

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, Country of Birth

1974-06-23, Musterhausen

1.4 Student ID Number or Code

6204

2. QUALIFICATION

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

Bachelor of Science (B.Sc.)

Title Conferred (full, abbreviated; in original language)

Does not apply

2.2 Main Field(s) of Study

Business Psychology with the specializations:

- **Personnel Development**
- **Personnel Selection**
- **Change Management / Organisational Development**
- **Coaching**
- **Advertising and Consumer Psychology**
- **Consumer Goods Marketing**
- **Market Research**

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

3. LEVEL OF THE QUALIFICATION

3.1 Level

graduate / first professional qualifying degree with degree thesis

3.2 Official Length of Programme

3.5 years with 7 semesters

3.3 Access Requirements

Before beginning the studies, one of the following conditions for admission must be fulfilled:

- **General Higher Education Entrance Qualification**
- **Specialised Higher Education Entrance Qualification**
- **General Higher Education Entrance Qualification for Universities of Applied Sciences**
- **University Administered Entrance Exam**
- **A qualification for entrance to higher education deemed equivalent by the Land Saxony-Anhalt.**

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 accredited bachelor course "Business Psychology" is a combination of those aspects of business studies and psychology that are relevant to business enterprises. The graduate has a comprehensive fundamental knowledge of both fields of study as well as knowledge of those parts of applied psychology that are pertinent to enterprises. He/she can follow the scientific approaches of psychology, can work with the expanding body of knowledge in psychology and can keep up with current developments in the field, which he/she can apply to business practice in a sound way. He/she has profound skills in scientific methodology and can apply them in his/her own research investigations.

As a basis for effective work, the graduate is familiar with project management, software-supported communication, MS Office, as well as with statistics programs. He/she has applied all of these tools in several projects. As the graduate of a cross-disciplinary course of study, he/she has been trained in presentation and communication techniques as well as in teamwork and group facilitation techniques. He/she has also been trained in text competency. English is a given, as is the self-reliant development of solutions to tasks and problems in business practice.

The contents of the educational course includes, on the one hand, business courses, such as corporate management and organisation, accounting and controlling as well as the business fundamentals of marketing, market research, human resource management and personnel leadership. Additionally, economics, business law and, of course, business mathematics and statistics are taught.

The education in psychology, on the other hand, includes general psychology, the psychology of personality and diagnosis, social psychology, organisational psychology as well as market and consumer psychology, and research methods. In real-world projects, the academic contents are transferred to practice.

Students specialize in one of two professional fields: Human Resources or Marketing. Marketing includes Market Research, Consumer Goods Marketing, and Advertising and Consumer Psychology. Human resources includes Personnel Selection and Personnel Development as well as either Coaching or Change Management.

Personnel Development:

The professional field orientation "Personnel Development" has the goal to qualify the graduate so that he/she is able to develop, implement and evaluate personnel

development measures on his/her own. The graduate knows the theoretical fundamentals, practical concepts and procedures as well as more recent approaches (e.g. e-learning, self-organized learning) and solutions for actual problems (e.g. for the consequences of demographic developments). He/she can develop measures like trainings based on objective needs assessments, is able to conduct and evaluate them and ensure transfer and quality standards. The graduate gains practical experience in this regard during his/her academic studies.

Personnel Selection:

The professional field orientation "Personnel Selection" has the goal to qualify the graduate so that he/she is able to plan, conduct and evaluate measures for selecting personnel on their own. The graduate knows the theoretical fundamentals, all of the common standard procedures (e.g. assessment centre) as well as more recently developed approaches (e.g. multi-modal interviews). He/she is able to conduct job analyses, can arrange appropriate systems for personnel selection and ensure quality standards through evaluations. The graduate gains practical experience in this regard during his/her academic studies.

Change Management / Organisational Development:

The professional field orientation "Change management" has the goal to qualify graduates as internal or external consultants for initiating, conducting and evaluating change management projects in business practice. The graduate can distinguish between various approaches to change management (professional opinions, expert consulting, systemic consulting, business process re-engineering) and can judge the suitability of using each in specific situations. Particular emphasis is given to the psychology-oriented approach "Organisational Development".

Coaching:

The professional field orientation "Coaching" has the goal to qualify graduates so that they can plan, implement and evaluate an individual coaching. The graduate knows the fundamentals and current theoretical methodological approaches to coaching. He/she masters the instruments of process diagnostics and process documentation. He/she is able to develop an intervention design in the highly charged interrelationships of purpose, person and process, and then is able to reflect it critically. He/she knows the instruments for assuring the quality of his/her own work (peer coaching, intervision, supervision) and can employ these according to the requirements of the situation he/she encounters in professional practice.

Advertising and Consumer Psychology:

The professional field orientation "Advertising and Consumer Psychology" includes various aspects of consumer behaviour and advertising design. One of the primary areas of concentration addresses the unconscious processes of consumer psychology (automatic associations, unconscious motives and attitudes). Current methods for studying unconscious motives and cognitions are learned and actively practiced. Other areas of concentration include the following topics: Interaction between seller and customer, which essentially treats the interpersonal aspects of influence and negotiation, and Advertising Design, especially Print Advertisement Design. A special emphasis is placed on elaborating upon the psychological aspects of the treated topics with the use of current research findings. Thereby, the basic knowledge learned in the previous courses is extended and consolidated.

