



Welcome at the FEM!

How to organize my IMME study program?

Ida-Anna Thiele

Otto von Guericke University Magdeburg

WE ARE HAPPY TO ANSWER YOUR QUESTIONS!

M. Sc. Ida-Anna Thiele



CONTACT

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Consultation upon request

YOUR GUIDING PROFESSOR FOR THE IMME STUDY PROGRAM



PROGRAM DIRECTOR

Prof. Dr. Christopher Schlägel
christopher.schlaegel@ovgu.de

AGENDA FOR TODAY

- 01 | Introduction to the requirements of the study program
- 02 | General information about studying at the FEM
- 03 | Important dates in the winter semester 2024/25
- 04 | Some further tips and tricks



Note: This presentation is not a legally binding document!

THIS PRESENTATION ONLY APPLIES TO STUDENTS STARTING FROM WINTER SEMESTER 2024/25 ON

Students enrolled until including summer semester 24

- Application of the *old Study and Examination Regulations for the Master's program in IMME* (as of 2019)
- Please see Summer Semester 2024 presentation for details → Not all information from this presentation applies to you

Students enrolled from winter semester 24/25 on

- Application of the *new General Study and Examination Regulations for the Master's degree programs of the FEM AND the Program-Specific Study and Examination Regulations for the Masters's degree program in IMME* (as of 2024)
- This presentation gives you details about how to successfully graduate with these regulations

You can find all documents here: [Study and Examination Regulations](#)



Note: If you exchange with students from other semesters, you may notice differences. This is due to the new regulations that apply from this semester on.

WHAT IS THE DIFFERENCE BETWEEN THE GENERAL AND THE PROGRAM-SPECIFIC STUDY AND EXAMINATION REGULATIONS?

General Study and Examination Regulations (SER) for the Master's degree programs of the FEM

- General regulations that are valid for all Master's programs at the faculty
- Helps you to generally understand how studying at the faculty works
- Contains, among others, general information about course types, types of examinations, repetition of module examinations, and withdrawal from a module examination

Program-Specific Study and Examination Regulations (PSSER) for the Masters's degree program in IMME

- Contains further rights and obligations specifically for the IMME Master's program
- Addition to the general regulations of the faculty and the module handbook
- Contains, among others, IMME-specific information about the program structure, admission to the Master's thesis module, and the standard study plan



Note: If you have questions about your studies, you may find the answers in one of these two documents. Familiarize yourself with the contents of both documents.

IN ALL EUROPEAN UNIVERSITIES YOU GAIN ECTS FOR PASSING A COURSE

ECTS = European Credit Transfer System

CP = credit point

1 CP = 30 hours of work

5 CP = 150 hours of work (about 6 hours of work per semester week)

Typically credit hours are divided in presence hours (e.g. lectures) and learning hours

SWS = Semesterwochenstunde = 45 minutes

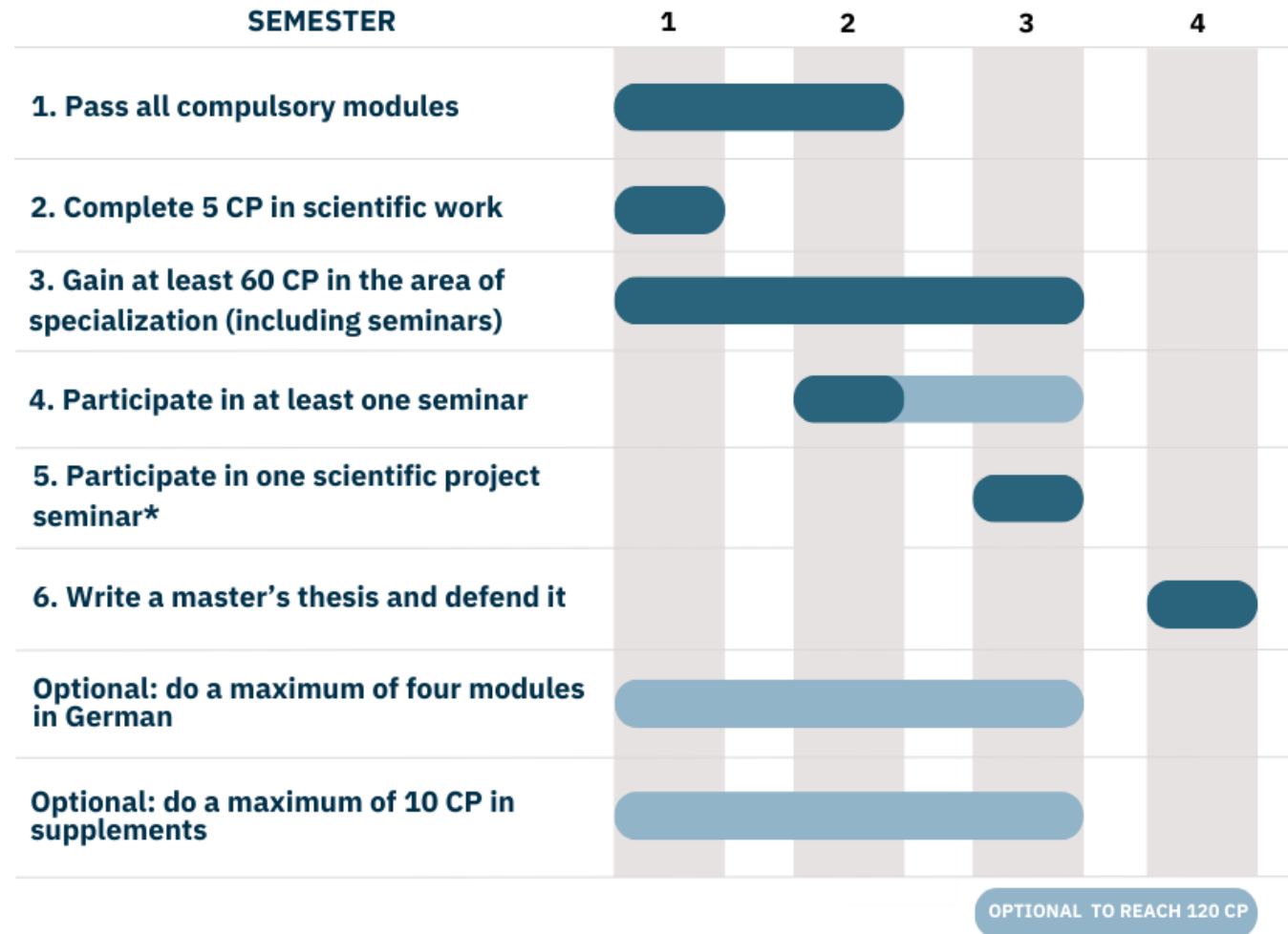
One teaching block = 2 SWS = 2 x 45 minutes

IMME IS A FULL-TIME ATTENDANCE STUDY PROGRAM!

1. Semester	2. Semester	3. Semester	4. Semester
Marketing Methods and Analysis 5 ECTS	International Corporate Strategy 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective CoMeT 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project 15 ECTS <i>or</i> Master's Seminar 10 ECTS plus Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar 10 ECTS		
Scientific Work 5 ECTS			

Note:
The plan is created for students
starting in the winter semester!

