

Exam plan Summer 2025

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

(Changes may occur)

Course / EKA	Form of exam	Date and Time	Hand in	Identification	Examiner(s)	Censorship/ Grading
1st and 3rd quarter						
Developing Business Models for Sustainability B150229312 B150229302	Part1: Participation/PP presentation Part2: Written Group or Individual Report with oral exam	21.03.2025 04.04.2025 09.04.2025	12.00 noon in Digital Exam At 12.00 noon in Digital Exam	Student ID Card – Date of birth	Yingkui Yang	Second Examiner: None - Pass / Fail External 7-point grading scale
Quantitative Data Analyses B150257312 B150257322 B150257332 B150257302	Part1: Participation Part2: Participation Part3: Project Report Part4: 2 hours Written exam on premises	21.02.2025 25.03.2025 08.04.2025 02.04.2025	Announced by teacher At 12.00 noon in Digital Exam. Digital Exam	Student ID Card – Date of birth Student ID Card – Exam number	Oliver Schnittka Arne Feddersen	Second Examiner: None – Pass/Fail None - Pass/Fail None – 7-point grading None – 7-point grading
Brand Management B150272302	Part1: Report	11.04.2025	12.00 noon in Digital Exam		Oliver Schnittka	Second Examiner: None - 7-point grading

ADDITIONAL INFORMATION ABOUT EXAMINATIONS CAN BE FOUND IN THE COURSE DESCRIPTION AND GENERAL GUIDELINES FOR WRITTEN ASSIGNMENTS

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B150272302	Written exam on premises (2 hours)	09.04.2025	Digital Exam	Student ID Card – Date of birth Student ID Card – Exam number		External
Risk Management B530002302	Portfolio: 2 in class case presentations in groups. 1 written group report	To be announced by teacher 07.04.2025	Hand out: Itsl 12.00 noon in Digital Exam	Student ID card – Date of birth	Dewan Ahsan	Second Examiner: None 7-point grading scale
2nd 4th and 6th quarter						
Seminar in Sustainability B150265312 B150265302	Part1: Participation Part2: Individual seminar report	02.05.2025 17.06.2025	12.00 noon in Digital Exam	Student ID card – Date of birth	Stefanie Sohn	Second Examiner: None – Pass/Fail
Green Business B539303302	Portfolio exam with: i) Oral group presentation of case and class discussion. ii) Individual report iii) Active participation in case presentation.	During quarter Announced by teacher. 16.06.2025 Announced by teacher	Before 12.00 noon in Digital Exam	Student ID card – Date of birth	Ana Filipa Faria Lopes	Second Examiner: Internal 7-point grading scale

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<p>Seminar in Marketing, Social Media, and Digitalization B150266312</p> <p>B150266302</p>	<p>Part 1: Participation Intermediate presentation</p> <p>Part 2: Portfolio 1.Seminar Report 2.Opponent Paper 3. Seminar meetings</p>	<p>During the 2nd lecture workshop</p> <p>06.06.2025 12.06.2025 17.06.2025</p>	<p>12.00 noon in Digital Exam 12.00 noon in Digital Exam</p>	<p>Student ID card – Date of birth</p>	<p>Oliver Schnittka</p>	<p>Second Examiner: None</p> <p>Pass/Fail</p> <p>7-point grading scale</p>
<p>Seminar in Sports and Event Management B150271312</p> <p>B150271302</p>	<p>Part 1: Participation Intermediate presentation</p> <p>Part 2: Portfolio 1.Seminar Report 2.Opponent Paper 3. Seminar meetings</p>	<p>During the 2nd lecture workshop</p> <p>06.06.2025 12.06.2025 17.06.2025</p>	<p>12.00 noon in Digital Exam 12.00 noon in Digital Exam</p>	<p>Student ID card – Date of birth</p>	<p>Arne Feddersen</p>	<p>Second Examiner: None</p> <p>Pass / Fail</p> <p>7-point grading scale</p>

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Digitalization of Business and Marketing B15026433216.– Part 1 B150264312 – Part 2 (portfolio) B150264302 – Part 3	1: Oral presentation of business case. 1: Portfolio: 2: Oral presentation 3: Written Report 3: 2 hours Written exam on premises	During the quarter During the quarter 03.06.2025 13.06.2025 16.06.2025	Hand out: Itslearning Handout: Itslearning 12.00 noon in Digital Exam Digital Exam	Student ID card – Date of birth Student Id card – Exam number	Stefanie Sohn	Second Examiner: None - Pass/Fail 7-point grading scale Second Examiner: External. 7-point grading scale
Sports Governance B150081302	Written exam on premises (3 hours)	23.06.2025	Digital Exam	Student ID card – Exam number	Arne Feddersen	Second Examiner: External 7-point grading scale
7th + 8th quarter						
Master's thesis B150072312 B150072302	Supervisor Agreement Master thesis with oral defense	15 th August 2025 / 15 th January 2025 2 nd January 2027 2 nd June 2027	SPOC digital form Before 12.00 noon in Digital Exam	Name and Date of Birth	Assigned Supervisors	Second Examiner: None Pass / Fail

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						Second Examiner: External 7-point grading scale
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Elective courses (February start only)

Course	Form of exam	Date	Time / place	Date of birth / exam number	Examiner(s)	Evaluation
2nd quarter						
Master Thesis Practice: Data analyses B150258302	Portfolio: 1: Seminar Report	13.06.2025	Before 12.00 noon in Digital Exam Before 12.00 noon in Digital Exam	Student ID Card – Date of birth	Oliver Schnittka	
	2: Opponent paper	20.06.2025				
	3: Participation in Seminar conference	24.06.2025				
5th quarter						
Green business B539303302	Portfolio exam with: 1: Oral group presentation of case and class discussion.	03.06.2025			Ana Filipa Faria Lopes	Second Examiner: Internal

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	2: Individual report 3: Active participation in case presentation.	10.06.2025 16.06.2025 Announced by teacher	Before 12.00 noon in Digital Exam	Student ID card – Date of birth		7-point grading scale
Topics in Marketing, Social Media, Digitalization, Sports and Events B150019302 7,5 ECTS B150165302 5,0 ECTS* B150166302 2,5 ECTS* B150167302 10 ECTS*	Written project report	25.06.2025	Before 12.00 noon in Digital Exam		Supervisors	Second Examiner: None 7-point grading scale
Project-oriented Study B150250322 B150250302	Supervisor Agreement Individual Project Report	15 th January 03.06.2025	Electronic report in SPOC Before 12.00 noon in Digital Exam	Student ID card – Date of birth Student ID card – Date of birth	Supervisors	Second Examiner: None Pass/Fail 7-point grading scale
The State of Global Health S550044302**	Please contact Public Health for info.					

*Only an option if the Study Board has approved, and it is the last chosen elective course.

**Contact the Faculty of Public Health for further information.

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