

Exemplary List of Courses Master in Consumer Science

In accordance with the

Qualifying Examination and Study Regulations for the Master's Degree Program in Consumer Science at the Technical University of Munich

dated April 25, 2018

as amended by the second amending statutes of March 16, 2022

For informative use only. Only the German version has legal validity. Please note the course catalog is only exemplary.

APPENDIX 1:

I. Scope of Master's Examination

	Components	Credits	Semester
1.	program-accompanying examinations to obtain credits in the compulsory modules	24	Semester 1/2
2.	program-accompanying examinations to obtain credits in the management electives; when choosing a specialization in the elective modules of the management specialization	24	Semester 1/2/3
3.	program-accompanying examination to obtain credits in Project Studies in Consumer Science & Technology	12	Semester 2/3
4.	program-accompanying examinations to obtain credits in the elective module Electives in Consumer Science and Technology	30	Semester 1/2/3
5.	Master's Thesis in accordance with § 46	30	Semester 4

II. Examination Modules

Compulsory Modules

From the following compulsory modules, 24 credits must be successfully completed.

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WI000739	Consumer Behavior	compulsory	3 V + 1 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
WI001174	Qualitative and Quantitative Methods in Consumer Research	compulsory	2 V + 2 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
WI001175	Consumer Behavior Research Methods	compulsory	2 V + 2 Ü	1. Sem.	4	6 Credits	Written exam	120 min	English
WI001178	Consumer Analytics & Big Data	compulsory	2 V + 2 Ü	2. Sem.	4	6 Credits	Written exam	60 min	English

Project Studies in Consumer Science & Technology

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WI900686	Project Studies (Master in Consumer Science)	compulsory		1.-3. Sem.	8	12 Credits	Project work	n/a	English

Elective modules with Management focus (Specialization in management)

One of the following three specializations in management can be chosen. If no specialization is chosen, a total of 24 credits should be acquired in electives chosen from the following provided examples of the different specializations. Furthermore, any seminar of the Advanced Seminars at the TUM School of Management must be successfully completed in the scope of at least 6 credits.

Innovation & Entrepreneurship (I&E)

In the specialization Innovation & Entrepreneurship a seminar of the Advanced Seminars Innovation & Entrepreneurship must be successfully completed in the scope of at least 6 credits.

Within the Innovation & Entrepreneurship, further elective modules amounting to a total of 18 credits from a supplementary elective catalogue have to be completed successfully. The supplementary elective catalogue will be announced by the TUM School of Management in an appropriate and timely manner before the start of lectures.

Module no.	Module name	Module type	Type of instruction on SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIB18812_1	Advanced Seminar Innovation & Entrepreneurship: Ideation & Venture Creation	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI000116	Lead User Projekt	Elective	4 Se	1.-3. Sem.	4	6 Credits	Project work	n/a	German/English
WI001166	Advanced Topics in Innovation & Entrepreneurship: Entrepreneurial Prototyping	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/English
WI001165	Sustainable Entrepreneurship - Getting Started (Life Sciences)	Elective	4 V	1.-3. Sem.	4	6 Credits	Project work	n/a	English
WI001150	Sustainable Entrepreneurship – Theoretical Foundations	Elective	4 V	1.-3. Sem.	4	6 Credits	Research Paper	180 min	English
WIB33002	Venture Capital Lab	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001291	Competition Law and Entrepreneurial Strategies	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	English
WI00180	Business Plan – Advanced Course (Business Models Sales and Finance)	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German

Management & Marketing (M&M)

In the specialization Management & Marketing, one of the offered seminars within the framework of the Advanced Seminars Management & Marketing must be successfully completed to the extent of at least 6 credits.

Within the specialization Management & Marketing, further elective modules amounting to a total of 18 credits from a supplementary elective catalogue have to be completed successfully.

The supplementary elective catalogue will be announced by the TUM School of Management in an appropriate and timely manner before the start of lectures.

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIB08001	Advanced Seminar Marketing, Strategy & Leadership: Advances in Consumer Research	Elective	4 Se	1.-3. Sem.	4	6 Credits	Presentation	n/a	English
WI001090	Behavioral Pricing: Insights, Methods, and Strategy	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI000817	Marketing Compliance	Elective	4 V	1.-3. Sem.	4	6 Credits	Written exam	120 min	German
WI001128	Strategies in MNEs	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	60 min	English
WI001140	Luxury Marketing	Elective	4 V	1.-3. Sem.	4	6 Credits	Presentation	n/a	English
WI000994	Negotiation Strategies	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	German/ English
WI001219	Online Marketing	Elective	2 V	1.-3. Sem.	2	3 Credits	Written exam	n/a	English
WI001167	Choice Architecture Applications in Consumer Behavior	Elective	2 Se	1.-3. Sem.	2	3 Credits	Presentation	n/a	English
MGT001243	Introduction to Statistics Using R	Elective	4 V	1.-3. Sem	4	6 Credits	Research Paper	n/a	English

Economics & Econometrics (E&E)

In the specialization Economics & Econometrics, one seminar of the seminars offered within the framework of the Advanced Seminars Economics & Econometrics must be successfully completed with at least 6 credits.

Within the management Economics & Econometrics, additional elective modules from a supplementary elective catalog worth 18 credits must also be successfully completed.

The supplementary elective catalog will be announced by the TUM School of Management before the start of lectures.

Module no.	Module name	Module type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of examination	Language of instruction
WIV05001	Advanced Seminar Economics & Policy: Economics of Innovation	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English/German
WI000100	Advanced Microeconomics	Elective	2 V+ 2 Ü	1.-3. Sem.	4	6 Credits	Written exam	120 min	English/German
WI001221	International Trade I	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001220	Network Economics I	Elective	2 V + 2 Ü	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001145	Energy Economics	Elective	2 V + 2 Ü	1.3. Sem.	4	6 Credits	Written exam	120 min	English
WI001133	Advanced Seminar Economics & Policy: Strategic Interaction - in Theory, Lab, and Field	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English
WI001250	Advanced Seminar Economics & Policy: Current Topics in Value Chain Economics	Elective	4 Se	1.-3. Sem.	4	6 Credits	Research Paper	n/a	English/German
WI000258	Empirical Research in Management and Economics	Elective	4 VI	1.3. Sem.	4	6 Credits	Written exam	120	English

Electives in Consumer Science and Technology

Within the scope of the electives, students complete examinations in the total amount of 30 credits.

In this area of elective modules, students have access to all courses in the specializations in management, from which at least 30 credits in examinations are to be selected. Alternatively, up to 30 credits can be earned as General Knowledge Modules from the full range of courses offered by the Technical University of Munich at Master level. Students compile an individual semester study plan together with a mentor appointed by the faculty.

Instead of providing the electives in Consumer Science and Technology at the TUM, subject-related examination work can be completed at a foreign university during a stay abroad. For this purpose, students compile an individual semester study plan together with a mentor appointed by the faculty. The corresponding courses are to be selected from the range offered by the foreign university.

Master's Thesis

Module no.	Module name	Module Type	Type of instruction SWS	Sem.	SWS	Credits	Type of examination	Duration of Examination	Language of instruction
WI900766	Master's Thesis (Master in Consumer Science)	Compulsory		4. Sem.		30 Credits			English

Key to abbreviations:

Sem. = recommended semester; SWS = Semester hours per week; V = lecture; Ü = exercise;

Se = Seminar, VI = lecture with integrated exercise