

**Programme-specific appendix to the  
Education and Examination Regulations (EER)  
2016–2017**

Bachelor of Science programme

**Communication Science (CS)**

d.d. 01-09-2016

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## **1. Structure and content of the programme**

### **1a. Composition of the programme**

The programme consists of three academic years (B1, B2 and B3) of 60 EC each. The academic timetable for the programme consists of two semesters per year, each semester consisting of two quarters of ten weeks each. Every quarter, a student takes part in one unit of study, a 'module' of 15 EC (420 hours). The global overview of the programme structure is given in Table 1.

Each module is composed of a number of module components. The central component of every module is a project. The other components (learning-teaching trajectories), such as theory, research methodology, and skills are clustered around this project. Students use the knowledge and skills gained in these components to do the project. Different scientific disciplines and approaches are applied in every project. Within the module, students work in groups on project-oriented assignments and gain new knowledge independently (under the support and supervision of tutors). Such a teaching approach requires a variety of assessment forms – individual and group assignments, individual written tests, group papers and presentations, etc. – which are applied at different phases along each module. More detailed information on the exam formats can be found in the module descriptions in Osiris and at the Blackboard site of each module.

### **Bachelor's Thesis**

In the Bachelor's thesis at the end of the third year of the programme (introduced in quarter 3.3, and continued in quarter 3.4, the last module), students show their acquisition of the competences specified in the intended learning outcomes of the programme. The Bachelor's thesis is a research-oriented assignment, with justified choices towards theoretical, empirical, or practice and design contribution to existing knowledge within the Communication Science field of inquiry. The Bachelor's thesis assignment has a coherent structure and time frame. More details can be found in OSIRIS and Blackboard.

**Table 1: Curriculum 2016–2017, BSc Communication Science (CS)**

Year. Quarter	Module Code	Module name	Examiner	EC
<b>B1: First year</b>				
1.1	201600094	Going Viral	Galetzka, dr. M.	15
1.2	201600095	Damage Control	Gosselt, dr. J.F.	15
1.3	201600096	User Experience	Karreman, dr. J.	15
1.4	201600097	Persuasive Technology	Hoof, dr. J.J. van	15
<b>B2: Second year</b>				
2.1	201500048	Technical and Intercultural Communication	Pothof, S.J. MSc.	15
2.2	201400237	Social Media and Networks	Deursen, dr. ing. A.J.A.M. van	15
2.3	201400238	Corporate en Organisatiecommunicatie	Gosselt, dr. J.F.	15
2.4	201400239	Marketing Communication and Consumer Behaviour	Fenko, dr. A.	15
<b>B3: Third year</b>				
3.1		Minor, internship or exchange		15
3.2		Minor, internship or exchange		15
3.3	201500168	Reflectie in de Communicatiewetenschap	Vuuren, dr. H.A. van	15
3.4	201500169	Bacheloropdracht CW	Tempelman, drs. M.H.	15

The following units must also be completed; for more information, see 7a.

<b>Code</b>	<b>Name</b>
192480300	Test subject hours, B1
192480400	Test subject hours, B2 and B3

### **1b. Study load of the programme and of each of the units of study**

The programme has a study load of 180 EC. The study load of each of the study units making up the programme is listed in EC in Table 1. 1 EC = 28 hours of study.

### **1c. Other programme-specific characteristics**

The programme is a fulltime programme.

### **1d. Excellence programmes**

For students obtaining excellent results there are two options for doing something extra above and beyond the standard programme: the Star programme and the UT Bachelor's Honours programme.

#### **The Star programme**

A Star programme is offered in five out of the eight core modules of the programme (in modules 1.2, 1.3, 1.4, 2.3 and 2.4). Participation in a Star programme implies that the selected students will do an individual assignment in relation to the topic of the module.

Students will be selected to participate in a Star programme. Details of the selection procedure will be announced before the start of a module. There will be a separate selection procedure for each of the five modules which is directed at selecting approximately 10% of the students. Successful participation in this programme, including the total number of Stars obtained, will be mentioned on the diploma

supplement. Successful participation in the Star programme of at least three modules may result in graduating with distinction. See section 8d.

