

Please note that this is an abridged reading version of the special examination regulations for the MBA degree program “Wine, Sustainability & Sales.” It is provided for informational purposes only and does not constitute a legal basis.

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**Special Examination Regulations for the Part-Time Master’s Master of Business Administration (MBA) – Wine, Sustainability, and Sales for Working Professionals at the Ludwigshafen University of Business and Society**

**Dated 25.05.2022**

**Preamble**

On 25.05.2022, the Faculty Council of Department II – Marketing and Personnel Management at the Ludwigshafen University of Business and Society passed the following Special Examination Regulations for the part-time Master’s of Business Administration in Wine, Sustainability, and Sales for working professionals in accordance with § 7 Para. 2 Sent. 1 No. 2 and § 86 Para. 2 No. 3 of the *Hochschulgesetz* (Higher Education Act) in the version from September 23, 2020, which was last amended on July 22, 2021 (*Gesetz- und Verordnungsblatt für das Land Rheinland-Pfalz*; “Law and Ordinance Gazette of Rhineland-Palatinate,” p. 453). After the University Senate ruled in favor of its passage according to § 76, Para. 2, No. 6 of the *Hochschulgesetz* on 25.05.2022, the president of the Ludwigshafen University of Business and Society then approved the Special Examination Regulations according to § 7 Para. 3 Sent. 2 of the *Hochschulgesetz*. The Special Examination Regulations are defined below.

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## **§ 1 Scope of Applicability**

- (1) The provisions of the General Examination Regulations for Bachelor's and Master's degree programs at the Ludwigshafen University of Business and Society, in the current, valid version, apply to the part-time Master's of Business Administration in Wine, Sustainability, and Sales for working professionals.
- (2) These regulations contain supplementary regulations for the completion of this degree program.

## **§ 2 Admission Requirements**

- (1) Admission to the part-time Master's of Business Administration in Wine, Sustainability, and Sales for working professionals is open to students who:
  - a) Hold a Bachelor's degree from an accredited academic degree program at a university or university of applied sciences in the Federal Republic of Germany, or at least an equivalent academic degree from qualified area of study with a minimum of 210 ECTS credit points and has at least one year of professional experience in a managerial capacity after having completed their academic studies; or
  - b) Hold a Bachelor's degree (a) with a minimum of 180 ECTS credit points and has at least one year of professional experience in a managerial capacity after having completed their academic studies. In this case, the applicant must also demonstrate proof of having acquired up to the additional 30 ECTS credit points so that a total of 300 ECTS points will have been completed by graduation with the MBA considering credit from the Bachelor's thesis. Missing competencies and/or credits may have been acquired at the university or on the job. Students can petition to have relevant skills from a professional context recognized by submitting Appendix 1a (professional portfolio). Credit for previous work or skills of up to 30 credit points are denoted in the Diploma Supplement. These are not considered in calculating the final grade for the MBA degree; or
  - c) Hold a qualification for university studies according to § 65 Para. 1 or Para. 2 of the *Hochschulgesetz*; have at least three years of professional experience in a managerial capacity; and pass the aptitude test, according to Para. 2 as described in these regulations, to confirm the equivalence of the applicant's previous professional experience with the qualification entailed by a completed undergraduate degree.
- (2) With the aptitude test as defined by § 35 Para. 2 of the *Hochschulgesetz*, applicants must prove the equivalence of their relevant professional experience according to Para. 1, Letter c) of these regulations. Equivalence is demonstrated with closely related content between the applicant's previous professional experience and a completed undergraduate degree. The aptitude test, as defined in Appendix 1b, is administered by the program management, who also decides on the equivalence of an applicant's professional experience with that of the content of an undergraduate degree. The rules outlined in these examination regulations also apply to the aptitude test. The aptitude test will be graded with a "pass" or "fail." For cases in which an applicant does not take the aptitude test, or withdraws for unspecified reasons after enrollment, the aptitude test will be considered a "fail." The aptitude test can be retaken once, at the earliest during the next possible application cycle.
- (3) An aptitude test receiving a "pass" is valid for the four semesters following the application process.

