

**Subject-Specific Study and Examination  
Regulations  
for the two-year M.A. study program in  
General Management  
SSSER M.A. GEMA**

(studies beginning from Fall Semester 2024)



**Subject-Specific Study and Examination Regulations  
for the two-year M.A. study program  
General Management | M.A. GEMA  
at Zeppelin University  
dated 2023-11-29**

Based on § 70 Para. 6 in conjunction with § 32 Para. 1 of the law governing universities in Baden-Württemberg (State Higher Education Act – LHG) in the version valid on 2014-12-03, the Senate of Zeppelin University has decided upon the following regulations, last amended on 2023-11-29, governing teaching, studies, and examinations in the study program Master of Arts in General Management:

### **§ 1 Study program-specific admissions requirements**

Admission to the Master's study program in General Management is usually granted to applicants who have obtained a first degree in a subject other than Economics with 180 ECTS credits. In addition, applicants must prove they have undertaken a pre-study internship by submitting appropriate documentation at the beginning of the study program, or in exceptional cases by the end of the second semester. Further details are governed by the respective version of the guidelines for the recognition of pre-study internships for the Master's study program General Management (GEMA Pre-study Internship Guidelines) issued by the program board.

### **§ 2 Study program objective**

The Master's program in General Management is a more research-oriented program with theoretically based practical relevance and qualifies graduates for challenging management tasks and leadership positions in various areas of the economy.

### **§ 3 Study program structure**

- (1) The study program (120 ECTS credits) is divided into 4 mandatory areas (76 ECTS credits, Semesters 1-3), 4 elective modules (24 ECTS credits, Semesters 2-4), and the Master's thesis including disputation (20 ECTS credits, Semester 4). Tandem Coaching is a part of the workload in accordance with ECTS and extends from Semester 1 through 4.
- (2) The admissions requirements for individual modules are regulated by the respective module description.

### **§ 4 Elective Modules**

- (1) Options within a mandatory area or modules in the elective section can be found in Appendix 2 of these regulations.
- (2) Electives are available in both the compulsory and the elective areas according to the students' prior knowledge and individual study goals.

- (3) In the elective section, students can take an interdisciplinary subject area in its entirety as an option according to prior knowledge. To do this, all elective courses contained in the respective subject area must be successfully completed in accordance with Appendix 2.
- (4) An elective module worth 6 ECTS credits can be chosen from the offering of another ZU Master's program (multidisciplinary elective module) excluding executive study programs or from the offering of another domestic or foreign university. The latter is subject to prior approval by submitting an application for recognition.
- (5) As a rule, students can choose any mandatory and elective modules within the Zeppelin University Master's study programs that are not included in the student's own program (major) as multidisciplinary elective modules (depending on availability and subject-related admissions requirements), as well as offerings from StudentStudies and GlobalStudies.
- (6) No minor qualification in GEMA is offered to students of other Master study programs.
- (7) The participation in the workshop Fundamentals of Entrepreneurship and in the workshop Creativity & Performativity is open to students as an extracurricular activity.

#### **§ 5 Authorization of the Examination Committee**

The Central Examination Committee is authorized to adopt amendments to these regulations, in the event of which, they will notify the Senate. This does not apply to significant changes, particularly those which affect the very essence, content-related orientation, or the basic structure of the study program.

#### **§ 6 Effective date**

- (1) These regulations as amended shall come into force with effect from 2023-11-29.
- (2) They shall apply to students who begin their studies in the Fall Semester 2024 or later.

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#### Footnote

In accordance with § 70 Para. 6 in conjunction with § 32 Para. 1 LHG, approval has been granted and the regulations will be published today.

Friedrichshafen, 2023-11-29 signed by

Professor Dr. Klaus Mühlhahn  
President

Appendix 1 | Study Structure M.A. GEMA 2y

	1.	2.	3.	4.
Pre-Internship	<p><b>Mandatory Modules</b></p> <ul style="list-style-type: none"> <li>  Management</li> <li>  Economics &amp; Law</li> <li>  Methods</li> <li>  Science</li> </ul>	<p><b>Elective Modules</b></p> <p><b>Elective Modules in amount of 24 ECTS credits</b></p> <p><b>Family Business</b></p> <ul style="list-style-type: none"> <li>  Family Entrepreneurship</li> <li>  Family Governance</li> <li>  Family Business Current Issues</li> </ul> <p><b>Leadership &amp; Relational Societies</b></p> <ul style="list-style-type: none"> <li>  Relational Economics</li> <li>  Governance of Value Networks</li> <li>  Advances in Behavioral Ethics</li> </ul> <p><b>Sustainable Transport &amp; Mobility</b></p> <ul style="list-style-type: none"> <li>  Sustainable Transport Policy</li> <li>  Mobility Innovations &amp; Digitalization</li> <li>  Supply Chain Management &amp; International Freight Transport</li> </ul> <p><b>Sustainable Finance &amp; Accounting</b></p> <ul style="list-style-type: none"> <li>  Green Finance</li> <li>  Sustainability Accounting</li> <li>  Global Governance</li> </ul> <p><b>ZU Interdisciplinary Subject Area</b></p> <p>Modules from other Zeppelin University master study programs</p> <p><b>Interdisciplinary Subject Area</b></p> <p>Modules from other domestic or foreign universities</p> <ul style="list-style-type: none"> <li>  TandemCoaching, StudentStudy &amp; GlobalStudy</li> </ul>		<p><b>Final Module</b></p> <ul style="list-style-type: none"> <li>  Master Thesis</li> <li>  Disputation</li> </ul>

