

UNIVERSITY OF TWENTE.

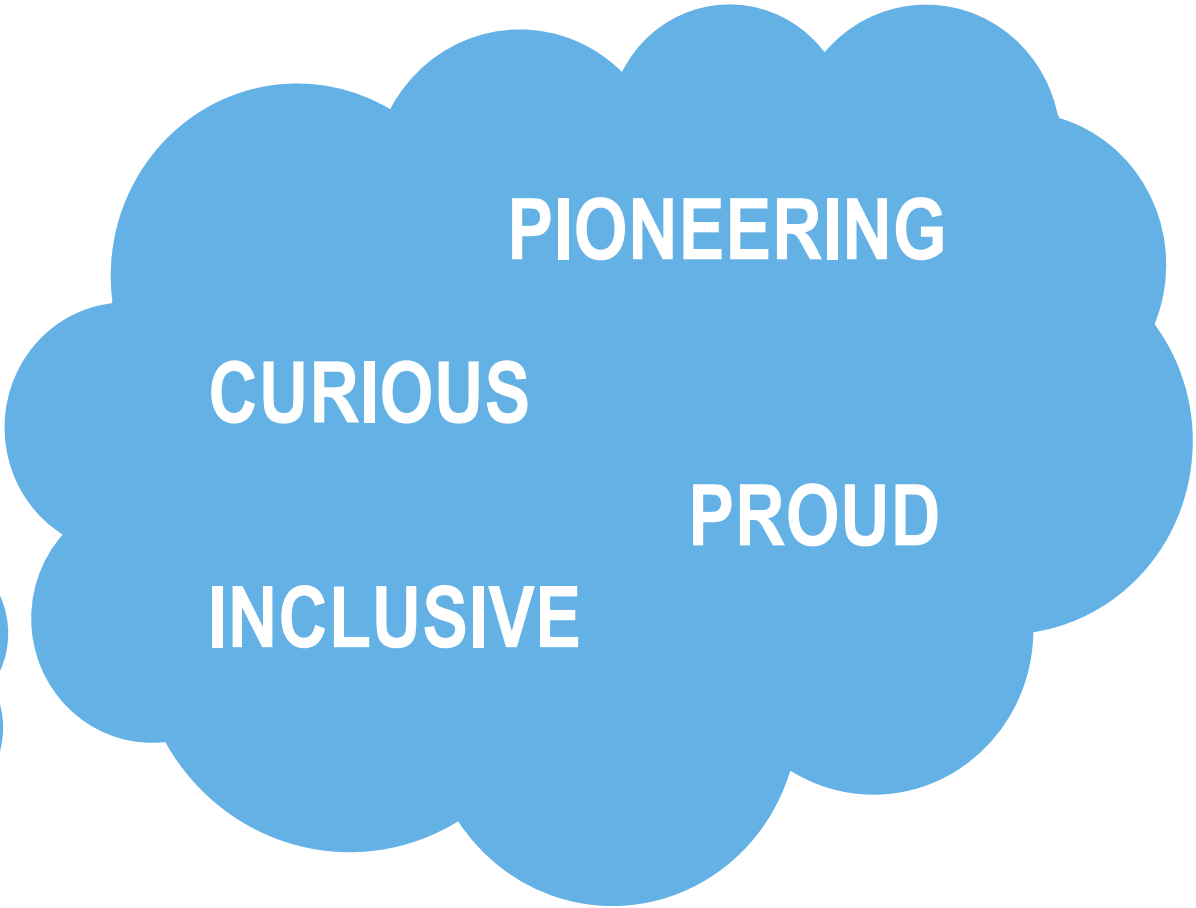
MSC IN BUSINESS ADMINISTRATION

DR. MICHEL EHRENHARD – PROGRAMME DIRECTOR

SCHEDULE OF TODAY

Time	Activity
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 ...**



**PIONEERING
CURIOUS
PROUD
INCLUSIVE**



GLOBAL CITIZENS

**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.



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*

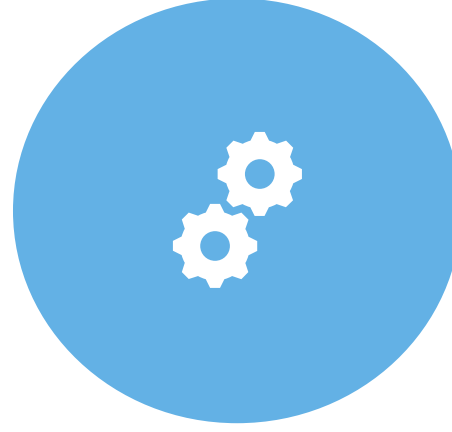
HOW DO WE TEACH?



