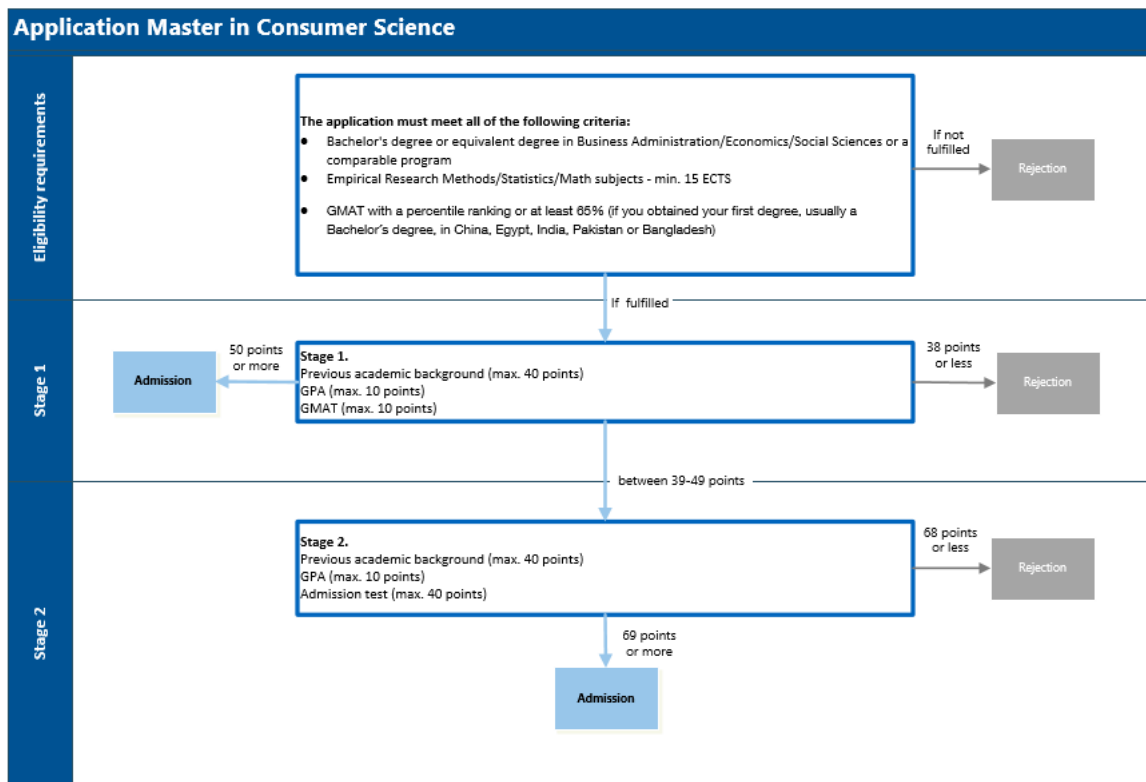


Table of Content

- 1 [Assessment procedure Master in Consumer Science](#)
 - 1.1 [Eligibility Requirements](#)
 - 1.2 [Stage 1](#)
 - 1.3 [Stage 2](#)

- 2 [How to fill out the Curricular Analysis](#)
 - 2.1 [Registration](#)
 - 2.2 [Entering courses](#)
 - 2.3 [Additional Information about core modules](#)
 - 2.4 [Submission](#)
 - 2.5 [FAQs](#)

Application process chart Master in Consumer Science



1. Assessment procedure Master in Consumer Science

1.1 Eligibility Requirements

To be eligible to apply for the Master in Consumer Science program, applicants must:

- (a) hold a Bachelor's degree or equivalent (at least 140 ECTS at the time of application) in management, economics, or social sciences (e.g. sociology, psychology, communication sciences or equivalent) and,
- (b) have a minimum of 15 ECTS in empirical research methods, statistics, quantitative methods or math.

Additionally, applicants who obtained their Bachelor's degree or equivalent in China, Egypt, India, Pakistan, and Bangladesh must submit a GMAT (classic/focus) with at least 65% percentile ranking. This requirement cannot be waived.

Please note that **under no circumstances will conditional admission** be given, in case an applicant does not meet the Entrance Requirements at the time of application!

