

Gemäß § 7 Abs. 2 Satz 3 der Grundordnung der Mediadesign Hochschule für Design und Informatik in der Fassung vom 5. März 2012 erlässt der Akademische Senat die folgende Prüfungsordnung für den Teilzeit-Bachelor-Studiengang Modemanagement (Bachelor of Arts):

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## **Allgemeines**

### **§ 1 Geltungsbereich**

Diese Prüfungsordnung gilt für den Teilzeit-Bachelor-Studiengang Modemanagement (Bachelor of Arts) an der Mediadesign Hochschule für Design und Informatik. Die Prüfungsordnung wird ergänzt durch die Studienordnung für den Teilzeit-Bachelor-Studiengang Modemanagement (Bachelor of Arts) vom 1. September 2014. Die Rahmenprüfungsordnung für Bachelor- und Master-Studiengänge der Mediadesign Hochschule (RPO) in ihrer jeweils gültigen Fassung ist Bestandteil dieser Ordnung.

### **§ 2 Der Bachelor-Grad**

- (1) Der Bachelor-Grad wird als erster berufsqualifizierender akademischer Abschluss verliehen. Mit dem Studienabschluss wird festgestellt, dass der Absolvent oder die Absolventin die für den Übergang in die Berufspraxis notwendigen Kompetenzen erworben hat. Dazu zählen wissenschaftliche Grundlagen, Methodenkompetenz und fachunabhängige Schlüsselqualifikationen. Der Bachelor-Grad stellt eine Qualifikation dar, die mit Bachelor-Graden von ausländischen Hochschulen vergleichbar ist und damit zur internationalen Mobilität der Kandidaten und Kandidatinnen beiträgt. Gleichfalls wird grundsätzlich die Eignung zur Aufnahme eines Master-Studiums festgestellt.
- (2) Bis auf die Abschlussprüfung gem. § 4 werden alle Prüfungen studienbegleitend durchgeführt.
- (3) Die Bachelor-Prüfung besteht aus der Abschlussprüfung und dem Kolloquium.

### **§ 3 Studienstruktur, Belegung**

- (1) Das Studium besteht aus den in der Anlage 1 aufgeführten, von den Studierenden zu belegenden und abzuschließenden Studienmodulen. Die Studienmodule sind zu Fachgebieten zusammengefasst.
- (2) Der/die Studierende hat 180 Leistungspunkte für einen erfolgreichen Studienabschluss zu erreichen.
- (3) Die notwendigen Leistungspunkte werden folgendermaßen erworben:  
  
Fachgebiet 1- 6: 168 Leistungspunkte  
  
Abschlussarbeit: 12 Leistungspunkte
- (4) Den Studienverlauf regelt die Studienordnung.

### **§ 4 Abschlussprüfung**

- (1) Die Abschlussprüfung besteht aus einer schriftlichen Abschlussarbeit und einem abschließenden Kolloquium. Das Kolloquium wird von mind. 2 Prüfern abgenommen. Durch die Abschlussprüfung soll festgestellt werden, ob der Kandidat oder die Kandidatin die Zusammenhänge seines oder ihres Faches

überblickt und die Fähigkeit besitzt, wissenschaftliche und/oder künstlerische Methoden und Erkenntnisse im Beruf selbstständig anzuwenden.

- (2) Die Durchführung obliegt dem zuständigen Prüfungsausschuss des Studiengangs und der zuständigen Prüfungskommission mit Unterstützung der Abteilung Studienangelegenheiten.

## **§ 5 Abschlusszeugnis, Gesamtprädikat und Bachelor-Urkunde**

- (1) Das Abschlusszeugnis (siehe Anlage 2) weist die Fachgebietsnoten und ein Gesamtprädikat aus. Das Gesamtprädikat wird als Dezimalzahl und zusätzlich als Note ausgewiesen

- (2) Zur Festlegung des Gesamtprädikats wird ein gewichtetes Mittel (Größe X) aus

- einem Mittelwert der Fachnoten aller Fachgebietsnoten, die differenziert bewertet werden (Größe X1), dabei werden nur die ersten beiden Stellen nach dem Komma ohne Rundung berücksichtigt,
- der differenzierten Beurteilung der schriftlichen Abschlussarbeit (Größe X2) und
- der differenzierten Beurteilung des Kolloquiums (Größe X3),

nach der Formel  $X = 0,8 X1 + 0,15 X2 + 0,05 X3$  gebildet.

