

This document is the English version of the German *Studien- und Prüfungsordnung* for the *Masterstudiengang International Marketing* programme. It serves the purpose of giving international students the opportunity to read important regulations in the language of the degree programme. Legally binding for all questions of dispute is exclusively the German version.

**Study and Examination Regulations for the
Master of Arts in International Marketing
programme**

**at the Technische Hochschule Nürnberg Georg Simon Ohm
(SPO M-IMA)**

dated 3 June 2011

Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2011, Issue 25

amended by statutes dated

11 April 2012	editorial changes in § 14 para. 4 and para. 6
4 November 2013	Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2013, Issue 34
27 March 2019	editorial changes in the appendix (in module 52.5, in column 3, the number 2 was replaced with the number 4)
26 July 2019	editorial changes in the appendix (description of the calculation of module grades)
17 July 2023	Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2023, Issue 21
29 October 2024	Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2024, Issue 49

** In the consolidated - not official - amended version dated 29 October 2024.

Regulatory changes that came into force through this amended version are indicated in the colour **blue**.

Editorial changes are indicated in the colour **red**.

Pursuant to Art. 13 (1) line 2, Art. 43 (5), Art. 58 (1), Art. 61 (2) and (8) line 2, and Art. 66 (1) line 3 of the Bavarian Higher Education Act (BayHSchG) in the version published on 23 May 2006 (Law and Ordinance Gazette [GVBl] p. 245) last amended by Art. 1 of the act dated 23 February 2011 (Law and Ordinance Gazette [GVBl] p. 102) the Technische Hochschule Nürnberg Georg Simon Ohm adopts the following regulations:

§ 1

Purpose of the Study and Examination Regulations

The present study and examination regulations (SPO) are intended to implement and supplement the current version of the examination regulations of the Technische Hochschule Nürnberg Georg Simon Ohm (ASPO) (Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2023, Issue 18; www.th-nuernberg.de).

§ 2

Objectives of the Programme

The Master of Arts in International Marketing programme is a consecutive, postgraduate programme in economics. Graduates of a first-cycle degree programme with marketing-oriented business and economics curricula, who have demonstrated their specific qualifications, are offered an advanced and specialised management education with the following objective:

Expanding existing knowledge in economics and business administration, along with the addition of specialised topics in international marketing, delivered with a practical, application-oriented focus. In conjunction, students develop the ability to work independently and conceptually in connection with applied research. Students who complete the degree are qualified to perform management tasks and academic work.

§ 3

Full-time Format, Part-time Format, Standard Duration, and Structure of the Programme

- (1) Students may change from a full-time format to a part-time format at the end of the semester to take effect in the subsequent semester. After this point, they are considered part-time students for the remainder of the master's programme. Previously completed semesters of theory instruction from the full-time programme are credited when calculating the deadline for completing the degree, and are counted toward the six semesters of theory instruction required for the part-time programme. All examination results achieved as a full-time student will be automatically transferred to their record as a part-time student.
- (2) The full-time format of the programme comprises three semesters of theory instruction, including a master's thesis.
- (3) The part-time format of the programme comprises six semesters of theory instruction, including a master's thesis. Further details are regulated in the degree programme overview.
- (4) The Student Services fees (*Studienbeiträge*) associated with the part-time format are reduced 50%.
- (5) Part-time students may earn up to a maximum of 15 credits each semester. Excepted from this rule is the master's thesis which comprises 27 credits. If a student completes more than 15 credits in a semester, they will automatically become full-time students. It is not possible to change back to part-time status if this occurs.
- (6) The standard duration of the programme is extended by one semester if admission to the programme is granted under the conditions pursuant to § 4 para. 2, which must be fulfilled during the course of study and correspond to a workload of more than 20 credits.
- (7) Intake for the master's degree programme is possible in winter semester or summer semester. There is no entitlement to begin in either semester. There is no guarantee that the master's degree programme will be offered if there is an insufficient number of qualified applicants.

§ 4

Required Qualifications

- (1) The required qualifications for admission to the Master of Arts in International Marketing programme are
 1. A completed university degree in a field related to economics with a focus on marketing comprising 210 credits or an equivalent degree with a final grade point average of at least 'very good' or an ECTS grade of at least 'A'. A qualifying degree must comprise experience abroad of a duration of at least one semester. In exceptional cases, if the qualifying degree did not include a semester abroad, enrolment may be granted on the condition that one semester of the master's programme in International Marketing must be completed as a semester abroad within the standard duration of the

programme. The examination board takes all decisions about required conditions for admission.

