

## Bachelor Examination Regulations for the Study Programs

### Brand Management/Brand Communication Brand Design

Date of Current Version: December 1<sup>st</sup>, 2021

This is an English translation of „ Prüfungsordnung der Brand University of Applied Sciences für die Studiengänge Brand Design (B.A.) und Brand Management (B.A.) - Fassung vom 01. Dezember 2021“. In the event of a discrepancy between the translation and the German version, the German text is valid.

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The following regulations and guidelines do not explicitly utilize gender specific terms for reasons of simplification.

## Part I | General Regulations

## § 1 Scope

These examination regulations apply to examinations of the undergraduate Bachelor programs in Brand Design and Brand Management at the Brand University of Applied Sciences.

## § 2 Study Objectives

The course is designed to provide students with the necessary specialist knowledge, skills and methods in brand design and brand management, taking into account the requirements and changes in the professional world. This is intended to enable them to do economic and scientific work, to critically classify scientific findings and to act responsibly.

## § 3 Examination Purpose

- (1) Examination contents, requirements and objectives of the module examinations are defined in the respective module descriptions and made available to the students.
- (2) The aim of the bachelor's examination is to prove that, after completing the course, the students have achieved the objectives according to § 2. The bachelor's examination determines whether the student has acquired the technical and interdisciplinary knowledge and skills required for an activity in the respective professional field and whether he is able to apply scientific methods, implement scientific findings in an application-oriented manner and develop practical solutions to problems.

## § 4 Normal Study Period

The standard period of study including the bachelor thesis and the colloquium is six semesters.

## § 5 Academic Degree

The university awards the academic degree "Bachelor of Arts" (B.A.) after passing the Bachelor examination. The certificate of the university degree awarded contains the name of the specific attended course i.e. "Brand Design" or "Brand Management".

## § 6 Examination Structure

- (1) Module examinations are throughout the entire course of studies.
- (2) The Bachelor Examination consists of:
  - a) → the performance records of the individual modules (see Part II. of these examination regulations) ,
  - b) → the bachelor thesis itself and
  - c) → the colloquium as an oral final examination (see Part III. of these examination regulations).
- (3) The study and examination plan regulate the sequence of examinations in the individual modules (see attachments)

## § 7 Board of Examiners

- (1) The examination board consists of the full-time teaching course director as chairman, one other full-time lecturer from the university and a student. The full-time lecturer is proposed for one year by the head of the department and confirmed by the university's senate. The student representative is elected by the student body for one year. Re-election is permitted.
- (2) The examination board ensures compliance with the examination regulations and verifies that the examinations are carried out properly. All relevant decisions by the board are made according to the regulations of the examination regulations and all examination results are determined correspondingly.
- (3) The examination board makes suggestions for reforming the examination regulations

## Prüfungsamt

- (4) The examination board has a quorum if the majority of the voting members are present. The examination board decides with a simple majority. In the event of a tie, the chairman has the casting vote.
- (5) Incriminating decisions by the examination board are to be reported to the student promptly and without delay.
- (6) The members of the examination board have the right to take part in exams and to inspect all examination documents. The student member does not participate in the decision on the crediting of study and examination achievements and the determination of examination tasks.
- (7) The meetings of the examination board are not public. The chairman can consult third parties for individual deliberations. Minutes are to be made of the meetings. All participants are bound to secrecy on any deliberations of the examination board.

## § 8 Examiners

- (1) The examination board appoints all examiners. Examiners must have at least the qualification to be determined by the examination or an equivalent qualification. In addition, they are required to have taught in the relevant section of the course to which the examination relates. If several examiners are to be appointed, at least one examiner is required to have taught in the relevant examination subject. The examiners are independent in their examination work.
- (2) The bachelor thesis can be supervised by any examiner of the respective bachelor course. With the approval of the chairman of the examination board, it may be carried out in an institution outside the university in accordance with the rules of the examination regulations, provided that adequate supervision is ensured.
- (3) The bachelor thesis will be assessed by the supervisor and another examiner. The colloquium is assessed by the supervisor and another examiner. The examination board determines the examiners when applying for admission.
- (4) The names of the examiners are to be made known to the student. The announcement should take place at least two weeks before the start of the processing time for the bachelor thesis. Notification by posting is sufficient.