(4) Additional requirements include:

- a) Submitting an application for enrollment and a curriculum vitae (CV), which describes the applicant's professional experience.
- b) Submitting documents verifying the applicant's previous record of employment.
- c) An official certified copy of university grades (transcript), or proof of successful completion of the aptitude test according to § 2 Para. 2.
- d) Proof of English-language skills at the B2 Level according to the Common European Framework of Reference for Languages (CEFR), or a comparable officially recognized language certificate.
- e) A letter of motivation (one DIN A4 page) that describes the applicant's previous professional development, as well as their particular interest in the degree program. The letter of motivation will serve as the basis for the individual interview.
- f) Participating in an individual interview in the form of a structured discussion with the program management, a representative commissioned by the program management to conduct the interview, or another program official. During the interview, the applicant's basic knowledge of business administration concepts, as well as issues relating to the wine industry, will be assessed. The regulations pertaining to oral examinations, as defined in § 15 Para. 9 APO, apply to the interview.

(5) To be admitted to the degree program, at least six out of eleven points are required. These points are added together as defined below:

- a) Up to three of these points are awarded based on the final grade from the applicant's first university degree. For applicants without a university degree, up to three points are given based on the grading of the academic aptitude test as follows:
  - i. Three points for "very good"
  - ii. Two points for "good"
  - iii. One point for "satisfactory"
  - iv. Zero points for "sufficient"
- b) Up to eight points are awarded based on the interview according to Para. 3, Letter f), including the demonstration of professional knowledge of the wine industry (max. four points) and business administration (max. 4 points).

(6) According to § 2 Para. 1, Letters a) and b), the following are recognized as qualifying fields of academic study: economics and business sciences, engineering, the natural sciences, law, and the humanities.

### **§ 3 Academic Title**

After successful completion of program requirements, the graduate will be awarded the academic title "Master of Business Administration" (MBA).

### **§ 4 Program Structure and Length**

(1) The standard period of study is four semesters, or two years. The mandatory modules required for successful completion of the degree program are listed in Appendix 2 (Program Course Schedule).

- (2) A total of 90 credit points is required for successful completion of this degree program, which includes 25 credit points for the Master's thesis and oral defense.
- (3) One credit point corresponds to a student workload of 25 hours.

### **§ 5 Examinations**

- (1) The part-time degree program MBA Wine, Sustainability, and Sales for working professionals is offered primarily in the English language. Upon request, module examinations can be completed in German. This request does not constitute a legal right.
- (2) Subject-specific examination types include case studies and the research proposal according to APO § 15 Para. 5. Sent. 1 Letter f). These are based on the regulations as outlined in § 15 Para. 12 APO.

### **§ 6 Written Master's Thesis**

- (1) The topic, definition of the research question, and the scope of the Master's thesis must be conceptualized in such a way that the work can be completed within the allotted timeframe. The time period for completing the Master's thesis is six months.
- (2) Application for admittance to the Master's thesis stage can occur after obtaining 60 ECTS credit points at the earliest, which generally occurs at the beginning of the fourth semester. Being admitted to the Master's thesis stage earlier than this can be permitted by the Examination Committee on the recommendation of the student's advisor.
- (3) The Master's thesis is to be completed in the English language. Upon request, the Master's thesis can be written in German. This request does not constitute a legal right.
- (4) Following the completion of the written Master's thesis, an oral defense is to take place in which the student reflects upon the topic of their Master's thesis work in a presentation and discussion. This oral defense generally lasts for 30 minutes and is a required component of the Master's thesis. The rules of the oral examination according to § 15 Para. 10 APO apply. The oral defense must generally take place within two months after submitting the Master's thesis.
- (5) The grade for the entire Master's thesis is calculated based on the written work (24 credits) and the grade for the oral defense (1 credit).
- (6) Attaining a grade of 4.0 or higher on both the written and oral components of the Master's thesis constitutes a "pass."

### **§ 7 Date of Entry into Force**

- (1) These Special Examination Regulations enter into force on the day of their publication in the *Hochschulanzeiger* (university gazette) of the Ludwigshafen University of Business and Society. These regulations apply for students who started their studies in the Master's of Business Administration (MBA) – Wine, Sustainability, and Sales in the 2022/2023 Winter Semester.
- (2) At the same time, the Special Examination Regulations for the MBA Wine, Sustainability, and Sales program from May 8, 2019, shall cease to apply.

## **§ 8 Transitional Arrangements**

Differing from § 7 paragraph 2, students who started their studies in the MBA Wine, Sustainability, and Sales degree program before the 2022/2023 Winter Semester will be tested according to the examination regulations from May 8, 2019. Examinations according to these examination regulations from May 8, 2019, will be conducted for the last time during the 2025 Summer Semester. In compliance with Sent. 1, students may take their examinations according to the provisions of these current regulations upon request.

