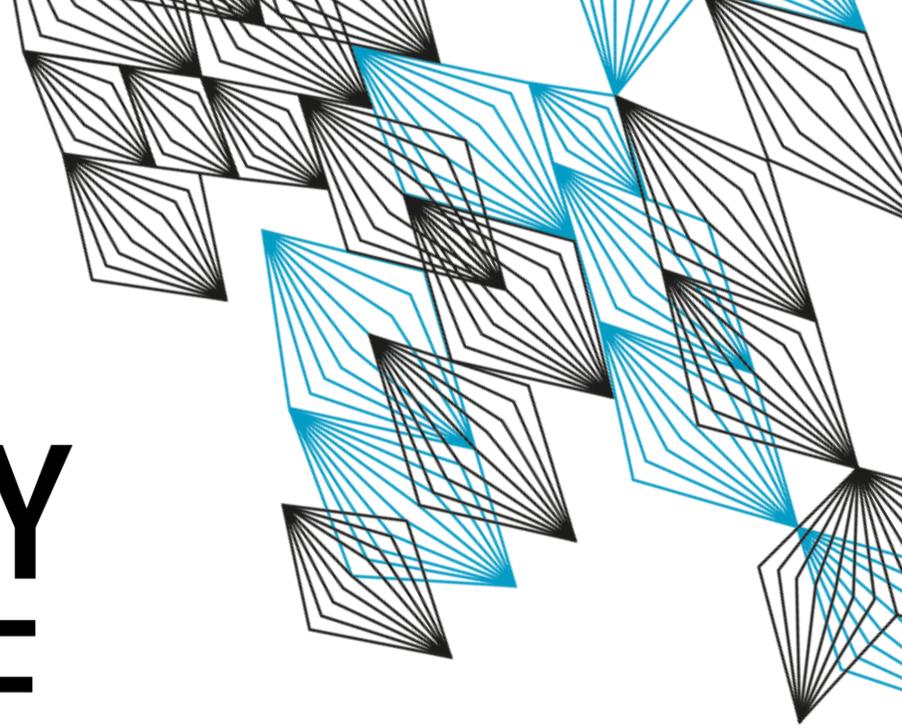


# UNIVERSITY OF TWENTE.

## MSC IN BUSINESS ADMINISTRATION

DR. MICHEL EHRENHARD – PROGRAMME DIRECTOR



# SCHEDULE OF TODAY

<b>Time</b>	<b>Activity</b>
10:00	Introduction to the session & BA programme
10:15	Introduction to the study association: Stress
10:30	Presentation by BA alumni
11:00	Information market at Ravelijn Atrium
12:00	Lunch & tour

**WE DELIVER  
GRADUATES  
THAT ARE ...**

**GLOBAL CITIZENS**

**PIONEERING  
CURIOUS  
PROUD  
INCLUSIVE**

**UNIVERSITY  
OF TWENTE.**

# FUTURE CAREER – LINKEDIN ANALYSIS



## What they do

- Consulting
- Marketing & Sales
- Business development
- Program & project management
- Entrepreneurship
- Research
- Education
- Operations & IT
- Etc.

## What they're skilled at

- Entrepreneurship
- Research
- Management consulting
- Business strategy
- Project management
- Innovation management
- Management
- Change Management
- Teamwork
- Etc.

THALES ASML

Dropbox LIDL Heineken EY

Rabobank SUBASTA deOCTO Das Auto.

SIMON • KUCHER & PARTNERS Strategy & Marketing Consultants Unilever

accenture High performance. Delivered. B&M BUSINESS DEVELOPMENT

SIEMENS pwc

McKinsey & Company UNIVERSITY OF TWENTE.

