**IU** INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

# M.A. GROWTH HACKING FOR

# ENTREPRENEURS

## Individual application for recognition/

## Crediting of previous achievements for the study programme

Do you have any work experience or have you already studied at another university? Then use our "Individual Application for the Recognition of Previous Achievements".

Please read our guidelines in advance. Here you will find important information on how to fill out the application and on the transfer process of previous achievements.

We will be happy to check in advance whether and to what extent we can recognize your achievements. You do not have to enroll straight away!

We only need simple (i.e. not certified) copies of your relevant certificates.

− First you fill in the field with your personal data.
− **On page 3** you will find an overview of all modules and courses in your programme. Please check whether you can document relevant previous experience based on our curriculum. Now select the modules/courses for which you would like to receive credit and enter the relevant information.
− **Important:** Compare your previous academic achievements or verifiable professional experience with the content of the individual modules. You can find the module descriptions in the "Module Handbook".

**Example:** In this excerpt you can see how you should fill in the table (examples in **bold**):

| Module | Course-Code | Course-Name | ECTS-CP | Type of achievement (e.g.university course, professional experience etc.) | Institution | ECTS-CP/ Workload | Recognized/credited ECTS-CP | Reason für denial |
|---|---|---|---|---|---|---|---|---|
| Leadership 4.0 | DLBWPLS01-E | Leadership 4.0 | 5 | **Seminar, SS 2009** | **Sample university** | **5 ECTS/ 5 SWS** | To be filled in by our university | To be filled in by our university |
| Computer Training | BCTR01-01 | Computer Training | 5 | **Activity as a customer advisor** | **Sample company** | **2015-2018 40h/Week** | To be filled in by our university | To be filled in by our university |

− Finally, you submit your application including the necessary documents (see checklist): **Done!**

**Our tip:** To help us process your application even faster, it is helpful if you name your documents by Content_FirstName_LastName. **For example:**

Certificate_Max_Sample

**RECOGNITION**
M.A. GROWTH HACKING FOR ENTREPRENEURS 60
ECTS (MAGHE-60)

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

## WHAT COMES NEXT

1. We will confirm the receipt of your application and request further documents if needed.
2. We will send you a message as soon as we have forwarded your processed request to the examination board for final approval.
3. You will get the result of your recognition.
4. We will forward the result of the recognition to the examination office so that your recognized achievements are recorded in your performance overview in myCampus. However, this will only happen after your official enrollment.

In the event that the start of your studies overlaps with the review of your application for recognition Please do not enroll in any of the courses for which you have applied for recognition when you start your studies. We can only register your recognized courses after the recognition process has been completed and after your enrollment.

**Your advantage:** You are not bound to a fixed schedule when choosing courses, you are completely flexible.

**In case of new study programs, the new modules are only available at the beginning of the respective semester** (see study schedule full-time model in the download area of the website).

**Note:** Once you have registered for recognition of prior learning, you will no longer be able to take an exam in this course If you have registered for an examination for a module that is also being reviewed for recognition, your application for recognition for this module is invalid according to § 7 (1) of the IU International University of Applied Sciences general Examination Regulations.

## INDIVIDUAL APPLICATION FOR THE STUDY PROGRAMME M.A. GROWTH HACKING FOR ENTREPRENEURS 60 ECTS (MAGHE-60)

| Personal data | |
|---|---|
| ☐ 1. Application for recognition | ☐ _____ Follow-up application for recognition |
| Title[1] | |
| First name[1] | Last name[1] |
| Street[1] | |
| Postal Code[1] | City[1] |
| Phone[1] | E-Mail[1] |
| Matriculation number (alternatively: date of birth) [1] | |