## § 9 Examination Assessment

- (1) Examination performances are assessed by the examiners both with performance grades and with credit points based on the workload.
- (2) The following grades are to be used for the evaluation of the examination performances:
  - 1 = Excellent** = an excellent performance ;
  - 2 = Good** = a performance that is significantly above average requirements;
  - 3 = Satisfactory** = a performance that corresponds to average requirements;
  - 4 = Sufficient** = a performance which, despite shortcomings, still meets the requirements;
  - 5 = Insufficient/Failed**= a performance that no longer meets the requirements due to significant deficiencies.

- (3) To determine grades by means of a points system and to further differentiate the assessment, the following grading system is to be used exclusively:

Points	Grade
0 - 49	<b>5,0</b>
50 - 54	<b>4,0</b>
55 - 59	<b>3,7</b>
60 - 64	<b>3,3</b>
65 - 69	<b>3,0</b>
70 - 74	<b>2,7</b>
75 - 79	<b>2,3</b>
80 - 84	<b>2,0</b>
85 - 89	<b>1,7</b>
90 - 94	<b>1,3</b>
95 and above	<b>1,0</b>

Maximum number of obtainable points: 100

- (4) An examination is passed when the examination performance has been assessed as at least sufficient. For this, at least 50 out of 100 points must be achieved.
- (5) If the examination performance of a module consists of several parts, the grade of the module is calculated as the arithmetic mean of the assessments for the parts. Short presentations are included in the assessment in accordance with § 17 (2f). To differentiate the assessment, the grades can be reduced or increased by 0.3. The grades 0.7 / 4.3 and 4.7 are excluded.
- (6) Credit points are awarded upon successful completion of the module. Credit points and grades are shown separately.
- (7) The credit points correspond to the standards of the European Credit Transfer System (ECTS). They describe the student's workload and, in addition to the contact times, also include the times for preparation and follow-up, as well as exams and exam preparation, the preparation of term papers, presentations and all other forms of self-study. One credit point corresponds to an assumed workload of 25 hours. The degree in the Brand Design and Brand Management Bachelor programs comprises 180 credit points according to ECTS.

### § 10 Withdrawal, Absence

- (1) An examination performance is assessed as "insufficient" (5.0) if the student withdraws from the examination after the examination has started without a valid reason. The same applies if a written examination is not completed within the specified processing time.
- (2) If the student fails to attend the scheduled examination without giving a reason, the examination performance will be assessed as "insufficient" (5.0).
- (3) The reason given for the withdrawal or the failure to attend must be reported to the examination office in writing and made credible no later than the next day. In cases of inability to take an examination due to illness, a medical certificate is required. If the reason is accepted, the examination office will set a new examination date, which usually corresponds with the next possible exam date. Part of the examination that has already been completed in full will be taken into account. After completion of an examination, reasons for withdrawal can no longer be asserted.
- (4) Any inability to take an examination before or during the examination is to be reported to the examination office immediately.

### § 11 Deception, Breach of Regulations and Invalidity of Examinations

- (1) If the student tries to influence the result of his examination performance through deception or the use of unauthorized aids, the examination performance in question is rated as "insufficient" (5.0).
- (2) A student who disrupts the proper course of the examination can be excluded from continuing the examination by the respective examiner or supervisor. In this case, the examination performance in question

is rated as “insufficient” (5.0). The reasons for the exclusion are to be put on record. In serious cases, the examination board can exclude the student from taking further examinations.

- (3) In the case of decisions according to paragraphs 1 to 2, the student can request a review by the examination board. The application must be made immediately.

