

Discipline-Specific Study and Examination Regulations for the Continuing Education Master's Degree Program in "General Management" at the University of Potsdam

Dated May 17, 2023

The Faculty Council of the Faculty of Economics and Social Sciences at the University of Potsdam has approved on May 17, 2023, the following statute on the basis of Section 19 subsection 1, Section 22 subsections 1-3 and Section 31 in conjunction with Section 72 subsection 2 no. 1 of the Brandenburg Higher Education Act (BbgHG) of April 28, 2014 (Law and Ordinance Gazette [GVBl.] I/14, [no. 18]), last amended by the Act of September 23, 2020 (GVBl. I/20, [no. 26]) in conjunction with the Ordinance on the Design of Examination Regulations to Guarantee the Equivalency of Studies, Examinations, and Degrees (University Examination Ordinance - HSPV) of March 4, 2015 (GVBl. II/15, [no. 12]), amended by the ordinance of July 7, 2020 (GVBl.II/20, [no. 58]), and the Ordinance on the Accreditation of Studies (StudAkkV) of October 28, 2019 (GVBl. II/19, [no. 90]) and with Section 21 subsection 2 no. 1 of the Basic Constitution of the University of Potsdam (GrundO) of December 17, 2009 (Bulletin UP no. 4/2010, p. 60) in the Sixth Amended Version of the Basic Constitution of the University of Potsdam (GrundO) of October 20, 2021 (Bulletin UP no. 13/2022, p. 467) and Section 1 subsection 2 of the new version of the General Study and Examination Regulations for Bachelor and Master's Degree Programs at the University of Potsdam (BAMA-O) of January 30, 2013 (Bulletin UP no. 3/2013, p. 35), last amended on July 6, 2022 (Bulletin UP no. 19/2022, p. 785):¹

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Section 1 Applicability

(1) These regulations apply to the continuing education program in "General Management" at the University of Potsdam. They supplement the regulations of the BAMA-O as discipline-specific study and examination regulations.

(2) In the event of inadmissible contradictions between these regulations and the BAMA-O, the provisions in the BAMA-O supersede these regulations.

Section 2 Tasks of the Examining Board and UP Transfer GmbH

(1) The organization and implementation of the program is the academic responsibility of the University of Potsdam with the support of UP Transfer GmbH at the University of Potsdam. In accordance with the content-related and organizational requirements of the University of Potsdam, UP Transfer GmbH guarantees the proper implementation of teaching operations, including all internet-based support services and the creation and provision of teaching materials.

(2) With support from UP Transfer GmbH, the Examining Board appointed for this degree program assumes the tasks of the Office of Student Affairs described in the BAMA-O of the University of Potsdam.

Section 3 Content and Objectives of the Degree Program

(1) The continuing education master's degree program indicated in Section 1 aims to enable students to take on management and leadership roles in companies of various sizes on the basis of existing academic qualifications and professional experience. As part of the master's program for working professionals, students will acquire fundamental business administration knowledge and approaches as well as specific management competencies. Emphasis is placed on establishing a close link between science and practice. Technical and methodological competencies are therefore taught in an application-oriented manner.

(2) Graduates of the master's degree program

- are capable of applying business management concepts and tools of strategic corporate management,
- are able to apply basic management steering and controlling systems as well as corporate finance systems for planning and decision-making, also including IT systems,

¹ Approved by the President of the University of Potsdam on June 28, 2023.

- have mastered the fundamentals of management theory and methods of effective management and are able to reflect on their own leadership style to improve their management skills,
- can act with social competence under the changing conditions of their professional environments and deal with conflicts in a constructive manner,
- can analyze the fundamentals of successful entrepreneurial activities and develop business ideas and new areas of business,
- have the knowledge and skills to set up their own companies,
- know the legal framework regulations for entrepreneurial activity and the legal requirements regarding corporate environments.

(3) Furthermore, students acquire the following social skills:

- the ability to conduct and successfully conclude negotiations,
- the ability to recognize and use a communication style that is appropriate to the situation,
- the ability to lead employees in teams of different sizes,
- the ability to assume responsibility for oneself and society in an entrepreneurial context.

(4) The master's program also boosts personal skills (self-competence). The students

- are able to realistically assess their own abilities and potential,
- can make decisions quickly and appropriately,
- can reflect on their own actions in a business context and adapt them accordingly,
- have the skills to efficiently understand new issues, present them professionally, and learn from experience.

