

Please note:

This document is for informational purposes only. The German version is legally binding.



Degree Program Documentation „Master in Consumer Science”

Part A

TUM School of Management

Technical University of Munich

General Information:

- Department: TUM School of Management
- Professional profile: Consumer Science (Munich)
- Program name: Master in Consumer Science (MCS)
- Degree: Master of Science (M. Sc.)
- Standard duration of studies (Credits):
4 semesters and 120 Credit Points (CP)
- Form of study: Full-time, on-campus program
- Admission: Aptitude Assessment
- Start date: Winter semester (WS) 2018/2019
- Language of instruction: English
- Main location: Munich
- Additional information: None
- Study fees for students from non-EU/EEA countries:
Fee category II (€ 6,000 per semester)
- Academic Program Director: Prof. Dr. Jutta Roosen
E-mail: jroosen@tum.de
Phone: +49 (8161) 7103318
- Contact person for queries regarding this document:
Prof. Dr. Jutta Roosen
- Version/Status: 29.01.2025

Table of Contents

1	Objectives of the degree program	4
1.1	Purpose of the degree program	4
1.2	Strategic importance of the degree program	4
2	Qualification profile	6
2.1	Knowledge and understanding	6
2.2	Use, application and generation of knowledge	7
2.3	Communication and cooperation	7
2.4	Scientific self-conception / professionalism	7
3	Target group	8
3.1	Target group	8
3.2	Prior knowledge of applicants	8
3.3	Target figures	8
4	Demand analysis	10
5	Competitor analysis	13
5.1	External competitor analysis	13
5.2	Internal competitor analysis	14
6	Structure of the degree program	15
7	Organizational affiliation and responsibilities	19
8	Developments in the degree program	22

1 Objectives of the degree program

1.1 Purpose of the degree program

In a globalized and increasingly digitalized world, experts in consumer research are needed to understand consumer phenomena from different disciplinary perspectives and to analyze them based on sound knowledge of qualitative and quantitative research methods. On this basis, they are capable of developing solutions to entrepreneurial and societal challenges. Consumption phenomena encompass the actions and psychological processes of consumers within their environment, ranging from the perception of information prior to purchase decisions, through the purchasing process, to the use and sustainable disposal of products. They therefore include the embedding of consumers in market dynamics as well as in social structures and processes.

Knowledge of how consumers interact with technologies is of fundamental importance in this context. This includes the opportunities arising from the digitization of products and services as well as the consideration of technologies that support sustainable and conscious consumption, particularly in areas such as housing (e.g. smart homes) and mobility (e.g. smart cities). It can be observed that products and services are becoming increasingly interconnected through digitization, leading to attractive products and the emergence of new business models.

The purpose of the Master's program in Consumer Science (MCS) is to educate experts with a high level of research competence for the analysis of the phenomena, causes, and consequences of consumer behavior. To adequately address the complexity of modern consumption behavior, graduates are trained to contextualize consumer behavior at the individual, economic, and societal levels. They are familiar with modern qualitative and quantitative research methods and are therefore able to work with appropriate data sets, including large and unstructured ones, to describe consumer behavior and to develop solution-oriented approaches.

1.2 Strategic importance of the degree program

The TUM School of Management offers a comprehensive portfolio of Bachelor's, Master's, and continuing education programs that reflects the concept of lifelong learning and fulfills the mandate of the Bavarian Higher Education Act ("Bayerisches Hochschulgesetz") to provide academic degree programs and continuing professional education. In accordance with the strategic orientation of the TUM School of Management, all programs offer an international management education at the interface between management and economics on the one hand and engineering, natural sciences, and/or life sciences on the other hand, with a strong entrepreneurial focus.

The aim is to equip graduates with a sound, internationally oriented management education and an understanding of engineering, natural sciences, or life sciences, enabling them to assume responsible roles in business and society. This objective is supported, among other factors, by the active involvement of professors of the TUM School of Management in numerous academies and advisory boards that contribute to key decision-making processes in science, business, and society.

The content and structure of the degree programs vary depending on differing admission requirements, the individual educational backgrounds of applicants, and the qualification profile of the respective program. The programs offered by the TUM School of Management can be grouped into three categories:

- (1) Interdisciplinary management programs with a focus on engineering, natural sciences, and life sciences:

These include the Bachelor's degree programs *Management and Technology* at the Munich campus and *Management and Data Science* at the Heilbronn campus; the Bachelor's and Master's degree programs *Sustainable Management and Technology* at the Straubing campus; the Master's degree programs *Management and Technology*, *Consumer Science*, and *Finance and Information Management* at the Munich campus; as well as the Master's degree program *Management and Digital Technology* at the Heilbronn campus.

- (2) Programs providing a fundamental management education for students with a technical or scientific first degree:

This category includes the Master's degree programs *Management* at the Munich campus and *Management* at the Heilbronn campus.

- (3) Programs in the field of continuing and executive education: The continuing education portfolio follows the same strategic orientation. In the part-time Executive MBA programs Executive MBA, Executive MBA in Business and IT, and Executive MBA in Innovation and Business Creation at the Munich campus, experienced professionals with leadership responsibilities are developed into effective and responsible leaders through the expansion of their knowledge, the enhancement of their competencies, and the development of their personalities. The continuing education Master's degree program Management and Innovation (Double Degree HEC) at the Munich campus, the Master's degree program Management and Innovation (TUM Track) at the Heilbronn campus, and the Master's degree program Intellectual Property and Competition Law further expand the program portfolio by addressing the target group of young professionals with initial work experience but without (yet) holding leadership responsibilities. In addition, certificate programs are offered as subject-specific continuing education formats for both specialists and managers. These programs are offered on a part-time basis and are designed as company-specific formats within the framework of Customized Programs.