WHAT IMME STUDENTS NEED TO DO TO GRADUATE



*Instead of the scientific project, you can take a second seminar in the third semester and an additional 5 CP module in one of the areas of specialization.

EXAMPLE

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
- Business Decision Making (BDM)
- International Corporate Strategy (ICS)

2. Obtain 75 CP in compulsory elective modules as follows:

2.1 Obtain 5 CP in scientific work (general key qualifications)

2.2 Obtain at least 60 CP in the area of specialization (International Management, Marketing, Entrepreneurship), including seminars and scientific project seminars

2.2.1 Participate successfully in at least **one seminar** (10 CP) and in **one scientific project** (15 CP)

or

2.2.2 Participate in **two seminars** (20 CP) and **one additional 5 CP compulsory elective**

(2.3) Obtain **optionally 10 CP from supplementary modules**, which can include 5 CP in the area of CoMeT (Competencies and Methods Training)

3. Write a Master's thesis! 😊

You can do a maximum of four German-language modules to reach 120 CP!



You need 120
CP in total

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
- Business Decision Making (BDM)
- International Corporate Strategy (ICS)



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2.2.2 Participate in two seminars (20 CP) and one additional 5 CP compulsory elective

(2.3) Obtain optionally 10 CP from supplementary modules, which can include 5 CP in the area of CoMeT (Competencies and Methods Training)

3. Write a Master's thesis! 😊

You can do a maximum of four German-language modules to reach 120 CP!

THREE COMPULSORY MODULES (15 CP) – YOU HAVE TO PASS THEM!

1. Semester	2. Semester	3. Semester	4. Semester
Marketing Methods and Analysis 5 ECTS	International Corporate Strategy 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective CoMeT 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project 15 ECTS <i>or</i> Master's Seminar 10 ECTS plus Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar 10 ECTS		
Scientific Work 5 ECTS			

Compulsory modules are not offered each semester

Winter term:

- Marketing Methods and Analysis
- Business Decision Making

Summer term:

- International Corporate Strategy



Note:
You can retake the three compulsory modules **TWICE**

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
- Business Decision Making (BDM)
- International Corporate Strategy (ICS)

15 CP



2. Obtain 75 CP in compulsory elective modules as follows:

2.1 Obtain 5 CP in scientific work (general key qualifications)

2.2 Obtain at least 60 CP in the area of specialization (International Management, Marketing, Entrepreneurship), including seminars and scientific project seminars

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2.2.2 Participate in **two seminars** (20 CP) and **one additional 5 CP compulsory elective**

(2.3) Obtain **optionally 10 CP from supplementary modules**, which can include 5 CP in the area of CoMeT (Competencies and Methods Training)

3. Write a Master's thesis! ☺

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75 CP MUST BE OBTAINED IN THE AREA OF COMPULSORY ELECTIVE MODULES

1. Semester	2. Semester	3. Semester	4. Semester
Marketing Methods and Analysis 5 ECTS	International Corporate Strategy 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective CoMeT 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project 15 ECTS <i>or</i> Master's Seminar 10 ECTS plus Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar 10 ECTS		
Scientific Work 5 ECTS			

75 CP in compulsory elective modules include:

- 5 CP in scientific work
- At least 60 CP in the specialization areas, including
 - at least 10 CP in a seminar and exactly one 15 CP scientific project or
 - at least 20 CP in seminars plus an additional 5 CP compulsory elective

Note: Optionally, 10 CP *can* be obtained from supplementary modules, including 5 CP in the area of CoMeT (Competencies and Methods Training)

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
- Business Decision Making (BDM)
- International Corporate Strategy (ICS)

15 CP



2. Obtain 75 CP in compulsory elective modules as follows:

2.1 Obtain 5 CP in scientific work (general key qualifications)

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2.2.1 Participate successfully in at least **one seminar** (10 CP) and in **one scientific project** (15 CP)

or

2.2.2 Participate in **two seminars** (20 CP) and **one additional 5 CP compulsory elective**

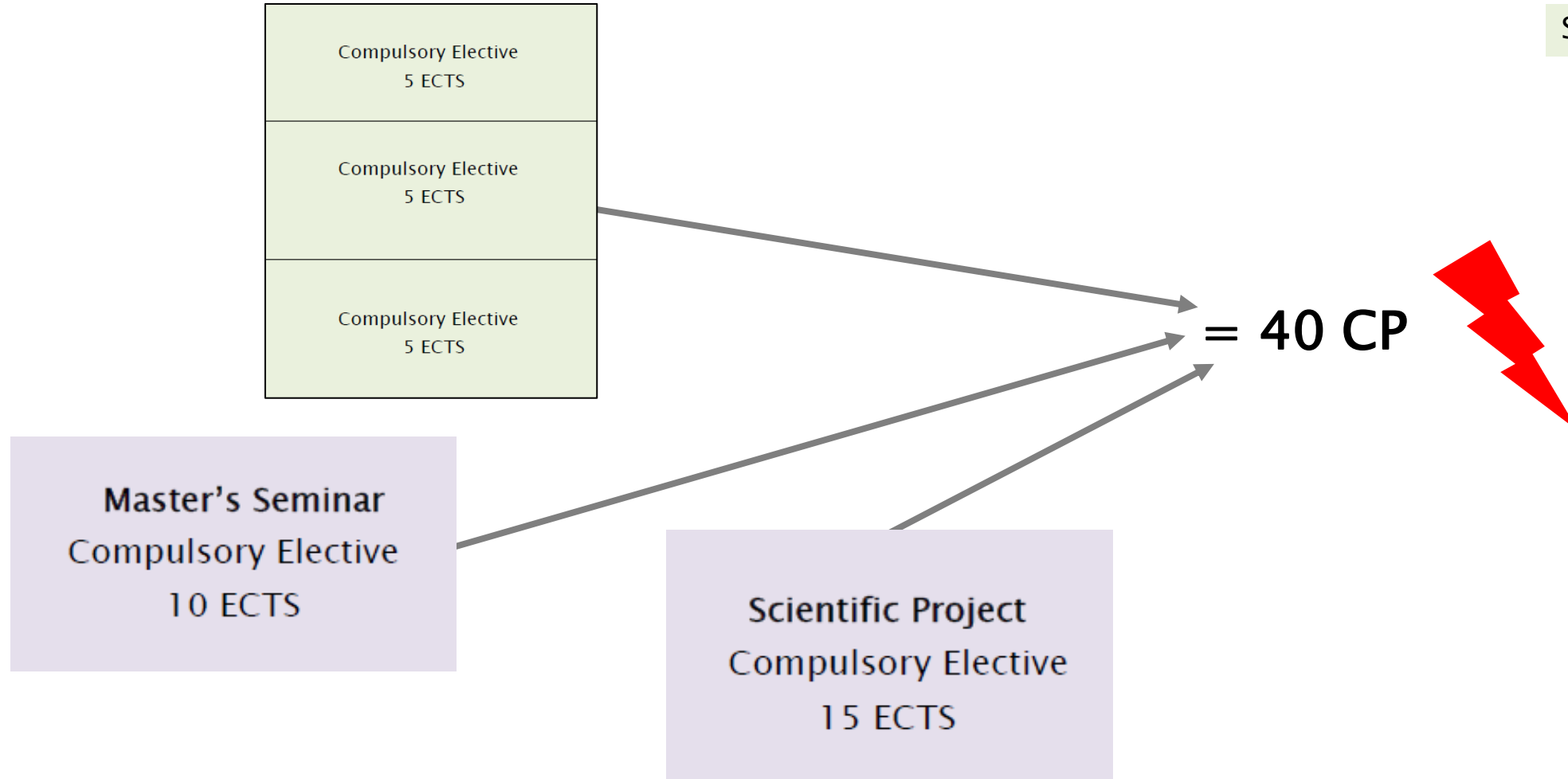
(2.3) Obtain **optionally 10 CP from supplementary modules**, which can include 5 CP in the area of CoMeT (Competencies and Methods Training)