[1] Required fields

Misprints and errors reserved.                    5.0

**IU** INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

## FUNDAMENTAL AREA[3]

| Module | Course Code | Course name | ECTS-CP | Type of achievement (e.g.university course, professional experience etc.) | Institution | ECTS-CP/Workload | Recognized/credited ECTS-CP[1] | Reason for denial[2] |
|---|---|---|---|---|---|---|---|---|
| Advanced Growth Hacking | DLMGHAGH01 | Advanced Growth Hacking | 5 | | | | | |
| Business Model Design | DLMIEEBMD01 | Business Model Design | 5 | | | | | |
| Lean Start Up | DLMIEELSU01 | Lean Start Up | 5 | | | | | |
| Project: Growth Hacking Tools | DLMGHPGHT01 | Project: Growth Hacking Tools | 5 | | | | | |
| Applied Research | DLMAF01_E | Applied Research | 5 | | | | | |
| Seminar: Current Topics of Innovation and Entrepreneurship | DLMIEESCTIE01 | Seminar: Current Topics of Innovation and Entrepreneurship | 5 | | | | | |
| Project: Growth Hack Development | DLMGHPGHD01 | Project: Growth Hack Development | 5 | | | | | |

1 ECTS-CP = 30 hours

[1] to be filled in by the examination board

[2] Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

3

Misprints and errors reserved.                                    5.0

IU | INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

## ELECTIVE A[4]

| Module | Course Code | Course name | ECTS-CP | Type of achievement (e.g.university course, professional experience etc.) | Institution | ECTS-CP/Workload | Recognized/credited ECTS-CP[1] | Reason for denial[2] |
|---|---|---|---|---|---|---|---|---|
| Innovation and Sales | DLMBIE01-01 | Innovation and Entrepreneurship | 5 | | | | | |
| | DLMBSPBE02 | Sales and Pricing | 5 | | | | | |
| Digital Transformation | DLMIEEEDT01 | Disruptive Innovation | 5 | | | | | |
| | DLMADTHPDT01_E | Hybrid Project Management in Digital Transformation | 5 | | | | | |
| E-Commerce | MWEC01-01_E | E-Commerce I | 5 | | | | | |
| | MWEC02-01_E | E-Commerce II | 5 | | | | | |
| SEA and Social Media Marketing | DLMOMSSMM01_E | SEA and Social Media Marketing | 5 | | | | | |
| | DLMOMSSMM02_E | Project: Paid Media | 5 | | | | | |
| Neuromarketing | DLMDIMENM01 | Neuromarketing | 5 | | | | | |
| | DLMDIMENM02 | Project: Online-Neuromarketing | 5 | | | | | |

1 ECTS-CP = 30 hours

[1] to be filled in by the examination board

[2] Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

[4] One elective module of 10 ECTS-CP has to be chosen.

Misprints and errors reserved.                    5.0

IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

| Module | Course Code | Course name | ECTS-CP | Type of achievement (e.g.university course, professional experience etc.) | Institution | ECTS-CP/Workload | Recognized/credited ECTS-CP[1] | Reason for denial[2] |
|---|---|---|---|---|---|---|---|---|
| Product Development and Design Thinking | DLMBPDDT01 | Product Development | 5 | | | | | |
| | DLMBPDDT02 | Design Thinking | 5 | | | | | |
| Performance Marketing | DLMOMPMSS01_E | Performance Marketing: Search and Social | 5 | | | | | |
| | DLMOMPMAM01_E | Performance Marketing: Affiliate and Mail | 5 | | | | | |
| Marketing Project and Agile Project Management | DLMMFS01_E | Marketing Project | 5 | | | | | |
| | DLMIEEAPM01 | Agile Project Management | 5 | | | | | |
| Data and Conversion Rate | DLMOMDDMC01_E | Data Driven Marketing | 5 | | | | | |
| | DLMGHPCRO01 | Project: Conversion Rate Optimization | 5 | | | | | |
| Consumer Behavior and Growth Hacks | DLMBCBR01 | International Consumer Behavior | 5 | | | | | |
| | DLMGHSPCGH01 | Seminar: Previous and Current Growth Hacks | 5 | | | | | |
| Data Science and Analytics | DLMBDSA01 | Data Science | 5 | | | | | |
| | DLMBDSA02 | Analytical Software and Frameworks | 5 | | | | | |

1 ECTS-CP = 30 hours

[1] to be filled in by the examination board

[2] Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

[4] One elective module of 10 ECTS-CP has to be chosen.