**40 %
Independent
Study**



**15 %
Lectures**

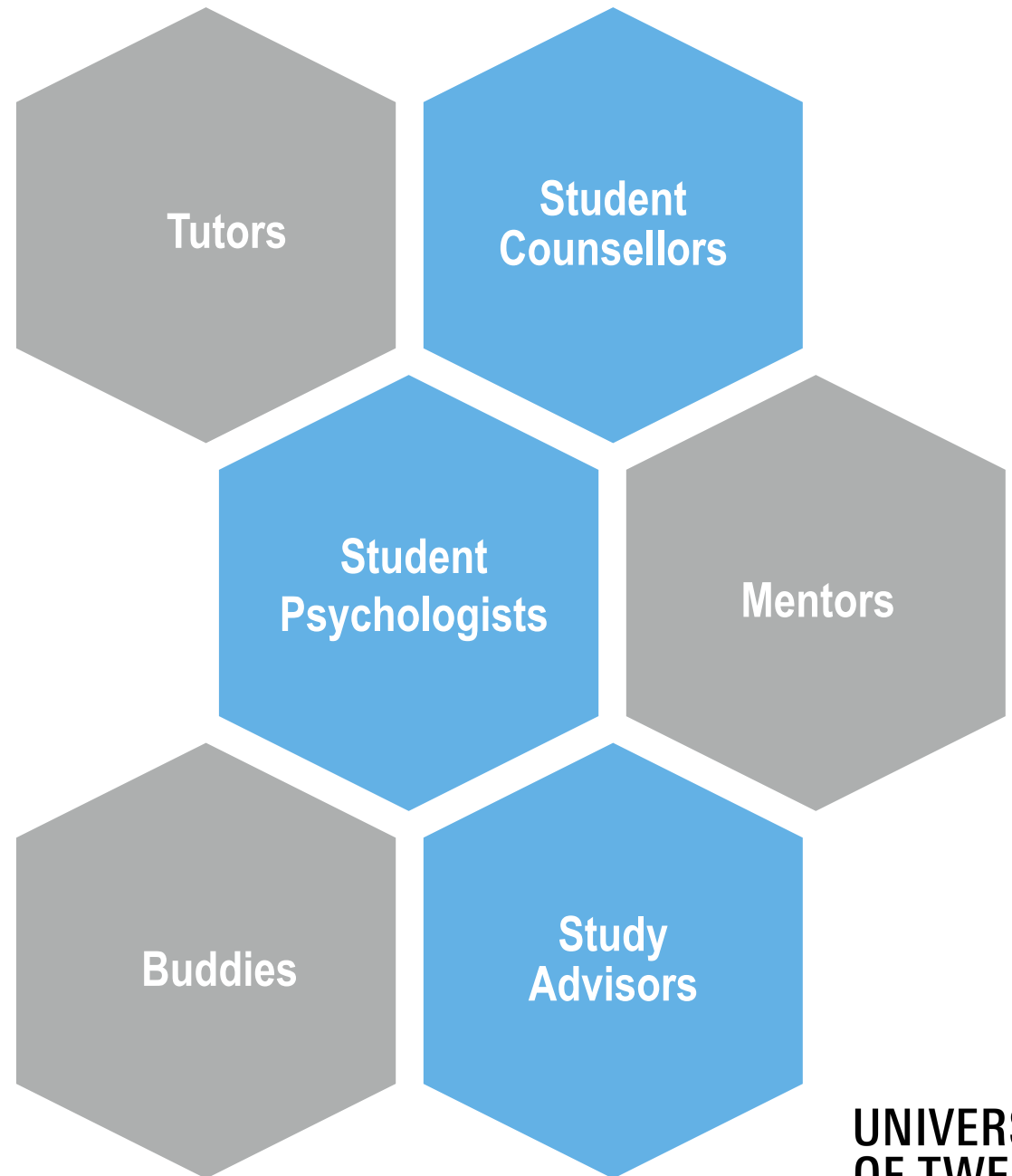


**15 %
Tutorials**

