

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

## RE-EXAM PLAN SUMMER 2026

Course	Form of exam	Date	Time	Censorship	Examiner
<b>3<sup>rd</sup> quarter (1<sup>st</sup> quarter)</b>					
<b>Brand Management</b> Part 1: Part 2:	<b>B150272302:</b> Project report <b>B150272302:</b> Written exam on premises	07.08.2026 11.08.2026	Before 12 noon in DE 10.00-12-00 hrs	- External	Oliver Schnittka
<b>Quantitative Data Analyses</b> Part 1: Part 2: Part 3: Part 4:	<b>B150257312:</b> Participation <b>B150257322:</b> Participation <b>B150257332:</b> Group project report <b>B150257302:</b> Written exam on premises	Will be announced later in DE. During the quarter 12.08.2026 14.08.2026	Before 12 noon in DE 10.00-12.00 hrs	- - - Internal	Oliver Schnittka Arne Feddersen
<b>Developing Business Models for Sustainability</b> Part 1: Part 2:	<b>B150229312:</b> Participation <b>B150229302:</b> 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
<b>4<sup>th</sup> quarter (2<sup>nd</sup> + 6<sup>th</sup> quarter)</b>					
<b>Digitalization of Business and Marketing</b> Part 1: Part 2: Portfolio Part 3:	<b>B150264332:</b> Project report <b>B150264312:</b> Oral presentation Written report <b>B150264302:</b> Written exam on premises	10.08.2026 13.08.2026 19.06.2026	During class Before 12 noon in DE 10.00-12.00 hrs	- - - External	Stefanie Sohn
<b>Sports Governance</b> Part 1:	<b>B150257302:</b> Written exam on premises	25.08.2026	10.00-13.00 hrs	External	Arne Feddersen
<b>Seminar in Marketing, Social Media and Digitalization</b> Part 1: Part 2: Portfolio	<b>B150266312:</b> Participation <b>B150266302:</b> 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
<b>Seminar in Sport and Event</b> Part 1: Part 2: Portfolio	<b>B150271312:</b> Participation <b>B150271302:</b> Seminar report Opponent paper Seminar meetings	Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE	Internal	Arne Feddersen
<b>Seminar in Sustainability</b> Part 1: Part 2: Portfolio	<b>B150265312:</b> Participation <b>B150265302:</b> Seminar report Opponent paper Seminar meetings	Will be announced later in DE.	Before 12 noon in DE Before 12 noon in DE	Internal	Stefanie Sohn
<b>Green Business</b> Part 1: Portfolio	<b>B539303302:</b> Re-submission of report 20. min oral exam.	20.08.2026 25.08.2026	In class Before 12 noon in DE	Internal	Ana Filipa Faria Lopes

## Elective courses

Course	Form of exam	Date	Time	Censorship	Examiner
<b>5<sup>th</sup> quarter</b>					
<b>Project-oriented study</b> Part 1: Part 2:	<b>B150250322:</b> Supervisor agreement <b>B150250302:</b> Project report	15.01.2026 24.08.2026	SPOC Before 12 noon in DE	Internal	Supervisors
<b>Topics in Economics and Business Administration (2,5 ECTS)</b> Part 1:	<b>B150259302:</b> Written report Online oral exam	26.08.2026 27.08.2026	Before 12 noon in DE	Internal	Supervisors
<b>Topics in Economics and Business Administration (5 ECTS)</b> Part 1:	<b>B150262302:</b> Written report Online oral exam	26.08.2026 27.08.2026	Before 12 noon in DE	Internal	Supervisors
<b>Topics in Economics and Business Administration (7,5 ECTS)</b> Part 1: Part 2:	<b>B150295312:</b> Compulsory assignment + video <b>B150295302:</b> 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
<b>Topics in Economics and Business Administration (10 ECTS)</b> Part 1: Part 2:	<b>B150296312:</b> Compulsory assignment + video <b>B150296302:</b> 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
<b>6<sup>th</sup> quarter</b>					
<b>Master Thesis Practice: Data analyses</b> Part 1: Portfolio	<b>B150258302:</b> 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
<b>Master Thesis</b> Part 1: Part 2:	<b>B150072312:</b> Supervisor agreement <b>B150072302:</b> Master Thesis Oral defence	15.01.2026 01.09.2026 Will be announced in DE after 1 <sup>st</sup> September 2026.	SPOC Before 12 noon in DE -	- - External	Supervisors