If your application fulfills all entrance eligibility requirements from 1.1., we will start with the first stage of the assessment procedure.

1.2 Stage 1: Previous academic background + GPA + GMAT

If an application fulfills the entrance requirements, 10 points will be immediately granted for the min. 15 ECTS in empirical research methods, statistics, quantitative methods, or math. Additionally, 30 points will be granted for the experience gained in scientific writing in the context of a bachelor thesis, a project, a scientific paper, or a comparable paper; modules from the field of business administration / management or in the field of social / communication sciences; and modules from the field of economics or in the field of consumer behavior.

As long as the course has been passed, they can be considered for the assessment. The respective grades are irrelevant for the evaluation of the core module groups. If the application does not have the minimum number of credits stipulated for each category, zero points will be given in that specific field.

Core module group	Points	
Modules in statistics, empirical research methods, quantitative methods or mathematics amounting to at least 15 ECTS	10	Granted immediately when fulfilling the eligibility requirements
Scientific writing in the context of a bachelor thesis, a project, a scientific paper or a comparable paper of at least 5 ECTS	10	May be granted
Modules from the field of business administration / management amounting to at least 10 ECTS <u>or</u> modules in the field of social / communication sciences amounting to 10 ECTS	10	May be granted
Economics modules amounting to at least 5 ECTS <u>or</u> modules from the field of consumer behavior amounting to at least 5 ECTS	10	May be granted
Total	40	

Regarding academic/scientific writing, if your undergraduate studies did not contain a bachelor's thesis, or your bachelor's thesis does not have a grade on the transcript at the time of application, other written academic work may be submitted.

An applicant may receive up to 10 points for the overall final bachelor's degree GPA. If you apply with undergraduate degree from outside Germany and / or with a grade of a grading system other than the German one, your GPA will be converted into the German grading system using the [Bavarian formula by TUM](#) or [Uni-Assist](#).

German Grade	1,0 / 1,1	1,2 / 1,3	1,4 / 1,5	1,6 / 1,7	1,8 / 1,9	2,0 / 2,1	2,2 / 2,3	2,4 / 2,5	2,6 / 2,7	2,8 / 2,9	3,0 or below
Points	10	9	8	7	6	5	4	3	2	1	0

The points from the core modules and your final grade will be combined.

Extra points will be given for a GMAT score according to the table below:

GMAT Certificate percentile ranking %	≤65 - 71	72 - 74	75 - 77	78 - 79	80 - 81	82 - 84	85 - 86	87 - 88	89 - 90	91 - 92	≥ 93
Points	0	1	2	3	4	5	6	7	8	9	10

Please note that if you have obtained your first degree (usually a bachelor's degree) in **China, Egypt, India, Pakistan, and Bangladesh** you **must submit a GMAT (classic/focus) with at least 65%** percentile ranking. If your bachelor's degree has been obtained in any other country, submitting a GMAT is optional for you. If you decide to submit a GMAT, the extra points will be given according to the table above.

The extra points of the GMAT are considered only in the first stage of the assessment procedure. Please give the Technical University of Munich **the right to verify it online**.

The result of stage 1 either leads to:

- Rejection - if the application reaches 38 points or less
- Direct admission - if the application reaches 50 points or more
- Stage 2 - if the application reaches between 39-49 points

1.3 Stage 2: Points from Stage 1 (without GMAT) + Admission Test

If an applicant continues onto Stage 2, the applicant will be invited to take an admission test. Applicants will be informed of the admissions test date and time at least one week before the admission test. The test consists of about 40 to 50 questions and has a maximum score of 40 points. It is divided into four categories:

1. Fundamentals: Mathematics, Statistics, Empirical Research Methods, Quantitative Methods (25%),
2. Fundamentals of Business Administration, Micro- and Macroeconomics (25%),
3. Fundamentals of Social/Communication Sciences and Consumer Behavior (25%),
4. Short written text on an issue in the context of consumer science (25%).

The final result in stage 2 consists of the combined points from stage 1 (GMAT not being considered in stage 2) and the total points achieved in the test. If the combined total is 69 points or more, the application will be accepted (admission), if the total point score is 68 points or less, the application will be rejected.

