



Statutes of Aalen University – Technology and Economics for the admission and selection procedure for the Master's program in Marketing and Artificial Intelligence

Based on Sections 59 (1) sentence 2, 63 (2), 19 (1) sentence 2 No. of the State Higher Education Act (LHG) in the version dated January 1, 2005

(GBl. p. 1), last amended by Art. 8 of the Act of February 7, 2023 (GBl. p. 26, 43), Sections 6 to 9 of the Higher Education Admission Act (HZG) of September 15, 2005 (GBl. p. 629 ff.), last amended by Article 9 of the Act of December 17, 2020 (GBl. p. 1204, 1229) and Sections 19 ff. of the Higher Education Admission Ordinance (HZVO) of

December 2, 2019 (GBl. p. 489), last amended by Ordinance of June 26, 2023 (GBl. p. 253), the Senate of Aalen University of Applied Sciences - Technology and Economics adopted the following statutes on October 23, 2024.

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§ 1 Scope

The following provisions are supplemented by the provisions of the framework statutes of Aalen University of Applied Sciences – Technology and Economics on admission and the university's own selection procedure for master's degree programs dated April 28, 2021, as amended.

§ 2 Form of the application

- (1) The following documents must be uploaded with the application for admission to be submitted via the university's applicant portal:
- the certificate of a first professionally qualifying university degree (university degree) or a certificate of the provisional grade if a university degree can be obtained by the deadline for submission of additional documents,
 - the university entrance qualification certificate (HZB),
 - if necessary, the certificate from the academic examination offices,
 - proof of English language proficiency,
 - if available, evidence of special achievements, skills, or knowledge beyond the normal university degree that were obtained or acquired after completing the bachelor's degree, and
 - an identity document

The Admissions Office at Aalen University may request additional documents. If the documents enclosed with the application are not in German or English, a German or English translation must also be enclosed.

- (2) The university may require that the original documents on which the admission decision is based be presented at the time of enrollment.

§ 3 Language certificates

Applicants must provide proof of the required English language skills with their application. Proof of the required English language skills at level B2 must be provided by submitting one of the following documents:

- German university entrance qualification with details of the language level achieved;
- TOEIC (L&R) with a minimum score of 785;
- TOEFL (iBT) with a minimum score of 72;
- TOEFL (ITP) with a minimum score of 543;
- Cambridge First with at least the grade B;
- Cambridge CAE or CPE with at least the grade C;
- IELTS with a minimum score of 6.0;
- PTC Academic B2 with a minimum score of 65 or
- UNiCert II certificate with a minimum grade of 2.3.

§ 4 Selection criteria

- (1) The study places available after deduction of the advance quotas will be allocated according to a ranking list based on the following selection criteria:
 - a. A first university degree comprising 210 ECTS credits in business administration, economics, business mathematics, business informatics, industrial engineering, health management, or a related subject with an above-average grade (minimum grade of 2.5). Applicants with an above-average degree and 180 ECTS credits will only be admitted on condition that they make up the difference during their master's program. The examination board will decide on the form in which the additional work is to be completed.
 - b. At least half of the ECTS credits in the first professionally qualifying university degree must have been earned in the field of economics. Appropriate proof can also be provided in the form of comparable or equivalent achievements, the recognition of which is decided by the selection committee.
 - c. In the case of a foreign university degree, it must have been awarded by a foreign university that has been evaluated in accordance with the recommendations of the Central Office for Foreign Education (ZAB). In this case, the academic duration of study should be at least 3 years and the total education (school and university) at least 15 years.
 - d. Subject-specific vocational training, subject-specific professional activity, and other subject-specific practical activities.
 - e. the required language certificates and
 - f. the results of the selection interviews.

§ 5 Aptitude assessment test

- (1) Applicants who have submitted their complete documents by the specified deadline and who meet the admission requirements will be admitted to the aptitude test.
- (2) The aptitude test consists of an oral examination, which must be passed by the applicant. The examination is conducted by a professor from the degree program and an assessor.
- (3) The degree program may decide before the start of the application period that an aptitude test will not be required.

§ 6 Creation of the ranking list for the selection decision

- (1) The following are used to create the ranking list for the selection decision:
 - a. the average grade of a professionally qualifying university degree and
 - b. subject-specific achievements, which can improve the average grade of the university degree by up to 0.3 (in increments of 0.1) (bonus).
- (2) To determine the ranking, the calculated bonus is deducted from the average grade of the professionally qualifying bachelor's degree. The ranking is determined by the improved average grade.

§ 7 Entry into force

- (1) These statutes shall enter into force retroactively on October 21, 2024.
- (2) The statutes of Aalen University of Applied Sciences – Technology and Economics for the selection procedure for the degree program "International Marketing and Sales (Master of Arts)" (consecutive) dated June 23, 2015, in the version dated July 15, 2021, shall cease to be effective upon entry into force in accordance with paragraph 1.

Aalen, October 31, 2024

Signed

Prof. Dr. Harald Riegel

Rector