2. Demonstrated aptitude and suitability for the programme in accordance with § 6 of these regulations.
 3. At least half a year of relevant professional experience outside of the university environment, unless the candidate's university degree programme or equivalent qualification pursuant to no. 1 included relevant practical experience comprising at least 20 weeks. In exceptional cases, enrolment may be granted on the condition that the deficient 20-week practical experience be completed within the first semester after commencing the programme. The examination board takes all decisions about required conditions for admission.
- (2) Applicants who have completed a university degree or an equivalent qualification comprising fewer than 210 ECTS credits, but at least 180 ECTS credits, must provide the following in order to complete the Master of Arts degree:
- a) documentary evidence of the deficient credits from the relevant undergraduate degree programme at the Technische Hochschule Nürnberg Georg Simon Ohm or
 - or
 - b) if the 180 ECTS credits comprised only theory, the candidate must provide proof of positively evaluated practical experience (internship) comprising at least 20 weeks.

The examination board defines which of these requirements the candidates must complete. In cases described under letter a), the examination board decides which courses or examinations must be completed, if necessary. These courses and examinations must be completed successfully within the first semester after enrolment. Examinations may be re-sat once each for at most two of these courses. Any re-sit exams must be sat at the next regularly scheduled examination date within six months. In cases described under letter b), the deficient 20-week practical experience must be completed within the first semester after commencing the programme.

- (3) The selection committee decides on the equivalence of the completed university degree or equivalent qualification pursuant to para. 1 no. 1 in accordance with Art. 61 para. 4 of the BayHSchG.
- (4) Applicants, who do not have a final grade for their previous degree by the time the application period for the master's programme closes, but have completed all required coursework excepting the final thesis for their degree at the time they apply and can successfully demonstrate their aptitude and suitability for admission to the programme pursuant to § 6 para. 5 of these regulations, may be provisionally admitted under the condition that they present documentation within the first semester that the final grade point average for their completed degree was at least 'very good' or an ECTS grade of at least 'A'.

§ 5

Examination Board, Selection Committee

- (1) An examination board will be established, consisting of a chairperson and two other members, appointed by the Faculty board.
- (2) A selection committee to conduct the procedure for determining aptitude and suitability for the programme ('Feststellung der studiengangsspezifischen Eignung') pursuant to § 6 of these regulations is formed by the examination board. The selection committee comprises at least one member of the examination board (chair) and at least two professors who are appointed by the examination board for the respective selection procedure.

§ 6

Admission Procedure and Determination of Aptitude and Suitability for the Programme

- (1) The procedure for determining aptitude and suitability for the programme is conducted in the Faculty of Business Administration by the selection committee for the International Marketing programme once each

year in good time before the programme commences. If necessary, the university may conduct a second selection procedure in the same year; an announcement of the procedure must be made to the university community by the beginning of the semester in which the selection procedure will take place.

- (2) The professors involved in the procedure for determining aptitude and suitability for the programme (selection committee) are appointed by the examination board (§ 5).
- (3) Applications for admission to the programme are submitted through the online process established by the Student Office of the Ohm. The deadline for application submissions is 15 January for admission to the subsequent summer semester and 15 June for admission to the subsequent winter semester. Applications received after the deadline will not be considered.
- (4) Applications must be accompanied by:
 - a) Final official transcript and degree certificate as well as all interim certificates for the degree to be evidenced as qualification, in accordance with § 4 of these regulations (officially certified copies).
 - b) References or certificates for internships or professional activities (officially certified copies),
 - c) Language certificates for English and German, if German is not the candidate's native language (officially certified copies),
 - d) a curriculum vitae (formatted as a table) in English
- (5) The candidate's aptitude and suitability for the programme pursuant to § 4 para. 1 no. 2 is established based on the documents submitted in a proper and timely manner with the application. The aptitude and suitability for the programme is deemed to have been demonstrated if the applicant meets the following criteria:
 - a) a first-cycle degree with economics content and a specialisation in marketing from a university or an equivalent qualification, which has been completed with a final grade of at least 'very good' (1.5) or an ECTS grade of at least 'A'
or
a first-cycle degree with economics content and a specialisation in marketing from a university or an equivalent qualification, which has been completed with a final grade between 'very good' (1.5) and 'gut' (2.5) and a General Management Admission Test (GMAT) score of at least 550 points or an equivalent score in an equivalent aptitude test. An equivalent aptitude test may be administered by the Technische Hochschule Nürnberg Georg Simon Ohm.
 - b) Adequate English and German language proficiency for the programme. Evidence of English proficiency is considered fulfilled by presenting test results of at least 580 points (paper test) or 237 points (computer test) from the Test of English as a Foreign Language (TOEFL), GMAT results reflecting the required points described in letter a), or comparable test results from an equivalent test. The completion of an undergraduate degree that was taught in English may also be recognised as equivalent to the language requirement by the selection committee. Evidence of German proficiency must be provided at the level of the Goethe Institute's 'Grundkurs'. In exceptional cases, admission may also be granted without proof of German language proficiency on the condition that an appropriate language course is completed by the end of the second semester after enrolment.
- (6) Recognised equivalent tests as described in para. 5 letter a) will be announced within the university no later than the beginning of the semester preceding the intake semester, and will be communicated to applicants upon request.
- (7) If the final grade point average of the qualifying university degree or equivalent qualification is not evident from the certificates submitted pursuant to para. 4 letter a), the evaluation may instead be based on the examination grades achieved by the candidate in at least five modules/subjects in the curriculum of the qualifying degree or equivalent qualification. The selection committee determines which modules/subjects will be considered at the beginning of the semester in which the selection procedure will take place. The average grade is subject to the criteria defined in para. 5 letter a).