Against this background, the degree program portfolio of the TUM School of Management is structured as illustrated in Figure 1.

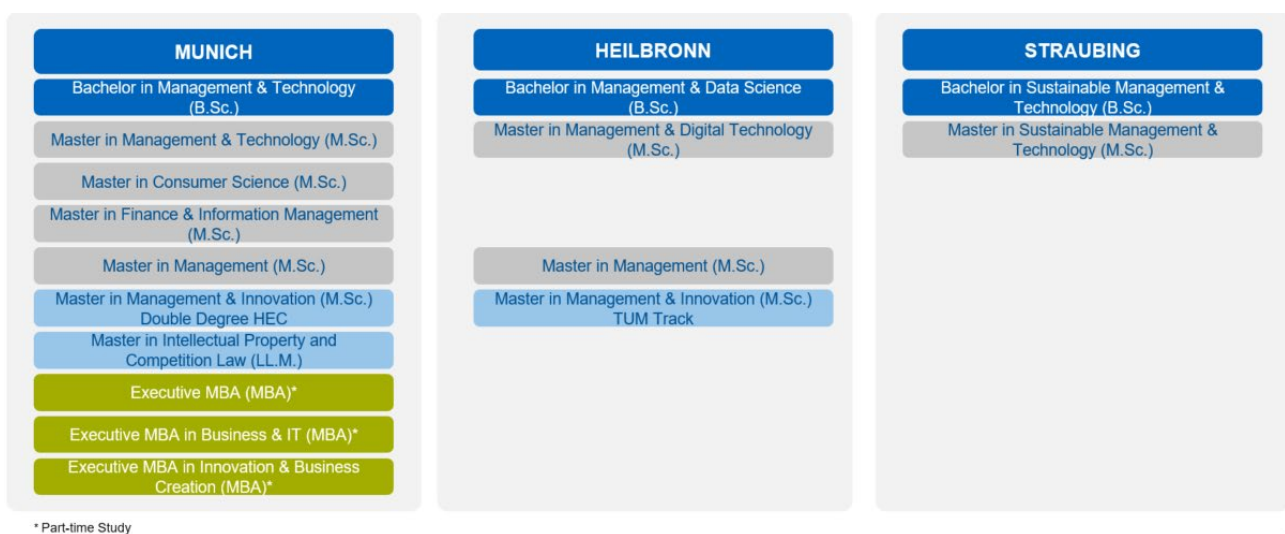


Figure 1: Study programs offered by the TUM School of Management: Bachelor's program (dark blue), Master's programs (gray), Master's program with work experience (light blue), Master's programs with work experience requiring payment (green).

2 Qualification profile

Graduates of the Master's program in Consumer Science are qualified as experts in consumer research who are able to understand consumption phenomena from different disciplinary perspectives, analyze them using sound knowledge of qualitative and quantitative research, and develop solutions to entrepreneurial and societal challenges on this basis.

The qualification profile complies with the requirements of the Qualifications Framework for German Higher Education Qualifications (Hochschulqualifikationsrahmen – HQR) in accordance with the resolution of the German Rectors' Conference and the Conference of the Ministers of Education and Cultural Affairs of 16 February 2017. In line with the HQR, the qualification profile of the Master's program in Consumer Science can be defined along the dimensions (I) Knowledge and Understanding, (II) Use, Application and Generation of Knowledge, (III) Communication and Cooperation, and (IV) Scientific Self-Conception/Professionalism. The formal aspects in accordance with the HQR (admission requirements, duration, degree options) are set out in Chapters 3 and 6 as well as in the corresponding examination and study regulations.

2.1 Knowledge and understanding

To achieve the qualification profile, students first develop a sound theoretical foundation in the area of knowledge and understanding, which enables them to analyze consumer behavior. They acquire a thorough understanding of different psychological and economic approaches to the analysis of consumer behavior and are able to translate these approaches into appropriate empirical research designs. Consumer behavior is examined both from a psychological perspective at the individual level and from a business perspective based on knowledge of business administration, as well as from a macroeconomic and societal perspective drawing, for example, on economic or social science considerations. In particular, students acquire advanced methodological competencies in qualitative and quantitative consumer and behavioral research, building on prior knowledge of research methodology such as statistics and empirical social research. Furthermore, they possess advanced knowledge of business administration and/or economics and can draw on a critical understanding of fundamental theories and approaches in these fields acquired during their previous studies.

Graduates are able to analyze research problems in consumer research and develop appropriate solutions, especially when working with large data sets that reflect the diversity of consumer behavior (e.g. scanner data, household panels, self-tracking data, social media usage). For this purpose, they use applied statistical methods and address challenges associated with large data sets through a systematic and scientific approach. Their understanding of consumption processes is developed through research-oriented learning, which conveys both insights into culturally embedded consumption processes and methodological competencies in empirical social research.

At the interface between consumer behavior and technology, graduates are capable of describing, investigating, and classifying relevant phenomena. They have learned to apply the theoretical and methodological knowledge described above in project-based contexts. Depending on prior education and individual interests, the technological focus may be deepened accordingly. Based on the selection of courses within the mobility window, graduates may develop a more management-oriented, interdisciplinary, or international profile.

In addition, graduates possess business administration knowledge that may be broad-based or focused on specific disciplines, such as marketing, innovation, or economics.

