

Hans Mustermann

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

1. HOLDER OF THE QUALIFICATION

1.1 Family Name / 1.2 First Name

Mustermann, Hans

1.3 Date, Place of Birth

1990-01-01, Wernigerode

1.4 Student ID Number or Code

21800

2. QUALIFICATION

2.1 Name of Qualification (full, abbreviated; in original language)

Master of Science (M.Sc.)

Title Conferred (full, abbreviated; in original language)

Does not apply

2.2 Main Field(s) of Study

Consumer Psychology and Market Research - extended

2.3 Institution Awarding the Qualification (in original language)

Hochschule Harz - Hochschule für angewandte Wissenschaften (FH)

Status (Type / Control)

University of Applied Sciences / State University

2.4 Institution Administering Studies (in original language)

Hochschule Harz - Hochschule für angewandte Wissenschaften (FH)

Status (Type / Control)

University of Applied Sciences / State University

2.5 Language(s) of Instruction / Examination

German and English

Hans Mustermann**3. LEVEL OF THE QUALIFICATION****3.1 Level**

This Master's degree programme builds on a first-cycle university degree also conferring a professional entry qualification, and is a focused postgraduate qualification for professional and research purposes.

The Master's degree gives access to higher-level civil service careers.

3.2 Official Length of Programme

2 years with 4 semesters

3.3 Access Requirements

The prerequisite for admission to the extended four semester Consumer Psychology and Market Research programme is successful completion of a degree according to admission requirements of the law of university of state of Saxony-Anhalt in a psychology, economics or business psychology study programme with a grade no lower than good (grade 2 on a scale of 1-5 in which 1 marks the best possible grade) and with a minimum of 180 acquired ECTS-credits from a bachelor or diploma course of studies. Where justified, the admission committee can also tolerate a grade below good in exceptional cases.

An equivalent foreign degree also complies with requirements. Where German is not the applicant's native language, proof of German language skills at an appropriate level must be furnished.

Well founded English skills are required, at a level of B1 or higher according to the Common European Framework of Reference.

4. CONTENTS AND RESULTS GAINED**4.1 Mode of Study**

Full-time, on-campus programme

4.2 Programme Requirements / Qualification Profile of the Graduate

The objective of the Master study programme Consumer Psychology and Market Research is to expand and consolidate the knowledge acquired in previous studies. It is generally expected that the first degree studies were in a business psychology or business management Bachelor programme with a strong orientation towards marketing and market research. Acquired fundamentals (competences, scientific insights and methods) will be broadened and reinforced through independent and scientific work. Particular emphasis is given to the teaching and training of the mastering of complex consumer psychological and market economy situations. The Master programme is a preparation for taking on responsible and qualified tasks in a professional setting as well as for possible doctoral studies programme admission. The project semester enables a combination of theoretical and practical skills.

The Master's degree examination is intended to assess whether the student has acquired the requisite abilities and qualifications to work independently on the basis of postgraduate-level academic learning and methods, has a grasp of the interdisciplinary aspects of the subject, and has gained the ability to undertake independent academic work as well as to apply specialist and scientific findings in cross-disciplinary contexts.

The graduate has acquired the following detailed competencies:

Specialist Competence:

The Master study programme is aimed at familiarizing students in areas of consumer psychology and market research which have not been covered in their bachelor studies. The expressed objective is thereby to extend the knowledge of the Bachelor graduate in regards to important thematic and particularly sensory product research.

In the primary areas of consumer psychology and market research the studies graduate has demonstrated a broad and incorporated comprehension of the most important theories as well as proven knowledge over principles and methods and an understanding of current scientific fundamentals.

Graduates are in a position to reinforce and integrate their knowledge vertically, horizontally and laterally.

Hans Mustermann

Methodological Competence and Instrumental Competence:

The graduate knows and has mastered the full spectrum of technical applications (tools) which are required for analysing psychological processes within market research (e.g. use of standard software, statistical evaluation software, presentation, use of the internet and intranet, analysis and evaluation, etc.). They can recognize, analyse and if necessary model such processes.