3. Write a Master's thesis! ☺

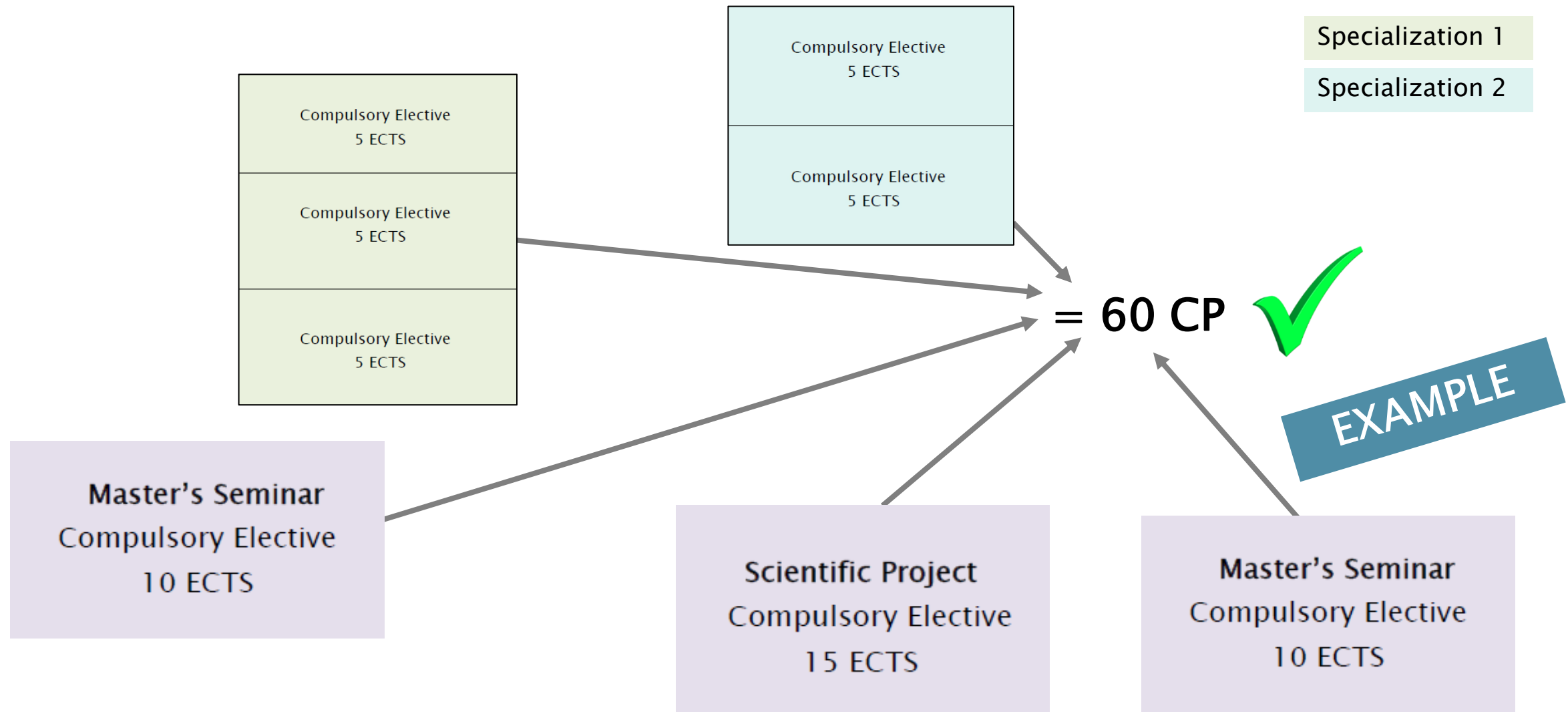
You can do a maximum of four German-language modules to reach 120 CP!

MODULES CAN BE FROM DIFFERENT SPECIALIZATIONS

Specialization 1



ADD SEMINARS AND LECTURES TO GAIN 60 CP: THERE ARE MANY DIFFERENT COMBINATIONS TO REACH THIS



WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
- Business Decision Making (BDM)
- International Corporate Strategy (ICS)

15 CP



2. Obtain 75 CP in compulsory elective modules as follows:

2.1 Obtain 5 CP in scientific work (general key qualifications)

2.2 Obtain at least 60 CP in the area of specialization (International Management, Marketing, Entrepreneurship), including seminars and scientific project seminars

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(2.3) Obtain **optionally 10 CP from supplementary modules**, which can include 5 CP in the area of CoMeT (Competencies and Methods Training)

3. Write a Master's thesis! ☺

You can do a maximum of four German-language modules to reach 120 CP!

YOU MUST TAKE ONE SEMINAR AND ONE SCIENTIFIC PROJECT OR TWO SEMINARS

Alternative 1



You must take at least one seminar (10 CP) and one scientific project (15 CP)

Alternative 2



You must take at least two seminars (20 CP) plus an additional 5 CP compulsory elective



Note: If you don't take the scientific project (alternative 2), you need to earn additional 5 CP from a compulsory elective module.

REGISTRATION FOR SCIENTIFIC PROJECTS AND SEMINARS

Registration procedure for Master's seminars and scientific projects (central distribution):

- Register at the end of the 1st semester for Master's seminar in the 2nd semester
- Register at the end of the 2nd semester for Scientific Project/a second seminar in the 3rd semester

Studiendekanat / Office of Study Affairs

[Startseite](#) / [Kurse](#) / [SoSe 2024](#) / [FWW](#) / [Studiendekanat](#) / [Office of Study Affairs](#)

[SoSe 2024](#) / [FWW](#) / [Studiendekanat](#) / [Office of Study Affairs](#)

Kurse suchen



[WS 24-25: Scientific Projects](#)

Kurs für alle Masterstudierenden der FWW / Course for all Master students of FEM

Einschreibung in den Kurs bis **Montag**, den **24.06.2024** um **23:55 Uhr (CET)**

Course Registration Deadline: until **Monday**, den **24.06.2024** at **23:55 (CET)**

Die Registrierung richtet sich ausschließlich an Masterstudierende der FWW! / Only for Master students of the Faculty of Economics and Management!

