

Responsible: Anette F. Schütt

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

Last update February 9, 2026

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	30.03.2026 07.04.2026	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	20.02.2026 24.03.2026 10.04.2026 16.04.2026	 Before 12 noon in DE 10.00-12.00 hrs	- - - Internal	Oliver Schnittka Arne Feddersen
Developing Business Models for Sustainability Part 1: Part 2:	B150229312: Participation B150229302: Report with oral exam	During the quarter 09.04.2026 15.04.2026	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 case B150264312: Oral presentation Written report B150264302: Written exam on premises	29.05.2026 19.05.2026 19.06.2026	During class Before 12 noon in DE 10.00-12.00 hrs	- - - External	Stefanie Sohn
Sports Governance Part 1:	B150257302: Written exam on premises	23.06.2026	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	21.05.2026 16.06.2026 23.06.2026 30.06.2026	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	21.05.2026 16.06.2026 23.06.2026 30.06.2026	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	21.05.2026 16.06.2026 23.06.2026 30.06.2026	Before 12 noon in DE Before 12 noon in DE	Internal	Stefanie Sohn
Green Business Part 1: Portfolio	B539303302: Presentation Written report	10.06.2026 19.06.2026	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 02.06.2026	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	19.06.2026 22.06.2026	Before 12 noon in DE	Internal	Supervisors
Topics in Economics and Business Administration (5 ECTS) Part 1:	B150262302: Written report Online oral exam	19.06.2026 22.06.2026	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	13.05.2026 21.06.2026 22.06.2026	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	13.05.2026 21.06.2026 22.06.2026	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	16.06.2026 23.06.2026 30.06.2026	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 01.06.2026 Will be announced in DE after 1 st June 2026.	SPOC Before 12 noon in DE -	- - External	Supervisors