### **The UT Bachelor's Honours programme**

This programme starts every year in February and is for the top 5% of first-year students of each study only. Over nearly one and a half years, students follow a programme of 30 EC. Three variants are offered, in science, design and mathematics. Students work in interdisciplinary groups and learn about great scientists or designs, learn to ask questions about everyday scientific situations, learn how to write their own research proposal and make a joint final work. More information can be found at the website of the honours programme: <https://www.utwente.nl/excellentie/en/honours/>.

## **2. Aims and final attainment targets**

### **2a. Aims of the programme**

The aims of the programme are related to the following educational aims (academic profiles):

1. Knowledge on and insight into theories and methods of the discipline of Communication Science and related disciplines.
2. Scientific competences (researcher).
3. Applied scientific competences (designer, consultant, policy-maker and manager).
4. General professional preparation competences.
5. General personal development.

### **2b. Final attainment targets**

1. Graduates from the bachelor programme Communication Science have specialist knowledge and understanding of theoretical and methodological principles of the discipline of communication science (and its related fields). They can apply the accepted communication science methods and techniques.

The profile of the educational programme builds on:

#### 1.1. The discipline of communication science:

- 1.1.1. General communication theories
- 1.1.2. Corporate and organizational communication
- 1.1.3. Marketing communication
- 1.1.4. Technical communication
- 1.1.5. Digital media

#### 1.2. Related disciplines (insofar as applicable to communication science):

- 1.2.1. Social & cognitive psychology, specifically: Behaviour change, Consumer psychology and Media psychology
- 1.2.2. Human-technology interaction, specifically: Persuasive technology, Appropriation of technology and Usability & User experience
- 1.2.3. Philosophy, specifically: Ethics, Philosophy of communication and Philosophy of science & technology
- 1.2.4. Organization science, specifically: Leadership, Innovation and change, Strategy and Culture
- 1.2.5. Design research, specifically: Product design, Environmental design and Visual communication

2. Competences related to functioning as a scientific researcher. Graduates from the bachelor programme Communication Science:
  - 2.1 Are familiar with and have insight into the fundamental principles of social science research. In other words, with the general principles, methods and concepts of scientific research, methods of data collection, processing and interpretation, principles of statistics and methodology, interpretation and evaluation of research, specific types of research (quantitative and qualitative) for problem analysis and (field) experiments.
  - 2.2 Have experience with the execution of the core tasks of the scientific researcher: formulating the statement of the problem, literature research, research set-up, data collection and processing, reporting geared to other professionals.
  - 2.3 Are able to navigate in knowledge files that are relevant for communication studies research. They know how to effectively localise, collect, evaluate, select, connect and integrate information and make it transferrable with the aid of modern media tools.
  
3. Competences related to functioning as a designer, consultant, policy-maker and manager. Graduates from the bachelor programme Communication Science:
  - 3.1 Are able to make integrated use of scientific knowledge and research and practical knowledge (professional literature) when analysing and resolving complex communication-science design issues.
  - 3.2 Know how to analyse and resolve complex communication-science problems systematically and interrogatively, including implementation and evaluation.
  - 3.3 Are able to structure complex communication problems in abstract models. For this purpose, the graduates from the bachelor programme Communication Science have an extensive repertoire of knowledge and skills relating to the application of communication-science research and design methods and supporting resources, such as information and communication technology. This repertoire is linked to thorough knowledge of the discipline and familiarity with the vocabulary used and prevailing culture.
  - 3.4 Possess the skills to strategically communicate knowledge, insights and solutions verbally and in writing, taking the context into account.
  - 3.5 Possess a critical and reflective intellectual capacity that is of sufficient quality to evaluate the quality of their own work (products and processes) and that of other people.
  - 3.6 Are aware of the significance of communication science in relation to organisational science aspects, other fields of study and societal relationships and developments, and know how to operate while taking account of various stakeholders.
  
4. General professional preparation competences. Graduates from the bachelor programme Communication Science:
  - 4.1 Possess an academic level of thought and reasoning. They have the capacity to:
    - 4.1.1 Think critically, consistently, logically and creatively.
    - 4.1.2 Make connections between various concepts and to reflect on these connections.
    - 4.1.3 Be aware of the influence of their own and other people's values and standards and possess argumentation skills.
  - 4.2 Are able to work with great initiative, independently and in a goal-oriented manner.
  - 4.3 Possess the attitude and skills to initiate their own learning process, to shape it and guide it (lifelong learning) and to achieve professional growth.
  - 4.4 Are able to work in a team, both in their own discipline and in cooperation with other disciplines.
  - 4.5 Are able to work on a project basis (planning, coordination, cooperation).
  - 4.6 Possess strategic insight and the required communicative skills (written and verbal) for goal and target group-oriented communication.

