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[Verordnung über das Aufnahmeverfahren vor der Zulassung für das Masterstudium](#)

[Media and Convergence Management an der Universität Klagenfurt \(MCM-VO\)](#)

(APPENDIX 6 to the university bulletin issue 2, no. 6.6 - 2025/2026, 15.10.2025)

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**Regulation governing the special admission procedure
prior to admission to the Master's degree programme
Media and Convergence Management
at the University of Klagenfurt (MCM-VO)**

Pursuant to Section 63a Para. 8 of the Universities Act (Federal Law Gazette I 120/2002 in its current and valid version, hereinafter: UA) the Rectorate hereby orders the following, after consultation with the Senate:

Section 1 Scope of application

- (1) This regulation applies to all applicants for the Master's degree programme in Media and Convergence Management, regardless of their nationality.
- (2) The following groups are exempt from this regulation:
 1. Applicants who have previously been admitted on to the Master's degree programme in Media and Convergence Management at the University of Klagenfurt and whose admission has lapsed for one of the reasons specified in Section 68 Para.1 Clause 1 or 2 of the UA;
 2. applicants seeking temporary admission, in accordance with Section 63 Para. 5 Clause 1 of the UA, as part of a transnational EU, state or university mobility programme;
 3. applicants who have completed the Bachelor's degree programme in
 - a. International Business and Economics,
 - b. Digital Media, Culture, and Communication (DMC²), or
 - c. Robotics and Artificial Intelligenceat the University of Klagenfurt and who are seeking admission to the Master's degree programme in Media and Convergence Management.

Section 2 Number of new students

- (1) The number of new students for the Master's degree programme in Media and Convergence Management, offered exclusively in English, is set at 35 per academic year.
- (2) A slightly higher intake above the respective fixed number of new students is permissible.

Section 3 General information and competent authorities

- (1) Admission to the Master's degree programme in Media and Convergence Management takes place in accordance with the special admission procedure set out below.
- (2) The special admission procedure takes place once per academic year, allowing for students to take up their studies in the three semesters following the admission procedure.
- (3) The deadlines applicable to the special admission procedure are published on the university's website (<https://www.aau.at/en/study/studying-at-aau/applying/entrance-examination/>).
- (4) The procedure laid down in Section 5 shall be conducted in several phased tranches. The deadlines for the individual tranches and the number of places to be allocated in each tranche shall be published on the website of the University of Klagenfurt. The number of university places to be allocated in each tranche shall be determined in such a way that, in total, the number of places determined in accordance with Section 2 is reached.
- (5) The Programme Director responsible appoints an admissions committee comprised of at least three appropriately qualified persons to assess the applications. A contact person from the Admissions and Examinations Office shall participate in the meetings of the admissions committee.

Section 4 Conditions of participation and fee

- (1) Participation in the special admission procedure is subject to proof of having achieved the general university entrance qualification according to Section 64 Para. 3 UA, the timely registration for the special admission procedure enclosing the required documents, and the payment of a fee.
- (2) Applicants shall contribute to the costs incurred in the course of the special admission procedure by means of a fee to be determined annually by the Rectorate. The fee may not exceed three times the student fee pursuant to Section 38 Para. 2 of the Student Union Act (Federal Law Gazette I No. 45/2014 as amended).
- (3) The level of the fee for participation in the special admission procedure as well as the payment deadline will be published on the website of the University of Klagenfurt. The payment period is a set period and shall not be extended or reprieved.
- (4) The full amount must be paid within the specified period using the ePayment service provided by the University of Klagenfurt. The information required for this purpose will be provided within the registration portal during registration.
- (5) If the fee payment is not deposited in the account within the specified period of time or if it cannot be attributed to the applicant, the applicant shall be eliminated from the special admission procedure.
- (6) Without exception, fees cannot be refunded once paid. Fee payments that cannot be attributed and duplicate payments will not be refunded.