Das Gesamtprädikat ergibt sich aus der Größe X durch Rundung auf eine ganze Zahl. Das Gesamtprädikat lautet bei einer gerundeten Größe

X = 1 = sehr gut

X = 2 = gut

X = 3 = befriedigend

X = 4 = ausreichend

- (3) Das Prädikat „mit Auszeichnung“ wird anstelle des Gesamtprädikats „sehr gut“ vergeben, wenn die Größen X2 und X3 den Wert 1,0 haben und die ungerundete Größe X kleiner oder gleich 1,3 ist.

- (4) Zusammen mit dem Zeugnis wird der Kandidatin bzw. dem Kandidaten eine Bachelor-Urkunde (siehe Anlage 3) ausgehändigt. Das Zeugnis und die Urkunde werden in deutscher Sprache ausgestellt, außerdem ein Diploma Supplement und ein Transcript of Records in englischer Sprache. (siehe Anlagen 4 und 5).

## **Schlussbestimmung**

## **§ 6 In-Kraft-Treten**

Diese Ordnung tritt nach ihrer Veröffentlichung im Mitteilungsblatt der Hochschule in Kraft.

## Anlage 1

Prüfungen im Teilzeit-Bachelor-Studiengang Modemanagement (B.A.)

Fachgebiete und zugehörige Studienmodule		Lehrform	Prüfungsart	Notenge- wichtung	Leistungs- punkte
<b>1 Studium Generale</b>				<b>8/205</b>	<b>27</b>
1.1.	Wissenschaftliches Arbeiten	S	Sc, Mü		6
1.2.	Kulturgeschichte	V, S	Sc	8/205	6
1.3.	Kommunikationstechniken	V, S, Ü	Mü		9
1.4.	Englisch	S, Ü	Sc		6
<b>2 Betriebs- und Volkswirtschaftslehre</b>				<b>32/205</b>	<b>30</b>
2.1.	Allgemeine BWL	V, S, Ü	Sc	8/205	6
2.2.	Betriebliches Rechnungswesen	V, S, Ü	Sc	8/205	6
2.3.	Wirtschaftsmathematik und -statistik	V, S, Ü	Sc		6
2.4.	Mikro- und Makroökonomie	V, S	Sc	8/205	6
2.5.	Human Resource Management	V, S, Ü	Sc	8/205	6
<b>3 Unternehmensführung</b>				<b>28/205</b>	<b>21</b>
3.1.	Management und Controlling	V, S	Sc	8/205	6
3.2.	Recht	V, S	Sc	12/205	9
3.3.	Internationales Management	V, S	Sc	8/205	6
<b>4 Textil- und Modewirtschaft</b>				<b>48/205</b>	<b>36</b>
4.1.	Bekleidungstechnologie	V, S, Ü	Sc	12/205	9
4.2.	Produktmanagement	V, S	Sc	12/205	9
4.3.	Vertriebs- und Handelsmanagement	V, S	Sc	16/205	12
4.4.	Nachhaltigkeit	V, S	Sc	8/205	6
<b>5 Absatzwirtschaft</b>				<b>48/205</b>	<b>36</b>
5.1.	Marketing	V, S	Sc	8/205	6
5.2.	Markt- und Trendforschung	V, S, Ü	Sc	8/205	6
5.3.	Public Relations	V, S, Ü	Sc	8/205	6
5.4.	Werbung und Werbepsychologie	V, S	Sc	8/205	6
5.5.	Markenführung	V, S	Sc	8/205	6
5.6.	Eventmanagement	S, Ü	Mü	8/205	6
<b>6 Projekte</b>					<b>18</b>
6.1.	Projekt I / Schwerpunkt Unternehmensführung	P	P		6

Fachgebiete und zugehörige Studienmodule		Lehrform	Prüfungsart	Notenge- wichtung	Leistungs- punkte
6.2.	Projekt II / Schwerpunkt Textil- und Modewirtschaft	P	P		6
6.3.	Projekt III / Schwerpunkt Absatzwirtschaft	P	P		6
<b>7 Bachelor-Abschluss</b>				<b>41/205</b>	<b>30</b>
7.1.	Abschlussarbeit und Kolloquium		Sc, K	41/205	12

Legende:

Lehrform: V = Vorlesung, S = Seminar, Ü = Übung, P = Projektarbeit

Prüfungsart: Sc = Schriftlich, Mü = Mündlich, P = Projektarbeit, K = Kolloquium

<Anrede>> <<Vorname Name>>  
geboren am <<Geburtsdatum>>  
in <<Ort>>  
aufgrund der am <<Datum>> im Studiengang

**MODEMANAGEMENT (Bachelor of Arts)**

mit folgenden Leistungen  
erfolgreich abgeschlossen:

Fachgebiet

Studium Generale	<<Note>>
Betriebs- und Volkswirtschaftslehre	<<Note>>
Unternehmensführung	<<Note>>
Textil- und Modewirtschaft	<<Note>>
Absatzwirtschaft	<<Note>>
Projekte	<<Note>>
<b>Abschlussarbeit</b>	<<Note>>
Kolloquium	<<Note>>
<b>Gesamtprädikat</b>	<<Note>>

Berlin, <<Datum>>

Der Vorsitzende der  
Prüfungskommission



Siegel

Hochschulleitung

BACHELOR OF ARTS  
ZEUGNIS

Die **MEDIADDESIGN HOCHSCHULE**  
für **Design und Informatik**

verleiht

<Anrede>> <<Vorname Name>>

geboren am <<Geburtsdatum>>

in <<Ort>>

aufgrund der am <<Datum>> im Studiengang

**MODEMANAGEMENT (Bachelor of Arts)**

erfolgreich abgelegten Abschlussprüfung

den akademischen Grad

**BACHELOR OF ARTS**

Berlin, <<Datum>>

Hochschulleitung  
Siegel



BACHELOR OF ARTS  
URKUNDE

## Diploma Supplement

This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO / CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

### 1. Holder of the Qualification

#### 1.1. Family Name / 1.2. First Name

<<Nachname>>, <<Vorname>>

#### 1.3. Date, Place, Country of Birth

<<Geburtsdatum>>, <<Ort>>, <<Land>>

#### 1.4. Student ID Number Code

<<Matrikelnummer>>

### 2. Qualification

#### 2.1. Name of Qualification (full; in original language)

Bachelor of Arts (B.A.)

#### Title Conferred

n.a.

#### 2.2. Main Field(s) of Study

Fashion Management

#### 2.3. Institution Awarding the Qualification

Mediadesign Hochschule für Design und Informatik  
Fachbereich Modemanagement

Mediadesign Hochschule für Design und Informatik  
University of Applied Sciences  
Department of Fashion Management  
10969 Berlin, Federal Republic of Germany  
Lindenstr. 20-25

#### Status (Type / Control)

Private Institution, state-recognized

#### 2.4. Institution administering Studies

Same

#### Status (Type / Control)

Same

#### 2.5. Language(s) of Instruction / Examination

German

### 3. Level of the Qualification

#### 3.1. Level

First degree, by research with thesis; 4-year one-tier program

#### 3.2. Official Length of Program

4-years (= 180 Credit Points); part time program with a workload of 1440 hours / year and 30 hours per ECTS Point in the first two years and a workload of 1260 hours / year and 30 hours per ECTS Point in the last two years.

#### 3.3. Access Requirements

Higher Education Entrance Qualification (HEEQ), General; or foreign equivalent. The HEEQ after 12 to 13 years of schooling gives access to all higher education studies.

### 4. Contents and Results Gained

#### 4.1. Mode of Study

Part-time

#### 4.2. Program Requirements

The undergraduate program Fashion Management (B.A.) aims to prepare students in a thoroughly hands-on approach for a professional career in the fabrics and fashion industries. The overall concept behind this is to enable students to work in responsible management positions both nationally and internationally. Students learn basic skills in business, operations and branding topics and, in practical projects, also acquire organisational, communicative and intercultural abilities. This mix enables them to meet the requirements for future leaders of the national and international fashion industry with regard to their level of education, their decision making abilities, their analytical skills, and their perception of business sustainability, ethics and corporate social responsibility. They are also perfectly able to withstand the challenges fabrics and fashion companies nowadays have





to face in their management, operations, distribution, marketing and promotion.