### § 12 Objections, Appeals Committee

- (1) The Appeals Committee decides on contradictions in examination matters. It includes:

1. The Chancellor of the Brand University of Applied Sciences;
2. A professor and a student on the respective course.

The members according to sentence 1 no. 2 are elected by the university senate. The members of the appeal committee may not simultaneously belong to the responsible examination committee

- (2) The Registrar presides over the committee, prepares the meetings and leads them. The meetings of the appeal committee are not open to the public.

### § 13 Examination Files and Records

- (1) All examination documents, written exams, bachelor theses, minutes of oral examinations and of the meetings of the examination board must be kept for five years.
- (2) Students have the right, upon request, to inspect the examination papers, the assessments and the examination protocols within a period of six weeks for up to one year after completion of the examination procedure.

### § 14 Special Regulations for Compensatory Cases, Maternity Protection and Parental Leave

- (1) If students through a medical certificate makes credible that they are unable to take an examination or study performance in whole or in part due to a disability or chronic illness, the chairman of the examination board will take appropriate measures to compensate for the disadvantage caused by the disability or illness
- (2) Compensation for disadvantages due to disability for examinations must be applied for in writing to the responsible examination board of the respective degree program. The design of the compensatory measures must always be regulated individually. There is no entitlement to a specific disadvantage compensation. Forms of disadvantage compensation are:
  - written supplements to oral exams for students with hearing or speech impairments;
  - oral instead of written exam;
  - Extension of time for homework, assignments, exams, etc.
  - Extension of the examination time if interruptions to the examination preparation were necessary due to poor health;
  - Change of regulations for practical projects, possibly also replacement of practical project by other alternatives.Compensating for handicap-related disadvantages in examinations does not reduce the quality of study achievements.
- (3) In accordance with the provisions of the Maternity Protection Act, a pregnant student is exempt from attending courses and examinations if the pregnancy is reported in good time. After the protection period has expired, the student can apply to take the exams or repeat the academic year.
- (4) Students entitled to parental leave according to the Federal Parental Allowance and Parental Leave Act are exempted from attending courses and examinations upon request. After parental leave has expired, students can apply to repeat the academic year in which their parental leave began.

## Part II | Module Examinations



## §15 Structure of Module Examinations

- (1) Modules are thematically and chronologically coherent teaching and learning units with credit points (ECTS), which can consist of several courses with related content. A partial qualification of the general study qualification objective of the respective degree program is conveyed in modules. The successful completion of a module is usually proven by passing graded module examinations or ungraded course work. The module exams are offered alongside the course.
- (2) Module examinations are to be taken regularly in the respective semester.
- (3) The study and examination plans regulate the sequence and form of the examinations in the individual modules. The module manuals contain further and more specific information on individual modules.

## § 16 Admittance to Attend Examinations and Relevant Sub-Examinations

- (1) There is no formal admission to the individual examination parts.
- (2) Anyone who has regularly attended the relevant courses to prepare for the specific module exam can take part in the examination parts without further registration.

## § 17 Module Examination Procedures

- (1) With the exception of the bachelor's examination and the colloquium, examinations are generally carried out at module level.
- (2) Examinations are performed in the following forms:

a) **Written Exams (WE)** (Duration: 120 minutes)

During exams, students are supposed to prove under supervision that they can work on a task in a limited time, with limited resources and with the adequate methods related to the particular subject. The examiners decide on the admission of aids. Multiple-choice tasks are excluded.

b) **Seminar Papers (SP)** (processing time: within the time frame of a semester; length: 40,000 - 48,000 characters)

A Seminar Paper is a written, individual, independent processing of a given task. It is to be written in accordance with the standard rules applied to scientific work. These works can be submitted by students either individually or in groups.

c) **Presentation with documentation (P/D)** (Presentation - duration: 15 minutes; Documentation - length: 24,000 - 32,000 characters)

In modules with a high proportion of exercises, documentation must be submitted in addition to a short presentation. Such works can be done by students either individually or in groups.

d) **Course Assignment (CA)** (Processing time: within the lecture period; length of associated documentation: 9,000 - 15,000 characters)

A course assignment consists of the independent processing of a practice-oriented task that expands or enlarges in detail on the learning content of the relevant module theoretically and practically. The implementation takes place within the course time in individual or group work. In the case of group works, it must be clearly recognizable which student has worked on which part.