- 4.7 Possess the attitude and ability to reflect on their own performance, to learn from it and to alter behaviour and actions if necessary.
  - 4.8 Possess sufficient social skills to be able to communicate effectively in the professional field with clients, scientists, colleagues, managers and subordinates, cooperating or involved parties, etc.
  - 4.9 Are aware of their own values and standards and the accepted values and standards for the discipline and professional practice and take account of the ethical aspects of their own actions and communication.
  - 4.10 Possess the ICT skills that are required for functioning as a professional communication scientist in practice.
- 5 General personal development. Graduates from the bachelor programme Communication Science:
- 5.1 Have an eye for scientific and social developments.
  - 5.2 Have an awareness of responsibility in relation to their actions.
  - 5.3 Have a quality-conscious attitude in relation to their work and products.
  - 5.4 Are able to give and receive feedback and to respond effectively to feedback.
  - 5.5 Have acquired experience with knowledge, methods and techniques, vocabulary and culture of another discipline (minor), which has enabled them to develop a broader or deeper view of the scientific fields and/or broadened their social and cultural horizon due to internship or studies abroad.

## **2c. Continuation to the master's programme**

A successful examination for the programme automatically qualifies students for immediate acceptance into the one-year Master of Science programme Communication Studies.

## **3. Examination and exams**

### **3a. Examination**

The programme ends with the Bachelor examination. A student passes the Bachelor examination when all study unit exams, including the bachelor thesis, have been passed successfully.

### **3b. Assessment schedule (see article 4.4 Education and Examination Regulations)**

Following the principles of the Twente Educational Model (TEM), the exam format of each of the modules (including the minor modules) consists of a mixture of assessment methods. These may include individual and group assessments, such as written tests and reports and different forms of presentations (poster, verbal, paper). For each TEM module an assessment schedule is defined, which is published on Blackboard before the start of the module in question. See article 4.4.

### **3c. Required sequence of exams / prerequisites**

The formal sequence of the modules and their exams is the order as recorded in Table 1. Deviating from the sequence of modules as recorded in Table 1 will be allowed in case:

- The student fails (does not successfully pass) one or more modules.
- The student enters the programme in the course of the academic year, at a moment when one or more preceding modules cannot be followed any more.

A: Prerequisite knowledge for study units / modules

Prerequisite knowledge is required in the last year of the programme:

Study unit / module	Prerequisites
Bachelor Thesis B3:	B1 and B2 successfully passed
Elective space B3 (30 EC first semester):	
<ul style="list-style-type: none"> <li>• Internship</li> <li>• High Tech Human Touch modules</li> <li>• Join-in minors</li> <li>• Crossing Borders, Educative minor, Board minor</li> <li>• Elective courses (for example from another university)</li> <li>• Studying abroad</li> </ul>	<ul style="list-style-type: none"> <li>• B1 and B2 successfully passed</li> <li>• At least 90 EC successfully passed</li> <li>• B1 and B2 successfully passed</li> </ul>

B: Prerequisites within a study unit

Should prerequisites apply within a study unit (e.g., students may only take part in an test if the previous assignment was successfully completed), then the examiner must make this requirement known through Blackboard to the participating students in advance of the start of the study unit.

#### 4. General information

##### 4a. Admission to the programme

In addition to article 2.3 of the Teaching and Examination regulation and the admission regulations laid down in the web brochure 'Colloquium Doctum', this article refers to the following admission regulation.

##### Dutch students:

- Pre-university education: VWO (profile Economie & Maatschappij, Natuur & Gezondheid, Natuur & Techniek or Cultuur & Maatschappij);
- HBO: hbo-propedeuse in a related field and sufficiently proven Mathematics and English.