2.2 Use, application and generation of knowledge

The Master's program in Consumer Science equips students with advanced research and methodological competencies and enables them to apply these effectively. They are able to identify research questions within the relevant disciplines, develop suitable research designs, and provide well-founded justifications for the chosen approaches. Selected research designs can be implemented in practice and translated into appropriate results. Knowledge is transferred to specific areas and problem contexts within consumer research, and graduates are able to logically justify their research approach as well as to interpret and communicate results in a scientifically appropriate manner. On this basis, they are capable of developing and assessing innovative, science-based solutions to problems of consumer behavior.

2.3 Communication and cooperation

Graduates are able to actively contribute to societal discourse on the role of consumers. They have acquired the ability to engage with different stakeholder groups from business and politics and to apply their knowledge of group dynamics in discussion contexts. During their studies, they develop the competence to work collaboratively in teams and to jointly elaborate solutions. Potential conflicts arising from the freedom of individual consumers in the context of overarching societal objectives, such as sustainability, can be identified, assessed, and addressed through appropriate solution approaches.

As an international degree program, the Master's program equips students with the competencies required to analyze culturally shaped consumption phenomena, which are of increasing importance in a globalized and digitalized world. Graduates are further able to assume leadership roles within complex and internationally oriented projects with a business focus and are experienced in the effective use of digital collaboration tools.

In a professional context, communication with international clients, employers, and colleagues takes place in English at a level appropriate for professional negotiations.

2.4 Scientific self-conception / professionalism

Throughout the program, students develop a professional self-conception as consumer scientists. Consumers are understood as self-determined individuals who act within the context of internal and external driving forces and actively shape consumer society. Graduates use their theoretical and methodological knowledge of consumer science to ethically reflect on individual, corporate, and societal actions and to further develop their own professional practice.

They are able to design and assess alternative development pathways at the individual, organizational, and societal levels and to take appropriate steps toward their implementation. In addition, graduates have acquired the competence to exercise professional decision-making

autonomy independently, to set goals based on their strengths, weaknesses, and interests, and to work purposefully toward achieving them. They have also demonstrated perseverance in working on complex projects.

3 Target group

3.1 Target group

The program targets graduates of Bachelor's degree programs in management sciences (business administration and economics) as well as graduates of Bachelor's degree programs in psychology, sociology, and communication sciences.

3.2 Prior knowledge of applicants

Successful applicants hold a Bachelor's degree in business administration, social sciences, or communication sciences. This ensures that they possess knowledge of theories relevant to the Consumer Science program, which, given its interdisciplinary profile, draws on various academic disciplines. Graduates of business-related Bachelor's programs are expected to have knowledge of business administration, management, and economics. Alternatively, graduates of social and communication science programs are required to demonstrate knowledge of the theories of these disciplines as well as basic knowledge in the field of consumer behavior.

Irrespective of their prior academic background, all successful applicants have a very good command of the English language and demonstrate a strong interest in research questions in consumer science. They possess proven basic knowledge of empirical social research methods. They are able to identify a research question, conduct a literature review relevant to this question, and critically reflect on research results.

Graduates from higher education institutions or universities in selected countries that have not signed the Lisbon Recognition Convention are additionally required to provide proof of subject-specific knowledge in the form of a General Management Admission Test (GMAT).

The aptitude assessment procedure is regulated in detail in the program statutes. Following evaluation in the first stage, applicants are either admitted directly, rejected, or invited to take an aptitude test, depending on the score achieved.

3.3 Target figures

Since an aptitude assessment procedure is conducted in the Master's program in Consumer Science in order to select applicants who are well suited to the program, no exact target number can be specified. However, the program is generally designed for annual incoming cohorts of approximately 60 enrolled students. This cohort size allows for the integration of intensive exercise-based elements in the compulsory modules to support research-oriented learning.

As shown by the development of applicant and student numbers for the MCS in Figure 2, interest in a degree program focusing on consumer research topics has been increasing, including in an international context. Following the mandatory introduction of the GMAT for applicants from selected countries, the numbers of applications and admissions declined significantly in the winter semester 2022/23. One year later, however, the figures returned to approximately the same level as two years earlier.

With the introduction of tuition fees as of the winter semester 2024/25 for international students from non-EU countries, application and admission numbers have declined as expected.