The Fashion Management B.A. program consistently pursues an interdisciplinary approach, both in its specific lectures and in its liberal arts sections. Since Mediadesign University offers undergraduate courses also in Fashion Design, Media and Communications Management, Game Design, Media Design and Digital Film Design, the courses offer ample opportunities for interdisciplinary projects and intensive exchange of ideas and experiences regarding the topics of design theory and aesthetics, fabrics and fashion business, apparel industry, planning of products and collections, brand development and management, public relations and event management.

#### 4.3. Program Details

See Transcript for list of courses and grades; and "Bachelorzeugnis" (Final Examination Certificate) for subjects offered in final examinations (written and oral), and topic of thesis, including evaluations.

#### 4.4. Grading Scheme

General grading scheme cf. Sec. 8.6 – In absence of a statistical base (it is the first graduate class) grades are absolute in the award year „Sehr gut" (7%) - „Gut" (11%) „Befriedigend" (14 %) - „Ausreichend" (18%) - „Nicht ausreichend" (50%)

## 7. Certification

This Diploma Supplement refers to the following documents:

Bachelorurkunde <<Date of Final Examination>>  
Bachelorzeugnis <<Date of Final Examination>>  
Transcript of Records <<Date>>

Certification Date: <<Date>>

#### 4.5 Overall Classification (in original language)

<<Prädikat>>

Based on comprehensive Final Examination (written 75%, oral 25%); cf. Bachelorzeugnis (Final Examination Certificate)

## 5. Function of the Qualification

### 5.1. Access to Further Study

Qualifies to apply for admission to M.A. programs.

### 5.2. Professional Status

The Bachelor of Arts degree in this discipline entitles its holder to do professional work in the field(s) for which the degree was awarded.

## 6. Additional Information

### 6.1. Additional Information

n.a.

### 6.2. Further Information Sources

On the institution: <http://www.mediadesign.de/>

On the program

[http://www.mediadesign.de/studium/modemanagement\\_ba](http://www.mediadesign.de/studium/modemanagement_ba)

For national information sources cf. Sect. 8.8



The information on the national higher education system on the following pages provides a context for the qualification and the type of higher education that awarded it.

## 8. Information on the German higher education system

### 8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI):

- *Universitäten* (Universities) including various specialized institutions, offer the whole range of academic disciplines. In the German tradition, universities focus in particular on basic research so that advanced stages of study have mainly theoretical orientation and research-oriented components.

- *Fachhochschulen* (Universities of Applied Sciences) concentrate their study programmes in engineering and other technical disciplines, business-related studies, social work, and design areas. The common mission of applied research and development implies a distinct application-oriented focus and professional character of studies, which include integrated and supervised work assignments in industry, enterprises or other relevant institutions.

- *Kunst- und Musikhochschulen* (Universities of Art/Music) offer studies for artistic careers in fine arts, performing arts and music; in such fields as directing, production, writing in theatre, film, and other media; and in a variety of design areas, architecture, media and communication.

Higher Education Institutions are either state or state-recognized institutions. In their operations, including the organization of studies and the designation and award of degrees, they are both subject to higher education legislation.

### 8.2 Types of Programmes and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programmes leading to *Diplom*- or *Magis-*

*ter Artium* degrees or completed by a *Staatsprüfung* (State Examination).

Within the framework of the Bologna-Process one-tier study programmes are successively being replaced by a two-tier study system. Since 1998, a scheme of first- and second-level degree programmes (Bachelor and Master) was introduced to be offered parallel to or instead of integrated "long" programmes. These programmes are designed to provide enlarged variety and flexibility to students in planning and pursuing educational objectives, they also enhance international compatibility of studies.

For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

### 8.3 Approval/Accreditation of Programmes and Degrees

To ensure quality and comparability of qualifications, the organization of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany (KMK). In 1999, a system of accreditation for programmes of study has become operational under the control of an Accreditation Council at national level. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the quality-label of the Accreditation Council.<sup>iv</sup>