##### Foreign students:

- Pre-university school-leaving certificate equivalent to the Dutch VWO-certificate (i.e. German Abitur, Belgian 'Diploma van Secundair Onderwijs', International or European Baccalaureate <http://www.utwente.nl/en/education/bachelor/admission/diplomas/>) and
- Sufficient level of Mathematics and English subject to school-leaving certificate (i.e. German Abitur certificate with "Mathematik und Englisch bis zum Abitur") or completing the University of Twente entrance exam).

##### 4b. Language of teaching and exams

For students who start with the programme in the academic year 2016/2017 the complete programme is in English. This means that the language of instruction and examination of the first year modules is English.

For students who started with the programme in the academic year 2015/2016 or before, the programme is primarily taught in Dutch. This means that the primary language of teaching and examination of second and third year modules is Dutch. However, part of the programme is taught in

English because it is considered important to prepare the students for an English taught master programme and because of the international focus of the programme. This concerns the modules Technical and Intercultural Communication, Social Media and Networks, and Marketing Communication and Consumer Behaviour. In these modules:

- All study materials are in English.
- All classes (seminars, workshops, practicals, and others) are taught in English.
- All tests and test components are composed in English, but students may answer in Dutch or English.

#### 4c. Elective options

- In the programme students have, after two years of obligatory modules, a half year in which individual choices direct their exam programme to a large extent. In the third year, first semester, students can choose between a 30 EC **study abroad, internship or** a 30 EC **minor** or equivalent at the UT.
- More information about spending (a part of) a semester abroad can be found on the Faculty BMS study abroad website. Students who opt to stay in Twente to fill their elective space, can choose from a number of High-Tech Human-Touch minor modules, the Crossing Borders minor, and a number of “join-in minors” and “in-depth minors”. For the most recent information on the modules that are being offered please consult the UT website: [www.utwente.nl/minor](http://www.utwente.nl/minor)

#### 4d. International cooperation

In the first semester of the third year, students can choose between study abroad and a minor offered by the UT. Students that choose study abroad can select a partner university in or outside Europe.

More information on study abroad is given on the Faculty BMS study abroad website:

<https://www.utwente.nl/en/organization/structure/faculties/bms/education/study-abroad/>.

The minor Crossing Borders offers another opportunity to students who are eager to gain international experience. More information on the minor Crossing Borders is available on the minor’s website:

<https://www.utwente.nl/en/education/electives/minor/crossing-borders-educative-minor-board-minor/>

#### 4e. Programme Committee

The members of the educational programme committee are appointed by the Dean of the faculty. The members are recruited from students and teaching staff members of both the Bachelor’s programme Communication Science and the Master’s programme Communication Studies on an equal basis (50% students and 50% staff members). The most up-to-date composition of the committee can be found at the webpage of the programme committees:

<https://www.utwente.nl/en/organization/structure/faculties/bms/education/committees/>.

The tasks of the programme committee are:

- Giving advice on the Education and Examination Regulations (EER):
- Assessing, on a yearly basis, the manner in which the Education and Examination Regulations (EER) are carried out;
- Giving advice – solicited or unsolicited – to the programme management and the Dean on all matters relating to the teaching in the bachelor of science programme Communication Science.

#### 4f. Examination Board

The Examination Board is the body that determines in an objective and expert manner whether a student meets the conditions set under the Education and Examination Regulations (EER) concerning the knowledge, comprehension and skills required to obtain a degree. Members of the Examination Board are appointed by the Dean of the faculty.

The Board’s main tasks are described in paragraph 5.1 of the common elements of this EER. More information, including the most up-to-date composition of the Board can be found at the webpage of

the Examination Boards:

<https://www.utwente.nl/en/organization/structure/faculties/bms/education/committees/>.

Correspondence with the Board for CS students goes through ExamencommissieBMS@utwente.nl. For more information contact the clerks' office on (+31 (0)53 489) 1049 / 2402.

## 5. Transitional arrangement

The following first-year units of study / modules have been deleted from the programme:

201500107	Communicatietheorie en Ontwerpen
201500110	Taal, Tekst en Beeld
201500109	Communicatiekanalen en Mediagebruik
201500108	Onderzoek in de Communicatiewetenschap

Students (cohort 2015/2016) who started but did not complete one or more of these modules, get the opportunity to finish the module(s) within the academic year 2016/2017. The content and format of these individual arrangements and the time when the tests have to be made will be defined in consultation with the programme coordinator and the module coordinator.