[WS 24-25: Masterseminare / Master Seminars](#)

Kurs für alle Masterstudierenden der FWW / Course for all Master students of FEM

Improved registration and allocation procedure for Master Seminars and Scientific Projects from SS 2021 (1)

4-step procedure for the allocation of places:

1. Registration in the E-Learning Portal OVGU and filling out the questionnaire for participation in a Master's Seminar or Scientific Project
2. Application for Priority I and II & selection of students with first & second preferences by chairs
3. Allocation of the remaining places to students with entitlement by the chairs
4. Allocation of remaining places [in case of Master's Seminars: also to students without entitlement] according to the „first-come-first-served“ principle

REGISTRATION FOR SCIENTIFIC PROJECTS AND SEMINARS

SS 23: Masterseminare / Master Seminars

[Startseite](#) / [Meine Kurse](#) / [WiSe 2022/23](#) / [FWW](#) / [Studiendekanat](#) / [Office of Study Affairs](#) / [SS23_MaSem](#)

▼ Allgemeines



FORUM
Ankündigungen

▼ Allgemeine Informationen / General Information

Einen aktuellen Zeitplan für das Registrierungsverfahren finden Sie hier: [Kurzversion](#) - [Langversion](#)

You can find the current schedule of the registration procedure here: [short version](#) - [long version](#)

Information regarding the successful registration you can find here.

▼ 1. Stufe des Vergabeverfahrens / 1st step of the allocation procedure



FEEDBACK
Fragebogen zur Registrierung / Registration Questionnaire

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

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15 CP



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65-75 CP



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3. Write a Master's thesis! ☺

You can do a maximum of four German-language modules to reach 120 CP!

YOU MAY CHOOSE UP TO TWO MODULES FROM SUPPLEMENTS

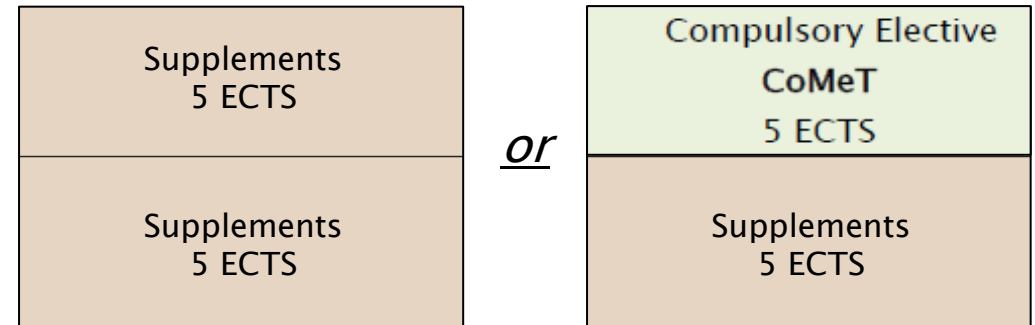
Supplements (Ergänzungsbereich):

- Courses from the compulsory elective section which do not account for any of the specializations International Management, Marketing, or Entrepreneurship
- One module of the area of supplements can be taken in the area "CoMeT – Competencies and Methods Training“ (5 CP)

LSF:

Contents

Description	2V + 2Ü
Remarks	<p>Zuordnung Masterstudiengänge mit SPO bis SoSe 2024:</p> <ul style="list-style-type: none">• EPA Pflicht 1. Semester• FINEC Pflicht 1. Semester• BWL-Vert.: Economics (WPF)• IMME-Wahlmodul• ORBA-Wahlmodul <p>Zuordnung Masterstudiengänge mit SPO ab WiSe 2024/2025:</p> <ul style="list-style-type: none">• BWL Compulsory Elective Section: Economics (WPF)• EPA Compulsory Section 1. Semester• IMME Compulsory Elective Section - Supplements (WPF)• FINEC Compulsory Section 1. Semester• ITPF Compulsory Elective Section - Specialization (WPF)



Supplements are OPTIONAL!
You do not have to take any, but you can take up to two.

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

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65-75 CP



0-10 CP



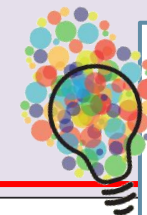
3. Write a Master's thesis! 😊

You can do a maximum of four German-language modules to reach 120 CP!

YOUR MASTER'S THESIS AND DEFENSE/PRESENTATION WILL GIVE YOU 30 CP

1. Semester	2. Semester	3. Semester	4. Semester
Marketing Methods and Analysis 5 ECTS	International Corporate Strategy 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective CoMeT 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project 15 ECTS <i>or</i> Master's Seminar 10 ECTS plus Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar 10 ECTS		
Scientific Work 5 ECTS			

- We recommend you to follow this structure and focus solely on the Master's thesis during your last semester
- The seminars and scientific project module will prepare you for the final thesis



Note:
You can retake the Master's Thesis Module ONCE

TO REGISTER YOUR THESIS YOU HAVE TO FULFILL THE REQUIREMENTS

Master's Thesis
+
Presentation
30 ECTS

- Check with websites of the chairs about application deadlines, topics, etc.
- To register your thesis you must have gained 75 CP in total, including successful completion of:
 - All compulsory modules Marketing Methods and Analysis, Business Decision Making, and International Corporate Strategy
 - 5 CP in scientific work
 - At least one seminar (10 CP)
- **Be open for all chairs of the faculty! There is no guarantee for a seat in your preferred specialization!**



Only ONE retake is allowed!

SEATS IN SEMINARS ARE LIMITED

Lectures

- Compulsory enrollment in LSF for all lectures and associated exercises
- **Deadline:**
30 November 2024

Seminars and Scientific Projects

- The faculty conducts a survey to estimate the demand of seats. Only students that have registered their demand are eligible to participate in seminars and scientific projects!
- Check your mails and www.isp.ovgu.de regularly for information!

Master's Thesis Seminar

- You are required to self-organize a Master's thesis seat by checking the chairs' websites and contacting them. This might require multiple applications.
- We can't guarantee you a seat at a specific chair.

WHAT IMME STUDENTS NEED TO DO TO GRADUATE

1. Pass all compulsory modules (two retakes only)

- Marketing Methods and Analysis (MMA)
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- International Corporate Strategy (ICS)

15 CP



2. Obtain 75 CP in compulsory elective modules as follows:

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0-10 CP



3. Write a Master's thesis! 😊

30 CP



You can do a maximum of four German-language modules to reach 120 CP!

You need 120 CP in total

YOU MAY CHOOSE UP TO FOUR GERMAN-LANGUAGE MODULES

- The IMME program is an English speaking study program, but you can take up to four German speaking modules during your studies.
- German language courses (e.g., from the language centre) cannot be counted for your degree.