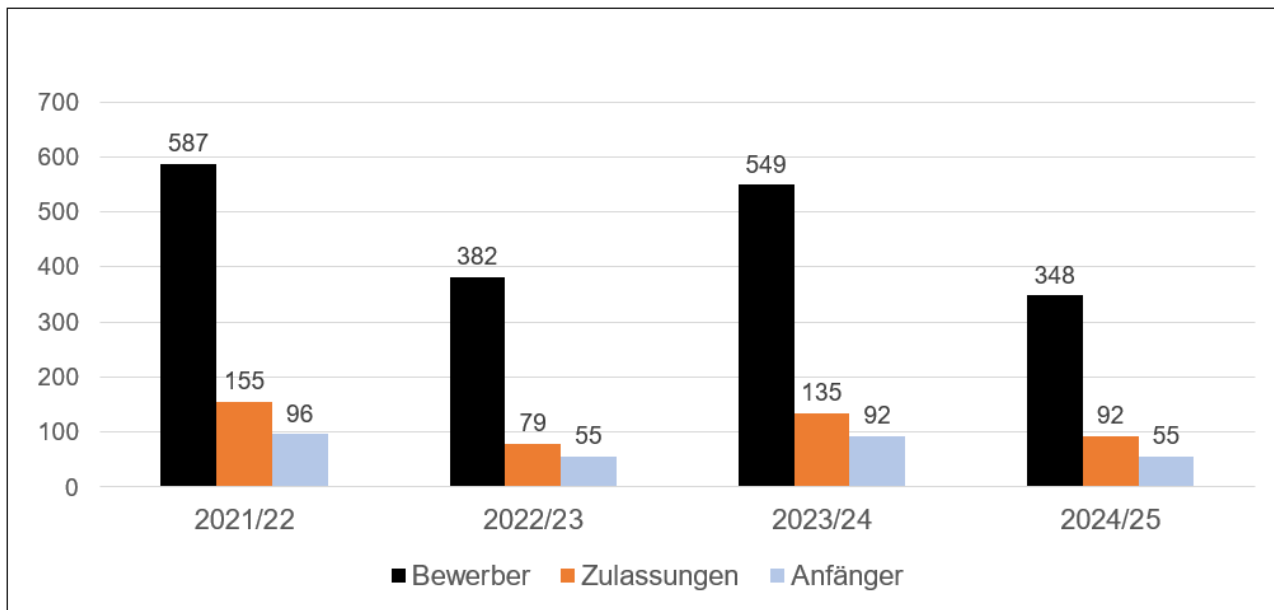


Figure 2: Development of applicant and student numbers in the Master's program in Consumer Science from winter semester 2020/21 to winter semester 2023/24. The figure shows the number of applications, students in the first semester, and total enrolled students (first and higher semesters) per academic year.

4 Demand analysis

The Master's program in Consumer Science educates experts in consumer research who are employed in particular in marketing and innovation departments of companies as well as in market research institutes. The demand analysis presented below, based on the experience of the Career Center of the TUM School of Management, individual insights from corporate contacts in industry, large-scale studies, and the experience of graduates of the predecessor program Master of Consumer Affairs (MCA), clearly indicates that demand for graduates of this program on the labor market is very high. In particular, due to their strong methodological competencies, graduates have the opportunity to work as data scientists in customer management.

Due to the ongoing shift toward digitalization, which also affects the consumer sector with regard to both products and services, graduates of this program, offered within the context of a technical university, are particularly well suited for relevant professional fields in the consumer goods industry. Positions in the consumer goods sector for which graduates with an interdisciplinary background such as that provided by the MCS are especially well qualified include, for example, roles in market research or consumer insights, marketing and product management, IT and project management, corporate communications, product development, and consulting. In all cases, there is demand for professionals who possess knowledge in two or more of the disciplines covered in the MCS (economic and social sciences, psychology).

Exemplary fields of activity include:

- Market research and consulting; data scientist in customer management
- Marketing strategy leadership: development of strategies in start-ups or established companies with regard to target group identification and analysis as well as market positioning
- Product management and analytics, particularly in companies in the life sciences and consumer goods industries: knowledge of consumer behavior and characteristics as well as marketing instruments; support of product development with a focus on sustainability and consumer needs
- Project management: leadership of innovative projects (e.g. big data analysis in consumer research or the introduction of a new product or technology) within a company (intrapreneurship)
- Entrepreneurship: self-employment or company founding in the fields of market research, consulting, or product development
- Positions or leadership roles in public authorities related to consumer protection or economic development for various economic sectors, processes, and actors (city, municipality, state)

Graduates of the program contribute a consumer-oriented perspective within organizations. As experts in consumer research, they are trained for the following three key areas of labor market demand: (i) market and consumer research, (ii) manufacturing companies (for example in the automotive and technology industries or in the food and health sectors), and (iii) service companies. From an economic perspective, the market and social research sector is of considerable importance: approximately 70 institutes are organized within the Working Group of German Market and Social

Researchers (Arbeitskreis Deutscher Markt- und Sozialforscher – ADM). According to the ADM's 2020 annual report, its member companies employ around 12,100 permanent staff and generate a total annual turnover of EUR 1.999 billion.

Graduates of the Master's program in Consumer Science at the TUM School of Management are well positioned to contribute to consumer research through their strong analytical skills and their understanding of business administration, economics, and broader societal contexts. These competencies, combined with the data analysis skills acquired during the program, further increase graduates' attractiveness for manufacturing companies as well as for the service sector, both of which face new challenges arising from digitalization. The service sector is the largest and fastest-growing segment of the German economy. In 2020, approximately 65% of total gross value added was generated in the service sector. Manufacturing continues to play a central role in the German economy, although its relative importance has declined in recent years compared to the service sector. Manufacturing accounts for approximately one third of total value added.

The Career Center of the TUM School of Management, which is in regular exchange with HR managers, employees, and executive boards of partner companies, further confirms that there is a high level of demand for graduates in the field of Consumer Science across industries. Contacts in HR and recruiting have repeatedly emphasized the TUM School of Management's strategic commitment to educating individuals who will contribute to addressing major societal challenges. These challenges include the transformation of the consumer goods industry toward greater sustainability, particularly in the food and health sectors. Further details and reasons for the demand for qualified professionals in the consumer goods industry are provided by the consolidated Annual Global CEO Survey conducted by PwC.

This study by the auditing firm PwC (24th Annual Global CEO Survey, 2020) confirms favorable labor market prospects in the consumer goods industry:

Ninety percent of managers surveyed in this sector expected revenue growth in 2015. In order to grow, an increasing number of CEOs are seeking expansion opportunities in other industries or pursuing cooperative strategies. This optimism, combined with Germany's stable economic environment, has created a large number of jobs: in the food industry alone, more than 644,000 employees work in approximately 6,000 companies in Germany.

Another key result of this study, based on responses from 358 senior executives, highlights that the consumer goods industry is undergoing a profound transformation. Climate change and resource scarcity affect not only companies themselves but also consumers. Consumers increasingly expect manufacturers to produce sustainably and in a socially responsible manner, and companies are prepared to respond to these expectations. As a result, 58% of decision-makers believe that environmental factors influence customer expectations, 41% plan to align their business activities more strongly with ecological and social criteria, and 35% intend to offer sustainable products and services. As Gerd Bovensiepen, Head of Retail and Consumer Products at PwC, states: "Public pressure has increased enormously. In our study, 84% of CEOs in the consumer goods industry indicate that stakeholder expectations have never been as high as they are today."

