



CODE / DESIGN / ENTREPRENEURSHIP
UNIVERSITY OF APPLIED SCIENCES
BERLIN

Study and Examination Regulations for the Bachelor Program in Business Management & Entrepreneurship

CODE University of Applied Sciences
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§ 1 Scope of Application

- (1) These Study and Examination Regulations apply to students of the bachelor's degree program Business Management & Entrepreneurship. They supplement the Study and Examination Regulations (SER) of CODE University of Applied Sciences and regulate the objectives, content, and structure of the bachelor's program in Business Management & Entrepreneurship. The admission requirements are regulated in the General Regulations on Admissions and Enrollment.

§ 2 Start and Termination of Regulations

- (1) These regulations shall enter into force with the beginning of the spring semester 2025.
- (2) The previously valid study and examination regulations for the Bachelor's degree program Product Management will expire ten semesters after these regulations come into force. Students who have not yet completed their studies according to the previously valid regulations at this time will automatically be transferred to the present regulations. The Board of Examiners decides on the recognition of the previously completed study achievements.

§ 3 Qualification Objectives

- (1) The aim of the Bachelor's degree program is the comprehensive academic and practical qualification of young professionals in the field of entrepreneurship, innovation, and product management, combining business knowledge with innovative thinking and strong market orientation. Students should be enabled to significantly shape and drive forward all steps of founding and managing start-ups or innovation projects in existing companies, as well as developing new business models. During their studies, participants learn to identify market opportunities, analyze the business environment (especially customers, competition, regulatory and socio-cultural factors), and develop innovative business ideas based on this analysis. They acquire the ability to develop concepts in an interdisciplinary team, test these in the market, and iteratively refine them. Special emphasis is placed on enabling students to conceive and implement entrepreneurial solutions that are both economically viable and make a positive contribution to society.

- (2) Theoretical and methodological foundations are, alongside practical knowledge and key qualifications, equally important qualification goals of the program. Students should also be qualified to engage in civil society. The modules and competence goals of the Science, Technology and Society Program contribute to this.
- (3) Graduates of the program know how to reflect on and develop their own competences in accordance with specific requirements. After completing their studies, they have in-depth reflection, social, professional and communication skills. Graduates have mastered the principles of scientific thinking and working and will be able to communicate and collaborate with various actors in the context of digital product development.

§ 4 Standard Duration and Scope of Study

- (1) The standard duration of study is six semesters. One semester is equivalent to six months and two semesters are equivalent to one academic year. According to § 7 of the SER, 30 credit points (CPs) can be achieved per semester, corresponding to a workload of 900 working hours. This results in a total of 180 credit points over six semesters and corresponds to an average total working time of 5,400 hours.

§ 5 Academic Degree

- (1) The academic degree Bachelor of Arts (B. A.) is awarded in the Business Management & Entrepreneurship program after successfully passing the bachelor assessment.

§ 6 Structure and Organization

- (1) The bachelor's program in Business Management & Entrepreneurship is divided into the orientation (first) semester, usually four core semesters, and the synthesis (sixth) semester.
- (2) The orientation semester is identical to that of the bachelor's programs in Digital Design & Innovation and Software Engineering. This enables students to transfer to one of the other two Bachelor programs at the end of the orientation semester with full credit recognition for the work performed.

- (3) The semesters are structured by mandatory, compulsory elective, and elective modules (§§ 7 and 8). Modules may extend over several semesters due to content or procedural reasons. The following module overview shows the individual modules and competences of the study program as well as its progression:

| Module Overview | | | | | | | |
|---|--|-----------|---------------------|----------|-----|----|---------------------|
| Bachelor Program (B. A.) Business Management & Entrepreneurship | | | | | | | |
| Module | Title | Mandatory | Compulsory Elective | Semester | SWS | CP | Graded ¹ |
| OS_01 | Introduction to Software Engineering | X | | 1 | 2 | 5 | - |
| OS_02 | Introduction to Design | X | | 1 | 2 | 5 | - |
| OS_03 | Introduction to Business Management & Entrepreneurship | X | | 1 | 2 | 5 | - |
| OS_05 | Application of Project-Based Learning Methods | X | | 1 | 4 | 9 | - |
| STS_01 | STS Essentials | X | | 1 | 3 | 6 | X |
| BM_03 | Business Intelligence and Analytics | | | 2 - 5 | 2 | 5 | X |
| BM_09 | Strategic Partnerships and Third-Party Integration | | | 2 - 5 | 2 | 5 | X |
| BM_11 | Consumer Psychology | | | 2 - 5 | 2 | 5 | X |
| BM_15 | Economics | X | | 2 - 5 | 2 | 5 | X |
| BM_16 | How to Start a Startup | X | | 2 - 5 | 2 | 5 | X |
| BM_18 | Data Science and AI for Product Innovation | | | 2 - 5 | 2 | 5 | X |
| BM_19 | Entrepreneurial Excellence - Running Your Business | | | 2 - 5 | 4 | 10 | X |
| BM_20 | Business Management & Entrepreneurship Speciality | | | 2 - 5 | 2 | 5 | X |
| BM_21 | Communication and Stakeholder Management | | 1 | 2 - 5 | 4 | 10 | X |
| BM_22 | Product Discovery | | 2 | 2 - 5 | 4 | 10 | X |
| BM_23 | Product Marketing and Sales | | 2 | 2 - 5 | 4 | 10 | X |
| BM_24 | Agile Ways of Working | | 1 | 2 - 5 | 4 | 10 | X |
| BM_25 | Product Strategy and Decision Making | | 2 | 2 - 5 | 4 | 10 | X |
| BM_26 | Business and Financial Models | X | | 2 - 5 | 4 | 10 | X |
| BM_27 | Teamwork and Collaboration | | 1 | 2 - 5 | 4 | 10 | X |
| BM_28 | Leadership | | 1 | 2 - 5 | 4 | 10 | X |

¹ Prüfungsleistungen werden in der RSPO definiert; X = benotet, - = unbenotet.

| | | | | | | | |
|--------|--|---|--|-------|---|----|---|
| STS_02 | Academic Reading | X | | 2 - 5 | 2 | 5 | X |
| STS_03 | Research | X | | 2 - 5 | 2 | 5 | X |
| STS_04 | Presentation | X | | 2 - 5 | 2 | 5 | X |
| STS_05 | Judging Technology | X | | 2 - 5 | 2 | 5 | X |
| STS_06 | Sustainable and Regenerative Development | | | 2 - 5 | 2 | 5 | X |
| STS_07 | Self-Directed Learning | | | 2 - 5 | 2 | 5 | X |
| BA_01 | Capstone Project | X | | 6 | 0 | 15 | X |
| BA_02 | Bachelor Thesis | X | | 6 | 0 | 15 | X |

§ 7 Mandatory Modules

- (1) Mandatory modules, with the exception of those in the orientation and synthesis semesters, should be completed in one of the four core semesters and should be taken in the order suggested in the study plan for the respective study specialization (see §10). In applicable cases, this is restricted by the respective module description in the module handbook.
- (2) Mandatory modules in the bachelor's program in Business Management & Entrepreneurship are:
 1. All modules in the orientation (first) semester:
 - Introduction to Design (5 CPs)
 - Introduction to Business Management & Entrepreneurship (5 CPs)
 - Introduction to Software Engineering (5 CPs)
 - Application of Project-Based Learning Methods (9 CPs)
 - STS Essentials (6 CPs)
 2. The following modules in the core semesters:
 - Economics (5 CPs)
 - How to Start a Startup (5 CPs)
 - Business and Financial Models (10 CPs)
 3. The following STS modules in the core semesters:
 - Academic Reading (5 CPs)

- Research (5 CPs)
 - Presentation (5 CPs)
 - Judging Technology (5 CPs)
4. All modules in the synthesis (sixth) semester:
- Capstone Project (15 CPs)
 - Bachelor Thesis (15 CPs)

§ 8 Compulsory Elective Modules

- (1) Compulsory elective modules should be completed in one of the four core semesters and should be taken in the order suggested in the study plan for the respective study specialization (see §10). In applicable cases, this is restricted by the respective module description in the module handbook.
- (2) Compulsory Elective Field 1: Collaboration for Innovation. 20 credit points must be earned in total from this field.
- (a) The compulsory elective field 1 contains the following modules in the core semesters (semesters 2 - 5):
- (i) Leadership (10 CPs)
 - (ii) Teamwork and Collaboration (10 CPs)
 - (iii) Agile Ways of Working (10 CPs)
 - (iv) Communication and Stakeholder Management (10 CPs)
- (3) Compulsory Elective Field 2: Digital Product Development and Marketing. 10 credit points must be earned in total from this field.
- (a) The compulsory elective field 2 contains the following modules in the core semesters (semesters 2 - 5):
- (i) Product Discovery (10 CPs)
 - (ii) Product Strategy and Decision Making (10 CPs)
 - (iii) Product Marketing and Sales (10 CPs)

§ 9 Elective Modules

- (1) 50 credit points must be earned through elective modules.