Section 4 Scope and Duration of the Degree Program

The continuing education master's degree program in "General Management" is offered at the University of Potsdam as a single-subject program with a standard period of study (full-time studies) of 4 semesters and 120 credit points (CPs). The credit points correspond to the credits of the European Credit Transfer System (ECTS).

Section 5 Academic Degree

The University of Potsdam, via the Faculty of Economics and Social Sciences, awards the degree of "Master of Business Administration" (abbreviated as "MBA") to students who have obtained the necessary credit points and meet the graduation requirements.

Section 6 Part-Time Studies

The master's program in "General Management" is suitable for part-time study. Part-time study requires advising from the relevant faculty so that an individualized course schedule can be created. Proof of this advising must be attached to an application for part-time study in accordance with Section 3 of the Regulations for Part-Time Study at the University of Potsdam (Part-Time Regulations). In all other respects, the provisions of the Part-Time Regulations shall apply.

Section 7 Structure of the Degree Program

(1) The master's degree program in "General Management" is structured as follows:

Master of Business Administration	CPs
A) Mandatory modules (90 CPs):	
Financial Management: Financing & Investment & Controlling	9
Accounting & Legal Environment of International Business	6
Leadership & Human Resource Management	6
Marketing & Sales/Procurement & Business Development	9
Strategic Management & Hot Topics (Crisis Management)	6
Management Skills & Negotiations	6
Digital Transformation & Business Process Management & Entrepreneurship	9
International Management & Intercultural Communication & Design Thinking	9
Project Module	30
B) Final Thesis (30 CPs)	
Master's thesis (including oral defense)	30
Total	120

(2) The language of instruction is English.

(3) Sample degree progress plans for full-time and part-time study in the master's degree program are available in Appendix 1 to these regulations.

(4) Detailed descriptions of the modules mentioned in subsection 1 are included in Appendix 2 to these regulations.

Section 8 Crediting of Professional Experience for the Project Module

At the request of the student, the Examining Board may credit relevant professional experience amounting to a total of at least two years towards the project module within the meaning of Section 24 (5) of the Brandenburg Higher Education Act (BbgHG). Recognition is subject to documentary evidence of

the relevant skills acquisition (through work samples, work references or similar) to be presented to the Examining Board. In addition, the student must submit a self-reflection essay of at least one page detailing their acquired competences with relevance to the qualification objectives of the module. Crediting in accordance with sentence 1 replaces the project module, which no longer has to be completed in the case of successful crediting.

Section 9 Master's Thesis

- (1) Students will be awarded 30 CPs for the master's thesis including the thesis defense. The master's thesis must be written in English.
- (2) Students who have obtained 75 CPs are entitled to the immediate allocation of a topic for the master's thesis.

Section 10 Entry into Force

- (1) These statutes take effect on the day after their publication in the Official Bulletin of the University of Potsdam.
- (2) These regulations apply to all students who enroll in the in the continuing education program "General Management" at the University of Potsdam after these regulations have taken effect.

Appendix 1: Sample Degree Progress Plans

For a start in the winter semester:

1) Full-time:

	Semester of study				Total CPs
	1 st	2 nd	3 rd	4 th	
A) Management Knowledge Skills					
Basic modules (mandatory modules)					
Financial Management: Financing & Investment & Controlling	9				
Accounting & Legal Environment of International Business	6				
Leadership & Human Resource Management	6				
Marketing & Sales/Procurement & Business Development	9				
Strategic Management & Hot Topics (Crisis Management)		6			
Management Skills & Negotiations		6			
Digital Transformation & Business Process Management & Entrepreneurship		9			
International Management & Intercultural Communication & Design Thinking		9			
Project Module			30		
B) Final Thesis					30
Master's thesis				30	
Total CPs	30	30	30	30	120

2) Part-time:

	Semester of study						Total CPs
	1 st	2 nd	3 rd	4 th	5 th	6 th	
A) Management Knowledge Skills							
Basic modules (mandatory modules)							90
Financial Management: Financing & Investment & Controlling	9						
Leadership & Human Resource Management	6						
Management Skills & Negotiations		6					
Digital Transformation & Business Process Management & Entrepreneurship		9					
Marketing & Sales/Procurement & Business Development			9				
Accounting & Legal Environment of International Business			6				
Strategic Management & Hot Topics (Crisis Management)				6			
International Management & Intercultural Communication & Design Thinking				9			
Project Module					30		
B) Final Thesis							30
Master's thesis						30	
Total CPs	15	15	15	15	30		120