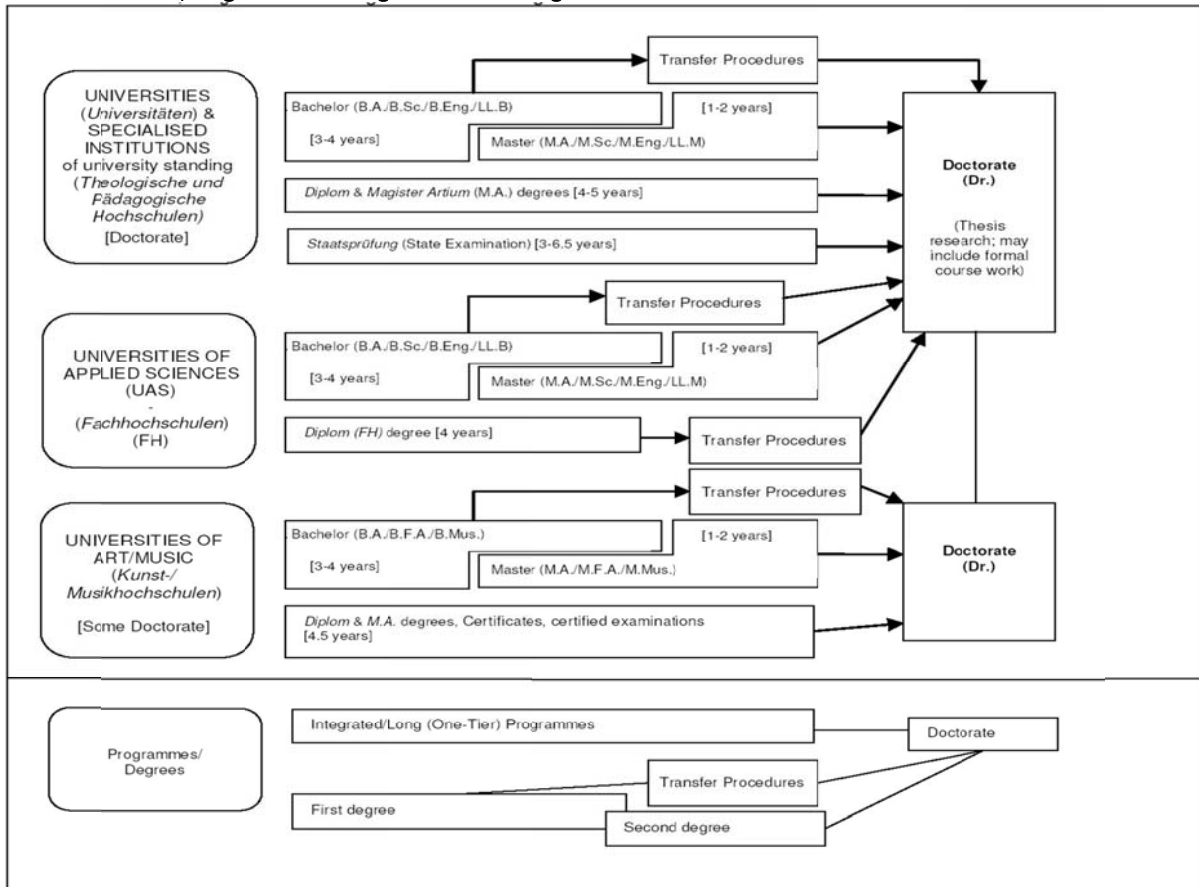
### 8.4 Organization and Structure of Studies

The following programmes apply to all three types of institutions. Bachelor's and Master's study courses may be studied consecutively, at various higher education institutions, at different types of higher education institutions and with phases of professional work between the first and the second qualification. The organization of the study programmes makes use of modular components and of the European Credit Transfer and Accumulation System (ECTS) with 30 credits corresponding to one semester.

#### 8.4.1 Bachelor

Bachelor degree study programmes lay the academic foundations, provide methodological skills and lead to qualifications related to the professional field. The Bachelor degree is awarded after 3 to 4 years.

**Table 1: Institutions, Programmes and Degrees in German Higher Education**



The Bachelor degree programme includes a thesis requirement. Study courses leading to the Bachelor degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.

First degree programmes (Bachelor) lead to Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.) or Bachelor of Music (B.Mus.).

#### 8.4.2 Master

Master is the second degree after another 1 to 2 years. Master study programmes must be differentiated by the profile types "more practice-oriented" and "more research-oriented". Higher Education Institutions define the profile of each Master study programme.

The Master degree study programme includes a thesis requirement. Study programmes leading to the Master degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.

Second degree programmes (Master) lead to Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (L.L.M), Master of Fine Arts (M.F.A.) or Master of Music (M.Mus.). Master study programmes, which are designed for continuing education or which do not build on the preceding Bachelor study programmes in terms of their content, may carry other designations (e.g. MBA).