Course Assignments must be explained and substantiated in writing. In this case, the written documentation must be a systematically structured, technically exquisite description of the work, its creation and its conceptual background. As such, it must refer to relevant literature sources and include a relevant, critical evaluation of the result.

e) **Presentation (P)** (Duration: 20 minutes, 10 – 20 presentation sheets)

The students must give a lecture on a defined topic that has been dealt with in accordance with the principles of good academic practice. The presentation slides must be submitted to the lecturer.

f) **Short Presentation Report** (Duration: 8 – 10 minutes, 6 – 8 presentation slides/charts)

From the 1st semester, the active oral participation of the students is graded. In this case, the module grade is made up of 15% from the assessments of the short presentations and 85% from the assessments of the additional examination form specified in the study and examination plan. The corresponding modules are shown in the study and examination plans and in the module handbooks.

Active oral participation is assessed by means of 1 short presentation per student and semester for subjects with 1 to 3 Semester hours per week. For subjects with 4 Semester hours per week these are 2 short presentations. The short presentations are given orally during class. The presentation slides must be submitted to the lecturer.

- (3) In the case of assignments, presentations and other study related tasks performed as group work, the contribution of the individual students must be clearly recognizable and thus assessable.
- (4) Written and oral required examinations can be requested individually or in combination. Presentations can include practical parts.
- (5) Exams can be taken in two examination periods per semester. The first examination period takes place immediately after the 16-week lecture period in the two following weeks. The second examination period takes place before the beginning of the next semester's lecture period.
- (6) Term papers, as well as presentations and documentation are only submitted and assessed once per semester. These are to be submitted and / or held at the latest when the module is completed. The lecturer determines the time of distribution as well as submission deadlines in coordination with the examination office.
- (7) The student must be informed of the assessment of the examination performance no later than four weeks after the examination or at an announced date within the first four weeks of the following semester by the examination office. Announcement by notice is sufficient.

### § 18 Repeatability of Module Examinations and Subsequent Semesters

- (1) A module examination can be repeated up to two times.
- (2) An exam that has been graded as at least sufficient can not be repeated.
- (3) If an examination is graded "insufficient" even after being repeated twice, the student will be de-registered.
- (4) Participation in modules that are completed with ungraded performance assessments can be repeated a maximum of two times if the performance has been graded "participated unsuccessfully".

### § 19 Crediting of Study Times and Examination Achievements

- (1) Study and examination achievements that have been achieved at other domestic or foreign universities are to be recognized on application, provided that they do not differ significantly from the requirements of the Brand Design or Brand Management courses. In doing so, an overall view is to be made with regard to the importance of the performance for the achievement of the objectives of the course and the purpose of the examinations according to § 2 and § 3. The burden of proof for asserting significant differences lies with the university. The examination board decides on recognition after hearing the academic representatives of the subjects concerned.
- (2) Knowledge and skills acquired outside of the field of higher academic education can be credited to the course of study by up to 50 percent on request, if they are equivalent in content and level to the part of the course that is to be replaced. The equivalency test is based on the learning outcomes of the modules. The examination board decides on the credit after hearing the subject representatives. The criteria and the procedure are regulated in the Credit Regulations of the Brand University of Applied Sciences.
- (3) If recognition and / or crediting takes place, the grades - insofar as the grading systems are comparable - are to be adopted and included in the overall grade. If there are no grades or if the grading system is not comparable, the examination performance is shown as "passed". It can be noted in the examination

certificate which of the study and examination achievements listed there have been performed at other universities and / or non-university institutions.

- (4) An application must be sent to the examination office for recognition and / or crediting. The documents required for a decision must be enclosed with this application.

## Part III | Bachelor Examination and Colloquium

## § 20 Structure of Bachelor Examinations

The Bachelor examination consists of the Bachelor thesis and the colloquium. It assumes that the modules of the 1<sup>st</sup> to 5<sup>th</sup> semester of the course have been successfully completed.

