment basis for the selection decision are regulated in the statutes for the implementation of the internal selection procedure for the Master's degree program in International Management, Marketing, Entrepreneurship.

§ 6

Commencement and duration of studies

(1) F: Enrollment for the first semester is possible for both the winter and summer semesters.

§ 7

Organization and scope of studies

(2) F: The main language of instruction and assessment for the Master's degree program in International Management, Marketing and Entrepreneurship is English.

§ 8

Program structure

(1) F: The degree program is divided into a compulsory area with 15 CP, a compulsory elective area with 75 CP and the compulsory module "Master's thesis" (30 CP). The compulsory modules take place exclusively in the semester listed in Appendix 1.1 and 1.2. The final module examinations can be taken in any semester.

In compulsory elective modules, 75 CP must be obtained. Of these

- 5 CP in the area of "Scientific work" and
- at least 60 CP in the area of specialization, whereby
 - at least 10 CP must be obtained through seminar work and exactly one scientific project amounting to 15 CP or
 - at least 20 CP must be obtained through seminar work.
- The compulsory elective modules of the specialization are assigned to the three specializations International Management, Marketing and Entrepreneurship.
- In the supplementary area, a maximum of 10 CP can be selected from the range of courses designated for this degree program. In the area of supplements, 5 CP can also be obtained in

the area of "CoMeT – Competencies and Methods Training".

The courses and examinations in the compulsory and compulsory elective modules are generally held in English in accordance with § 7 (2) para. up to four modules may be taken in German. Module examinations must be taken in the language of the respective course.

IV. Master's Thesis

§ 27

Registration and admission to the compulsory module "Master's thesis", issuance of the topic

(3) F: Admission to the compulsory module "Master's thesis" is only granted to students who have at least 75 CP including

- all compulsory modules,
- 5 CP in the area of "scientific work" and
- seminar assessments worth 10 CP.

§ 28

Submission of Master's thesis

(8) F: The examinations and assessments pursuant to § 20 para. 2 GSER may only be undertaken in the English language.

V. Final Provisions

§ 36

Validity

The provisions of these *program-specific Study and Examination Regulations* apply to all students who enroll for the first time on the Master's program in International Management, Marketing and Entrepreneurship at Otto von Guericke University Magdeburg from the 2024/2025 winter semester.

§ 37

Entry into Force

These program-specific Study and Examination Regulations enter into force on the day after publication in the Official Announcements of Otto von Guericke University in conjunction with the currently applicable General Study and Examination Regulations of the Master's degree programs offered by the Faculty of Economics and Management.

Issued by virtue of the resolution of the Faculty Council of the Faculty of Economics and Management dated 06.03.2024 and the statement of the Senate of Otto von Guericke University dated 20.03.2024.

Magdeburg, 25.03.2024

Professor Dr.-Ing. Jens Strackeljan

Rector

of Otto von Guericke University Magdeburg

Anlage 1.1: Regelstudienplan / Standard Study Plan International Management, Marketing, Entrepreneurship – Studienbeginn Wintersemester

Nr.	Module / Modules	1. Semester (WS)			2. Semester (SS)			3. Semester (WS)			4. Semester (SS)		
		SWS	PL	CP	SWS	PL	CP	SWS	PL	CP	SWS	PL	CP
1.	Pflichtmodule / Compulsory Modules												
1.1	Business Decision Making	2V+2Ü	sPL	5									
1.2	Marketing Methods & Analysis	2V+2Ü	sPL	5									
1.3	International Corporate Strategy				2V+2Ü	sPL	5						
2.	Wahlpflichtmodule / Compulsory Elective Modules												
2.1	im Vertiefungsbereich / in Specialization												
2.1.1	Modul I	*	*	5									
2.1.2	Modul II	*	*	5									
2.1.3	Modul III	*	*	5									
2.1.4	Modul IV				*	*	5						
2.1.5	Modul V				*	*	5						
2.1.6	Modul VI							*	*	5			
2.1.7	Modul VII							*	*	5			
2.1.8	Seminar				2S+*	*	10						
2.1.9	Wissenschaftliches Projekt ¹⁾							2PS+*	*	15			
2.2	Allgemeine Schlüsselqualifikationen / Schlüsselqualifikationen / General Key Qualifications												
2.2.1	Wissenschaftliches Arbeiten / Scientific Work	*	*	5									
2.3	im Ergänzungsbereich / in Supplements ²⁾												
2.3.1	Modul 1				*	*	5						
2.3.2	Modul 2 ³⁾							*	*	5			
3.	Pflichtmodul „Masterarbeit“ / Compulsory Module „Master Thesis“												30
3.1	Kolloquium / Colloquium										2K	P/V	
3.2	Schriftliche Arbeit / Written Thesis Paper											sA	
	Summe / Total	~24		30	~20		30	~16		30	2		30