#### 8.4.3 Integrated "Long" Programmes (One-Tier):

##### *Diplom degrees, Magister Artium, Staatsprüfung*

An integrated study programme is either mono-disciplinary (*Diplom* degrees, most programmes completed by a *Staatsprüfung*) or comprises a combination of either two major or one major and two minor fields (*Magister Artium*). The first stage (1.5 to 2 years) focuses on broad orientations and foundations of the field(s) of study. An Intermediate Examination (*Diplom-Vorprüfung* for *Diplom* degrees; *Zwischenprüfung* or *credit requirements* for the *Magister Artium*) is prerequisite to enter the second stage of advanced studies and specializations. Degree requirements include submission of a thesis (up to 6 months duration) and comprehensive final written and oral examinations. Similar regulations apply to studies leading to a *Staatsprüfung*. The level of qualification is equivalent to the Master level.

- Integrated studies at *Universitäten (U)* last 4 to 5 years (*Diplom* degree, *Magister Artium*) or 3 to 6.5 years (*Staatsprüfung*). The *Diplom* degree is awarded in engineering disciplines, the natural sciences as well as economics and business. In the humanities, the corresponding degree is usually the *Magister Artium* (M.A.). In the social sciences, the practice varies as a matter of institutional traditions. Studies preparing for the legal, medical, pharmaceutical and teaching professions are completed by a *Staatsprüfung*.

The three qualifications (*Diplom*, *Magister Artium* and *Staatsprüfung*) are academically equivalent. They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at *Fachhochschulen (FH)*/Universities of Applied Sciences (UAS) last 4 years and lead to a *Diplom (FH)* degree. While the *FH/UAS* are non-doctorate granting institutions, qualified graduates may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

- Studies at *Kunst- and Musikhochschulen* (Universities of Art/Music etc.) are more diverse in their organization, depending on the field and individual objectives. In addition to *Diplom/Magister* degrees, the integrated study programme awards include Certificates and certified examinations for specialized areas and professional purposes.

#### 8.5 Doctorate

Universities as well as specialized institutions of university standing and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master (UAS and U), a *Magister* degree, a *Diplom*, a *Staatsprüfung*, or a foreign equivalent. Particularly qualified holders of a Bachelor or a *Diplom (FH)* degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the Dissertation research project by a professor as a supervisor.

#### 8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "*Sehr Gut*" (1) = Very Good; "*Gut*" (2) = Good; "*Befriedigend*" (3) = Satisfactory; "*Ausreichend*" (4) = Sufficient; "*Nicht ausreichend*" (5) = Non-Sufficient/Fail. The minimum passing grade is "*Ausreichend*" (4). Verbal designations of grades may vary in some cases and for doctoral degrees.

In addition institutions may already use the ECTS grading scheme, which operates with the levels A (best 10 %), B (next 25 %), C (next 30 %), D (next 25 %), and E (next 10 %).

#### 8.7 Access to Higher Education

The General Higher Education Entrance Qualification (*Allgemeine Hochschulreife, Abitur*) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialized variants (*Fachgebundene Hochschulreife*) allow for admission to particular disciplines. Access to *Fachhochschulen* (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to Universities of Art/Music may be based on other or require additional evidence demonstrating individual aptitude.

Higher Education Institutions may [in certain cases](#) apply additional admission procedures.

#### 8.8 National Sources of Information

- *Kultusministerkonferenz (KMK)* [Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany]; Lennéstrasse 6, D-53113 Bonn; Fax: +49[0]228/501- 229; Phone: +49[0]228/501-0

- Central Office for Foreign Education (ZaB) as German NARIC; [www.kmk.org](http://www.kmk.org); E-Mail: [zab@kmk.org](mailto:zab@kmk.org)

- "Documentation and Educational Information Service" as German EURYD-ICE-Unit, providing the national dossier on the education system ([www.kmk.org/doku/bildungswesen.htm](http://www.kmk.org/doku/bildungswesen.htm)); E-Mail: [eurydice@kmk.org](mailto:eurydice@kmk.org)

- *Hochschulrektorenkonferenz (HRK)* [German Rectors' Conference]; Ahrstrasse 39, D-53175 Bonn; Fax: +49[0]228/887-110; Phone: +49[0]228/887-0; [www.hrk.de](http://www.hrk.de); E-Mail: [sekr@hrk.de](mailto:sekr@hrk.de)