The graduate can evaluate and link together various approaches to psychologically interpret consumer behaviour. Furthermore, graduates are able to draw scientifically founded conclusions from psychological interpretations of consumer behaviour and in doing so take into consideration social, scientific and ethnical insights as well as independently creating further learning processes. Doing this they recognize and apply in a targeted manner the interaction of psychological and economic processes present in the consumer sector.

Communicative and Social Competence:

The graduate has the skills to articulate viewpoints and solutions to problems in his or her discipline and to defend these in debate. Furthermore he or she is able to exchange information, ideas, problems and solutions as well as to take responsibility within a team. The graduate is equipped with competencies in soft skills and techniques such as moderation, teamwork and presentation. Thus the graduate has also acquired personal competencies that are critical to professional success, and he or she can make effective use of social interaction in professional practice.

Leadership Competence:

Graduates are accustomed to working independently, taking the initiative and collaborating with others. They have both a theoretical and a working knowledge of leadership behaviour, motivational practices and employee orientation. On the basis of their ability to understand themselves and others, they are able to operate confidently and sensitively in social networks and to win support for their objectives from dialogue partners and to motivate their cooperation.

Hans Mustermann

4.3 Programme Details

Courses Taken	Grade	Performance Appraisal	ECTS-Credits	ECTS-Grade
Ethics and Law	2,2	very good	5	(*)
Empirical Project	2,7	good	5	(*)
Advertising and Consumer Psychology	1,8	satisfactory	5	(*)
Consumer Goods Marketing	2,2	good	5	(*)
Quantitative Market Research	1,3	very good	5	(*)
Elective	2,7	good	5	(*)
Negotiating	2,2	very good	5	(*)
Consumer Behavior of a Lifetime	1,1	good	5	(*)
Market Research in the Services Sector	2,8	good	5	(*)
Sensors and Consumer Behavior	2,4	satisfactory	5	(*)
Complex Problem Solving	1,1	satisfactory	5	(*)
Decision Models	2,2	good	5	(*)
Research Project	1,8	good	15	(*)
Project in Market Psychology	1,5	good	15	(*)
Master Colloquium	1,0	good	5	(*)
<hr/>				
Master Thesis	2,7	satisfactory	25	(*)
Theme: Hier steht dann der Titel der Bachelor- bzw. Masterarbeit				
<hr/>				
Total ECTS-Credits			0	

Hans Mustermann**4.4 Grading Scheme**

HS Harz grade	Performance appraisal	Performance appraisal	Performance appraisal
1,0 1,3	95 - 100 % 90 - 94 %	Very good	An excellent performance
1,7 2,0 2,3	85 - 89 % 80 - 84 % 76 - 79 %	Good	A performance significantly above average standard
2,7 3,0 3,3	72 - 75 % 68 - 71 % 63 - 67 %	Satisfactory	An average performance
3,7 4,0	58 - 62 % 50 - 57 %	Sufficient	A performance which meets minimum requirements despite of shortcomings
5,0	0 - 49 %	Fail	A performance which fails to meet the minimum requirements due to significant shortcomings

The calculation of the ECTS-grade results from an examination cohort of the three preceding semesters. In order to be calculated, the ECTS-grade requires at least 20 examination events in the examination cohort.

See below section 8.6

Hans Mustermann

4.5 Overall Classification (in original language)

gut (2,2) - ECTS-Note: (*)

5. FUNCTION OF THE QUALIFICATION

5.1 Access to Further Study

The Master's programme prepares graduates to progress to a possible Doctorate programme.

5.2 Professional Status

Does not apply.

