

Admission Rules for Distance Learning Bachelor Degree Courses

Betriebswirtschaft
Business Administration
Finanzmanagement
Marken- & Modemanagement
Marketing & Kommunikation
Wirtschaftspsychologie

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Please note

This is a translation of the original German “Zulassungsordnung für die Bachelor Fern-Studiengänge” as of 20.6.2023. Should there be any discrepancies between the English translation and the original German version, the original text shall prevail.

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General

§ 1 Admission Numbers and Admission Deadline

ISM's presidential board determines the **(intake) capacity of the Distance-Learning Bachelor Degree Courses** every semester based on the available resources (e.g., faculty members) as well as the number of other degree courses offered at ISM. The number of available places will be announced three months prior to the start of the semester at the beginning of the application period.

§ 2 Admissions Committee

An **Admission Committee for Distance-Learning Bachelor Degree Courses** will be established. The admission committee is comprised of the director for distance learning, the program directors as well as a representative of ISM's administrative departments. The admission committee can appoint deputies and delegate administrative tasks to them.

§ 3 Cases of Hardship

In order to ensure that students with disabilities are granted equal opportunity (in the sense of § 2 subsection 1 of the German Social Security Code, Book IX) five percent of the places will be reserved for applicants with disabilities. Recognized hardship cases are to be given priority in this quota. Hardship cases that exceed the hardship quota of a degree course are, nevertheless, to be admitted to the respective degree course as long as the total hardship quota for all degree courses at ISM is not exceeded. Appropriate proof can be requested to verify a disability.

In addition, applicants with a disability are to be given priority in the admission process in cases of equal qualifications.

§ 4 Application Documents to Be Submitted

Requirements for taking up studies are:

- the **general qualification for university entrance qualification** or **university of applied sciences entrance qualification** or an entrance qualification recognized as equivalent by the competent government agency,
- proof of **qualification in the teaching language** (see § 5). For **degree courses taught in German**, the applicant's German language proficiency has to be on the level B2 or higher (see §5). For **degree courses taught in English**, the applicant's English language proficiency has to be on the level B2 or higher (see §5).

Applicants who have attained skills and abilities required for a successful bachelor degree course in a manner other than a school education preparative for the bachelor degree course and/or possess a particular technical aptitude related to the bachelor degree course (according to the ordinance for

university admission for individuals with vocational training) must pass an admission examination (see § 7).

In order to apply university applicants must submit documents as follows:

- Completed **application form**
- Notarized copy of the certificate of “**general qualification for university entrance qualification**” or of “**university of applied sciences entrance qualification**” or an “entrance qualification recognized as equivalent” by the competent government agency.¹ If these are not yet available, a copy of the latest interim report may be submitted provisionally.

In addition, the applicant must take part in a selection procedure that serves as a study counseling. It consists of an online aptitude test and an interview (§ 6).

Applicants from other universities or equivalent institutions who wish to **resume their studies at ISM** will be enabled to continue their studies by the recognition of corresponding study and examination credits.

For this purpose, an application for recognition and, if applicable, for placement is submitted after admission. The admissions committee will decide on the recognition of the credits as well as the semester placement of applicants.

§ 5 Proof of Qualification in the Teaching Language

Credit assessment of applicants is determined by the *Common European Framework of Reference for Languages* (CEFR).

Applicants can only be admitted to the **German-speaking bachelor degree courses**² if proof of **German language** skills at level B2 (CEFR) has been provided. This can for example consist of:

- a general qualification for university admission or universities of applied sciences admission that has been acquired in a state or region where German is an official language and that has had German as a language of instruction
- a university diploma that has been acquired in a state or region where German is an official language and that has had German as a language of instruction (provided the graduation does not date back more than 5 years)

B2 proficiency in German (CEFR) can also be proved by language certificates. This can be done by means of the following:

- DSH-2 or higher (Deutsche Sprachprüfung für den Hochschulzugang) (German language proficiency test for university admission)
- TDN 4 in all parts of the Test of German as a foreign language (TestDaF – Test Deutsch als Fremdsprache)
- BULATS Deutsch-Test für den Beruf
- telc Deutsch B2

¹ If an official translation of a certificate is necessary, the translator is to attest in their certification declaration that the translation of the certificate is based on the original document.