Graduates of the program are ideally prepared for these developments through up-to-date course content, a strong practical orientation, and the strategic focus of the TUM School of Management on major societal challenges in both teaching and research.

The program's own alumni survey of the graduate cohort of the winter semester 2022/23 confirms these findings. More than 50% of graduates of the MCS program had already signed their first

employment contract before completing their studies. Graduate employability can therefore be assessed as high and is further enhanced by the acquisition of international management competencies, experience in intercultural contexts, and the explicit promotion of English-language proficiency and digital skills for employment in internationally oriented or foreign companies.

The COVID-19 pandemic has accelerated changes in consumer behavior. Consumers increasingly interact with brands via digital media. The dentsu *consumer vision study*¹ identifies four megatrends: Universal Activism, Synthetic Society, Bigger Bolder Brands, and Human Dividend. As a result, brands will need to position themselves more strongly with regard to their relevance for consumer identity and sustainability goals. Personalized offerings have significantly increased the importance of consumer data, while social inequality is increasingly shaped by access to virtual environments and self-management tools.

In summary, the experiences of graduates of the MCS program, the assessment of the TUM School of Management Career Service, and current evaluations by industry representatives consistently confirm very favorable labor market prospects.

¹ Dentsu (2023). dentsu consumer vision. The Age of Inclusive Intelligence.
<https://consumervision.dentsu.com/consumer-vision-2030/start>

5 Competitor analysis

5.1 External competitor analysis

A recent review of international and national offerings shows a high proliferation of degree programs in consumer science and related fields. Many programs and specializations established in recent years primarily focus on the analysis of large data sets enabled by digitalization. With its strong emphasis on data analytics and the interdisciplinary study of consumer behavior, the Master's program in Consumer Science (MCS) occupies an important strategic future-oriented position within the field of consumer science.

The growing relevance of consumer science is reflected in the significant increase in applications to the Master's program in Consumer Science in recent years. Applications submitted via TUMonline doubled from 269 in 2018 to 551 in 2023. The transformation of the former Master of Consumer Affairs (MCA) into the current MCS, with an even stronger profile in methodological research competence in consumer science, has clearly contributed to this increase in attractiveness.

The global range of consumer-oriented degree programs is highly diverse. The following overview illustrates that these programs pursue very different focal points in consumer research, resulting in a highly heterogeneous landscape in terms of both content and institutional profiles.

Classical household- and family-oriented consumer science programs:

- Human Ecology: Consumer Behavior and Family Economics (University of Wisconsin–Madison), Madison, Wisconsin, United States
- Family and Consumer Sciences Education and Studies (Iowa State University), Ames, Iowa, United States
- Consumer Sciences (Purdue University), West Lafayette, Indiana, United States
- Agricultural and Applied Economics (University of Illinois at Urbana-Champaign), Urbana, Illinois, United States
- Consumer Sciences (Ohio State University), Columbus, Ohio, United States

Degree programs with a focus on marketing and data science / analytics:

- Consumer and Digital Marketing Analytics (Bangor University), Bangor, United Kingdom
- Consumer Analytics and Marketing Strategy (University of Leeds), Leeds, United Kingdom
- Marketing and Consumer Behaviour (Goldsmiths, University of London), London, United Kingdom
- Data Science and Marketing Analytics (Erasmus University Rotterdam), Rotterdam, the Netherlands

- Management, Economics and Consumer Studies (Wageningen University), Wageningen, the Netherlands
- Marketing (Aarhus University), Aarhus, Denmark
- Marketing Analytics (Tilburg University), Tilburg, the Netherlands
- Marketing Science (Nanyang Technological University), Singapore
- Marketing and Consumption (University of Gothenburg), Gothenburg, Sweden
- Marketing (specialization in Marketing Research with a focus on Data Science), (Friedrich-Alexander-Universität Erlangen-Nürnberg), Nuremberg, Germany)
- Consumer Behavior (IE Business School), Madrid, Spain

In comparison with the programs listed above, the profile of the MCS is largely unique, particularly due to its combination of interdisciplinarity, strong emphasis on research competence, and the breadth of topics covered. The programs most closely aligned with the MCS are the Master's programs at Aarhus University and Wageningen University, with which Erasmus exchange agreements are in place. Both institutions have extensive teaching experience and long-standing cooperation with industry partners in the field of consumer science.

In addition, a large number of marketing programs with a focus on market research and data analytics exist (e.g. Tilburg, Leeds, Nuremberg), with newer programs established in locations such as Rotterdam and Madrid. However, these programs are typically positioned exclusively within a business administration context or focus solely on quantitative analyses without a comprehensive theoretical foundation in consumer behavior. As such, they do not represent consumer science in the broader interdisciplinary sense, which also examines connections to policy and society. The same applies to programs that focus on the psychological foundations of consumer behavior but remain largely at the individual level and do not analyze consumer behavior using broader empirical approaches, such as household panel data (e.g. Bangor, Goldsmiths).

5.2 Internal competitor analysis

At the other Schools of the Technical University of Munich, no degree program comparable to the Master's program in Consumer Science is offered. In terms of content, economics constitutes the central pillar of the program and provides the theoretical and methodological foundation for consumer and consumption research. In addition to economics, (social) psychology, political science, and ethics play a crucial role in comprehensively addressing the interdisciplinary nature of consumer research. Owing to this strong interdisciplinary orientation, the MCS clearly distinguishes itself from general business administration programs and, even more so, from the Master's program in Management and Technology, which features a strong emphasis on technical components.

