Proof of aptitude for the Master of European Business Studies degree programme (MEB)

1. General Information – Eligibility criteria
   a) Applicants should hold a first degree in a relevant study programme in international business studies in which they have obtained an overall grade of "good" (2,5) or higher, or hold an equivalent German or foreign degree in which they will generally have been awarded 210 ECTS credits but not less than 180 credits.
   b) Applicants will have adequate experience from a non-German speaking country.
      i. 30 credits of the degree referred to in a) will normally have been obtained from a course taken at a foreign University/University of Applied Sciences.
      ii. Adequate foreign internship. Applicants will have completed an internship semester in a non-German speaking country as part of the first degree course referred in a) or spent a comparable and continuous period of time working in a non-German speaking country.
   c) Adequate proficiency in English.
   d) Course-specific aptitude. Applicants who have completed their first degree course “with distinction" or who can show they are among the top 10 per cent of graduates from that course are not required to provide any additional evidence of their aptitude to take this Master course. Please be aware that letters written by professors or lecturers regarding performance in single classes will not be considered. The certificate confirming the applicant's completion of their first degree programme among the top 10 per cent will have to be issued by a central university administration unit and must outline the total size of the respective cohort.

2. Proof of aptitude for the course
   1) To be eligible to take part in the aptitude process applicants must submit their applications in the required format and by the specified time.
   2) An applicant’s aptitude for the particular course is demonstrated by their successful presentation of a written essay whose organisational framework and release and submission dates are decided by the Selection Board.
   3) Three topics form the subject of the essay:
      o International Management
      o Economics
      o Marketing
   4) Essay requirements:
      o The essay must be written in English and be at least 1,800 and not more than 2,500 words long.
      o The subject of the essay is a case study requiring a sound knowledge base in the three named topic areas.
The essay must be completed within 48 hours from the time it is set. The essay must be submitted online to the Faculty of Business Studies before the end of the allotted time.

Authors must indicate the sources and references they have used. They must enclose a form certifying that the essay is entirely their own work. All submitted essays will undergo a plagiarism check so please observe the relevant standards governing scientific working methods!

5) Points will be awarded based on the results of the essay and the final grade of the applicant’s first degree. A maximum of 100 points can be obtained. A minimum of 65 points are needed to pass the aptitude test.

- A maximum of 70 points are awarded for the essay:
  - 30 points for the ‘International Management’ section
  - 30 points for the ‘Economics’ section, and
  - 10 points for the ‘Marketing’ section

- A maximum of 30 points are awarded for the grade of the applicant’s first degree:
  - 0 points for a grade 4.0
  - 30 points for a grade 1.0
  - 1 point is awarded for each tenth better than a grade 4.0
  - If the first degree was obtained abroad, the grades will be converted according to Section 6(6) of the General Examination Regulations.

3. Submitting essays

The subject of the essay will be published exclusively here.

The subject will be announced at 1 pm on 19 June 2020. You will have exactly 48 hours to write your essay so it must be submitted to us online by not later than 1 pm on 21 June 2020. Please note that this is an absolute cut-off time. You must upload your essay electronically with the Ephorus program using the following link:

https://student.ephorus.com/students/

You have to allow "cookies" on the page, otherwise you can’t use Ephorus.

The code which you need for the upload is “MEB_WiSe20”. In the field “Student no.” you have to write your date of birth.