LSF:

Personalführung / Personnel Management (20556) - Single View

[Go Back](#)

Functions:

Page contents: [Basic Information](#) | [Dates/Times/Location](#) | [Responsible Lecturer](#) | [Curriculae](#) | [Departments](#) | [Contents](#) | [Structure Tree](#)

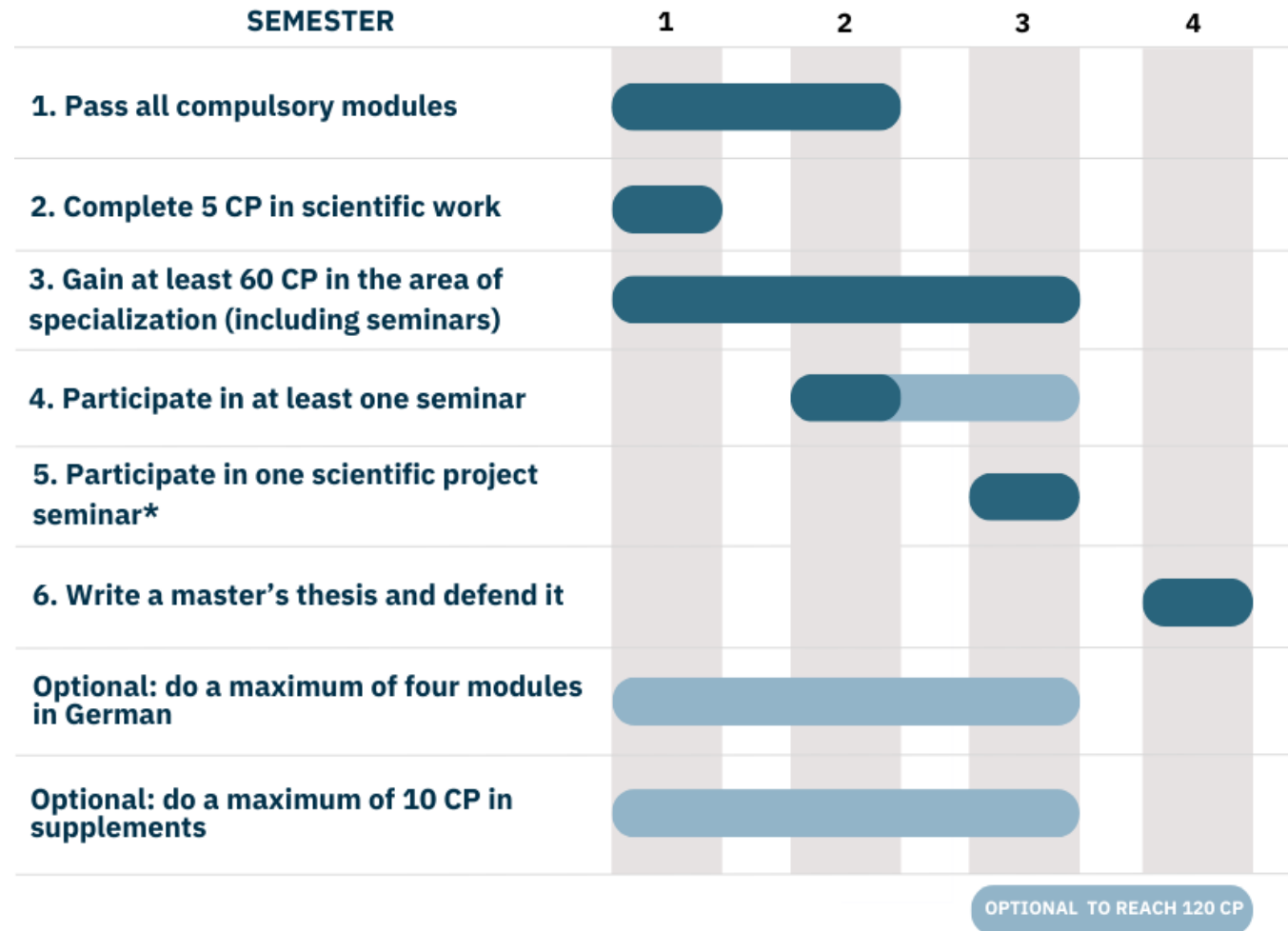
Basic Information

Term	Winter 2024/25	Frequency	every 2nd term
Title of lecture	Personalführung / Personnel Management (20556)	Language	Deutsch
Lecture Token		Hours per week in term	2
Type of Course	Vorlesung(V) - Lecture	Expected no. of participants	139
Module		Credits	
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=17383	Presence	Präsenzveranstaltung
application period	zentrale Belegung IV 09.09.2024 - 30.11.2024 active		

German modules are **OPTIONAL!**
You do not have to take any,
but you can take up to four.



WHAT IMME STUDENTS NEED TO DO TO GRADUATE



*Instead of the scientific project, you can take a second seminar in the third semester and an additional 5 CP module in one of the areas of specialization.

TAKE MARKETING METHODS AND ANALYSIS, BUSINESS DECISION MAKING, SCIENTIFIC WORK, AND THREE COMPULSORY ELECTIVES IN YOUR FIRST SEMESTER

1. Semester	2. Semester	3. Semester	4. Semester
Marketing Methods and Analysis 5 ECTS	International Corporate Strategy 5 ECTS	Compulsory Elective 5 ECTS	Master's Thesis + Presentation 30 ECTS
Business Decision Making 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Compulsory Elective CoMeT 5 ECTS	
Compulsory Elective 5 ECTS	Compulsory Elective 5 ECTS	Scientific Project 15 ECTS <i>or</i> Master's Seminar 10 ECTS plus Compulsory Elective 5 ECTS	
Compulsory Elective 5 ECTS	Master's Seminar 10 ECTS		
Scientific Work 5 ECTS			
30 CP	30 CP	30 CP	30 CP

EXAMPLE

THE LSF IS THE MOST IMPORTANT TOOL TO ATTEND CLASSES

Let's have a look together at how to find your courses:

The screenshot shows the website header for Otto von Guericke University Magdeburg. The top left features the university logo and name. The top right includes the text "Summer 2024" with a German flag icon, a "Help" link, a search input field, and a "Search" button. A red banner below the header contains the text: "Please enroll in the courses. Please note that these are currently only preliminary results for summer semester 2024. Date shifts are still possible." Below this is a navigation bar with links for "Home", "Login", "Student's Corner", "Courses", "Departments", "Facilities", and "Members". The "Courses" link is highlighted. Below the navigation bar, a breadcrumb trail reads "You are here: Home → Courses". A list of course-related links is displayed: "Course Overview", "Search for Lectures", "Curricula Timetable", "Curricula Timetable (List)", "Lectures today", and "Calendar of events". To the right of this list is a graphic consisting of three vertical bars of increasing height, followed by the word "Courses". Further right is a lightbulb icon made of colorful dots. A blue-bordered box contains the text "Watch the LSF workshop [HERE](#)".

THE EASIEST WAY TO FIND CLASSES: THE „COURSES BY STUDY PROGRAMS“ FILTER

LSF: Filter for courses offered for your study program to get an overview of what is offered for the different sections (compulsory/compulsory electives/Master's thesis) in the current semester

1) Course Overview (WiSe 2024/25)

① Vorlesungsverzeichnis

① Faculty of Economics and Management

① Courses by Study Programs

- ① Bachelor Betriebswirtschaftslehre (until ST 2024)
- ① Bachelor Betriebswirtschaftslehre (from WT 2024/2025)
- ① Bachelor Internationales Management (until ST 2024)
- ① Bachelor Internationales Management (from WT 2024/2025)
- ① Bachelor Economics and Society (until ST 2024)
- ① Bachelor Volkswirtschaftslehre - Wirtschaft und Gesellschaft (from WT 2024/2025)
- ① Bachelor International Business and Economics (until ST 2024)
- ① Bachelor International Business and Economics (from WT 2024/2025)
- ① Master Betriebswirtschaftslehre/Business Economics (until ST 2024)
- ① Master Betriebswirtschaftslehre/Business Economics (from WT 2024/2025)
- ① Master Economic Policy Analysis (until ST 2024)
- ① Master Economic Policy Analysis (from WT 2024/2025)
- ① Master International Management, Marketing, Entrepreneurship (until ST 2024)
- ① Master International Management, Marketing, Entrepreneurship (from WT 2024/2025)
- ① Master Operations Research and Business Analytics (until ST 2024)
- ① Master Operations Research and Business Analytics (from WT 2024/2025)
- ① Master Financial Economics (until ST 2024)
- ① Master Financial Economics (from WT 2024/2025)
- ① Master International Taxation and Public Finance (from WT 2024/2025)
- ① Master Management and Economics (Exchange Students)
- ① Bachelor Management and Economics (Exchange Students)

