

Responsible: Anette F. Schütt

MSc in Economics and Business Administration - Marketing, Social Media, and Digitalization, Sport and Event Management and Sustainability Management

Last update July 7, 2026

RE-EXAM PLAN SUMMER 2026

Course	Form of exam	Date	Time	Censorship	Examiner
3rd quarter (1st quarter)					
Brand Management Part 1: Part 2:	B150272302: Project report B150272302: Written exam on premises	07.08.2026 11.08.2026	Before 12 noon in DE 10.00-12.00 hrs	- External	Oliver Schnittka
Quantitative Data Analyses Part 1: Part 2: Part 3: Part 4:	B150257312: Participation B150257322: Participation B150257332: Group project report B150257302: Written exam on premises	Will be announced later in DE. During the quarter 12.08.2026 14.08.2026	Before 12 noon in DE 10.00-13.00 hrs	- - - Internal	Oliver Schnittka Arne Feddersen
Developing Business Models for Sustainability Part 1: Part 2:	B150229312: Participation B150229302: Report with oral exam	Will be announced later in DE. 17.08.2026 21.08.2026	Before 12 noon in DE Plan for oral exam will be published in DE not later than one week before the exam.	- External	Yingkui Yang

Course	Form of exam	Date	Time	Censorship	Examiner
4th quarter (2nd + 6th quarter)					
Digitalization of Business and Marketing Part 1: Part 2: Portfolio Part 3:	B150264332: Oral presentation of business B150264312: Oral presentation Written report B150264302: Written exam on premises		During class Before 12 noon in DE 10.00-12.00 hrs	- - - External	Stefanie Sohn
Sports Governance Part 1:	B150257302: Written exam on premises	25.08.2026	10.00-13.00 hrs	External	Arne Feddersen
Seminar in Marketing, Social Media and Digitalization Part 1: Part 2: Portfolio	B150266312: Participation B150266302: Seminar report Opponent paper Seminar Conference	August 2026 Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE	Internal	Oliver Schnittka
Seminar in Sport and Event Part 1: Part 2: Portfolio	B150271312: Participation B150271302: Seminar report Opponent paper Seminar meetings	August 2026 Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE	Internal	Arne Feddersen
Seminar in Sustainability Part 1: Part 2: Portfolio	B150265312: Participation B150265302: Seminar report Opponent paper Seminar meetings	August 2026 Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE	Internal	Stefanie Sohn
Green Business Part 1: Portfolio	B539303302: Re-submission of report 20. min oral exam.	20.08.2026 26.08.2026	In class Before 12 noon in DE	Internal	Ana Filipa Faria Lopes

Elective courses

Course	Form of exam	Date	Time	Censorship	Examiner
5th quarter					
Project-oriented study Part 1: Part 2:	B150250322: Supervisor agreement B150250302: Project report	15.01.2026 24.08.2026	SPOC Before 12 noon in DE	Internal	Supervisors
Topics in Economics and Business Administration (2,5 ECTS) Part 1:	B150259302: Written report Online oral exam	26.08.2026 27.08.2026	Before 12 noon in DE	Internal	Supervisors
Topics in Economics and Business Administration (5 ECTS) Part 1:	B150262302: Written report Online oral exam	26.08.2026 27.08.2026	Before 12 noon in DE	Internal	Supervisors
Topics in Economics and Business Administration (7,5 ECTS) Part 1: Part 2:	B150295312: Compulsory assignment + video B150295302: Written report Online oral exam	26.08.2026 27.08.2026 28.08.2026	Before 12 noon in DE Before 12 noon in DE	Internal	Supervisors
Topics in Economics and Business Administration (10 ECTS) Part 1: Part 2:	B150296312: Compulsory assignment + video B150296302: Written report Online oral exam	26.08.2026 27.08.2026 28.08.2026	Before 12 noon in DE Before 12 noon in DE -	Internal	Supervisors

Course	Form of exam	Date	Time	Censorship	Examiner
6th quarter					
Master Thesis Practice: Data analyses Part 1: Portfolio	B150258302: Seminar report Opponent paper Seminar Conference	Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE -	Internal	Oliver Schnittka
Master Thesis Part 1: Part 2:	B150072312: Supervisor agreement B150072302: Master Thesis Oral defence	15.01.2026 01.09.2026 Will be announced in DE after 1 st September 2026.	SPOC Before 12 noon in DE -	- - External	Supervisors

Course	Form of exam	Date	Time	Censorship	Examiner
3rd offer					
Consumer Behavior Part 2:	B150126302: Written exam on premises	26.08.2026	10:00-12:00hrs	Internal	Oliver Schnittka