- (2) Elective modules can be selected from the range of electives offered in the Business Management & Entrepreneurship program as well as from the entire range of Digital Design & Innovation, Software Engineering, and Science, Technology and Society modules. Compulsory elective modules from the Business Management & Entrepreneurship program can also be chosen as electives once the required credit points in the Compulsory Elective Fields have been earned in accordance with §8.
- (3) When selecting elective modules from other degree programs, there must be substantive coherence with the qualification objectives of the Business Management & Entrepreneurship program. Students may seek guidance on this as part of their individual study planning.

§ 10 Study Specializations

Students have the option to choose a specialization within the degree program. The choice of specialization must be made before the registration for the Capstone Project or Bachelor Thesis modules. The specializations are determined by the specific selection of compulsory elective and elective modules, which are shown in the specialization matrix in the appendix, as well as by the choice of topics for the Capstone Project and Bachelor Thesis.

§ 11 Bachelor Thesis and Capstone Project

- (1) The Bachelor Thesis consists of a written submission and a colloquium. Both parts of the Bachelor Thesis must be passed separately. Only those who have passed the written part of the Bachelor Thesis are admitted to the colloquium. The duration of the colloquium must not be less than 20 minutes or more than 30 minutes.
- (2) Students may submit a proposal for a topic in the written part of the Bachelor Thesis. If a specialization has been chosen, the choice of the topic for the Bachelor Thesis and the Capstone Project has to be in accordance with the specialization. At the request of students, the Board of Examiners assigns a topic for the Bachelor Thesis. The topic of the Bachelor Thesis and the time at which the topic for the Bachelor Thesis was decided must be recorded. The topic, task, and scope of the Bachelor Thesis must be limited by the supervisor in such a way that the deadline for completing the written part of the Bachelor Thesis can be adhered to.

- (3) The Bachelor Thesis is supervised by a lecturer in the relevant subject area. The Bachelor Thesis is evaluated by the supervisor and another examiner; usually the primary examiner is the supervisor. The grade of the written part of the Bachelor Thesis results from the mathematical average of the evaluation of the first and second assessors. Separate evaluation sheets must be used for the evaluation. If the written part of the Bachelor Thesis has been assessed as "insufficient" by one of the two examiners, or if the grades differ by at least two (2.0) grades (e. g. 1.0 and 3.0, or 1.7 and 4.0, see § 14 SER), a further assessment and evaluation must be carried out by a third examiner. The final mark is the mathematical average of the grades of the three examiners. Should the arithmetic mean be greater than 4.0, the examination will be graded as "failed" (5.0).
- (4) The colloquium (oral examination) is usually conducted by the examiners who evaluated the written part of the Bachelor thesis. The grade of the colloquium is determined by mutual agreement of both examiners. If no agreement can be reached, the matter will be submitted to the Board of Examiners for consultation and further decision.
- (5) The final grade of the bachelor thesis is a combination of the grade of the written work, which accounts for 80% of the final grade, and the grade of the colloquium, which accounts for 20% of the final grade.
- (6) When registering for the Capstone Project, the student chooses an examination format according to § 12 SER. The duration of oral examinations in the Capstone Project module according to § 13 (1) SER can be a minimum of 15 minutes and extended up to 50 minutes in agreement with the student.

§ 12 Formation of the Final Grade

- (1) Final grades are calculated as follows: with the exception of the Bachelor Thesis and Capstone Project modules, all graded modules are weighted depending on their ECTS credit points and are included in the final grade. The Bachelor Thesis and Capstone Project modules are weighted at three times their ECTS credit points. The Examination Office provides students with a formula for calculating their overall grade.

§ 13 Recognition of Prior Learnings

- (1) When a prior learning is recognized, the number of credits awarded is determined on a case-by-case basis. Prior learnings will be awarded credits in accordance with the respective CODE study program-specific regulations and grading. If the prior learning is graded and the grade comes from a scale that can be mapped to the grading scale outlined in § 14 of the SER, this grade will be adopted. Grades from other scales are converted (the modified "Bavarian formula" is used in such cases). However, conversion is not always possible. Grade conversions are determined by the Board of Examiners. Grades in this context will not be assigned a competency level (see § 14 SER).

Appendices

1. Sample Study Plan Product Management
2. Specialization Matrix Business Management & Entrepreneurship
3. Module Handbook