6. ADDITIONAL INFORMATION

6.1 Additional Information

6.2 Further Information Sources

Website: www.hs-harz.de Phone: +49 (0) 3943 659-200

7. CERTIFICATION

This Diploma Supplement refers to the following original documents:

Urkunde über die Verleihung des Grades vom 06.06.2016

Prüfungszeugnis vom 06.06.2016

Transcript of Records vom 06.06.2016

Certification Date: 2016-06-06

Chairman Examination Committee

8. NATIONAL HIGHER EDUCATION SYSTEM

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

Hans Mustermann

8. INFORMATION ON THE GERMAN HIGHER EDUCATION SYSTEM [1]

8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI). [2]

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

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

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

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

8.2 Types of Programmes and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programmes leading to Diplom- or Magister Artium degrees or completed by a Staatsprüfung (State Examination).

Within the framework of the Bologna-Process one-tier study programmes are successively being replaced by a two-tier study system. Since 1998, two-tier degrees (Bachelor and Master) have been introduced in almost all study programmes. This change is designed to provide enlarged variety and flexibility to students in planning and pursuing educational objectives, they also enhance international compatibility of studies.

The German Qualifications Framework for Higher Education Degrees [3], the German Qualifications Framework for Lifelong Learning [4] and the European Qualifications Framework for Lifelong Learning [5] describe the degrees of the German Higher Education System. They contain the classification of the qualification levels as well as the resulting qualifications and competencies of the graduates.

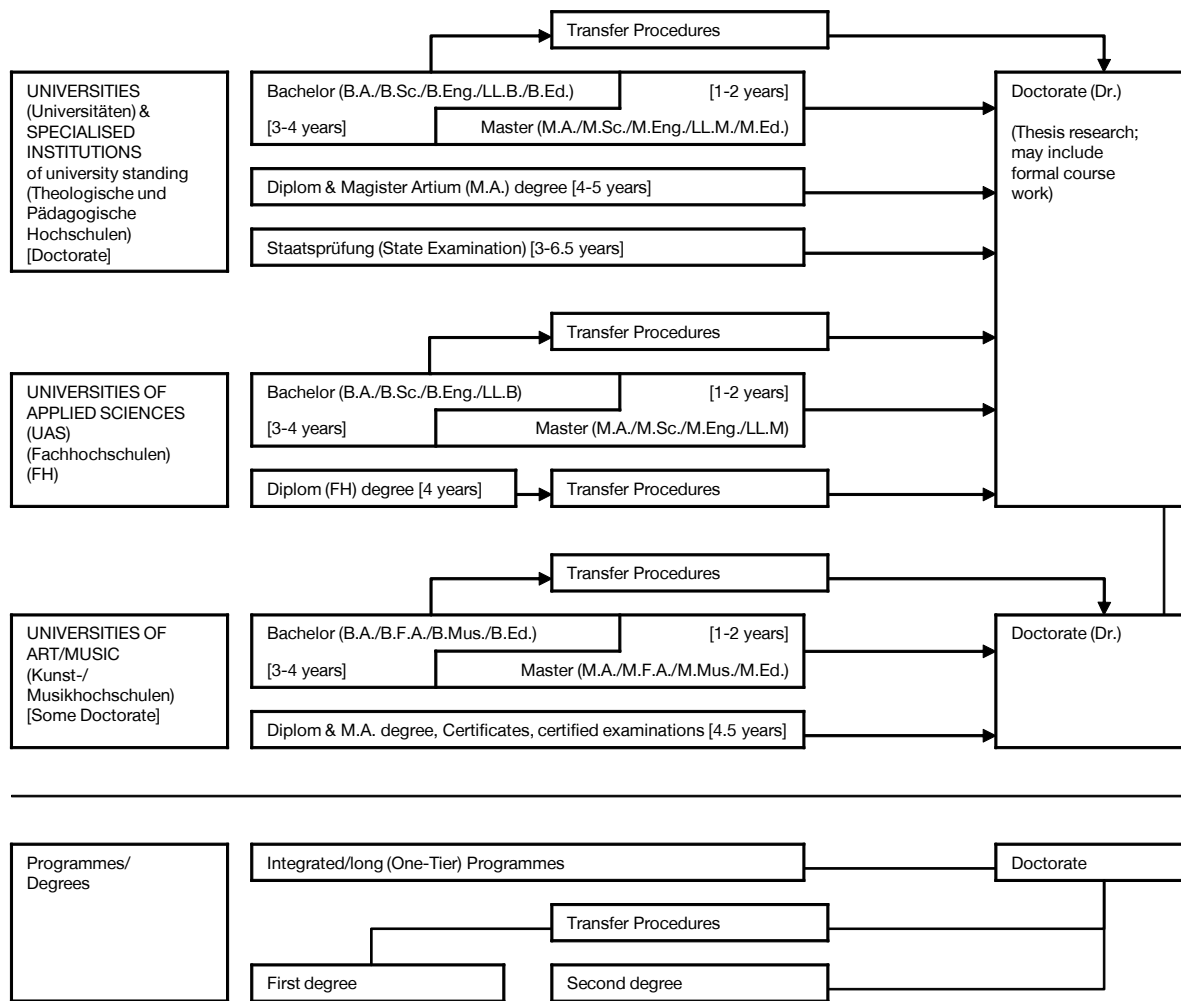
For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