# PROGRAMME MISSION

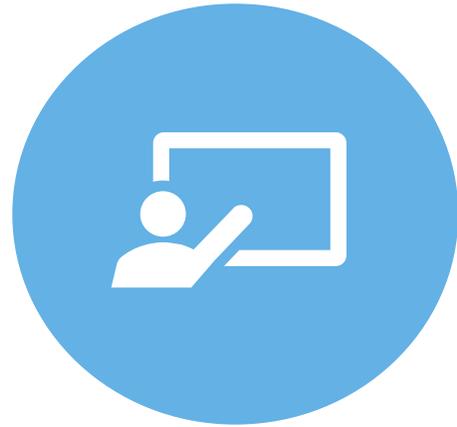
1 of 2 Dutch university business programmes with distinctive feature Entrepreneurship

- Focus on 'designing' social and/or technological innovations and bringing them to the market
- Consider wider social context and associated ethical implications
- Group work *and* independence as key part of learning experience
- International and inclusive classroom
- Aim of graduates as global citizens: attention to intercultural skills and an open mindset
- Opportunities for obtaining additional international experience
- *Teachers share these skills, mind-sets and experiences*

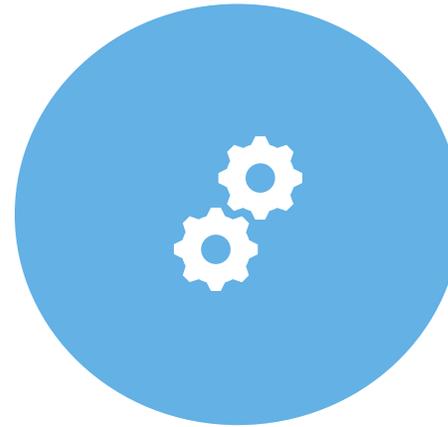
# HOW DO WE TEACH?