- (8) Completion of the procedure for determining the applicant's aptitude and suitability for the programme shall be recorded in the form of minutes; the minutes must record the place and date of the procedure, the names of the professors involved, and the names of the applicants. The written protocol must be signed by the participating professors.
- (9) Applicants shall normally be notified of the outcome of the selection procedure within one month after the application period closes.
- (10) The determination of aptitude and suitability for the programme shall only apply to the enrolment periods within three years after the selection procedure.

§ 7

Modules, Subjects, and Assessments

- (1) All modules are either required modules ('Pflichtmodule') or required elective modules ('Wahlpflichtmodule').
 1. Required modules are modules that are mandatory for all students in the degree programme.
 2. Required elective modules are modules that are offered individually or in groups from which students must choose. Each student must select required elective modules in accordance with the regulations in these study and examination regulations. Subsequent to selection, the chosen modules are treated like required modules.
- (2) The required modules and required elective modules, their respective number of hours, the teaching formats, and possible types of assessments are specified in the Appendix. The regulations for required elective modules and subjects are supplemented in the degree programme overview ('Studienplan').
- (3) The examination board decides whether coursework done abroad while enrolled in the programme will be recognised (transfer credits). Required elective modules or courses completed abroad will be included in the final transcript with their original name and a German translation of the name.
- (4) In most courses in the programme, lectures and examinations are conducted in English.

§ 8

Degree Programme Overview

- (1) To ensure the availability and quality of the courses and to inform students, the Faculty board prepares a degree programme overview ('Studienplan'), which is not a component of these study and examination regulations. The sequence of the programme components are described in the degree programme overview. The Faculty board enacts the degree programme overview and it must be publicly announced to the university community. New regulations must be published at the latest by the beginning of the lecture period of the semester in which they first enter into effect.
- (2) The degree programme overview should include regulations and information about the following, in particular:
 - The allocation of the lecture hours per week ('Semesterwochenstunden') for required modules and required elective modules;
 - The programme objectives and curriculum and the specified assessments within the required modules and required elective modules in the form of a module catalogue;
 - A catalogue of required elective modules / courses from which students may select modules / courses and their respective number of lecture hours (SWS);
 - The teaching formats within each individual course, if they are not defined in the Appendix;
 - The coursework or examinations that must be completed by students who begin the programme with

a degree that comprised fewer than 210 ECTS credits.

- (3) There is no guarantee that all required elective modules will be offered. Likewise, the university is not obligated to offer required elective courses, if the minimum number of participants is not reached.

§ 9

Examination Registration, Binding Character, Withdrawal from Examinations

- (1) Eligibility for examinations requires a registration by the deadline and in correct form.
- (2) Registering for an examination is binding.
- (3) Withdrawals are possible without stating a reason within the deadlines set by the examination board and published on the university's bulletin board. After the deadline has expired, only withdrawals due to reasons beyond the student's control will be accepted.

§ 10

Application for Recognition of Transfer Credits from Coursework Completed before Enrolling in the Programme (Previous Degree)

Coursework and examinations that have been completed as part of a bachelor's degree or an equivalent degree required as a qualification pursuant to these study and examination regulations cannot be recognised or credited again toward the requirements of this degree programme.