## 6. Regulations concerning the first year

### 6a Binding Study Recommendation

The UT enforces a binding recommendation for all Bachelor's programmes (see article 6.3).

Students in the CS programme will receive a positive recommendation if they have

1. completed at least three complete modules (45 EC)
- OR
2. completed at least 75% of the first-year study load (300 out of 400 percentage points module component weighting factors, as registered in OSIRIS); provided that students have no more than one insufficient grade in each *learning-teaching trajectory* (the four learning-teaching-trajectories in the first year are: Project, Theory, Research Methodology and Skills).

The programme board can decide to defer the final recommendation to the second academic year, for instance due to a study switch or personal circumstances. In case of personal circumstances:

1. **Notification:** students should report to the study adviser as early as possible that their study is or might be delayed. A study plan may then be drawn up. This study plan will be included in the student's BSA file.
2. **Assessment after module 1:** in consult with the adviser, students can apply at an early stage for an assessment of his/her circumstances by the Committee Personal Circumstances (CPO). This is only done in cases for which non-assessment can have a negative influence on the student's personal situation.
3. **Assessment in regular cases:** students should apply for an assessment (in consult with their study adviser) when they cannot meet the BSA standard. They have to submit the application before **30 June 2017**. Depending on the circumstances, the application should be underpinned with supporting documents (see: <https://www.utwente.nl/ces/sacc/en/regulations/bsa/>).
4. **Interview with a student counsellor:** students must arrange a meeting with a student counsellor before 30 June (the meeting should take place before 15 July 2017). The student counsellor can help students to formulate their problem (own written statement) as well as advice on other (financial) regulations that might be applicable.

5. **Recommendation of the CPO:** the Committee Personal Circumstances (CPO) will assess the legitimacy, the expected duration and the severity of the students' personal circumstances and gives a recommendation to the Programme Board (students will receive a copy).
6. **Decision of the Programme Board:** the final binding recommendation (positive, negative or deferred) will be made, taking into account the ruling of the CPO.
7. Students may appeal against this decision to the central complaints desk (see: [https://www.utwente.nl/ces/studenten/onderwijs/en/complaints\\_desk/](https://www.utwente.nl/ces/studenten/onderwijs/en/complaints_desk/))

**6b. Period of validity of test and test-component results (see article 4.1.9 Education and Examination Regulations)**

Test and test-component results are only valid in the academic year in which they were obtained and in the next academic year, counted from the initial starting point of the module.

Students who partly but not entirely completed a module, have to retake the tests and test components that they did not pass in the next academic year. Those tests and test components will have the same format as in the previous academic year (when the student started with the module).

Students who have to retake the tests and test components to complete a module that they started with have to submit a study plan to the study advisor before the start of the next academic year. This study plan should include a time schedule of their planned study activities per quarter (modules and tests).

**7. Regulations concerning the second and third year**

**7a. Period of validity of test and test component results (see article 4.1.9 Education and Examination Regulations)**

Test and test-component results are only valid in the academic year in which they were obtained and the next academic year, counted from the initial starting point of the module.

Students who partly but not entirely completed a module, have to retake the tests and test components that they did not pass in the next academic year. Those tests and test components will have the same format as in the previous academic year (when the student started with the module).

Students who have to retake the tests and test components to complete a module that they started with have to submit a study plan to the study advisor before the start of the next academic year. This study plan should include a time schedule of their planned study activities per quarter (modules and tests).

**8. Additional subject**

**8a. Interpretation of article 4.2 from the Education and Examination Regulations**

The module coordinator, who is also the module examiner, bears the final responsibility for the tests and test components that contribute to the indivisible exam grade of the module. The module coordinator bears the responsibility for the quality of the tests and for the administration and announcements of the results of tests and test components (in close cooperation with the teachers).

**8b. Interpretation of article 8.7 Hardship Clause from the Education and Examination Regulations**

When the reason for a student to refer to this article is related to the examination of a module, the request will be treated by the examination board.

When the reason for a student to refer to this article is related to the organisation of a module, the request will be treated by the programme director.