2) Course Overview (WiSe 2024/25)

① Vorlesungsverzeichnis

① Faculty of Economics and Management

① Courses by Study Programs

- ① Master International Management, Marketing, Entrepreneurship (from WT 2024/2025)
 - ① Pflichtbereich/ Compulsory Section
 - ① Wahlpflichtbereich/ Compulsory Elective Section
 - ① Masterarbeit/ Master Thesis

3) Course Overview (WiSe 2024/25)

① Vorlesungsverzeichnis

① Faculty of Economics and Management

① Courses by Study Programs

① Master International Management, Marketing, Entrepreneurship (from WT 2024/2025)

- ① Wahlpflichtbereich/ Compulsory Elective Section
 - ① Vertiefungsbereich/ Specialization
 - ① Allgemeine Schlüsselqualifikationen/ Schlüsselqualifikation/ General Key Qualifications
 - ① Ergänzungsbereich/ Supplements

PARTICIPATE IN MARKETING METHODS AND ANALYSIS AND BUSINESS DECISION MAKING THIS SEMESTER

Take Marketing Methods and Analysis and Business Decision Making as your first compulsory modules this semester, and International Corporate Strategy in the upcoming Summer term.

Marketing Methods & Analysis (50566) - Single View

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Functions:
Page contents: Basic Information Dates/Times/Location Responsible Lecturer Curriculae Departments Contents Structure Tree

Basic Information

Term	Winter 2024/25	Frequency	every 2nd term
Title of lecture	Marketing Methods & Analysis (50566)	Language	Englisch
Lecture Token		Hours per week in term	2
Type of Course	Vorlesung(V) - Lecture	Expected no. of participants	228
Module		Credits	5
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=17207	Presence	Präsenzveranstaltung
application period	zentrale Belegung IV 09.09.2024 - 30.11.2024 active		

Dates/Times/Location:

Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
→ Tue.	15:00 bis 17:00	weekly	15.10.2024 to 28.01.2025	G22A-H2 - Volksbank Hörsaal (148 Pl.)		Lichters				230

Business Decision Making (50115) - Single View

[Go Back](#)

Functions:
Page contents: Basic Information Dates/Times/Location Responsible Lecturer Curriculae Departments Contents Structure Tree

Basic Information

Term	Winter 2024/25	Frequency	every 2nd term
Title of lecture	Business Decision Making (50115)	Language	Englisch
Lecture Token		Hours per week in term	2
Type of Course	Vorlesung(V) - Lecture	Expected no. of participants	
Module		Credits	
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=17223	Presence	Präsenzveranstaltung
application period	zentrale Belegung IV 09.09.2024 - 30.11.2024 active		

Dates/Times/Location:

Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
→ Mon.	17:00 bis 19:00	weekly	14.10.2024 to 27.01.2025	G50-H3 (214 Pl.)		Raith				200



Enroll to these courses in E-Learning to get all necessary updates and material!

PARTICIPATE IN ACADEMIC METHODS FOR IMME THIS SEMESTER

Take Academic Methods for IMME this semester to gain the required general key qualifications in scientific work.

Academic Methods for IMME - Single View

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Functions:

Page contents: [Basic Information](#) | [Dates/Times/Location](#) | [Responsible Lecturer](#) | [Curriculae](#) | [Departments](#) | [Contents](#) | [Structure Tree](#)

Basic Information

Term	Winter 2024/25	Frequency	every 2nd term
Title of lecture	Academic Methods for IMME	Language	
Lecture Token		Hours per week in term	2
Type of Course	Ringvorlesung (RV) - Lecture Series	Expected no. of participants	
Module		Credits	5
E-Learning	https://elearning.ovgu.de/enrol/index.php?id=17220	Presence	
application period	zentrale Belegung IV 09.09.2024 - 30.11.2024 active		

Dates/Times/Location:

Day	Time	Frequency	Period	Room	Room-plan	Lecturer	Status	Remarks	Cancelled on	Max. participants
Tue.	11:00 bis 13:00	weekly	15.10.2024 to 28.01.2025	G03-315 (125 Pl.)		Raith, Schlägel				

Group:

Responsible Lecturer

Responsible Lecturer	Responsibilities
Raith, Matthias, Prof. Dr.	
Schlägel, Christopher, Prof. Dr.	

Course Overview (WiSe 2024/25)

- ① Vorlesungsverzeichnis
- ① Faculty of Economics and Management
 - ① Courses by Study Programs
 - ① Master International Management, Marketing, Entrepreneurship (from WT 2024/2025)

① Wahlpflichtbereich/ Compulsory Elective Section

① Allgemeine Schlüsselqualifikationen/ Schlüsselqualifikation/ General Key Qualifications

Lecture	Type	Department
Academic Methods for IMME 2 SWS Raith, Schlägel	Ringvorlesung (RV)	Department of Business Economics/Management, insb. Entrepreneurship, Professorship of Behavioral International Management



Enroll to this course in E-Learning to get all necessary updates and material!


THE E-LEARNING PLATFORM IS THE MOST IMPORTANT TOOL TO GET ALL MATERIALS

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FWW

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Fakultät für Wirtschaftswissenschaft (FWW) Expand all

- ▶ Angewandte Wirtschaftsforschung / Applied Economics (Prof. Dr. Michael Kvasnicka)
- ▶ Banking and Financial Systems (Prof. Dr. Felix Noth)
- ▶ Behavioral International Management (Prof. Dr. Christopher Schlägel)
- ▶ Betriebswirtschaftliche Steuerlehre / Business Taxation (Prof. Dr. Sebastian Eichfelder)
- ▶ Bürgerliches Recht, Handels- und Wirtschaftsrecht / Law and Economics (Prof. Dr. Ulrich Burgard)
- ▶ Business Economics (PD Dr. Annette Kirstein)
- ▶ Data-Driven Decision Support (Jun.-Prof. Dr. Kai Heinrich)
- ▶ E-Business (Prof. Dr. Abdolkarim Sadrieh)
- ▶ Economics of Business and Law (Prof. Dr. Roland Kirstein)
- ▶ Empirische Wirtschaftsforschung (Prof. Dr. Dr. Bodo Vogt)
- ▶ Entrepreneurship (Prof. Dr. Matthias Raith)
- ▶ Experimentelle Wirtschaftsforschung (Jun.-Prof. Dr. Karina Held)
- ▶ Financial Economics (Prof. Dr. Michael Koetter, Ph.D.)
- ▶ Financial Economics (Jun.-Prof. Dr. Shasha Li)
- ▶ Financial Economics (Jun.-Prof. Melina Ludolph)
- ▶ Finanzierung und Banken (Prof. Dr. Peter Reichling)
- ▶ Finanzwissenschaft / Public Economics (Prof. Dr. Andreas Knabe)



Watch the E-Learning
workshop [HERE](#)

SOME FURTHER INFORMATION

- Even if not mandatory, we strongly recommend **attending lectures and tutorials in person!**
- Be present and actively participate in the seminars and scientific project!
- Be prepared and exchange with your lecturers and fellow students!