For a start in the summer semester

1) Full-time:

	Semester of study				Total CPs	
	1 st	2 nd	3 rd	4 th		
A) Management Knowledge Skills						
Basic modules (mandatory modules)						
International Management & Intercultural Communication & Design Thinking	9					
Digital Transformation & Business Process Management & Entrepreneurship	9					
Management Skills & Negotiations	6					
Strategic Management & Hot Topics (Crisis Management)	6					
Accounting & Legal Environment of International Business		6				
Leadership & Human Resource Management		6				
Financial Management: Financing & Investment & Controlling		9				
Marketing & Sales/Procurement & Business Development		9				
Project Module			30			
B) Final Thesis						
Master's thesis				30		
Total CPs	30	30	30	30	120	

2) Part-time:

	Semester of study						Total CPs	
	1 st	2 nd	3 rd	4 th	5 th	6 th		
A) Management Knowledge Skills								
Basic modules (mandatory modules)								
Digital Transformation & Business Process Management & Entrepreneurship	9							
Management Skills & Negotiations	6							
Leadership & Human Resource Management		6						
Financial Management: Financing & Investment & Controlling		9						
International Management & Intercultural Communication & Design Thinking			9					
Strategic Management & Hot Topics (Crisis Management)			6					
Accounting & Legal Environment of International Business				6				
Marketing & Sales/Procurement & Business Development				9				
Project Module					30			
B) Final Thesis								
Master's thesis						30		
Total CPs	15	15	15	15	30		120	

Appendix 2: Module Catalog

Financial Management: Financing & Investment & Controlling		Number of credit points (CPs): 9		
Module type (mandatory or elective module):	Mandatory module			
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - know the methods, levels, and processes of controlling and are able to contextualize controlling within the areas of business administration and corporate management, - are able to apply important theoretical models of controlling to decisions in the company, i.e. to create plans and target/performance analyses for strategic, tactical, and operational levels as well as project planning and project costing, - are familiar with the basic concepts and overarching contexts of the finance sector, - can analyze selected financial tools with regard to their suitability for different financing situations, - are able to make fundamental decisions on corporate financial management with the help of scientific analyses, - know static and dynamic methods of capital budgeting, - are familiar with investment and financing programs, - are able to carry out basic calculations for capital budgeting, - can work on a given problem using the scientific methods of the discipline, - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, - are able to acquire new knowledge and skills independently. <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>			
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>Term paper (max. 20 pages)</p>			
Independent study time (in hours (h)):	222			
Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)
		For completing the module	For admission to the module examination	
Seminar Financing & Investment & Controlling	32	none	none	none
Seminar and recitation course (Controlling)	16	none	none	none
Frequency at which the module is offered:	Winter semester			
Prerequisite for taking the module:	none			

Accounting & Legal Environment of International Business		Number of credit points (CPs): 6	
Module type (mandatory or elective module):	Mandatory module		
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - have an overview of the various legal forms of companies and corporate law, 		

	<ul style="list-style-type: none"> - know the basics of company acquisition and venture capital investment, - have basic knowledge of contract law and contract drafting, - are able to position themselves in negotiations of a warranty catalog in the context of a company acquisition, - are sensitized to industry- and company-endemic success factors, especially in the innovation and technology dimension, - know the basic concepts of management accounting and financial reporting, the principles of accounting in accordance with the German Commercial Code (HGB), accounting for intangible assets, tangible assets and inventory, balance sheet analysis and accounting for equity and debt capital, - are able to use accounting entries for the most important business transactions, - have an overview of international accounting standards, - know the terminology and content of all key areas of reorganization tax law and international tax law, - are able to contextualize corporate restructuring from a tax perspective, including the transfer of international facts of the case, and derive the legal consequences of these facts with regard to taxes, - are able to compare the legal consequences of alternative stylings of facts and formulate statements regarding advantageousness, - are able to develop their own research questions and can work on them using the appropriate scientific methods of the discipline - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>														
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>Term paper (max. 20 pages)</p>														
Independent study time (in hours (h)):	148														
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Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)												
	For completing the module	For admission to the module examination													
16	none	none	none												
16	none	none	none												
Frequency at which the module is offered:	Winter semester														
Prerequisite for taking the module:	none														