Misprints and errors reserved.                    5.0

| Module | Course Code | Course name | ECTS-CP | Type of achievement (e.g.university course, professional experience etc.) | Institution | ECTS-CP/Workload | Recognized/credited ECTS-CP[1] | Reason for denial[2] |
|---|---|---|---|---|---|---|---|---|
| Big Data Applications | DLMDSBDT01 | Big Data Technologies | 5 | | | | | |
| | DLMBBD01 | Data Utilization | 5 | | | | | |
| IT Project and Architecture Management | DLMBITPAM01 | IT Project Management | 5 | | | | | |
| | DLMBITPAM02 | IT Architecture Management | 5 | | | | | |
| Leadership and Change | DLMBLSE01-01 | Leadership | 5 | | | | | |
| | DLMBCM01 | Change Management | 5 | | | | | |
| Artificial Intelligence | DLMAIAI01 | Artificial Intelligence | 5 | | | | | |
| | DLMAISAIS01 | Seminar: AI and Society | 5 | | | | | |
| Start Up Lab | DLMIEESUL01 | Start Up Lab | 10 | | | | | |

1 ECTS-CP = 30 hours
[1] to be filled in by the examination board
[2] Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

[4] One elective module of 10 ECTS-CP has to be chosen.

Misprints and errors reserved.                     5.0

iu | INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

# Your checklist: Everything done?

**We need these documents to check your recognition:**

Please send us simple copies, as we cannot return your documents to you.

We will be happy to review your application even without certified copies.*

## RECOGNITION OF ACHIEVEMENTS FROM A COURSE OF STUDY (UNIVERSITY ACHIEVEMENT)

☐ Transcript/ Performance overview of the achieved study achievements and ECTS-CP/number of hours

☐ Module handbooks & course content (German or English)

☐ In case of study achievements at foreign universities: Overview of their evaluation system

## CREDITING OF CERTIFICATES (MASTER´S LEVEL)

☐ Description of the imparted contents and/or proof of the temporal extent

☐ In the case of further qualification achievements at foreign institutes: Overview of the assessment system

## CREDITING OF ACHIEVEMENTS FROM WORK EXPERIENCE

☐ Official proof of activity of the employer
(including the following information: Detailed description of the function, the tasks as well as the period of time).
  – Please use the form "Employer confirmation" for this purpose. You can find it in our online recognition area, where you will also find your individual application form
  – Or, alternatively, submit a qualified job reference (including all the above information)

If you have any questions, please contact our student counselling service.

*IU Internationale Hochschule GmbH reserves the right to request certified copies in case of doubt.

Misprints and errors reserved.                    5.0

## TO BE COMPLETED BY THE UNIVERSITY[1]

Previous achievements to the extent of _____ ECTS-CP will be recognized/credited via the courses marked in the table.

☐  Sufficient proof of achievements was submitted

This request was processed on:  _____

The decision about the creditability of the achievements is made by the examination board. The recognition decision was reviewed and approved by the examination board of the IU International University of Applied Sciences.

This notice was created by machine and is valid without signature.

**Information on legal remedies**

An appeal against this decision can be lodged in writing or on record with the Examination Board of IU International University of Applied Sciences within one month of notification. ([recognition-online@iu.org](mailto:recognition-online@iu.org))

Further proof or missing documents must be submitted within 2 weeks after receipt of the appeal. If the objection is not substantiated, a decision will be made on the basis of the files.

In case of an appeal, the entire recognition decision will be reviewed again. We expressly point out that a deterioration with regard to the recognized ECTS number is possible.

[1] Will be filled in by the university
*IU Internationale Hochschule GmbH reserves the right to request certified copies in case of doubt.

Misprints and errors reserved.                                        5.0