- "Higher Education Compass" of the German Rectors' Conference features comprehensive information on institutions, programmes of study, etc. ([www.higher-education-compass.de](http://www.higher-education-compass.de))

- i The information covers only aspects directly relevant to purposes of the Diploma Supplement. All information as of 1 July 2005.
- ii Berufsakademien are not considered as Higher Education Institutions, they only exist in some of the Länder. They offer educational programmes in close cooperation with private companies. Students receive a formal degree and carry out an apprenticeship at the company. Some Berufsakademien offer Bachelor courses which are recognized as an academic degree if they are accredited by a German accreditation agency.
- iii Common structural guidelines of the Länder as set out in Article 9 Clause 2 of the Framework Act for Higher Education (HRG) for the accreditation of Bachelor's and Master's study courses (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 10.10. 2003, as amended on 21.4.2005).
- iv "Law establishing a Foundation 'Foundation for the Accreditation of Study Programmes in Germany'", entered into force as from 26.2.2005, GV. NRW. 2005, nr. 5, p. 45 in connection with the Declaration of the Länder to the Foundation "Foundation: Foundation for the Accreditation of Study Programmes in Germany" (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 16.12.2004.

v See note No. 4.

vi See note No. 4.

## 1. Holder of the Qualification

Family Name, First Name <<Nachname>>, <<Vorname>>  
 Date, Place, Country of Birth <<DateofBirth>>, <<BirthPlace>>, <<BirthCountry>>  
 Student ID Number Code <<Matrikelnummer>>

## 2. Qualification

Course	Certification Date	Absolute Grade <sup>1</sup>	Relative Grade	ECTS
1.1. Wissenschaftliches Arbeiten / Methods of Academic Research	<<ExDate>>			6
1.2. Kulturgeschichte / Cultural Studies	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
1.3. Kommunikationstechniken / Communication Skills	<<ExDate>>			9
1.4. Englisch / English	<<ExDate>>			6
2.1. Allgemeine BWL / General Business Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.2. Betriebliches Rechnungswesen / Business Accountancy	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.3. Wirtschaftsmathematik und –statistik / Business Mathematics and Business Statistics	<<ExDate>>			6
2.4. Mikro- und Makroökonomie / Micro- and Macroeconomics	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
2.5. Human Resource Management / Human Resource Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.1. Management und Controlling / Management and Controlling	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
3.2. Recht / Law	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	9
3.3. Internationales Management / International Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.1. Bekleidungstechnologie / Clothing Engineering	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.2. Produktmanagement / Product Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.3. Vertriebs- und Handelsmanagement / Sales and Retail Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
4.4. Nachhaltigkeit / Sustainability	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.1. Marketing / Marketing	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.2. Markt- und Trendforschung / Market Research and Trend Scouting	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.3. Public Relations / Public Relations	<<ExDate>>	<<Note>>	n.a. <sup>3</sup>	6
5.4. Werbung und Werbepsychologie / Advertising and Advertising Psychology	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.5. Markenführung / Brand Management	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6
5.6. Eventmanagement / Eventmanagement	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	6



<sup>1</sup> The absolute graduation scheme used, is greater than 98% - 1.0, 94% -1.3, 92% -1.7, 88% - 2.0, 84% -2.3, 80% -2.7, 76% -3.0, 70% - 3.3, 66% - 3.7, 50% - 4.0, less than 50% - 5.0

6.1.	Projekt I / Schwerpunkt Unternehmensführung / Project I/Corporate Governance	<<ExDate>>		n.a. <sup>2</sup>	6
6.2.	Projekt II / Schwerpunkt Textil- und Modewirtschaft / Project II / Textile and Fashion Industry	<<ExDate>>		n.a. <sup>2</sup>	6
6.3.	Projekt III/Schwerpunkt Absatzwirtschaft / Project III/Marketing	<<ExDate>>		n.a. <sup>2</sup>	9
7.1.	Abschlussarbeit und Kolloquium / final thesis, master piece and colloquium	<<ExDate>>	<<Note>>	n.a. <sup>2</sup>	12

Das Bachelor-Studium umfasst 180 ECTS-Punkte.  
 The bachelor degree program comprises 180 ECTS credits.

Certification Date: <<Date>>

Chairman, Examination Committee  
 (Official Stamp/ Seal)



(Max Mustermann)  
 Governing Board