Leadership & Human Ressource Management	Number of credit points (CPs): 6
Module type (mandatory or elective module):	Mandatory module
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - know the starting points and success factors for successful HR management, - know the most important leadership theories and apply them in practice as appropriate to the situation, - know the relevant terms, players, and processes of HR management,

	<ul style="list-style-type: none"> - know the situational framework conditions, success factors, and building blocks of an integrated HR management concept, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>																	
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>Term paper (max. 20 pages)</p> <p>In-class presentation (max. 45 minutes)</p>																	
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Courses (teaching formats)	Contact time (in h)			Secondary examinations (number, form, scope)			Course-accompanying module (sub-)examination(s) (number, form, scope)											
		For completing the module	For admission to the module examination															
Seminar (Human Ressource Management)	16	none	none	none														
Seminar (Leadership)	16	none	none	none														
Frequency at which the module is offered:	Winter semester																	
Prerequisite for taking the module:	none																	

Marketing & Sales/Procurement & Business Development		Number of credit points (CPs): 9
Module type (mandatory or elective module):	Mandatory module	
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - know marketing as a leadership philosophy and as an operational task, - can independently develop a marketing concept, - can differentiate between marketing and sales tasks, - know approaches to managing various sales organizations, - know the tasks of operational and strategic purchasing, - know the components of a purchasing management system; can work on a given problem using the scientific methods of the discipline, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>	
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>Portfolio examination consisting of: In-class presentation (30 minutes) and written elaboration on the presentation (10-15 pages)</p>	
Independent study time (in hours (h)): 222		

Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)
		For completing the module	For admission to the module examination	
Seminar (Marketing & Sales)	24	none	none	none
Seminar (Procurement & Business Development)	24	none	none	none
Frequency at which the module is offered:		Winter semester		
Prerequisite for taking the module:		none		

Management Skills & Negotiations		Number of credit points (CPs): 6					
Module type (mandatory or elective module):	Mandatory module						
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - can reflect on and further develop their own management and leadership style, - strengthen their communication and leadership behavior in order to shape management processes in a goal-oriented and efficient manner, - have an overview of the various approaches to negotiation research, - know the process steps of negotiation management, - can measure and analyze the negotiation performance of their own company, - can develop measures to improve their company's negotiation performance, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, - are able to acquire new knowledge and skills independently. <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>						
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>In-class presentation (max. 45 minutes)</p>						
Independent study time (in hours (h)): 148							
Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)			
		For completing the module	For admission to the module examination				
Seminar (Management Skills)	16	Compulsory attendance of the in-person class	none	none			
Seminar (Negotiations)	16	none	none	none			
Frequency at which the module is offered:		Summer semester					
Prerequisite for taking the module:		none					

Strategic Management & Hot Topics (Crises Management)		Number of credit points (CPs): 6					
Module type (mandatory or elective module):	Mandatory module						
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - know the positioning and profile of strategic management, - are familiar with strategic management as an application and decision-oriented management and steering concept, - are able to recognize the different needs and interests of those they lead and to motivate and communicate according to requirements, - are able to apply the theoretical frame of reference for strategic management in the context of a technology- and investment-intensive industry, - develop scenarios and strategies for the early detection, prevention, and management of crises in specific cases, - know the main theories and models of crisis communication and are able to contextualize the terms, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - can present their point of view in writing, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, - are able to hold discipline-specific and interdisciplinary discussions. <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>						
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Term paper (max. 20 pages)</p> <p>In-class presentation (max. 45 minutes)</p>						
Independent study time (in hours (h)):	148						
Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)			
		For completing the module	For admission to the module examination				
Seminar (Strategic Management)	16	none	none	none			
Seminar (Hot Topics & Crisis Management)	16	none	none	none			
Frequency at which the module is offered:	Summer semester						
Prerequisite for taking the module:	none						

Digital Transformation & Business Process Management & Entrepreneurship		Number of credit points (CPs): 9	
Module type (mandatory or elective module):	Mandatory module		
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - understand "digitalization", "digital transformation" and "digital convergence", including delimitation and meaning of the terms for the module, - know the implications of digitalization for companies and their organization, processes, and culture, - know the basic procedures, methods, and tools used in the context of new 		