Appendix 2 | Study Plan M.A. GEMA 2y

Major Phase (Semester 1-3) Mandatory Modules							
Module Course (C)	Semester / hours per week					ECTS	
	1	2	3	4	Σ	C	Module
<b>Management</b>							
Module 522024-6							
<b>Accounting &amp; Controlling</b>		3					6
Module 522012-6							
<b>Corporate Finance</b>			3				6
Module 522016-6							
<b>Human Resource Management</b>			3				6
Module 522014-6							
<b>Strategic Management</b>			3				6
Module 522017-6							
<b>Marketing &amp; Branding</b>		3					6
<b>Economics &amp; Law</b>							
Module 522032-6							
<b>Microeconomics</b>	3						6
Module 522033-6							
<b>Macroeconomics</b>		3					6
Module 522031-6							
<b>International Economic Law</b>	3						6
<b>Methods</b>							
Module 522045-6							
<b>Quantitative Methods</b>	3						6
Module 522046-6							
<b>Qualitative Methods</b>	3						6
Module 522047-6							
<b>Data Science</b>		3					6
<b>Science</b>							
Module 52205							
<b>Interdisciplinary Group Research Project</b>					5		10
C 522051							
Research Design	3					3	
C 522052							
Research Project		2				7	
<b>Sum ECTS credits of the Major-Mandatory Modules</b>							<b>76</b>

Major Phase (Semester 2-4) Elective Modules

Elective compulsory modules in the amount of 24 ECTS credits, which are to be chosen according to the respective previous knowledge. Of these, major elective modules amounting to at least 18 ECTS credits and multidisciplinary elective modules amounting to a maximum of 6 ECTS credits (cf. § 4 FSPO); in case of the modules "Specific Content" the specific academic focus or specialization decides on the allocation.

Module Course (C)	Semester / hours per week					Σ	ECTS	
	1	2	3	4	C		Module	
<b>Family Business</b>								
Module 242122-6								
<b>Family Entrepreneurship</b>			3					6
Module 242051-6								
<b>Family Governance</b>			3					6
Module 242053-6								
<b>Family Business Current Issues</b>			3					6
<b>Leadership &amp; Relational Societies</b>								
Module 242123-6								
<b>Relational Economics</b>			3					6
Module 242124-6								
<b>Governance of Value Networks</b>			3					6
Module 242111-6								
<b>Advances in Behavioural Ethics</b>			3					6
<b>Sustainable Transport &amp; Mobility</b>								
Module 242141-6								
<b>Sustainable Transport Policy</b>			3					6
Module 242142-6								
<b>Mobility Innovations &amp; Digitalization</b>			3					6
Module 542014-6								
<b>Supply Chain Management &amp; International Freight Transport</b>			3					6
<b>Sustainable Finance &amp; Accounting</b>								
Module 242151-6								
<b>Green Finance</b>			3					6
Module 242152-6								
<b>Sustainability Accounting</b>			3					6
Module 243021								
<b>Global Governance</b>			3					6
<b>Module from the offer of other, non-executive ZU master study programs</b>								
Module xxx								
<b>Specific Content I</b>			3					6
<b>Module from the offer of other domestic or foreign universities</b>								
Module 242493								
<b>Specific Content II</b>			x					6
<b>Sum ECTS credits of the Major-Elective Modules</b>								<b>24</b>

**Master Phase (Semester 4)**

Module Course (C)	Semester / hours per week					Σ	ECTS	
	1	2	3	4	C		Module	
<b>Module 500000</b>								
<b>Final Module</b>								20
Master Thesis							18	
Disputation							2	
<b>Sum ECTS credits of the Master Phase</b>								<b>20</b>
<b>Total Sum ECTS credits of the 2y M.A. GEMA</b>								<b>120</b>

**ZU|Plus (Semester 1-4)**

Course	Semester / hours per week					Σ	ECTS	
	1	2	3	4	C		Module	
<b>Workshops</b>								2
C 110011								
Fundamentals of Entrepreneurship			2				2	
C 110012								
Creativity & Performativity			2				2	
<b>Sum</b>								<b>2</b>