2. How to fill out the Curricular Analysis?

In accordance with Annexure 2 of the examination and study regulations of the master's program in Consumer Science, the assessment commission uses a Curricular Analysis to assess your eligibility and aptitude. During your application in TUMonline, you will need to follow a link to fill out the Curricular Analysis.

2.1 Registration

Please fill out the registration form. The link to this form will be provided at the very end of your TUMonline application.

TUM Aptitude Assessment TUM Admin log in

Welcome to the TUM Aptitude Assessment Portal

Enter your email address to receive a login code. After logging in, you will be able to create new curriculum analysis or edit an existing one.

* Email:

Please input your email!

Help

In case you need help or need to edit an already submitted curriculum analysis please contact us here: TUM Administration.

TUM School of Management 2022. All rights reserved.

Please enter your email address and click submit. In short you will receive an e-mail with a code.

Welcome to the TUM Aptitude Assessment Portal

Enter the login code associated with the email address: daniela.rueda.urrea@tum.de

* Login Code:

Please input your 6 digit login code!

Enter the 6 digit code you received.

Enter your personal information.

← Your Curriculum Analysis

Reset Save Submit


for Testprocess - Testing Studies


Credits/Modules Validation


0 / 0

* First Name:


* Last Name:

* Applicant Number :

* Application Number :

* Date of Birth: 


* TUM Alumnus:


* Academic Qualification :

* University Name:

* University City:

* University Country:

* Required Credits :

* Current Credits :

* Standard period of study (years):

Please provide information regarding your undergraduate studies (bachelor program):

Previous study program: please indicate your previous study program in German or English as stated on your degree certificate.



Please indicate the official name of your university and its place and country.



Please enter the required number of credits to complete the studies and the standard length of the program in years.

2.2 Entering Courses

Please enter all modules/courses, grades, and credits (ECTS) according to the Transcript of Records of your undergraduate studies (Bachelor's Degree Program) in German or English. If you have completed additional modules that are not part of your main study program, please list them under the sixth category **Subjects from additional transcripts and/or additional degrees** and upload the transcript(s) in TUMonline.

List them according to the following subject groups as you see fit and please enter each subject only once! Modules cannot be split up.

Fundamental subjects in statistics, empirical research methods, quantitative methods or math Sum of Credits: 0/15  

Module Name	Credits	Grade	Category
<input type="text" value="Module Name"/>	<input type="text" value="Credits"/>	<input type="text" value="Grade"/>	Fundamental subjects in statistics, ERM or math 
 + Add module			

Please enter the name of the course/module as stated on the transcript (Leistungsnachweis) in German or English.

Please enter the number of credits you have gained for the course as indicated on the transcript.

Please enter your grade as indicated on the transcript. Foreign grades do not need to be transferred into the German grading system. **In case you have non-numerical grades, please use the conversion table on your transcript. For pass/fail courses enter 0.0.**

Subjects or modules from additional transcript that you would like to use to fulfill the ECTS requirements must be entered in the last category “Subjects from additional transcript and/or additional degree”.

Subjects from additional transcripts and/or additional degrees Sum of Credits: 0/0

Module Name	Credits	Grade	Please consider for Category	Switch Category
Example 1	5.0	1.0	Fundamental subjects in empiric...	Subjects from additional transcripts...
Example 2	8.0	4.0	Technical basics in the field of qu...	Subjects from additional transcripts...
+ Add module				

Please enter the name of the course/module as stated on the transcript (Leistungsnachweis) in German or English.

Please enter the number of credits you have gained for the course as indicated on the transcript.

Please enter your grade as indicated on the transcript. Foreign grades do not need to be transferred into the German grading system. **In case you have non-numerical grades, please enter 0.0**

Please choose the core module group in which you want the subject/module to be considered for.

1. Subject-specific knowledge in the fields of statistics, empirical research methods, quantitative methods, mathematics amounting to at least 15 ECTS

Examples: Statistics, empirical research methods, market research

2. Scientific writing in the context of a bachelor thesis, a project, a scientific paper, or a comparable paper of at least 5 ECTS

Examples: Bachelor's thesis, scientific paper

3. Modules from the field of business administration / management amounting to at least 10 ECTS or modules in the field of social / communication sciences amounting to min. 10 ECTS

Examples: Business management, controlling, marketing, strategic management

4. Economics modules amounting to at least 5 ECTS or modules from the field of consumer 0 behavior amounting to at least 5 ECTS

Examples: Consumer behavior, consumer affairs, microeconomics, macroeconomics

If the name of the course(s) is not clearly tied to the respective topic, it may be helpful to upload the course description(s) for our reference.