### **8c. Test subject scheme**

#### *Premise:*

The programme considers it important that the bachelor's students gain experience in empirical research in the role of test subject. This allows them to gain familiarity with different types of research and they can better prepare themselves for their own research activities in the context of their study. With these efforts, students contribute to the research of bachelor's and master's students, and academic staff. Part of the bachelor's exam is a compulsory test subject unit for a total of 15 hours, of which 10 hours must be completed during the first bachelor's year.

#### *Regulations:*

1. The students are obliged to participate as a test subject in BMS faculty research for a total of 15 hours. 'BMS faculty research' is understood to mean research that is carried out by or under the responsibility of a lecturer who teaches for the BMS faculty. If the obligation of 10 hours for the B1 is fulfilled, a P for Pass is entered on the list of grades under '192901900 B1 test-subject hours'. When the obligation of 5 hours for the bachelor's is fulfilled, a P for Pass is entered on the list of grades at '192902900 B2 and B3 test-subject hours'.
2. For passing the first academic year (concerns students of the 2012 group and earlier), 10 hours of these 15 hours must be completed. The remaining 5 hours must be completed before the bachelor examination.
3. The test-subject hours must have been completed by taking part in at least five different research projects.
4. The length of participation in a research project is rounded off to 15 minutes with a minimum of 15 minutes.
5. When a student appears at the study as a test subject as agreed, and the research study does not take place, the student will still receive the announced number of test-subject hours.
6. When a student does not appear at the study as a test subject as agreed (and has not cancelled before the deadline), 5 credits are deducted as 'penalty points'.
7. Students are deemed to participate seriously in the research and to be motivated in their efforts during an experiment/trial. The researcher may forgo the awarding of test-subject points in the event of clear and demonstrable minimal effort on the part of the student.
8. The registration of points proceeds electronically through the 'Sona systems' program at <http://utwente.sona-systems.com/>. Students can view their obtained test-subject points themselves using this system.
9. The lecturer or staff member responsible registers the number of obtained test-subject hours per research project in 'Sona systems'.
10. The first academic year can only be competed if the compulsory test-subject unit is passed.
11. The bachelor's diploma can only be obtained if the compulsory test-subject unit of the second and third bachelor's year is passed.
12. Research for which test-subject hours can be earned can be made known through either the notice boards in the canteen or through Sona Systems. The recruitment notice must always state the number of test-subject hours than can be earned.
13. The research information states where and with whom the student must sign up. The student him/herself is responsible for noting the time, place and contact person (don't forget the room and telephone number!).
14. Any cancellation for an experiment for which a student has signed up, must be effected directly with the contact person for that experiment.

15. The BMS faculty ensures that the number of offered participation opportunities is sufficient. Should a student be of the opinion that their foundation year or bachelor's diploma cannot be completed because there were insufficient test-subject opportunities, they can approach the Examination Board with a request for exemption for the remaining hours.
16. The Ethics Committee of the BMS faculty assesses (if applicable) whether the research meets the rules and standards set down in the faculty's Regulations for Ethics and Research.
17. This regulation applies to students who joined the intake in one of the bachelor's programmes in Psychology and Communication Science after 1 September 2006.

#### **8d. Graduation with distinction**

1. When a student has demonstrated exceptional ability in their bachelor's exams, this can be stated on the diploma with the words, 'Cum Laude'. Exceptional ability is the case when each of the conditions below is met:
  - a. The weighted average of the exam grades obtained in the B1, B2 and B3 modules for the bachelor's exams (excluding 30 EC for B3 electives) amounts to at least 7.5; or at least three of the maximum five Excellence stars were obtained;
  - b. The final grade for the final study unit (bachelor's thesis) is at least an 8;
  - c. All B1, B2 and B3 modules of the bachelor's exams (excluding 30 ECTS for B3 electives) were assessed with an exam grade of 7 or higher;
  - d. No graded work is redone;
  - e. The modules for which exemption was granted are excluded from the average of the exam grade;
  - f. Exemption is granted for a maximum of one third of the total educational programme;
  - g. The Bachelor's Programme is completed within 3 years, unless, in the judgement of the Examination Board, exceptional circumstances justify a greater exceedance. The acknowledged circumstances for granting graduate support are in any case included in such exceptional circumstances.
2. If these guidelines are not fully met, then the chair of the graduate committee may submit to the Examination Board a proposal for awarding the designation of 'with distinction'. In that case, the special circumstances and exceptionality of the achievement must be especially substantiated.