Read well the official documents provided by the faculty, such as:

- **General Study and Examination Regulations**
 (“Allgemeine Studien- und Prüfungsordnung”)
- **Program-Specific Study and Examination Regulations** (“Studiengangspezifische Studien- und Prüfungsordnung”)
- **Module Handbook** (“Modulhandbuch”)

Amtliche Bekanntmachung

Nr. 28/2024



Veröffentlicht am: 05.04.2024

Studiengangspezifische Studien- und Prüfungsordnung (sSPO)
für den Masterstudiengang International Management, Marketing,
Entrepreneurship
der Fakultät für Wirtschaftswissenschaft
an der Otto-von-Guericke-Universität Magdeburg

vom 25. März 2024

THE MODULE HANDBOOK WILL BE PUBLISHED EACH SEMESTER

The [module handbook](#) contains a description of all important aspects of the courses/examinations in a study program, such as:

- Module objectives and intended learning outcomes
- Content
- Recommended, non-binding knowledge for participation
- Teaching methods and weekly hours per semester (SWS)
- Language of instruction
- Credit Points (CP)
- Workload
- Module-specific participation requirements
- Module-specific pre-examination requirements
- (Further) continuous module-related assessment(s)
- In the case of continuous module-related assessment(s) during the semester: Date of the start of the first course-related examination, e.g. topic issue

YOU CAN FIND INFORMATION ABOUT THE ASSIGNMENT OF THE MODULES...

Modulbezeichnung / Module:
International Corporate Strategy
Verwendbarkeit & Zuordnung des Moduls bis SoSe 2024 / Applicability & Assignment of the Module until SoSe 2024:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - International Management, Marketing, Entrepreneurship IMME: Compulsory Module (PF) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester // Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: Compulsory 1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Verwendbarkeit & Zuordnung des Moduls ab WiSe 2024/2025 / Applicability & Assignment of the module from winter semester 2024/2025:
<ul style="list-style-type: none"> - BWL/BE-Wahlpflichtbereich // Compulsory Elective Section BWL/BE-Vertiefung/Specialization: Management & Entrepreneurship 1. - 3. Semester/1st - 3rd semester (WPF) - IMME-Compulsory Section IMME: Compulsory 1th or 2nd semester (PF) - ORBA-Compulsory Elective Section ORBA: Specialization 1st - 3rd semester (WPF)
Modulziele und angestrebte Lernergebnisse // Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - critically reflect on the concepts of international corporate strategy. - develop an understanding of the benefits and risks of diversification. - analyze the portfolio of a company. - acquire knowledge of how companies grow internationally.- apply the theoretical concepts to real-life business cases.

...AND ABOUT THE FINAL EXAM AND POTENTIAL EXAMS DURING THE SEMESTER

Modulspezifische Teilnahmevoraussetzung(en) // module-specific participation requirement(s):
None
Modulspezifische Prüfungsvorleistung(en) // module-specific pre-examination requirement(s):
(Weitere) Studienbegleitende Prüfungsleistung(en) // (further) continuous module-related assessment(s):
Schriftliche Aufsichtsprüfung(en) [Zwischen-/Endklausur(en)] // supervised written examination(s) [midterm/final exam(s)]
Für alle Arten von Lehrveranstaltungen: Findet eine Prüfungsleistung bzw. finden Prüfungsleistungen semesterbegleitend statt? // For all course types: Does an examination or examinations take place during the semester?:
NEIN // NO
Wenn JA: Zeitpunkt des Beginns der ersten studienbegleitenden Prüfungsleistung, z. B. Themenausgabe: Sofern Prüfungsleistungen bereits semesterbegleitend stattfinden, geben Sie hier bitte den Zeitpunkt an. Sofern kein Datum angegeben wird, ist der Rücktritt bis drei Kalendertage vor dem Prüfungstermin im semesterspezifischen Prüfungszeitraum bzw. vor Ende des Semesters möglich. // If YES: Date of the start of the first course-related examination, e.g. topic issue: If examinations are already taking place during the semester, please enter the date here. If no date is specified, withdrawal is possible up to three calendar days before the examination date in the semester-specific examination period or before the end of the semester.:
Modulverantwortliche(r) // Responsible for the Module):
Behavioral International Management

THE MODULE HANDBOOK WILL BE PUBLISHED EACH SEMESTER

- Every semester a new **module handbook** for the current semester is published
- Available online approx. 2 weeks before start of the lectures
- **Changes on both sides** possible until October 30th 2024, until then only provisional
- Especially relevant for assignment to the specializations
- Contact the Dean's Office of Study Affairs for further assignment requests

Module Handbooks

On the following pages you can find all relevant module handbooks for your study program!

Bachelor Programs



Here you can find the latest Module Handbook for your Bachelor program **BWL, VWL - WuG, IM** and **IBE**.

WiSe 2024/2025 (version October 01, 2024) **Preliminary version**

➤ SoSe 2024 (version May 8, 2024) **final version**

Master Programs



Here you can find the latest Module Handbook for your Master program **BWL, EPA, IMME, FINEC, ITPE** and **ORBA**.

➤ WiSe 2024/2025 (version September 30, 2024) **preliminary version**

➤ SoSe 2024 (version May 3, 2024) **final version**

Program Handbook Archive



here you can find the program handbook archive.

THE COURSE LIST CONTAINS THE FINAL ALLOCATION OF THE MODULES

- Each semester, before the start of the respective examination registration period the Faculty Council will decide upon the **final allocation of the modules to the area of specialization** and on the **specific compulsory elective areas** of the respective study program.
- Furthermore, on application to the board of examiners, relevant modules from the range of courses offered by other faculties may be assigned to the compulsory elective and elective areas.
- Publication of the assignments (binding) in the so-called **course list**
- Changes to the course list possible **on both sides** until **October 30, 2024**
- The final course list will be published after the Faculty Council meeting on November 6th 2024 here: [Course list](#)

THE CHAIR'S HOMEPAGES ALSO PROVIDE COURSE INFORMATION

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International STUDY PROGRAM
Faculty of Economics and Management
Otto von Guericke University Magdeburg

Welcome to the Faculty of Economics and Management at Otto von Guericke University Magdeburg

Studying at FWW = Studying at a "High Level"

The renowned German Center for Higher Education Development (CHE) has published his current university ranking in the field of Business Administration/ BWL. The corresponding surveys and analyses included fact and data checks, departmental and student surveys, etc., and led to a quiet pleasant rating in the range of German higher institutions and universities.