Section 5 The stages of the special admission procedure

- (1) The application documents must be uploaded to the registration portal of the University of Klagenfurt by the deadlines announced in accordance with Section 3 Para. 3.
- (2) The application documents are checked by members of the admissions committee and by the Admissions and Examinations Office for completeness, as well as for fulfilment of the formal criteria (Section 7) and personal requirements (Section 8).
- (3) Following the examination of the application documents, a list of applicants deemed by the committee to be suitable for the Master's degree programme in Media and Convergence Management is drawn up. These applicants may then be invited for a face-to-face interview (see Section 6 Para. 4) with members of the admissions committee. If required, the face-to-face interview can also be conducted via video conferencing.
- (4) In the event that a face-to-face interview is conducted, the member of the Rectorate responsible for the area of teaching will decide on applications for alternative examination methods as per Section 71b Para. 7 Clause 5 of the UA.
- (5) Based on the assessment of the submitted documents and the face-to-face interview where applicable, the admissions committee compiles a list in which applicants are ranked according to their qualifications. This list is passed on to the Rectorate.
- (6) In consultation with the Programme Director and the Rectorate, the Admissions and Examinations Office informs applicants of the outcome of the special admission procedure.
- (7) The Programme Director is authorised, before the start of the registration period or the registration period for the first tranche (see Section 3 Para. 4) at the latest, to waive the face-to-face interview (see Para. 3) for all applicants in the special admission procedure.

Section 6 Detailed regulations concerning the individual steps of the procedure

- (1) **Submission of application documents:** These must be uploaded to the registration portal of the University of Klagenfurt before the specified deadlines. As proof of the formal criteria (Section 7) and personal requirements (Section 8), the following documents must be attached in any case:
 1. Depending on the Programme Director's specifications, a letter of motivation or audio-visual motivation piece in English, in which the applicant describes why they would like to be admitted to this Master's degree programme. The Programme Director must specify which type of motivation document is required before the start of the registration period by publishing details on the website.
 2. An up-to-date CV in English which must include details of education, first languages(s), and foreign language skills.
 3. Proof of completion of a relevant Bachelor's degree programme as defined in the curriculum or another relevant programme of study of at least the same academic level from a recognised domestic or foreign post-secondary educational institution in accordance with Section 64 Para. 3 UA (hereinafter referred to as 'undergraduate degree'). If applicants have not yet completed

the undergraduate degree at the time of application, they must submit proof of academic achievements in the form of a transcript of records and the corresponding curriculum in German or English.

4. A list of the grades achieved in the examinations taken as part of their undergraduate degree programme (transcript of records).
 5. A certificate or proof of the applicant's English language skills pursuant to Section 7 Para. 2.
 6. Proof of the applicant's identity and nationality.
 7. Proof of 16 ECTS credits completed in communication, technical, or economic subjects, acquired at a recognised domestic or foreign post-secondary educational institution, where a minimum of 8 ECTS credits must originate from one of the above-mentioned fields of study.
 8. If there are doubts about the authenticity or the content accuracy of documents used to prove compliance with the admission requirements, or about the identity of the applicant, or if the documents submitted are not sufficient to reach a decision, further evidence may be requested, or an assessment interview may be held.
- (2) The documents listed in Para. 1, Clauses 3, 4 and 8 must be uploaded in compliance with the applicable legalisation requirements. If the documents listed in Para. 1 were not issued in German or English, there is an additional requirement to submit translations by a sworn and court-certified interpreter.
- (3) The **assessment of the application documents** includes the examination of the formal criteria according to Section 7 and the personal requirements according to Section 8 to be carried out by the admissions committee appointed by the Programme Director and by the Admissions and Examinations Office. In the case of a favourable opinion from the admissions committee, the applicant may be invited to a face-to-face interview (see Section 5 Para. 3).
- (4) Applicants are invited to a **face-to-face interview** via email. It is conducted between the applicant and members of the admissions committee in English.
1. Applicants are expected to provide information on the following topics as part of the interview:
 - a) Brief outline of CV;
 - b) presentation of main contents of the undergraduate degree programme;
 - c) explanation of reasons why the applicant would like to pursue the Master's degree programme in Media and Convergence Management;
 - d) explanation of reasons why completing the Master's degree programme in Media and Convergence Management would be beneficial to the applicant's future.
 2. Additional topics may be discussed, depending on questions from the admissions committee or the applicant.
- (5) Based on the assessment of the submitted documents and the face-to-face interview where applicable, the admissions committee compiles the list of rankings in accordance with Section 5

Para. 5. The ranked individuals are proposed to the Rectorate by the Admissions and Examinations Office for admission to the degree programme, based on the number of university places available.

