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

1. Proof of aptitude for the course
   1) To be eligible to take part in the aptitude process applicants must have submitted 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 consist of at least 1,800 and not more than 2,500 words.
      o The subject of the essay is a case study requiring a sound knowledge base in the three named topic areas.
      o 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.
      o 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.
      o 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
      o 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.
2. Submitting the essay

The topic for the essay will be announced at 1pm on 18 June 2021. You will have exactly 48 hours to write your essay so it must be submitted to us online by not later than 1pm on 20 June 2021. Please note that this is an absolute cut-off time.

You must upload your essay electronically via Turnitin using the following link:

https://oth-regensburg.turnitin.com/originality/hand-in-link/new?jwt=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJyZWR3b29kSWQiOiJlY2FiMjg0Ny02MGVjLTQ2ZjItYmY0ZTQyYzZmODNhODIiLCJleHAiOiJlY2FiMjg0Ny02MGVjLTQ2ZjItYmY0ZTQyYzZmODNhODIiLCJyZWR3b29kZCI6MTYwODk2MjY5ODk0ODU0MjU0MCJ9.Sk5uQuVmBML57uc5Bdqx343qczdGcdisQeWXwHSWo