## § 21 Admission to Bachelor Examinations

- (1) The following can be provisionally admitted to the Bachelor's examination:
  - a) Students who meet the study requirements in accordance with Section 4 of the study regulations for the Bachelor's degree program,
  - b) Students who are enrolled in the Brand University of Applied Sciences for their degree program and
  - c) Students who have successfully completed all previous modules. Pending exams must be successfully completed by the time the colloquium is held.
- (2) During the 5<sup>th</sup> semester, the student submits a complete application for admission to the Bachelor's examination. The application deadlines are published by the examination office at the beginning of the semester. The current form for the degree program must be used for the application. The documents must be sent in writing to the chairman of the examination board. The following documents must be attached to the application, unless they have already been submitted:
  - a) the evidence of the admission requirements mentioned in paragraph 1,
  - b) a suggested topic for the bachelor thesis including a full exposé as well as
  - c) a declaration by the supervising examiner who is willing to supervise the bachelor thesis.
- (3) The synopsis must be coordinated with the corresponding supervisor by the end of the lecture period of the 5th semester and approved by the examination board.
- (4) The application for admission can be withdrawn in writing until the decision on admission has been announced. This is only possible twice.
- (5) The examination board decides on admission to the bachelor's examination.
- (6) Admission is to be denied if:
  - a) the requirements specified in Section 21 (paragraph 1) are not met or
  - b) the documents are incomplete.

## § 22 Bachelor Thesis

- (1) The bachelor thesis serves to prove the student's ability to independently work on a practice-oriented task from his field of study within a prescribed time. The bachelor thesis should take into account technical details as well as interdisciplinary cross-module methods and current scientific findings.
- (2) The bachelor thesis is an independent investigation with a task from the respective course or specialization. The bachelor thesis contains a detailed scientific description and explanation of a solution to a study field related problem and if applicable its implementation. The bachelor thesis is to be written in German or English language and has to observe the methods of scientific presentation and processing.

In the Brand Design course, a creative task is optionally possible that includes a design implementation. A guideline value for the length of the theoretical part of a creative bachelor thesis is 40,000 - 60,000 characters.
- (3) Upon application and with the approval of the examination board, the bachelor thesis can be admitted in the form of a group work with a maximum of 3 students if the contribution of the individual to be assessed as an examination performance is clearly distinguishable and assessable due to the specification of sections or other objective criteria that enable a clear distinction of individual performance.
- (4) The processing time (period from the issue of the topic to the submission of the bachelor thesis) is ten weeks in the Brand Design course and seven weeks in the Brand Management course. The topic and the

task must be such that the bachelor thesis can be completed within the specified period, taking into account the related rules on workload.

- (5) The topic of the bachelor thesis can only be returned once and only within the first four weeks of the processing time without giving reasons. In the case of a repetition, the return is only permitted if the student did not make use of this option when writing the first bachelor thesis.
- (6) The bachelor thesis must be submitted to the examination office in due time. The deadlines are published. The time of submission is to be put on record. If the work is delivered by post, the postmark is decisive. When submitting the bachelor thesis, the student has to assure in writing that he has independently completed his work - in the case of group work his appropriately marked part of the work - and that he has not used any sources or aids other than those specified and identified through quotations.

### § 23 Colloquium

- (1) The colloquium is carried out as an oral individual examination.
- (2) The prerequisite for participation in the colloquium is a bachelor thesis graded as at least "sufficient" and the successful completion of all module examinations and ungraded module coursework of the course.
- (3) The colloquium supplements the bachelor thesis and serves to determine whether the student is able to verbally present the results of the bachelor thesis, its subject-specific basics, its interdisciplinary contexts and extra-disciplinary references and to justify them independently and to assess their importance for practice.
- (4) The colloquium should last at least 30 minutes and at most 45 minutes.
- (5) The board of examiners of the colloquium consists of the supervisor and the second examiner of the bachelor thesis. The board of examiners is appointed by the chairman of the examination board.
- (6) The colloquia are open to the university public. In addition, representatives of cooperating companies, associations or educational institutions can be admitted as guests. However, such representatives are only authorized to take examinations in special exceptional cases with the approval of the examination board. The university public can be excluded upon application to the examination office.
- (7) In the case of creative bachelor theses in the Brand Design course, a topic-related presentation of the designed media as part of a public exhibition by the graduates is part of the final examination.