	<ul style="list-style-type: none"> - business models (e.g. mobile & digital business) and can explain and assess them independently, - are able to independently analyze and methodically evaluate relevant problems and processes in the context of these new business models; have knowledge and skills in the area of organizational development and quality management, - are able to develop and compare specific recommendations for the mapping of business processes in operational application systems and for process-oriented knowledge management, - are able to model and analyze operational processes, - can present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, - know the starting points and success factors for entrepreneurial thinking and actions, - have awareness for sustainable business practices, - are able to develop their own business idea and create a business plan independently, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - can describe their point of view in writing and present and defend their work in front of seminar participants using suitable presentation media, - are able to hold discipline-specific and interdisciplinary discussions. <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>																		
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Written exam (90 minutes)</p> <p>Portfolio examination consisting of: In-class presentation (30 minutes) and written elaboration on the presentation (10-15 pages)</p>																		
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Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)																
	For completing the module	For admission to the module examination																	
16	none	none	none																
16	none	none	none																
16	none	none	none																
Frequency at which the module is offered:	Summer semester																		
Prerequisite for taking the module:	none																		

International Management & Intercultural Communication & Design Thinking		Number of credit points (CPs): 9					
Module type (mandatory or elective module):	Mandatory module						
Content and objectives of the module:	<p>The students</p> <ul style="list-style-type: none"> - have conceptual and practical knowledge of the internationalization of companies, - have the ability to deal with the challenges of internationalization for management, - have awareness for the topic of "Intercultural Management", - have first-hand knowledge of international markets and framework conditions for entrepreneurial action and other management styles, - are able to develop an internationalization concept for a selected business case, for example for their own company/organization, - can develop their own research questions and work on them using appropriate methods, - know the special challenges in intercultural situations, such as differences in negotiation style or in leadership and management culture, - learn about typical negotiation behavior in different cultures, - are able to set up teams tailored to the cultural framework and develop negotiation strategies, - can lead and manage intercultural teams, - are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, - know design thinking methodology, - can formulate a problem within a design challenge, - know techniques for developing ideas as well as methods and principles of prototyping and testing for user feedback, - can describe their point of view in writing and present and defend their work in front of seminar participants using suitable presentation media, - are able to work in a team and address a problem together, <p>The language of instruction is English. Students will also research, prepare, and discuss English texts and media.</p>						
Module (sub-)examination(s) (number, form, scope):	<p>One examination of the following formats:</p> <p>Term paper (max. 20 pages)</p> <p>In-class presentation (max. 45 minutes)</p>						
Independent study time (in hours (h)):	222						
Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-)examination(s) (number, form, scope)			
		For completing the module	For admission to the module examination				
Seminar (International Management)	16	none	none	none			
Seminar (Design Thinking)	16	none	none	none			
Seminar (Intercultural Communication)	16	none	none	none			
Frequency at which the module is offered:	Summer semester						
Prerequisite for taking the module:	none						

Project Module		Number of credit points (CPs): 30	
Module type (mandatory or elective module):	Mandatory module		
Content and objectives of the module:	<p>The project module is a module geared towards the practical consolidation of the economic and methodological knowledge acquired during the course. In this module, the contents of the program are applied in a project. It consists of the development of a project idea that is implemented together with or in an external institution or company.</p> <p>The students</p> <ul style="list-style-type: none"> - can independently develop and discuss a project idea in the seminar, - are able to independently create a plan for the implementation of a project, - can apply the theoretical and methodological knowledge they have acquired to a specific project topic, - independently develop solutions for previously unknown problems, taking into account different evaluation standards, - are able to work independently and in a team to address an issue, - are able to hold discipline-specific and interdisciplinary discussions on topics relevant to the project. - are able to analyze and assess issues, document them in writing, and defend their findings. 		
Module (sub-)examination(s) (number, form, scope):	Project documentation, 2,000 to 4,000 words (not graded)		
Independent study time (in hours (h)):	894		
Courses (teaching formats)	Contact time (in h)	Secondary examinations (number, form, scope)	Course-accompanying module (sub-)examination(s) (number, form, scope)
		For completing the module	
Colloquium	6	none	none
Frequency at which the module is offered:	Winter and summer semester		
Prerequisite for taking the module:	none		