Consumer Goods Marketing:

The graduate possesses comprehensive knowledge in the areas of brand management (fundamentals of brand management, target systems, brand identity, brand positioning, branding, brand strategies, brand stretching, brand alliances, brand management) as well as in the design and perception of advertising (psychological aspects of the effects of advertising, advertising design, forms, advertising performance control). The graduate has learned to solve problems of consumer goods marketing via small case studies. He/she can work on solutions in a team and present these solutions in a plenum.

Market Research:

The professional field orientation "Market Research" has the goal to place graduate in the position where he/she can independently realize a market research process with the phases of "data collection" and "data analysis" with the aid of a computer. Thereby, he/she becomes familiar with the common commercial software products in these areas. A special point is made to emphasise the dangers that can be caused by an unconsidered use of statistics programmes, which could compromise an otherwise acceptable approach. The graduate gains his/her own practical experience in conducting market research projects during his/her academic studies.

In the course of studies, the following forms of examination were utilized: written examination (knowledge verification), term paper (knowledge application, scholarly work), presentation (knowledge presentation, communicative competence), bachelor's thesis (scholarly work), and colloquium (scholarly disputation of the bachelor's thesis).

4.3 Programme Details

Courses Taken	Grade	Performance Appraisal	ECTS-Credits	ECTS-Grade
Basics of Economics and Business Administration 1	1,2	very good	5	*
Business Management Seminar	3,2	satisfactory	5	*
Business Mathematics	3,3	satisfactory	5	*
Basics of Business Psychology	3,6	sufficient	5	*
General Psychology	2,1	good	5	*
Professional English I	1,2	very good	5	*
Business Law	1,5	very good	5	*
Basics of Economics and Business Administration 2	2,9	satisfactory	5	*
Methods of Business Psychology 1	1,8	good	5	*
Business Finance	3,6	sufficient	5	*
Psychology of Personality and Diagnosis	2,5	good	5	*
Social Psychology	2,5	good	5	*
Methods of Business Psychology 2	2,1	good	5	*
Market Research	3,6	sufficient	5	*
Organisational Psychology	1,1	very good	5	*
Basics of Marketing	2,9	satisfactory	5	*
Market and Consumer Psychology	3,4	satisfactory	5	*
Human Resource Management	1,3	very good	5	*
Work Placement or Study Abroad	3,5	satisfactory		*
Leadership	1,1	very good	5	*
Management Accounting and Controlling	2,7	satisfactory	5	*
Practical Project	1,9	good	8	*
Selected Topics of Business Psychology	1,2	very good	5	*
Professional English II	1,5	very good	7	*
Professional Field Orientation: Personnel Development	3,7	sufficient		*
Professional Field Orientation: Personnel Selection	1,7	good		*
Professional Field Orientation: Change Management	3,1	satisfactory		*
Professional Field Orientation: Advertising and Consumer Psychology	1,7	good		*
Professional Field Orientation: Market Research for Business Psychologists	1,4	very good		*
Professional Field Orientation: Consumer Goods Marketing	2,4	good		*

Professional Field Orientation: Coaching	2	good		*
Work Placement	3,2	satisfactory	17	*
Colloquium	1,8	good	1	*
Bachelor Thesis	2,6	satisfactory	12	*
Theme:	Hier steht dann der Titel der Bachelor- bzw. Masterarbeit in englisch, soweit vorhanden, sonst in deutsch			

* Not calculated due to an inadequate number of cases.

4.4 Grading Scheme

HS Harz Grade	Performance appraisal
1,0 - 1,3	Very good
1,7 - 2,0 - 2,3	Good
2,7 - 3,0 - 3,3	Satisfactory
3,7 - 4,0	Sufficient
5,0	Non-sufficient/Fail

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

4.5 Overall Classification (in original language)

2,2 (good)

ECTS-Grade: C

5. FUNCTION OF THE QUALIFICATION

5.1 Access to Further Study

The graduate has attained the ability to further his/her knowledge in programs at the level of Master's. This can occur either in business or psychology oriented master degree programs.

5.2 Professional Status

Does not apply

6. ADDITIONAL INFORMATION

6.1 Additional Information

The graduate has proved extracurricular achievements.

6.2 Further Information Sources

**www.hs-harz.de
+49 3943 659 200**

7. CERTIFICATION

This Diploma Supplement refers to the following original documents:

Document of the granting of the degree dated 2014-02-17

Urkunde über die Verleihung des Grades vom 17.02.2014

Examination Certificate dated 2014-02-17

Zeugnis vom 17.02.2014

Transcript of Records dated 2014-02-17

Transcript of Records vom 17.02.2014

Certification Date: 2014-02-17

Chairman Examination Committee

University Seal

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.