To upload the document, click on the little white cross next to the name of the category.

Sum of Credits: 0/25

5. all other subjects

Examples: English, history, biology, etc.

6. Subjects from additional transcripts and/or additional degrees

All completed additional classes that are not part of your main study program but were accomplished to gain missing credits necessary for a successful application.

Please assign all modules/courses that do not fit in one of the above-mentioned subject groups or that you are unsure of (no. 1-4) to category no. 5: All other subjects. **Please make sure you enter each subject only once.**

2.3 Additional Information about core modules

Requirements for scientific work as mentioned in 2.2 (point 2.)

- Scientific work should contain scientific sources and a bibliography (only internet sources do not count)
- The work should be conducted individually (no group work is accepted)
- The work should contain a minimum of ten A4 pages (cover page, reference list and appendix excluded)
- If the scientific work is not explicitly mentioned in the transcript (e.g., as “Bachelor’s Thesis” or “Term Paper”) you must upload the document and the module description of the respective course. The module description must indicate how much the scientific work contributed to the final grade and if the scientific work was conducted individually or as a group.

2.4 Submission

Before submitting the form online, please verify that all your entries **are correct and complete**.

All compulsory and elective modules must be listed and correctly assigned! If your transcript of records contains 25 modules with a total of 180 credits, your curricular analysis must have those 25 modules and 180 credits.

← Your Curriculum Analysis Reset Save Submit

for Testprocess - Testing Studies
Credits/Modules Validation
140 / 140.00

* First Name:

* Last Name:

* Applicant Number

* Application Number

* Date of Birth:

Check that the number of credits is the same.

2.5 FAQs about the Curricular Analysis

Can I also list modules from my master studies or previous study programs? Yes, anything besides the modules from your bachelor’s degree can be listed in the Curricular Analysis under the sixth category Subjects from additional transcripts and/or additional degrees

Can I also list modules that I will finish after my application? No, you are only allowed to insert completed courses that are listed in your Transcript of Records.

I did not get a grade for the course, should I list it? Yes, please list all modules of your transcript of records. If you did not get a grade, please enter 0.0.

I'm not sure which category my course fits into. What should I do? Please make your own assessment in compliance with our BMT module handbook.

Should I convert grades into the German grading system and credits into the ECTS system? No, please enter the classes exactly as they appear on your transcript of records. If any conversions are necessary, they will be done by TUM.

[Which language should the courses listed be in?](#) Please enter the classes exactly as they appear on your transcript of records (German or English). In case you are applying with a translated copy of a transcript of records, please use the translated title (German or English).

[Can I enter non-numerical grades \(such as AA, B ...\)?](#) No, the system cannot process non-numerical grades. In case your transcript of records contains the numerical equivalence of the letter grades (e.g. Turkish university transcripts), please enter the corresponding numerical grades. If your module was graded on a pass/fail basis, please enter 0.0 as the grade.

[I made a mistake. What should I do?](#) If you have made a mistake, please contact us at admission@mgt.tum.de.

[How can I upload a module description?](#) To upload your module descriptions in the Curricular Analysis, click on the white cross next to each category.

[Where can I find the Application and Applicant numbers?](#) You find the numbers in TUMonline:

1. Click continue in the application until you will come to “preview” (it normally saves the draft)
2. Then go back
3. In “My applications”, you will see both numbers

If with these steps you still cannot find the application number, please enter the applicant number instead.

[I’m having problems with the Curricular Analysis, what can I do?](#) If you are facing problems with the Curricular Analysis, please try the following solutions.

- Have all the fields in Personal Information been filled in and saved? These are required fields and if any of them have not been filled in, nothing can be saved.
- Are you using the latest version of Google Chrome, Safari, or Mozilla Firefox? The program works best in these browsers. Outdated browser versions may cause difficulties.
- Did you fill in all the information in the modules? It is necessary to fill in all fields here as well.

Please note that this information sheet is not legally binding, nor do we guarantee its correctness and completeness! The only legally binding document is [the statute \(“FPSO”\) in its most current version](#).