The Master's program in Science and Technology Studies, offered by the School of Social Sciences and Technology, addresses important future-oriented topics such as the energy transition, automated mobility, and data security, and is therefore thematically related to the MCS. However, its academic approaches are predominantly rooted in the humanities and social sciences (e.g. philosophy, history, and political science) and thus differ fundamentally from the approach of the MCS. In contrast, the MCS focuses on consumers and phenomena of consumption and places particular emphasis on economic theory and research competencies.

6 Structure of the degree program

The degree program aims to educate experts in consumer research who examine phenomena of consumption on a broad theoretical foundation using sound methodological competencies. To achieve this qualification objective, the program is structured into three compulsory areas (compulsory modules, project studies, and the Master's thesis) and two elective areas (management specialization and an elective area in Consumer Science and Technology).

Students acquire the core competencies of the qualification objective Knowledge and Understanding in the compulsory modules (24 Credits) during the first two semesters. The focus of these modules lies on theoretical and methodological research competencies. The modules Consumer Behavior and Consumer Analytics & Data Science specifically address consumer behavior, while the modules Qualitative and Quantitative Methods in Consumer Research and Empirical Research in Economics and Management develop the strong research-oriented profile of the program. This compulsory area also serves to establish students' academic self-conception as consumer scientists.

Based on the theoretical and methodological competencies acquired in the compulsory area, students subsequently have the opportunity to specialize in one of the following management areas (24 Credits):

- Innovation & Entrepreneurship
- Management & Marketing
- Economics & Econometrics

The range of specializations reflects those competence areas of the TUM School of Management that are particularly relevant to the qualification profile of future experts in consumer research. While the specializations Innovation & Entrepreneurship and Management & Marketing address phenomena of consumption from two different business-oriented perspectives, the specialization Economics & Econometrics focuses on consumer behavior in its macroeconomic and societal context.

In order to account for the increasing differentiation of labor market requirements, students may alternatively choose modules amounting to 24 Credits from the combined offerings of all three management specializations instead of committing to a single specialization. All students are required to complete at least one module worth 6 Credits as an Advanced Seminar within the management area. This requirement ensures that all students deepen their competencies in academic research and scientific writing. In preparation for the Master's thesis, it is recommended that this module be taken after completion of the other coursework.

Core competencies are further deepened and transferred into application contexts through the specialization options and elective areas. This includes, in particular, the compulsory but individually designed project as well as the elective area. In a practice- or research-oriented project (Advanced Project Studies in Consumer Science & Technology, 12 Credits), students learn to apply the competencies they have acquired in a non-academic professional setting.

Students broaden their interdisciplinary profile by completing 30 Credits in the elective area Consumer Science and Technology. Within this area, students may choose to deepen management-related topics or select technical and natural science modules at Master's level from

the overall course offerings of the Technical University of Munich. Alternatively, these 30 Credits may be earned abroad. This structure enables students to acquire interdisciplinary and/or intercultural competencies and to develop and sharpen their individual academic profiles.

The program is completed with the preparation of a Master's thesis. In the thesis, students demonstrate their ability to derive a research question based on theory and methodology, design a research framework, collect and analyze data, and interpret the results within an appropriate context. In doing so, they further develop their capacity to critically reflect on scientific questions, methods, research projects, and research findings.

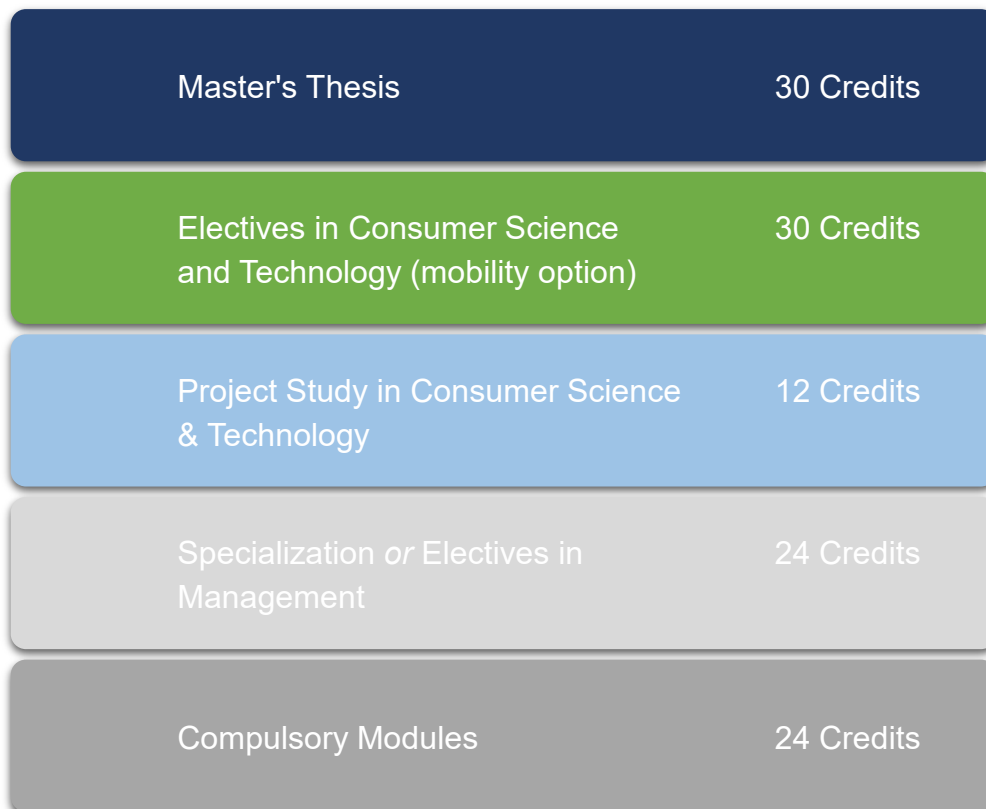


Figure 3: Structure of the Master's program in Consumer Science with the allocation of Credits across the different areas.