8. INFORMATION ON THE GERMAN HIGHER EDUCATION SYSTEM¹

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 a distinct application-oriented focus and professional character of studies, which include 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, a scheme of first- and second-level degree programmes (Bachelor and Master) was introduced to be offered parallel to or instead of integrated "long" programmes. These programmes are designed to provide enlarged variety and flexibility to students in planning and pursuing educational objectives, they also enhance international compatibility of studies.

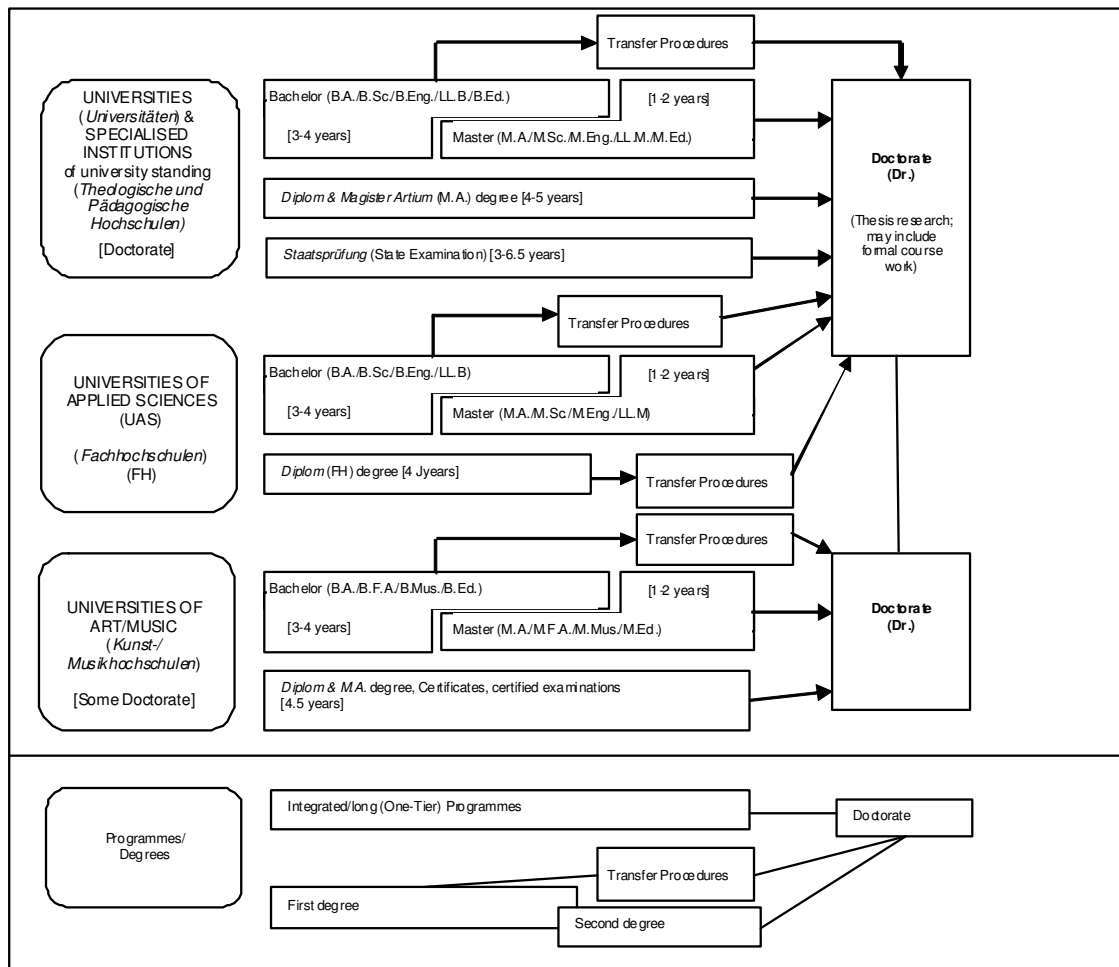
The German Qualification Framework for Higher Education Degree³ describes the degrees of the German Higher Education System. It contains the classification of the qualification levels as well as the resulting qualifications and competencies of the graduates.

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).⁴ 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.⁵

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.

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.⁶

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.).

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.⁷

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).

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. 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. 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.

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. 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.

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 institutions partly already use an ECTS grading scheme.

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 to particular disciplines. Access to *Fachhochschulen* (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to Universities of Art/Music may be based on other or require additional evidence demonstrating individual aptitude.

Higher Education Institutions may in certain cases apply additional admission procedures.

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]; Lennéstrasse 6, D-53113 Bonn; Fax: +49[0]228/501-229; 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 EUR YDICE-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]; Ahnrstrasse 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 1 July 2010.
- 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 Qualification 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 21.04.2005).
- 4 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).
- 5 "Law establishing a Foundation 'Foundation for the Accreditation of Study Programmes in Germany'", entered into force as from 26.2.2005, G.V. NRW, 2005, nr. 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 16.12.2004).
- 6 See note No. 5.
- 7 See note No. 5.