8.3 Approval/Accreditation of Programmes and Degrees

To ensure quality and comparability of qualifications, the organization of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany (KMK). [6] In 1999, a system of accreditation for programmes of study has become operational under the control of an Accreditation Council at national level. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the quality-label of the Accreditation Council. [7]

Hans Mustermann

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



8.4 Organization and Structure of Studies

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

Hans Mustermann

8.4.1 Bachelor

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

The Bachelor degree programme includes a thesis requirement. Study courses leading to the Bachelor degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany. [8] First degree programmes (Bachelor) lead to Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.), Bachelor of Music (B.Mus.) or Bachelor of Education (B.Ed.).

The Bachelor degree corresponds to level 6 of the German Qualifications Framework/ European Qualifications Framework.

8.4.2 Master

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

The Master degree study programme includes a thesis requirement. Study programmes leading to the Master degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany. [9] Second degree programmes (Master) lead to Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (L.L.M.), Master of Fine Arts (M.F.A.), Master of Music (M.Mus.) or Master of Education (M.Ed.). Master study programmes which are designed for continuing education may carry other designations (e.g. MBA).

The Master degree corresponds to level 7 of the German Qualifications Framework/ European Qualifications Framework.

8.4.3 Integrated "Long" Programmes (One-Tier): Diplom degrees, Magister Artium, Staatsprüfung

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

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

The three qualifications (Diplom, Magister Artium and Staatsprüfung) are academically equivalent and correspond to level 7 of the German Qualifications Framework/ European Qualifications Framework. They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at Fachhochschulen (FH)/Universities of Applied Sciences (UAS) last 4 years and lead to a Diplom (FH) degree which corresponds to level 6 of the German Qualifications Framework/ European Qualifications Framework.

While the FH/UAS are non-doctorate granting institutions, qualified graduates may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

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

Hans Mustermann

8.5 Doctorate

Universities as well as specialized institutions of university standing and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master (UAS and U), a Magister degree, a Diplom, a Staatsprüfung, or a foreign equivalent. Comparable degrees from universities of art and music can in exceptional cases (study programmes such as music theory, musicology, pedagogy of arts and music, media studies) also formally qualify for doctoral work. Particularly qualified holders of a Bachelor or a Diplom (FH) degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the Dissertation research project by a professor as a supervisor. The doctoral degree corresponds to level 8 of the German Qualifications Framework/ European Qualifications Framework.