§ 11

Credits

Students shall receive the number of credits (credit points) specified in the Appendix for each module / course successfully completed. Credits are awarded based on the European Credit Transfer and Accumulation System (ECTS). No credits are awarded towards the degree for (facultative) elective modules.

§ 12

Master's Thesis

- (1) To complete the master's degree, a master's thesis must be produced. The student must demonstrate their ability and knowledge acquired in the course of their studies in an independently researched and academically substantiated master's thesis addressing a complex application-oriented problem or problems. At least 30 credits must be completed, before a student may register for their master's thesis and seminar. Evidence of this coursework (=a transcript) must be requested from the Student Office and be submitted together with the thesis registration form to the examination board for International Marketing.
- (2) The master's thesis topic must have an international, marketing-oriented focus within the field of business or economics. The period from the time the topic is issued until submission of the master's thesis comprises five months. Upon request, this time period may be reasonably extended by the examination board if the deadline cannot be met due to illness or other reasons beyond the student's control. Any such reason must be substantiated. In cases of illness, a medical certificate must be submitted.
- (3) Only a full-time faculty member who is engaged in the required modules or required elective modules of this degree programme may be appointed as first examiner. Requests for exceptions to this rule must be submitted to the examination board for International Marketing.
- (4) ¹The master's thesis must be submitted in printed, bound format to the Ohm's Student Office. ²An identical

digital copy in PDF format of the master's thesis must also be submitted by email to the Student Office and the first examiner by the deadline. 3The date of receipt of both the paper and digital copies by the Student Office is the record that is relevant for meeting the deadline. 4The thesis must be presented orally in the presence of the responsible examiners.

- (5) The Master Seminar is included in the evaluation of the thesis. The candidate must give a presentation on the topic to their first examiner as a component of their master's thesis.

§ 13

Completing the Degree ('Masterprüfung')

The 'Masterprüfung' (master's examination) is considered to have been passed if the student has obtained 90 credits, as specified in the Appendix to these study and examination regulations.

§ 14

Evaluation of Examinations and Final Grade Point Average

- (1) The differentiated evaluation of the examination results is done using the following grades:
- 1 and 1.3 = very good
 - 1.7, 2.0, and 2.3 = good
 - 2.7, 3.0, and 3.3 = satisfactory
 - 3.7 and 4.0 = sufficient, and
 - 5.0 = insufficient/fail.
- (2) If the student fails any of the component exams of a module/course they are only required to re-sit the failed component examination, not the entire module examination. If a required elective module is failed, the selected module must be resat.
- (3) The final grade point average is calculated as the arithmetic mean of the module grades, weighted by their respective credit points, rounded down to one decimal place.
- (4) The sum of the grade weights and the divisor used in calculating the final grade point average is ~~100~~ 90. On the final official transcript, the final grades obtained ~~in the subjects~~ and the grade awarded to the master's thesis will be detailed by indicating the respective underlying marks with one decimal place in parentheses.
- (5) Modules or subjects, which are not required for the achievement of the degree, are not taken into consideration when calculating the final grade point average.
- ~~(6) The final grades obtained and the grade awarded to the master's thesis will be detailed by indicating the respective underlying marks with one decimal place in parentheses in the final official transcript.~~

Editorial change from 11 April 2012

§ 15

Final Official Transcript, Diploma Supplement

The university will issue a Final Official Transcript in English and German ('Zeugnis') corresponding to the samples exhibited in the Student Office for the successful completion of the master's examination. In addition to the transcripts, a Diploma Supplement will be issued.

§ 16

Academic Degree

- (1) Upon successful completion of the degree programme, the Technische Hochschule Nürnberg Georg Simon Ohm awards graduates the academic degree of Master of Arts (abbreviated M.A.).

- (2) The university will issue a diploma in English and German ('Urkunde') corresponding to the samples exhibited in the Student Office for the award of the degree.