Appropriate a dozen of categories distinguished by the CHE, the study programs offered by the faculty are ranked in the so-called "top range" of all universities: "General study situation", "Support at the beginning of studies", "Support during studies", "Study organization", "Support by lecturers", "Support for study abroad" etc. Results, details are published and can be found at the following website [here](#)

ALL HOMEPAGES ARE EASILY ACCESSIBLE VIA THE FACULTY'S HOMEPAGE

Professors / Lecturers

Business Economics/Management

> Accounting and Control

Prof. Dr. Barbara Schöndube-Pirchegger



> International Management

Prof. Dr. Susanne Schmidt



> Business Taxation

Prof. Dr. Sebastian Eichfelder



> Banking and Finance

Prof. Dr. Peter Reichling



Economics

> Public Economics

Prof. Dr. Andreas Knabe



> Applied Economics

Prof. Dr. Michael Kvasnicka



> Economic Policy

Prof. Dr. Joachim Weimann



> Macroeconomics

Prof. Dr. Lena Tonzer



HINTS FOR THE FIRST WEEKS IN THE IMME PROGRAM



- During the first semester weeks, attend all lectures which interest you!
- Decide which courses you take in the second or third week of the semester!



Passcode for lectures in E-Learning: FWW24-25

IMPORTANT DATES FOR THE WINTER SEMESTER 2024

- Lecture period: October 14, 2024 – January 31, 2025
- Examination period: February 03 – February 22, 2025
- Holidays: December 23, 2024 – January 03, 2025



If you miss a deadline there is nothing YOU or WE can do!

- Period to register for exams (oral/written): **November 15 – November 30, 2024**
- Registration for seminars and projects: **until November 30, 2024**
- Deadline for withdrawal (oral/written): **up to 3 days before respective examination date***
- Re-registration: **January 14 – February 10, 2025**

*See course descriptions and the website of the examination office for exceptions

YOU CANNOT RETAKE PASSED MODULES

- **If you have passed an exam, you cannot retake it.**
- You can apply to the board of examiners for the cancellation of one passed compulsory elective module (apply for this no later than the date on which the Master's degree is passed and all examination procedures are concluded)
- The faculty offers **only one examination period** after each lecture period.
 - If you failed an exam, you have to wait until it is offered again to retake it.
 - Compulsory modules: exams are offered each semester
 - Compulsory elective modules: exams are usually offered every second semester

PREPARATION COURSES AND VIDEO TUTORIALS

OTTO VON GUERICKE
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Faculty of Economics and Management
International Study Program

WELCOME HALL | BACHELOR | MASTER | SUPPORT | FAQS | STUDY ABROAD | DOCUMENTS

Home > Welcome Hall > Quick Guides

We help you out!

- Video Tutorials:
- SIMP-SON's Virtual Campus Tour
- SIMP-SON's Magdeburg Tour
- Health Insurance in Germany TK

Buddy Program: Interview Edition
Interview Edition

- OVGU's LSF Portal: Class Schedule, Exam Registration?
- Language Course Registration?
- Myovgu Portal What to find?
- IBEs' English Language Studies, Engl. teacher comment
- OVGU's e-Learning Portal. How to use?

Optional Academic Courses

OVGU's offers a wide range of courses, and services for preparing your master or bachelor studies in the way to study successfully at our school.

Free Online Math Course

Improve your Math Skills: Open to all Students! >

OVGU Career Service

Student Opportunities, Application Guide, & More! >

OVGU Job Portal

Internships, Jobs, Events, Profiles, & More! >

University Computing Center

Courses & Refreshers >

Homepage, Manage Account, & More! >

University Library

Workshops >

Homepage, Digital Libraries, & More! >

Check the ISP website for video tutorials (e.g., on E-Learning and MyOVGU):

https://www.isp.ovgu.de/On_Boarding/Quick+Guides.html

Check the ISP website for a list of (academic) preparation courses:

https://www.isp.ovgu.de/On_Boarding/Optional+Academic+Courses.html

THE ISP OFFICE OFFERS YOU COUNSELING HOURS

- Many questions are already answered online on the ISP website (e.g., onboarding, contacts for support, FAQs)
- Check out the [ISP website](#) and [Instagram channel](#) for updates and social events
- If needed, use the ISP walk-in counseling hours for social matters, particular needs for international students, study abroad counseling, etc.
- During walk-in's it is not necessary to make an online appointment, but you may have to wait if the office is very busy



For more information and current office hours
[click here](#)

Student Counseling: ZOOM or Walk-in's

Walk-in's:

Tuesdays: 10:00 - 11:30

Thursdays: 10:00 - 11:30, and 14:00 by appointment only

Office is closed: 05/09 - 06/09/24

Book your appointment > [HERE](#)

ZOOM Link > <https://ovgu.zoom.us/j/63325300406>

OUTLOOK: GETTING A JOB IN GERMANY MEANS INVESTING EFFORT FROM DAY ONE

- **Start studying German now** → You will need German language proficiency to work in Germany even if your English is excellent
- German language proficiency is also important to understand contracts, rules and regulations
- Integrate into the German culture and society to learn about cultural norms and values
- An **internship** can help you get work experience in Germany → ideally before writing the Master's thesis
- After graduating, use the **service provided by the employment agency** (Arbeitsagentur) to find a job in Germany
- You may gain **insider knowledge** about the job market when attending SIMP–SON events
→ Use the networking opportunities provided by the faculty/ISP office

JOIN THE IMME COURSE IN E-LEARNING TO STAY INFORMED

M. Sc. International Management, Marketing, Entrepreneurship (IMME)

[Startseite](#) / [Meine Kurse](#) / [SoSe 2024](#) / [FWW](#) / [International Study Program Office \(ISP Office\)](#) / [M. Sc. IMME](#)

✓ Dates & Events:

Academic Introduction Sessions for Newbies here

Introduction to the OVGU's Library System:

Dr. Christine Lücke, FEM representative at the OVGU library: Presentation: [WiSe 22/23](#)

IMME's Study Program Talk 2024:

in November 2024, ...

Talk about your study program and help to develop it further. Please register: isp@ovgu.de

Master's seminar and project registration SoSe 2024 open until 02/02/24

Follow this registration link: [E-Learning-Portal OVGU - Kursbereich "Studiendekanat"](#)

OvGU re-registration for the SoSe 2024: 09/01/24 - 12/02/24

✓ Master's Seminar, Scientific Project, Master Thesis

FAQ's: IMME Master's Seminar + Scientific Project ([internship](#), [study abroad notes pdf](#))

SoSe 2024 Registration Schedule ends on February 2nd, 2024.

IMPORTANT LINKS FOR YOUR IMME STUDIES (EXCERPT)

- [ISP website](#)
- [ISP onboarding guides](#)
- [ISP Instagram](#)
- [LSF](#)
- [E-Learning](#)
- [Website of the faculty](#)
- [Examination office](#)
- [IMME study program director](#)
- [IMME E-Learning course](#)
- [IMME official study and exam regulations](#)
- [IMME module handbooks](#)
- [Course list](#)

LIMITED AVAILABILITY OF THE ISP OFFICE IN OCTOBER: ALTERNATIVE CONTACTS

The ISP office will be closed from October 11th to October 23rd 2024!

Contact

- Julia Alb (student assistant at the BIM chair; julia.alb@ovgu.de) or
- Ida-Anna Thiele (ida-anna.thiele@ovgu.de)

during this time!



CONTACT ME IF YOU HAVE ANY QUESTIONS ABOUT THIS PRESENTATION OR THE ACADEMIC PART OF THE STUDY PROGRAM IN GENERAL



Ida-Anna Thiele

Chair of Behavioral International Management

Mail: ida-anna.thiele@ovgu.de
<https://bim.ovgu.de/>

All the best for
your IMME studies!