**40 %  
Independent  
Study**



**15 %  
Lectures**

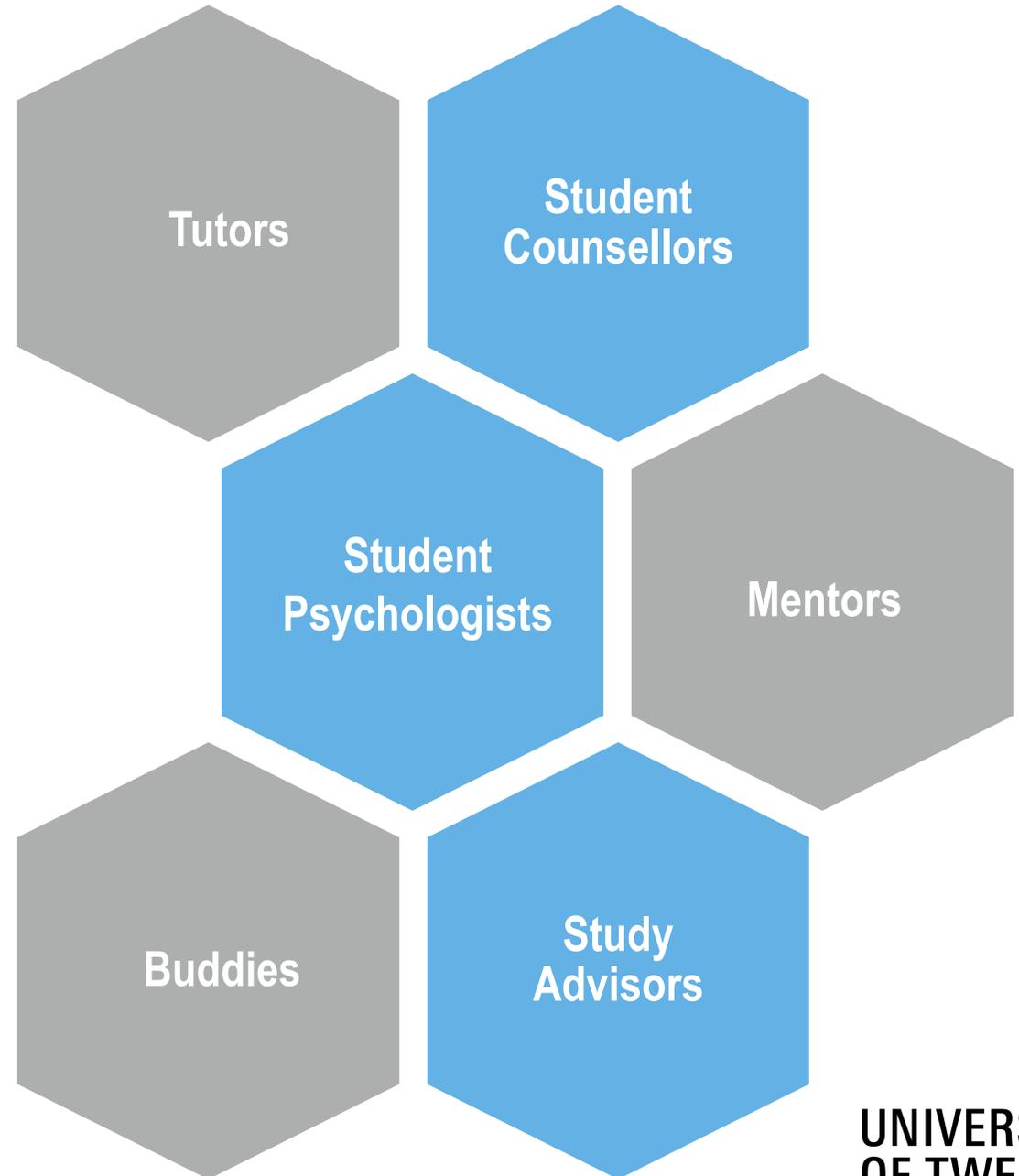


**15 %  
Tutorials**

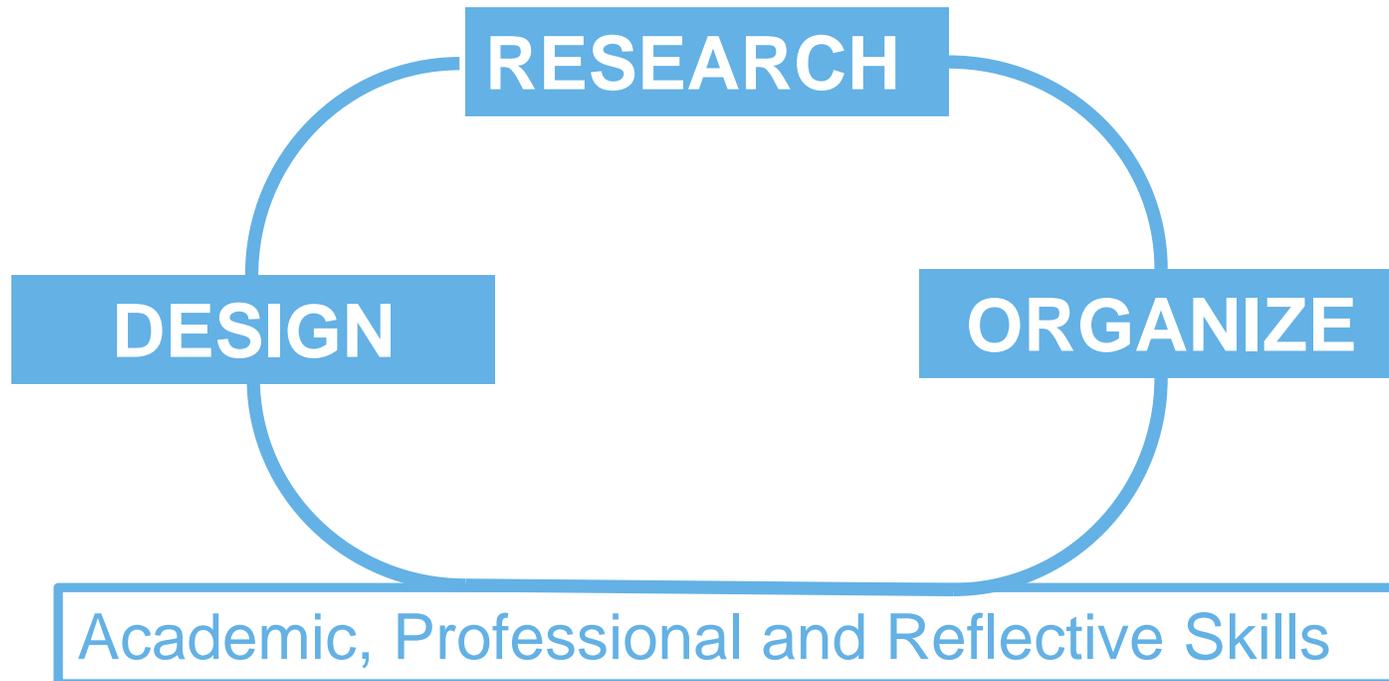


**30%  
Project**

# HOW DO WE SUPPORT YOU?



# PROFESSIONAL DEVELOPMENT

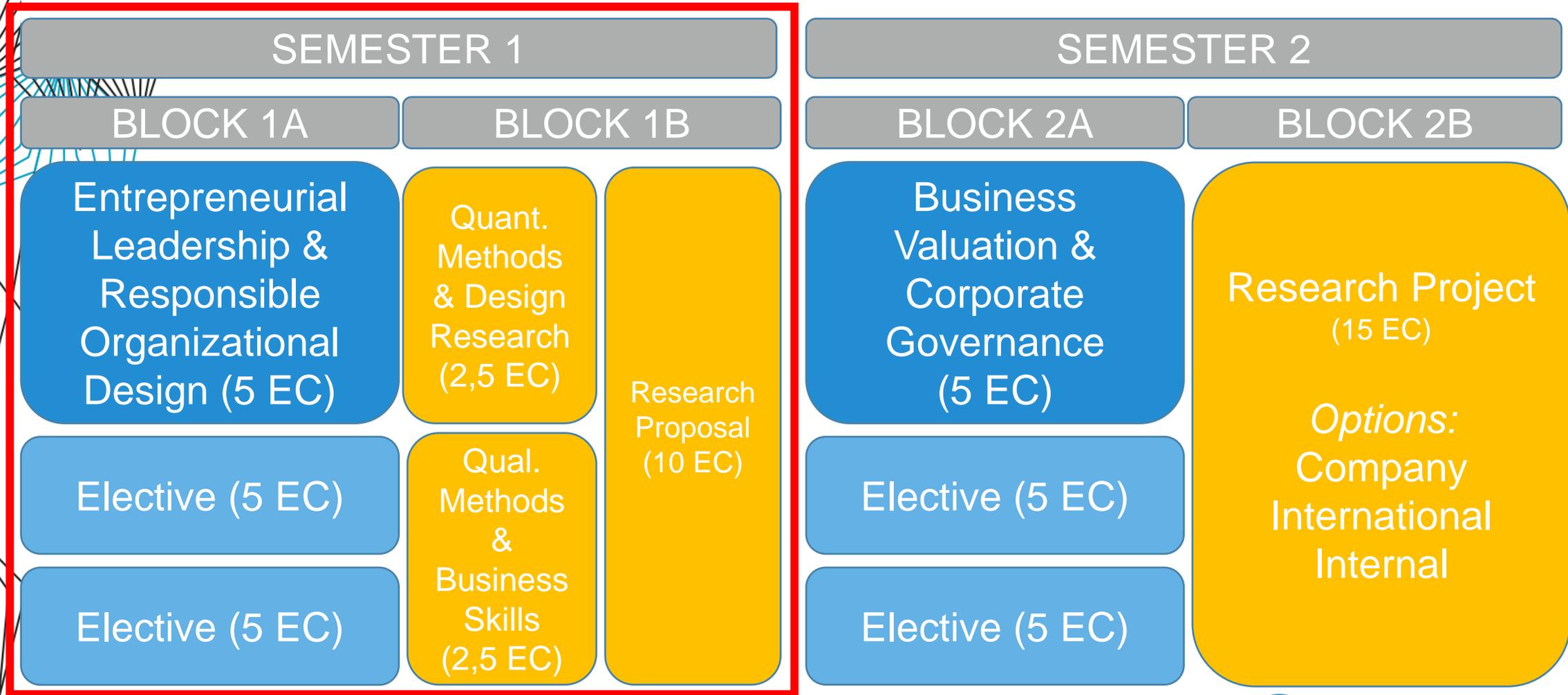


*Design solutions*  
*Implement plans*  
*Communicate effectively*  
*Project management*  
*Team work*  
*Time management*  
*Organisational sensitivity*  
*Intercultural sensitivity*  
*Coaching*  
*Act responsibly*  
*Reflect critically*