Ludwigshafen, 25.05.2022

Signed, Prof. Dr. Gunther Piller

President of the Ludwighshafen University of Business  
and Society

Signed, Prof. Dr. Klaus Blettner

Dean of Department II – Marketing  
and Personnel Management,  
Ludwigshafen University of  
Business and Society

## **Appendix 1a: Additional Regulations for Proving Previously Acquired Skills according to § 2 Para. 1 Letter b)**

### **1. Receiving Credit in Recognition of Previous Work and Skills**

Credit in recognition of previous work and skills is awarded before admission to the program. Applicants must provide evidence of knowledge, skills, and competencies at the Bachelor's level in the form of the professional portfolio, corresponding to up to 30 credit points. As part of the procedure, the applicant's command of the required competencies is verified.

### **2. Criteria**

Applicants must demonstrate knowledge in the following areas:

#### **a) Management Skills**

The applicant knows the basics of business management; is able to distinguish between business-related fields of work and can recognize the respective issues these entail. The applicant can independently delegate solution-based approaches using suitable tools and methods.

#### **b) Assumption of Responsibility**

The applicant actively shapes the processes in their professional environment and is able to develop alternative courses of action based on their specialist knowledge and independent research. Applicants can weigh the merits and drawbacks of various plans of action and make solution-oriented decisions on their own.

#### **c) Communication Skills**

The applicant can independently formulate solutions to problems and defend their positions with both specialists and laypersons. He/she assumes responsibility within a team and can share ideas with interlocutors in a reflective and appreciative manner and function in an international context.

#### **d) Self-Learning and Problem-Solving Ability**

The applicant can independently use additional learning processes to collect, evaluate, and interpret relevant information. He/she can apply their knowledge to operational issues and independently develop and refine approaches to solutions.

### **3. Procedure**

After determining the skills and competencies to be credited according to § 2 Paragraph 1b):

a) The applicant receives the forms for the professional portfolio.

b) The applicant completes and submits the professional portfolio.

c) The program director reviews the professional portfolio and invites the applicant to an interview. During the interview, the applicant's skills and competencies are reviewed and verified.

The Examination Committee and, if applicable, the program management, decide whether to award the petitioned credit.

**Appendix 1b: Additional Regulations for the Aptitude Test according to § 2 Para. 1, Letter c)**

1. By working on an academic problem and writing an academic paper, applicants shall prove the equivalence of their professional experience with that of a completed undergraduate degree program in accordance with § 2 Para. 1 Letter c) of these regulations.
2. The topic of this academic assignment is related to business administration studies in connection to viticulture or the wine industry. It is assigned and supervised by the program management. The specific form of the topic is based on the particular background of the individual applicant, with respect to program requirements. This test of academic aptitude must be scheduled in advance so that it can be submitted before the start of the semester.
3. The academic aptitude assignment is graded as “pass” or “fail.” A grade of “pass” is awarded if at least 50 percent of the total points are earned.
4. Admission to the degree program is conditional upon receiving a passing grade on the academic aptitude assignment.



## Appendix 2: Program Course Schedule

Module No.	Module	ECTS per Module	Presence Days	Workload	Type	Module Exam Type	Maximum duration of written exam
<b>1st Semester</b>							
110	Strategic Performance Management	5	3	125	PL	Case Study	
120	Production I: Vines of the World	5	3	125	PL	Assignment	
130	Sustainable Management	5	3	125	PL	Assignment	
140	Sensory and Consumer Science	5	3	125	PL	Case Study	
<b>2nd Semester</b>							
210	Marketing Management	5	3	125	PL	Case Study	
220	Production II: Flavours of the World	5	3	125	PL	Assignment	
230	Ecological Sustainability	5	3	125	PL	Assignment	
240	Channel Management	5	3	125	PL	Case Study	
<b>3rd Semester</b>							
310	Wine Expertise	5	3	125	PL	Assignment	
320	Sales Excellence	5	2	125	PL	Case Study	
330	Management in Practice	5	2	125	PL	Case Study	
340	Law & Politics	5	2	125	PL	Assignment or Written exam	240
350	Research Methodology for Managers	5	3	125	SL	Research Proposal	
<b>4th Semester</b>							
400	Master Thesis	25		625		Master Thesis, Disputation	
	Written Thesis	24	0,75	600			
	Oral defense	1	0,25	25			
	<b>Total</b>	90	36	2250			

PL = graded examination performance

SL = ungraded academic performance