8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "Sehr Gut" (1) = Very Good; "Gut" (2) = Good; "Befriedigend" (3) = Satisfactory; "Ausreichend" (4) = Sufficient; "Nicht ausreichend" (5) = Non-Sufficient/Fail. The minimum passing grade is "Ausreichend" (4). Verbal designations of grades may vary in some cases and for doctoral degrees. In addition, grade distribution tables as described in the ECTS Users' Guide are used to indicate the relative distribution of grades within a reference group.

8.7 Access to Higher Education

The General Higher Education Entrance Qualification (Allgemeine Hochschulreife, Abitur) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialized variants (Fachgebundene Hochschulreife) allow for admission at Fachhochschulen (UAS), universities and equivalent higher education institutions, but only in particular disciplines. Access to study programmes at Fachhochschulen (UAS) is also possible with a Fachhochschulreife, which can usually be acquired after 12 years of schooling. Admission to study programmes at Universities of Art/Music and comparable study programmes at other higher education institutions as well as admission to a study programme in sports may be based on other or additional evidence demonstrating individual aptitude. Applicants with a vocational qualification but without a school-based higher education entrance qualification are entitled to a general higher education entrance qualification and thus to access to all study programmes, provided they have obtained advanced further training certificates in particular state-regulated vocational fields (e.g. Meister/Meisterin im Handwerk, Industriemeister/in, Fachwirt/in (IHK und HWK), staatlich geprüfte/r Betriebswirt/in, staatliche geprüfte/r Gestalter/in, staatlich geprüfte/r Erzieher/in). Vocationally qualified applicants can obtain a Fachgebundene Hochschulreife after completing a state-regulated vocational education of at least two years' duration plus professional practice of normally at least three years' duration, after having successfully passed an aptitude test at a higher education institution or other state institution; the aptitude test may be replaced by successfully completed trial studies of at least one year's duration. [10] Higher Education Institutions may in certain cases apply additional admission procedures.

Hans Mustermann

8.8 National Sources of Information

- Kultusministerkonferenz (KMK) [Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany]; Graurheindorfer Str. 157, D-53117 Bonn; Fax: +49[0]228/501-777; Phone: +49[0]228/501-0

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

- "Documentation and Educational Information Service" as German EURYDICE-Unit, providing the national dossier on the education system (<http://www.kmk.org/dokumentation/zusammenarbeit-auf-europaeischer-ebene-im-eurydice-informationsnetz.html>); E-Mail: eurydice@kmk.org

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

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

[1] The information covers only aspects directly relevant to purposes of the Diploma Supplement. All information as of January 2015.

[2] Berufsakademien are not considered as Higher Education Institutions, they only exist in some of the Länder. They offer educational programmes in close cooperation with private companies. Students receive a formal degree and carry out an apprenticeship at the company. Some Berufsakademien offer Bachelor courses which are recognized as an academic degree if they are accredited by a German accreditation agency.

[3] German Qualifications Framework for Higher Education Degrees. (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 21 April 2005).

[4] German Qualifications Framework for Lifelong Learning (DQR). Joint resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, the German Federal Ministry of Education and Research, the German Conference of Economics Ministers and the German Federal Ministry of Economics and Technology (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 15 November 2012). More information at www.dqr.de

[5] Recommendation of the European Parliament and the European Council on the establishment of a European Qualifications Framework for Lifelong Learning of 23 April 2008 (2008/C 111/01 – European Qualifications Framework for Lifelong Learning – EQF).

[6] Common structural guidelines of the Länder for the accreditation of Bachelor's and Master's study courses (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 10.10.2003, as amended on 04.02.2010).

[7] "Law establishing a Foundation 'Foundation for the Accreditation of Study Programmes in Germany'", entered into force as from 26 February 2005, GV. NRW. 2005, No. 5, p. 45 in connection with the Declaration of the Länder to the Foundation "Foundation: Foundation for the Accreditation of Study Programmes in Germany" (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 16 December 2004).

[8] See note No. 7.

[9] See note No. 7.

[10] Access to higher education for applicants with a vocational qualification, but without a school-based higher education entrance qualification (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany of 6 March 2009).