² Betriebswirtschaft, Finanzmanagement, Marken & Modemanagement, Marketing & Kommunikation, Wirtschaftspsychologie.

- Goethe-Zertifikat B2

These certificates must not date back more than 5 years.

The basic requirement for admission to the **English-speaking bachelor degree courses**³ is proof of **B2** (CEFR) **English language skills**. This can for example consist of:

- graduation from an English-language school system
- at least 30 ECTS in an English-language university degree course, which may not date back more than 5 years (provided the ECTS have been obtained in language courses that are part of the degree course and/or in courses that are taught in English)
- a university diploma in the field of English Studies (provided the graduation does not date back more than 5 years)

B2 proficiency in English (CEFR) can also be proved by language certificates. This can be done by means of the following:

- 80 points or more in the internet-based TOEFL or academically equivalent achievements, such as 6.0 or better in **IELTS** (these two language certificates may not date back more than 2 years)

§ 6 Admission Process

The admission process consists of an online aptitude test and an interview. The process's aim is to counsel prospective students and assure that the applicants are able to complete a distance-learning degree course and that they have selected a suitable degree course.

The online aptitude test assesses the motivation, interest, learning strategies, and ability to self-regulate of the applicant based on psychometrically validated questionnaire methods. The aim of the test is to come to a well-founded assessment of the aptitude of the applicant for the distance-learning degree course they have selected.

During the interview, the applicants receive detailed feedback on the results of their online aptitude test as well as their choice of degree course. The interviews are conducted by study coaches, who receive training for this task and who are usually also qualified coaches or consultants. Based on the interview, the study coaches evaluate the applicant's aptitude for studies; this evaluation complements the results of the online aptitude test. The interview is conducted in a virtual class room.

§ 7 Vocational Training – Admission Examination and Placement Test

Access to a bachelor degree course due to a vocational training can be gained through a degree according to § 49 Abs. 4 HG. The access to the university through a vocational training course requires a

³ Business Administration

junior high school graduation or a successfully completed admission examination. An admission examination must also be successfully completed by applicants who wish to take up their studies at ISM on the basis of completion of at least two years of vocational training and subsequent professional work experience of at least three years.

In the **admission examination**, it is determined whether the applicant has a general education that meets the requirements of the university in accordance with the Berufsbildungshochschulzugangsverordnung. For this purpose, the applicant must take an oral examination lasting approximately 60 minutes, in which knowledge and skills relating to the requirements of the study course and the course content are to be tested. The examination is conducted in a virtual classroom or by video conference. The examination is conducted by two persons authorized to examine at ISM, or by one person authorized to examine and one person assisting. Upon request, part of the examination may be submitted as a written paper.

A **placement test** has to be completed if the candidate intends to start his studies in a higher than the 1st semester or when an approval of knowledge and skills due to the submitted documents is not possible. The placement test has to take place before the beginning of studies. The candidate has to notify to the admission board previously of the classification test the courses and / or modules (examination subject) that are intended to be approved. The admission board determines on basis of the application qualified lecturers as examiners. The applicant is invited through a notification, stating the examiners, examination subjects and examination form. To a maximum of 50% of the total ECTS points of the study course may be approved in this way.

A record will be made of the results, in particular recognizable knowledge and skills, the section of the bachelor degree course at which the studies are to be taken up, and any requirements. The record is to be signed by the examiners. The applicant is to be informed in writing of the result of the placement test.

The admission committee makes the decision regarding the admission of an applicant.

§ 8 Allocation of Study Places

Study places are allocated by the admissions committee.

After receiving the admission to a degree course, the applicant must respond by a fixed date or else the applicant's right to the offered place to study will expire.

There is no legal claim to a place in a degree course.

§ 9 Costs

ISM can collect a fee for the application process according to the current fee regulation.

§ 10 Documentation and Data Protection

The collected data are to be treated and preserved according to the data protection laws in force. They may be used anonymously within ISM for research purposes.

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