# INTERNATIONALLY DIVERSE FACULTY WORLD-CLASS RESEARCH (#99 TIMES HE) MANY WITH PRACTICAL EXPERIENCE



# OUR REGULAR PROGRAMME: START SEPT



4 ELECTIVES: AT LEAST 3 FROM CHOSEN SPECIALISATION

# OUR REGULAR PROGRAMME: START FEB



## SEMESTER 1

### BLOCK 1A

Entrepreneurial Leadership & Responsible Organizational Design (5 EC)

Elective (5 EC)

Elective (5 EC)

### BLOCK 1B

Research Project (15 EC)

*Options:*  
Company  
International  
Internal

## SEMESTER 2

### BLOCK 2A

Business Valuation & Corporate Governance (5 EC)

Elective (5 EC)

Elective (5 EC)

### BLOCK 2B

Quant. Methods & Design Research (2,5 EC)

Qual. Methods & Business Skills (2,5 EC)

Research Proposal (10 EC)

4 ELECTIVES: AT LEAST 3 FROM CHOSEN SPECIALISATION

# MASTER SPECIALIZATIONS

- All specializations focus on (technological) innovation & change
  - Not on optimization & efficiency
- Specializations take higher level view: research-based
- Engagement with practice very important: engaged scholarship
- *Understanding* latest technological developments: big data, artificial intelligence, apps, analytics, servitisation, etc.
- Programme has an international focus: most business does not stop at borders!



# 7 MSC BA TRACKS

## AND RELATED UT PROGRAMMES



# OUR SPECIALISATIONS



## SPECIALISATION

## EXAMPLE COURSES

## EXAMPLE JOBS

Digital Business & Analytics (DBA)

Smart Industry  
Data Science

Project Manager Start-up  
Founder/owner UBEO

Entrepreneurship,  
Innovation & Strategy  
(EIS)

Int. Entrepreneurship  
Global Strat. & Bus Dev.

Engagm. Man. Capgemini  
Team Leader Space Lidl

Financial Management  
(FM)

Investments & Risk Man  
Entrepreneurial Finance

M&A Advisor Consultancy  
Financial Analyst ASML

Human Resource  
Management (HRM)

Global Talent Man  
Strategic HR Analytics

HR Advisor Overijssel  
Project Manager NS



# OUR SPECIALISATIONS

## SPECIALISATION

International Management & Consultancy (IMC)

Purchasing & Supply Management (PSM)

Strategic Marketing & Servitisation (SMS)