Key:

- dark blue = Master's thesis
- green = Electives / mobility window
- light blue = Project Studies
- light gray = Specialization or Electives in Management
- gray = Compulsory modules

Semester	Module					Credit Points/ Prüfungsanzahl
1.	Consumer Behavior WI000739 (Pflicht) Klausur 6 CP	Qualitative and Quantitative Methods in Consumer Research WI001174 (Pflicht) Klausur 6 CP	Empirical Research in Economics and Management WI000258 (Pflicht) Klausur 6 CP	ChangeMakers: Entrepreneurial and Design Competencies for Societal Transformation MGT001410 (Wahl) wiss. Ausarbeitung 6 CP	Food Economics WI000948 (Wahl) mündl. Prüfung 6 CP	30/5
2.	Consumer Analytics & Data Science WI001178 (Pflicht) Klausur 6 CP	Advanced Seminar Innovation & Entrepreneurship: Innovation and Organization Design WIB26995 (Wahl) wiss. Ausarbeitung 6 CP	Lead User Projekt WI000116 (Wahl) Projektarbeit 6 CP	Case Study Seminar in Managing business models, growth, and disruption WI001214 (Wahl) Übungsleistung 6 CP	Advanced Project Studies (Master in Consumer Science) MGT900686 (Pflicht)	30/4
3.	Mobilitäts- fenster Competition Law and Entrepreneurial Strategies WI001291 (Wahl) Klausur 6 CP	Social Entrepreneurship Lab WIB26001 (Wahl) Bericht 6 CP	European Business Law MGT001315 (Wahl) Klausur 6 CP	Young Entrepreneurs in Science MGT001308 (Wahl) Bericht & Präsentation 6 CP	Projektarbeit 12 CP	30/5
4.	Master's Thesis WI900766 30 CP					30/1

Legende: dunkelgrau = Pflichtmodule, hellgrau = Management-Schwerpunkt, grün = Wahlmodule, hellblau = Projektstudium, dunkelblau = Abschlussarbeit

Figure 4: Exemplary study plan with the management specialization Innovation & Entrepreneurship.

Semester	Module					Credit Points/ Prüfungsanzahl
1.	Consumer Behavior WI000739 (Pflicht) Klausur 6 CP	Qualitative and Quantitative Methods in Consumer Research WI001174 (Pflicht) Klausur 6 CP	Empirical Research in Economics and Management WI000258 (Pflicht) Klausur 6 CP	Generative AI in Business MGT001383 (Wahl) Präsentation 6 CP	Food Economics WI000948 (Wahl) mündl. Prüfung 6 CP	30/5
2.	Consumer Analytics & Data Science WI001178 (Pflicht) Klausur 6 CP	Advanced Seminar Marketing, Strategy, Leadership & Management: Generative KI in Marketing MGT001406 (Wahl) wiss. Ausarbeitung 6 CP	Introduction to Statistics Using R MGT001243 (Wahl) wiss. Ausarbeitung 6 CP	Marketing Mobility MGT001384 (Wahl) Präsentation 6 CP	Advanced Project Studies in Consumer Science & Technology MGT900686 (Pflicht) Projektarbeit 12 CP	30/4
3.	Mobilitäts- fenster Fundamentals of Strategy WI001128 (Wahl) Klausur 6 CP	Data Analytics in Applications MGT001307 (Wahl) wiss. Ausarbeitung 6 CP	Value-based Business Strategy & Innovation WI001195 (Wahl) Klausur 6 CP	Luxury Marketing WI001140 (Wahl) Präsentation 6 CP		30/5
4.	Master's Thesis WI900766 30 CP					30/1

Legende: dunkelgrau = Pflichtmodule, hellgrau = Management-Schwerpunkt, grün = Wahlmodule, hellblau = Projektstudium, dunkelblau = Abschlussarbeit

Figure 5: Exemplary study plan with the management specialization Management & Marketing.

7 Organizational affiliation and responsibilities

The Master's program in Consumer Science is offered under the lead responsibility of the TUM School of Management. The program is taught at the Munich campus and the Weihenstephan campus. Teaching within the individual components of the program is provided by the Schools of the Technical University of Munich.

Overall program responsibility and coordination lie with the Dean of Studies of the TUM School of Management, who is supported by the School Office. In addition, the Program Director is responsible for the academic management of the program. At the program level, the Master's Examination Board and the Aptitude Assessment Committee of the TUM School of Management are also involved. Examination-related matters are handled by the Master's Examination Board of the TUM School of Management, while the recognition of examination results may be delegated to the respective module coordinators at the different locations. The Aptitude Assessment Committee is responsible for the proper conduct of the aptitude assessment procedure.

Central administrative tasks are carried out by the School Office of the TUM School of Management in coordination with the Dean of Studies, the Program Director, and the responsible boards and committees. In particular, this includes the divisions Student Support and International Affairs, Undergraduate and Postgraduate Education, Quality Management, and Marketing.

Information about the degree program is published on the website of the TUM School of Management (www.mgt.tum.de).

For administrative aspects of study organisation, responsibility is shared between central units of the TUM Center for Study and Teaching (TUM CST) and units of the School (see the following overview).