- (6) Applicants are notified about the outcome of the special admission procedure by the Admissions and Examinations Office. A provisional place is awarded to ranked individuals up to the number of places available, which the applicants accept in accordance with Section 9, Para. 1. Once all the university places have been allocated in accordance with the procedure in Section 9 Paras. 1 and 2, the remaining applicants will be informed that their applications have been rejected.

Section 7 Formal criteria for admissions to the degree programme

- (1) The formal criteria for admission are the following:
 1. The completion of a relevant Bachelor's degree programme as defined in the curriculum or another relevant programme of study of at least the same academic level from a recognised domestic or foreign post-secondary educational institution. Furthermore, applicants must furnish proof of compliance with any qualitative admission requirements stipulated in the curriculum where applicable. In order to compensate for any significant subject-related differences, supplementary examinations may be prescribed, which must be successfully completed by the end of the second semester of the Master's degree programme;
 2. proof of English language skills at level C1 of the Common European Framework of Reference for Languages (CEFR);
 3. proof of the identity and nationality of the applicant.
- (2) The English language skills required must be supported by one of the items of proof listed in the Regulation issued by the Rectorate concerning further proof of required language proficiency for admission to study programmes or by means of the proof listed below:
 1. English language skills of applicants with English as their first language or applicants who have spent considerable time in English-speaking countries (e.g., semester abroad, academic year abroad, employment, etc.) are to be proven by means of relevant documents (evidence of employment, proof of residency, etc.) with an indication of the time spent there.
 2. If proof of English language skills is not provided by means of the items of proof listed in the Regulation issued by the Rectorate concerning further proof of required language proficiency for admission to study programmes or by means of the proof listed in Clause 1, the admissions committee can conduct an assessment interview with the applicant to establish the existing language proficiency. This interview can also be conducted via video conferencing. The confirmation of a successfully conducted assessment interview may not be older than two years at the time of application. Section 5 Para. 4 shall apply.

Section 8 Personal requirements for university admissions

The personal requirements include, in the first instance, the applicant's motivation for seeking admission to this Master's degree programme. The admissions committee assesses the applicant's motivation by looking at the motivation document, where applicants must set out their ambition, objectives and perspectives in relation to the Master's degree programme to which they are seeking admission, and must explain why they have chosen the University of Klagenfurt as an educational institution. Interpersonal and intercultural skills are also taken into consideration when it comes to ranking the applicants. In addition, performance potential is assessed on the basis of previous study achievements during the undergraduate degree.

Section 9 Confirmation of university place

- (1) Applicants have seven days, from the day on which they are sent confirmation of their provisional place, to confirm that they accept their university place via the registration portal (acceptance of the offer of a place).
- (2) If no response is received within this time, the place will be offered to the next applicant on the list. They are informed by email and will also have seven days in which to confirm that they accept their university place.

Section 10 Admission to the Master's degree programme

- (1) The admission of applicants to the degree programme shall take place in the three semesters following the special admission procedure within the admission periods (pursuant to Section 61 of the UA) for the respective winter semester or the respective summer semester. Admission at a later stage can only be considered once applicants have successfully completed a new special admission procedure.
- (2) The original version of the documents listed in Section 6 Para. 1, Clauses 3 to 6 and 8 must be presented during enrolment. With regard to the documents listed in Section 6 Para. 1, Clauses 3 to 5 and 8, Section 6 Para. 2 also applies.

Section 11 Repeated participation in the special admission procedure

There is no limit to the number of times the special admission procedure can be repeated. Applications from prospective students that are not considered in an earlier tranche can remain open for consideration in subsequent tranches of the same special admission procedure.

Section 12 Entry into force and expiry of regulations

- (1) The regulation enters into force on the day following its publication in the university bulletin of the University of Klagenfurt.

- (2) With the entry into force of this regulation, the Regulation governing the special admission procedure for the Master's degree programmes in Game Studies and Engineering, International Management and Media and Convergence Management at the University of Klagenfurt (GIM-VO), published in the university bulletin dated 17 July 2024, issue 23, no. 116.4, shall expire.