

Guide for the International Project Studies

3rd semester Master's program International Marketing & Sales

For supervising professors and students

Requirements of the examination regulations

The examination regulations for the Master's degree course in International Marketing & Sales for module examinations in the 3rd semester with a total of 30 ECTS credits, which are taken at a partner university of Münster University of Applied Sciences (see §6 (4) PO Master IMS). According to **§6 module examinations of the degree program** are a mandatory alternative:

(5) In exceptional cases and after prior consultation with the Examination Board, an international project may be completed instead of the coursework and examinations specified in paragraph 4. The international project is supervised by a full-time lecturer. It concludes with a project paper and a presentation.

Aims of the project studies

The international project course is intended to enable students to deepen the skills acquired in the first two semesters of the Master's degree course in a practical international context. In this context, the student must write and present an independent, practice-oriented and academically demanding report on the international project (see also the module description in the appendix).

Formalities

The international project studies must be coordinated with a professor teaching in the Master's degree program in International Marketing & Sales and must be continuously supervised by this professor.

Recognition of the international project as an examination achievement must be applied for from the Examination Board before the start.

It must be an independently developed project.

In addition, the supervising professor must ensure that the selected company is an internationally operating company that provides the prerequisites for such a project study program in terms of internationality and the work topics offered.

The duration of the project work must be at least 22.5 weeks* (this corresponds to approx. 900 hours).

* Note: It is up to the supervisor to recognize an appropriate amount of preparation and follow-up time for the international project work (e.g. two weeks preparation time and two weeks follow-up time) if this is deemed necessary.

The student's performance in the international project studies is graded.

Documentation

A signed employment contract between the student and the company must be submitted to the supervising professor.

The student must provide monthly proof of supervision in the form of documentation, e.g. by e-mail or by keeping memory logs.

Here, the agreements between the participants, the progress of the project and noteworthy content should be recorded in short form (approx. 0.5-1 page). This supervision record must be signed and dated by the supervising professor and the student. The proof is kept via e-mail, in which case it is sufficient to save the e-mail traffic.

The purpose of the proof is to be able to trace the course of supervision at the request of the examination board, for example, or to ensure and document valid coordination between the parties involved.

Successful completion of the project work must be confirmed in writing by the company in the form of a work certificate or letter of assessment from the student. The letter must clearly state the project work time or the project period and the task of the international project studies.

Furthermore, the student must prepare a scientifically demanding project report of approx. 40 pages.

The results of the project work report must be presented in a final presentation lasting approx. 30-40 minutes.

Both the work certificate and the project work report must be received by the supervising professor 14 days after completion of the project studies. The supervising professor will set the examination date for the final presentation following receipt of the documents.

Recognition of the international project as an examination

achievement Before beginning the project study program, an

application for recognition of examination performance at the examination office. The Examination Office requires:

- Information and application for approval of recognition of examination results (application before studying abroad)
<https://www.fh-muenster.de/de/msb/pruefungsamt/auslandsanerkennung>
- Employment contract (please submit the original for inspection)
- Informal justification (Why are you not doing a semester abroad?)
- Detailed project description (title of the project, content and international aspect - especially for projects in Germany)

The International Project must be approved by the Chair of the Examination Board.

After the end of the project, the Examination Office requires the following documents:

- Application for recognition (application after studying abroad) with the assessment of the supervising professor.
- Employment reference (original)
- Project report (printout)
- Presentation (printout)