- General Study Counseling: Center for Study and Teaching (TUM CST),
Department of Academic Advising and School Programs
Provides information and counseling for prospective students and enrolled students
(via Hotline/Service Desk)
E-mail: studium@tum.de
Phone: +49 (0)89 289 22245
- Subject Academic Counseling: TUM School of Management –
Program Management, Sara Weilandt
E-mail: studentcounseling_master@mgt.tum.de
Phone: +49 (0)89 289 25078
- Study Abroad / Internationalization: Central: TUM Global & Alumni Office
E-mail: globaloffice@tum.de

Decentral: TUM School of Management –
International Office
Ute Helfers-Zentgraf (Student Exchange Programs:
Outgoing)
E-mail: outgoing@mgt.tum.de
Phone: +49 (0)89 289 25083

Karin Michaela Burkart (Joint International Programs, Internships & Freemover)
 E-mail: jip@mgt.tum.de, outgoing@mgt.tum.de
 Phone: +49 (0)89 277 809622

Josephina Buhr (Joint International Programs, QTEM)
 E-mail: jip@mgt.tum.de
 Phone: +49 (0)89 289 25028

Zuzana Zechovska
 (Incoming exchange students, Buddy Program)
 E-mail: incoming@mgt.tum.de
 Phone: +49 (0)89 289 28185

- Women's Representative: TUM School of Management
 Dr. Christian Feilcke
 E-mail: christian.feilcke@mgt.tum.de
 Phone: +49 (0)89 289 25706
- Counseling for Barrier-Free Studies: Central: Service point for disabled and chronically ill students and prospective students (TUM CST)
 E-mail: handicap@zv.tum.de
 Phone: +49 (0)89 289 22737
 Decentral: TUM School of Management,
 Katja Leßke
 E-mail: katja.lesske@tum.de
 Phone: +49 (0)89 289 25317
- Application and Enrollment: Central: Application and Enrollment (TUM CST)
 E-mail: studium@tum.de
 Phone: +49 (0)89 289 22245
 (Application, enrollment, student card, leave of absence, re-registration, exmatriculation)
- Aptitude Assessment Procedure: Central: Application and Enrollment (TUM CST)
 Decentral: TUM School of Management – Admissions
 Silvana Rueda Urrea
 E-mail: admission@mgt.tum.de
 Phone: +49 (0)89 289 25543
- Fees and Scholarships: Department of Tuition and Scholarships (TUM CST)
 E-mail: beitragsmanagement@zv.tum.de
- Central Examination Matters: Department of Central Examination Matters (TUM CST), Campus Munich
 (Graduation documents, examination notices, graduation certificates)
- Decentralized examination administration:

TUM School of Management – Grade Management
TUM Campus Munich, Michaela Krieger
E-mail: grademanagement@mgt.tum.de
Phone: +49 (0)89 289 25847

- Exam Committee: Chair: Prof. Dr. Joachim Henkel
Secretary: Dr. Christian Feilcke
- Quality Management Study and Teaching:
 - Central: Study and Teaching
– Quality Management (TUM CST)
<https://www.tum.de/studium/tumcst/teams-cst/>
 - Decentral: TUM School of Management
Dean of studies: Prof. Dr. Jürgen Ernstberger
 - QM-Representative: Michaela Gerhardt
E-mail: akkreditierung@mgt.tum.de
Phone: +49 (0)89 289 25086
 - Organization of QM-Circles: Sara Weilandt
E-mail: sara.weilandt@tum.de
Phone: +49 (0)89 289 25078
 - Evaluation Officer: Michaela Gerhardt
E-mail: lehrevaluation@mgt.tum.de
Phone: +49 (0)89 289 25086
 - Coordination of Module Management: Xin Xu
E-mail: modulmanagement@mgt.tum.de
Phone: +49 (0)89 289 25075

8 Developments in the degree program

Since 2017, the Master's program in Consumer Science has been based on the predecessor degree program Master of Consumer Affairs. Starting in the winter semester 2009/2010, this program at the TUM School of Management was designed to impart competencies at the interface between business and life sciences. The Master of Consumer Affairs combined business, engineering, and natural science perspectives through the integration of the School of Life Sciences (then the Weihenstephan Science Center for Nutrition, Land Use and Environment) and the School of Engineering and Design (then the Faculty of Civil, Geo and Environmental Engineering), both of which offered a wide range of modules with a focus on consumers and consumption-related issues.

The introduction of the Master of Consumer Affairs as an international double degree program in cooperation with Aarhus University and Wageningen University was supported at the time by funding from the European Commission (Directorate-General SANCO) and the Bavarian State Ministry for the Environment and Consumer Protection.

In the winter semester 2018/19, the program was fundamentally redesigned and renamed "Master in Consumer Science." The revised program concept aims to continue attracting national and international prospective students and to educate outstanding graduates for industry and business. The program was restructured with a stronger focus on methodological research competence in consumer science, as well as with expanded elective and specialization options, particularly emphasizing innovation- and technology-related topics.

As part of the reaccreditation process for the winter semester 2022/23, a comprehensive review of the curriculum was conducted. This review confirmed the retention of the four compulsory modules to ensure that students acquire the core competencies required for the degree program. Minor adjustments compared to the previous curriculum allow for an expansion of elective options. Starting in the winter semester 2022/23, the management specialization comprises 24 credits instead of 18 credits. In addition, the elective area was expanded from 24 to 30 credits, enabling students to further strengthen and individualize their academic profile.

As part of the statute amendment effective from the winter semester 2024/25, the former compulsory module Consumer Behavior Research Methods was replaced by the compulsory module Empirical Research in Economics and Management in order to ensure the long-term availability and stability of compulsory content. Furthermore, the aptitude assessment procedure will be optimized and revised as of the winter semester 2025/26, for example by replacing the former essay component with a standardized aptitude test.