

Study and Examination Regulations

for the

Master's Programme:
Management of Creative Industries

Department:
Economics and Business Administration

The English-language translation is provided for information purposes only. The German version is the original and constitutes the sole legally-binding version of this text.

The bbw University of Applied Sciences has determined the following regulations as per the Act governing institutes of higher education in the State of Berlin (Berlin Higher Education Act) as amended on 26th July, 2011 (GVBl. S. 378)*:

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§ 1 Scope

1. These regulations apply to all students matriculated in this programme.
2. The provisions set down in the bbw University of Applied Sciences' Framework Study and Examination Regulations in their latest valid version also form a part of these Regulations.

§ 2 Aim of the programme

1. The "Management of Creative Industries" Master's programme is a consecutive, fee-funded economics course offered in the English language.
2. Upon successful completion of the programme, the graduate should be able to demonstrate that they have acquired the economic and managerial skills necessary for working in management, as well as the ability to independently make scientifically-sound decisions that take into account social, scientific and ethical factors.
3. The programme is designed to train graduates to apply problem-solving skills in new and unfamiliar situations related to their studies, either broadly or in multidisciplinary contexts, and to be able to carry out application-oriented projects in a mostly independent manner.

§ 3 Study requirements

1. Admission requirements for Master's programme are set down in § 3 of the Framework Study and Examination Regulations.
2. An advanced knowledge of English (at least B2 language level according to the European Framework Reference or equivalent) must be demonstrated to be permitted entry into the "Management of Creative Industries" Master's programme.
3. Applicants with a degree acquired in the following areas of the creative industry or from similar academic fields will be accepted into the programme:
 - a. Economics and Business Administration
 - b. IT
 - c. Media
 - d. Fashion
 - e. Other associated fields
4. The Board of Examiners shall decide on an applicant's suitability in cases of uncertainty.

§ 4 Duration, structure and scope of the programme

1. The standard duration of the Master's programme is four semesters, which includes the time required for examinations and the preparation of the Master's thesis. During the study period, a total of 120 credit points (as per the ECTS) must be obtained.
2. The programme is structured into modules. An overview of the study modules, including

their delivery across semesters and the respective examinations, can be found in Appendix 1. This appendix forms a part of these Study and Examination Regulations.

§ 5 Final Examinations

1. The period to prepare the Master's thesis is sixteen weeks. The Board of Examiners may agree to an extension to the preparation period by a maximum of two weeks at the reasonable request of the candidate and where the candidate's thesis supervisor has also approved of the extension.
2. Provisions for extensions related to illness are set down in § 21 para. 10 of the Framework Study and Examination Regulations.
3. The main findings of the Master's thesis are to be presented within a period of no less than 15 minutes to no more than 20 minutes. The candidates shall be interviewed in depth by the examination committee at the conclusion of the presentation.
4. The Board of Examiners may decide on a case-by-case basis, that the master's thesis may be written in a language other than English, especially in German, if both supervisors agree in writing and better research results can be expected - within the framework of a cooperation with a business - in this language, and the second supervisor comes from the cooperation partner.

§ 6 Academic degree

1. Upon the successful completion of the programme, the second higher education degree qualifying for entry into a profession of
"Master of Arts" (M.A.)
shall be awarded by the department of Economics and Business Administration.
2. In addition to the Master's programme transcript, a certificate denoting the academic degree bestowed in para. 1 shall be awarded.
3. The Master's certificate shall be issued in the German language. A template of the Master's certificate along with the Diploma Supplement written in German and in English can be found as appendices 3-5 of these Regulations.

§ 7 Entry into force

These regulations shall enter into force after approval is given to the bbw University of Applied Sciences by the Senate Department for Education, Youth and Science.

Berlin, 13.06.2018

The Rector of bbw University of Applied Sciences