

MASTER'S CERTIFICATE

The private state-approved Hochschule Fresenius, University of Applied Sciences,
awards

Mr. Tobias Oskar Lassmann

born on 18th April 1996 in Münster / Germany

in recognition of successful completion of all module assignments and the Master's
examination on the degree program

Digital Management

in the Faculty of Economics & Media the degree of

Master of Arts (M.A.)

Overall Grade: 1.6 (good)

Köln, 2021-02-22



Prof. Dr. Tobias Engelsleben
President





Dr. Brinja Meiseberg
Vice Dean

ACADEMIC TRANSCRIPT

Mr. Tobias Oskar Lassmann,

born on 18th April 1996 in Münster / Germany

has successfully completed the degree program in Digital Management (Master of Arts) at the Faculty of Economics & Media in the private state-approved Hochschule Fresenius, University of Applied Sciences, in the winter semester 2020/21.

All module assignments and examinations leading to the award of the degree were completed successfully in accordance with the examination regulations of the Faculty of Economics & Media. A total of 120 ECTS points comprising the following grades and credit points was acquired:

Digital Management	Grade	Credits
Digital Entrepreneurship	2.3 (good)	5
Digital Economy	1.3 (excellent)	5
Digital Innovation	1.7 (good)	5
Digital Media	2.3 (good)	5
Digital Transformation	2.0 (good)	5
General Management		
International Management	1.0 (excellent)	5
Leadership & Strategy	1.7 (good)	5
Finance Management	2.7 (satisfactory)	5
Entrepreneurial Finance	2.0 (good)	5
Organization Management	1.3 (excellent)	5
Advanced Management		
Behavioral Decision Making	1.0 (excellent)	5
Business Ethics	1.0 (excellent)	5
Case Study I Management	1.7 (good)	5
Case Study II Entrepreneurship	1.3 (excellent)	5
Consulting & Marketing		
SP I: Consulting & Marketing	2.3 (good)	5
Social Media Management I		
SP II: Social Media Management I	2.7 (satisfactory)	5
Technical Applications & Data Management		
SP III: Technical Applications & Data Management	2.0 (good)	5
Electronic Commerce		
SP IV: Electronic Commerce	2.7 (satisfactory)	5

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Application oriented Management	Grade	Credits
Case Study III Business Plan	1.3 (excellent)	10
Master Thesis	1.0 (excellent)	20

Master Thesis

The Application of Chatbots in Private Universities - A Critical Analysis of Economic Potentials and Challenges

Overall Grade and total Credits: 1.6 (good) 120

Köln, 2021-02-22



Prof. Dr. Richard C. Geibel
Programm Director



Elke Merscher
Head of Examination Office