### § 24 Assessment and Grading of Bachelor Thesis and Colloquium

- (1) Separate grades are given for the bachelor thesis and the colloquium in accordance with § 9. The evaluation process should not exceed 4 weeks.
- (2) The examiners involved report the individual results from the examinations to the examination office which in turn announces the individual results to the examinees.
- (3) The grade of the colloquium is determined by the arithmetic mean of the individual assessments of the examiners.
- (4) The grade of the bachelor thesis results from the arithmetic mean of the individual assessments of the examiners. If the difference between the two grades of the written bachelor thesis is 2.0 or more, the examination board will appoint another examiner who will also evaluate the bachelor thesis. In this case, the final grade of the written bachelor thesis is calculated from the arithmetic mean of the three individual assessments.

### § 25 Results

The examination board determines the result of the examination. The date on which the examination board has determined the result is considered to be the date for passing the examination.

## § 26 Repeatability of Bachelor Examination and Colloquia

The Bachelor thesis and / or the colloquium can be repeated once, only in justified exceptional cases according to § 10 twice upon request.

## § 27 Overall Results Assessment of the Bachelor Examination

- (1) The overall grade of the bachelor's examination consists of 80% of the average grade of the modules, 15% of the grade of the bachelor thesis and 5% of the grade for the colloquium.
- (2) The average grade from the modules is determined by first dividing the number of credit points for the respective module by the total number of credit points for all modules. This results in the quantitative portion of the respective module. The result of the division is multiplied by the grade of the respective module. The product resulting from this is the total share of the module in the average grade. To determine the average grade, the figures of all modules calculated in this way are added together.
- (3) The final grade of the bachelor's examination is determined as follows:

1,0 bis 1,5:	excellent
1,6 bis 2,5:	good
2,6 bis 3,5:	satisfactory
3,6 bis 4,0:	sufficient
below 4,0 :	insufficient/failed
- (4) In addition to the final grade recorded in the Bachelor's certificate, a relative grade is also awarded according to the following ECTS grading scale:
  - Level A for the best 10% with passed examination
  - Level B for the next 25%
  - Level C for the next 30%
  - Level D for the next 25%
  - Level E for the next 10% with passed examination

The reference period for a cohort, i.e. the number of graduate years that are taken into account when calculating the ECTS degree comprises at least two, but not more than five previous years.

- (5) The bachelor's examination has not been passed if an examination performance (module, bachelor thesis or colloquium) was rated "insufficient" (5.0) in the last repetition. A notification will be issued about the failed Bachelor's examination.
- (6) If the bachelor's examination is not passed, the chairperson of the examination board will issue a certificate at the student's request after de-registration, which contains the examination and study achievements and their grading as well as the examinations that are still missing for the bachelor's examination. The certificate must show that the student has definitely failed the bachelor's examination. At the request of the student, the chairman of the examination board will alternatively issue a certificate that only contains the passed parts of the bachelor's examination and their grading.

## § 28 Diploma/Certificate

- (1) Students who have passed the Bachelor of Arts (B.A.) examination will receive a certificate confirming that they have passed the examination and are entitled to use the academic degree of "Bachelor of Arts", in short "B.A.". In addition, the Diploma Supplement is handed out, which contains all the details of the respective Bachelor's degree program, in accordance with and following the exemplary model of the Conference of Ministers of Education.
- (2) The certificate is signed by the president of the university and the chairman of the examination board. The diploma supplement is signed by the chairman of the examination board. The certificate bears the date of issue.

## § 29 Come Into Effect

These examination regulations come into effect on the day of approval by the Senate of the Brand University of Applied Sciences.