

Confirmation of academic success¹

Name: Lilla KOVACS

Student ID number: 12009371

Program: Master's Degree Program in Marketing

Enrolled since: fall semester 2020/21

Semesters: 1

Date of calculation: April 15, 2021

Lilla KOVACS has completed courses and exams worth a total of 37.5 ECTS credits within a period of 1 semesters². Her grade point average³ is 1.20.

This information is valid as of the date of calculation given above.

¹Calculation of academic success:

- Performance criteria grade point average and academic progress are each weighted 50%.

²Calculation of academic progress:

- total number of ECTS credits earned/number of semesters enrolled (in the program in question)
- ECTS credits earned for exams taken before enrollment in the WU program in question and subsequently recognized are not included in the calculation.
- ECTS credits earned for exams taken after enrollment in the WU program in question and subsequently recognized are included in the calculation.
- Leave semesters are not taken into account.

³Calculation of the grade point average:

- Grades x ECTS/total ECTS of all completed courses
- Only numeric grades are included in the calculation (1 excellent – 5 fail) pursuant to § 72 (2) of the Universities Act 2002. "Pass/fail" evaluations are not included in the calculation.
- Subsequently recognized numeric evaluations are included in the calculation, regardless of examination date.
- Please note: The number of ECTS credits behind the calculated grade point average may not accurately reflect student progress if subsequently recognized examinations were included in the calculation.

	Signatory	C=AT, ST=Wien, L=Wien, O=Wirtschaftsuniversität Wien - WU, OU=IT-Services / Bach, CN=WU Signatur Service, E=bach-sig@wu.ac.at
	Serial number	85297642395581012860793920344
	Issuer	C=AT, ST=Wien, L=Wien, O=e-commerce monitoring GmbH, OU=GLOBALTRUST Certification Service, CN=GLOBALTRUST GOVERNMENT 1, E=info@globaltrust.eu
	Date	2021-05-26
Verification	https://www.signaturpruefung.gv.at	
	https://bach.wu.ac.at/validate	
Note	This document was signed with an official signature. According to §20 E-Government-Act a printout of this document has the probative value of an official document.	
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Transcript

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Degree program identification no.

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KOVACS, BA

Lilla

Fleischmannsgasse, 4., 17

1040 Wien

Date of birth:

04/24/1998

Degree program

Master's Degree Program in Marketing

The following examinations were completed:

Examination and name of assessor	Type +)	Credit hours	ECTS *)	Date	Grade *)
The Role of Marketing in a Knowledge-Based Society Assoz.Prof PD Dr. Christina Holweg	PI	1	2.50	10/04/2020	excellent
Global Marketing Strategy o.Univ.Prof. Bodo B. Schlegelmilch	PI	2	5.00	11/26/2020	excellent
Marketing Research Design and Analysis Univ.Prof. Dr. Nils Wlömert	PI	3	7.50	12/09/2020	excellent
Customer-Centric Management Univ.Prof. Dr. Martin Schreier	PI	3	7.50	12/22/2020	good
Consumer and Buyer Behavior Univ.Prof. Dr.Dr. Bernadette Kamleitner	PI	2	5.00	01/21/2021	excellent
Presenting or Negotiating in a Foreign Language English Kurt Anton Ubelhoer, B.A.,M.A.	PI	2	5.00	01/22/2021	excellent
Personal Skills Assist.Prof. Dr. Baris Pascal Güntürkün	PI	2	5.00	03/26/2021	excellent
- E n d o f l i s t -					

Key:

- +) AG = workshop, DP = diploma examination, EX = field trip, FP = subject examination, FS = Research Seminar, KV = tutorial discussion, LVP = class examination, MP = Module Examination, OL = introductory lecture, OT = introductory tutorial, PI = course with continuous assessment of student performance, PR = placement, PS = introductory seminar, PV = specialist (research) seminar, RE = revision class, SE = seminar, SO = other class, TP = major degree examination, UE = complementary tutorial, UV = pilot course, VO = lecture, VP = minor degree examination, VUE = Lecture with interactive elements
- *) Grades: If passed: 'excellent' (1), 'good' (2), 'satisfactory' (3), 'sufficient' (4), 'P/F - Pass' (successfully completed), 'waived', 'different scale', 'pass'
If failed: 'fail' (5), 'P/F - Fail' (not completed), 'failed'
-) ECTS: European Credit Transfer System (according to curriculum)
- x) Credit transfer

Date: 05/26/2021

On behalf of the Vice Rector for Academic Programs and Student Affairs in her capacity as representative for study regulations and academic legislation:

Dr. Karin GIESE

DVR 0012343

Transcript

1	2	0	0	9	3	7	1
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Degree program identification no.

U	J	0	6	6	9	6	7				
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KOVACS, BA

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1040 Wien

Date of birth:

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Degree program

Master's Degree Program in Marketing

	Signatory	C=AT,ST=Wien,L=Wien,O=Wirtschaftsuniversität Wien - WU,OU=IT-Services / Bach,CN=WU Signatur Service,E=bach-sig@wu.ac.at
	Serial number	85297642395581012860793920344
	Issuer	C=AT,ST=Wien,L=Wien,O=e-commerce monitoring GmbH,OU=GLOBALTRUST Certification Service,CN=GLOBALTRUST GOVERNMENT 1,E=info@globaltrust.eu
	Date	2021-05-26
Verification	https://www.signaturpruefung.gv.at https://bach.wu.ac.at/validate	
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