§ 17

Entry into Force

- (1) These study and examination regulations enter into force on 1 May 2011. They shall apply to all students who commence the Master of Arts in International Marketing programme after summer semester 2011.
- (2) They will also apply to all students who enrolled in this programme prior to winter semester 2011/12, but have been granted a leave of absence or have interrupted their studies. This rule does not apply to any courses or modules for which the assessment procedure(s) or methods have been changed and in which an examination has already been sat (exam attempt).
- (3) Students in the International Marketing master's degree programmes at the Technische Hochschule Nürnberg Georg Simon Ohm to whom the present regulations do not apply may submit a request to be admitted to study under these study and examination regulations.
- (4) Students to whom the present study and examination regulations are not applicable pursuant to paragraphs 1 to 2 above will continue their studies under the previous study and examination regulations for the International Marketing master's degree programme at the Technische Hochschule Nürnberg Georg Simon Ohm of 12 February 2009 (Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2009, Issue 7; www.th-nuernberg.de). In all other cases, those study and examination regulations cease to be in effect after 30 April 2011.

Issued on the basis of the resolution adopted by the Senate of the Technische Hochschule Nürnberg Georg Simon Ohm on 31 May 2011 and the authorisation granted by the President of the Technische Hochschule Nürnberg Georg Simon Ohm on 3 June 2011.

Nuremberg, 3 June 2011

Prof. Michael Braun, President

These regulations were published in the Official Gazette of the Technische Hochschule Nürnberg Georg Simon Ohm 2011, Issue 25 www.th-nuernberg.de. Their publication was announced on the university's bulletin board on 6 June 2011.

Appendix

Modules, Courses, and Assessments in the non-consecutive master's degree programme in International Marketing at the Technische Hochschule Nürnberg Georg Simon Ohm

No.	Name	SWS	Assessments		Credits (***)	Additional Regulations	TN
			Type	Duration / min			
Module 1: Analysis of and Access to International Markets					9		
52.1	International Marketing Research / Internationale Marktforschung	4	schrP	90	(6)		
52.2	Crosscultural Marketing / Interkulturelles Marketing	2	KI / Ref / StA / KI (***)	60/20	(3)		
Module 2: Creation of International Market Offers					9		
52.3	Business-to-Business Marketing / Business to Business Marketing	4	KI, Ref/StA	60,20, 20, 20	(6)		
52.4	Applied Research Project / Angewandtes Forschungsprojekt	2	KI ,*) Ref/StA	60, 20	(3)		
Module 3: International Marketing Tools					9		
52.5	Applied Quantitative Methods in Marketing/ Angewandte quantitative Methoden im Marketing	2 4 **)	schrP, StA	90, 20, 20	(6)		
52.6	SPSS / Python	2	StA; Ref	20, 15	(3)		
Module 4: Industrial Product and Market Development					9		
52.7	Product and Market Development - Theory / Produkt und Markt-Entwicklung - Theorie	2	schrP	90	(3)		
52.8	Applied Business Development Project / Produkt- / Marktentwicklungsprojekt	4	Ref, StA	20, 20	(6)		
Module 5: General Studies and Thesis					30		
52.9	Business Ethics / Wirtschafts- und Unternehmensethik	2	Ref, StA/KL	30 / KL	(3)		
52.10	Master Thesis / Masterarbeit		MA		24	§ 13 (1)	
52.11	Master Seminar / Seminar zur Masterarbeit	2	Ref, Kol	20, 20	(3)		
		26 28 **)			66		
Module 6: Electives in International Marketing					24		
52.12	Electives / Wahlpflichtfächer	16	KI/Ref/Kol/StA	90/20/20	(24)		
Total:		42 44 **)	63		90		90

*) Editorial change from 5 June 2012

**) Editorial change from 27 March 2019

***) Editorial change from 26 July 2019

Abbreviations

KI	=	<i>Klausur</i> / examination
Kol	=	<i>Kolloquium</i> / colloquium
LN	=	studienbegleitender Leistungsnachweis / assessment
LP	=	<i>Leistungspunkte</i> / ECTS credits
MA	=	<i>Masterarbeit</i> / master's thesis
mdIP	=	<i>mündliche Prüfung</i> / oral exam
mE	=	<i>mit Erfolg abgelegt</i> / passed
Ref	=	<i>Referat</i> / presentation
S	=	Seminar
schrP	=	<i>schriftliche Prüfung</i> / written examination
SPO	=	<i>Studien- und Prüfungsordnung</i> / study and examination regulations
StA	=	<i>Studienarbeit</i> / written assignment/paper
SU	=	<i>Seminaristischer Unterricht</i> / seminar-style lecture
SWS	=	<i>Semesterwochenstunden</i> / contact hours per week
TN	=	<i>Teilnahmenachweis</i> / attendance requirement
WPF	=	<i>Wahlpflichtfach</i> / required elective
/ in column 4 and 5	=	or
, in column 4 and 5	=	and