Anlage 1.2: Regelstudienplan / Standard Study Plan International Management, Marketing, Entrepreneurship – Studienbeginn Sommersemester

Nr.	Module / Modules	1. Semester (SS)			2. Semester (WS)			3. Semester (SS)			4. Semester (WS)		
		SWS	PL	CP	SWS	PL	CP	SWS	PL	CP	SWS	PL	CP
1.	Pflichtmodule / Compulsory Modules												
1.1	International Corporate Strategy	2V+2Ü	sPL	5									
1.2	Business Decision Making				2V+2Ü	sPL	5						
1.3	Marketing Methods & Analysis				2V+2Ü	sPL	5						
2.	Wahlpflichtmodule / Compulsory Elective Modules												
2.1	im Vertiefungsbereich / in Specialization												
2.1.1	Modul I	*	*	5									
2.1.2	Modul II	*	*	5									
2.1.3	Modul III	*	*	5									
2.1.4	Modul IV	*	*	5									
2.1.5	Modul V				*	*	5						
2.1.6	Modul VI							*	*	5			
2.1.7	Modul VII							*	*	5			
2.1.8	Seminar				2S+*	*	10						
2.1.9	Wissenschaftliches Projekt ¹⁾							2PS+*	*	15			
2.2	Allgemeine Schlüsselqualifikationen / Schlüsselqualifikationen / General Key Qualifications												
2.2.1	Wissenschaftliches Arbeiten / Scientific Work	*	*	5									
2.3	im Ergänzungsbereich / in Supplements ²⁾												
2.3.1	Modul 1				*	*	5						
2.3.2	Modul 2 ³⁾							*	*	5			
3.	Pflichtmodul „Masterarbeit“ / Compulsory Module „Master Thesis“												30
3.1	Kolloquium / Colloquium										2K	P/V	
3.2	Schriftliche Arbeit / Written Thesis Paper											sA	
	Summe / Total	~24		30	~20		30	~16		30	2		30

Key to standard study plan:

* regarding the scope and types of course as well as scope and type of the continuous module-related assessments, see the module descriptions for the modules that may be selected for this study program

- 1) Instead of the scientific project, further seminar work amounting to at least 10 CP can also be completed. In this case, a further 5 CP module in the area of specialization must be completed.
- 2) Instead of the modules in the area of supplements, further modules can be completed in the area of specialization, depending on what is offered.
- 3) One module of the area of supplements amounting to 5 CP can be taken in the area "CoMeT - Competencies and Methods Training".

CP = Credit Points

C = Colloquium as per § 9 para. 7 GSER

P = Presentation as per § 14 para. 9 GSER

SP = Scientific Project as per § 9 para. 5 GSER

CA = Continuous module-related assessment(s) as per § 14 para. 2 of the General Study and Examination Regulations (GSER)

S = Seminar as per § 9 para. 4 GSER

WT = Written thesis as per § 14 para. 7 GSER

SHW = Semester hours per week

T = Tutorial as per § 9 para. 6 GSER

D = Defending as per § 14 para. 14

In accordance with § 7 para. 7 of the General Study and Examination Regulations (GSER), for each module, the module coordinator may specify binding participation requirements, which must be satisfied before the start of participation in the module.

In accordance with § 7 para. 8 of the General Study and Examination Regulations (GSER), for each module, the module coordinator may specify pre-examination requirements in the form of un-graded continuous module-related assessments, which are necessary as a binding requirement for admission to another assessment or written examination for this module.