## EXAMPLE COURSES

Change Man & Consult.  
Cross-cult Behaviour

Seminar Purchasing  
Global Sourcing

B2B Marketing  
Adv. Digital Marketing

## EXAMPLE JOBS

Consultant Altran Eng.  
Trade Marketeer Heineken

Purchaser ATAG  
Supply Chain Planner BP

Sales & Marketing Fortes  
Merchandising Man. NIKE



# OUR 2Y DOUBLE DEGREES

## INTERNATIONAL

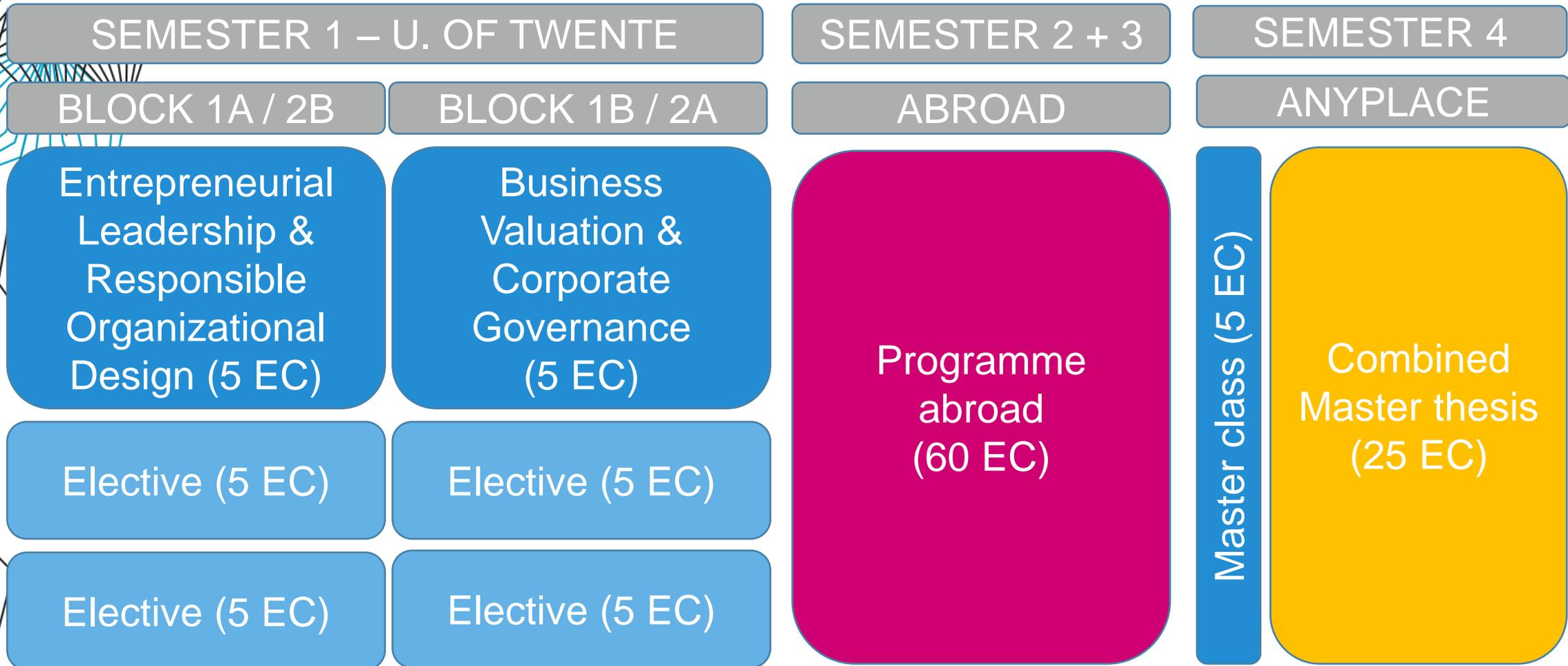
- EIS – TU Berlin: Innov Man., Entrepreneurship & Sustainability
- HRM – L'Aquila, Italy: Human Resource Management
- IMC – Trento, Italy: International Management
- PSM – LUT University, Finland: Purchasing
- SMS – LUT University, Finland: Strategic Marketing

## AT U. OF TWENTE

- EIS – Philosophy of Science & Tech. Studies: Philosophy/Ethics
- SMS – Communication Science: Digital Marketing (1.5Y)



# SETUP INTERNATIONAL DOUBLE DEGREES



!! EXCLUDING HRM WITH L'AQUILA, ITALY

# EXTRA-CURRICULAR PROGRAMMES

## *ADDITIONAL CHALLENGE NEXT TO STUDY*



ARE YOU  
UP TO THE  
CHALLENGE?

[WWW.UTWENTE.NL/HONOURS](http://WWW.UTWENTE.NL/HONOURS)



### **Honours programmes (evening)**

- Change Leaders
- Design Honours
- Great Negotiators
- Research Honours

### **Transdisciplinary master insert**

- Shaping Responsible Futures

# INFORMATION ON PRE-MASTER PROGRAMME

- [www.utwente.nl/ba/pre-master](http://www.utwente.nl/ba/pre-master) for general info

Course name	Course code	Study load (EC)	Block
Research Methodology and Descriptive Statistics	202001402	5	1A or 2A
Inferential Statistics	202001403	5	1B or 2B
Academic skills Premaster	202100177	5	1A or 2A
Organization Theory	202000260	5	1A or 2A
Global Entrepreneurship & Business	202000261	5	1B or 2B
Researching Strategy & Marketing	202000262	5	1B or 2B
Strategy, Marketing and Economics	202000560	15	1A
High Tech Talent Management in a Global Context	202000595	15	1B

Coordinator  
Yitong



Study advisors  
Charlotte Eline



# STUDY ASSOCIATION STRESS

GENERAL

STUDY

MEET

PRACTICE

DEVELOP

INTER-  
NATIONAL