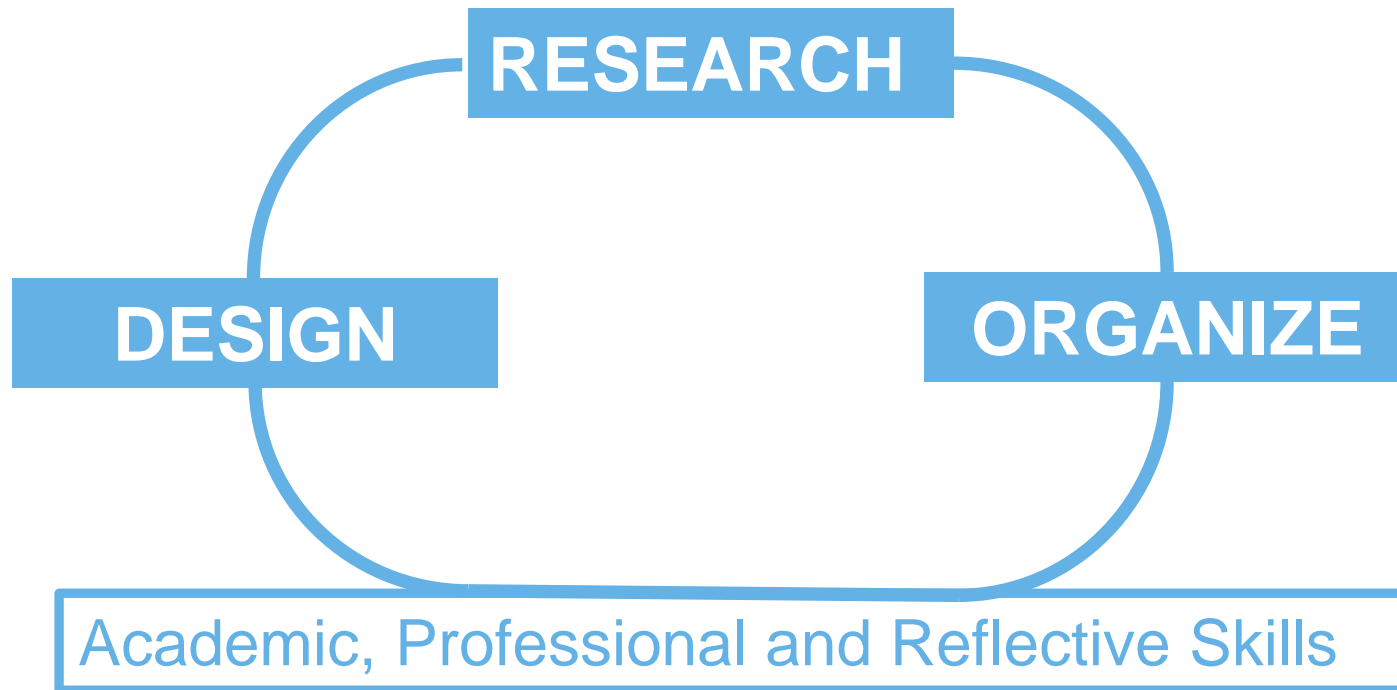


**30%
Project**

HOW DO WE SUPPORT YOU?



PROFESSIONAL DEVELOPMENT

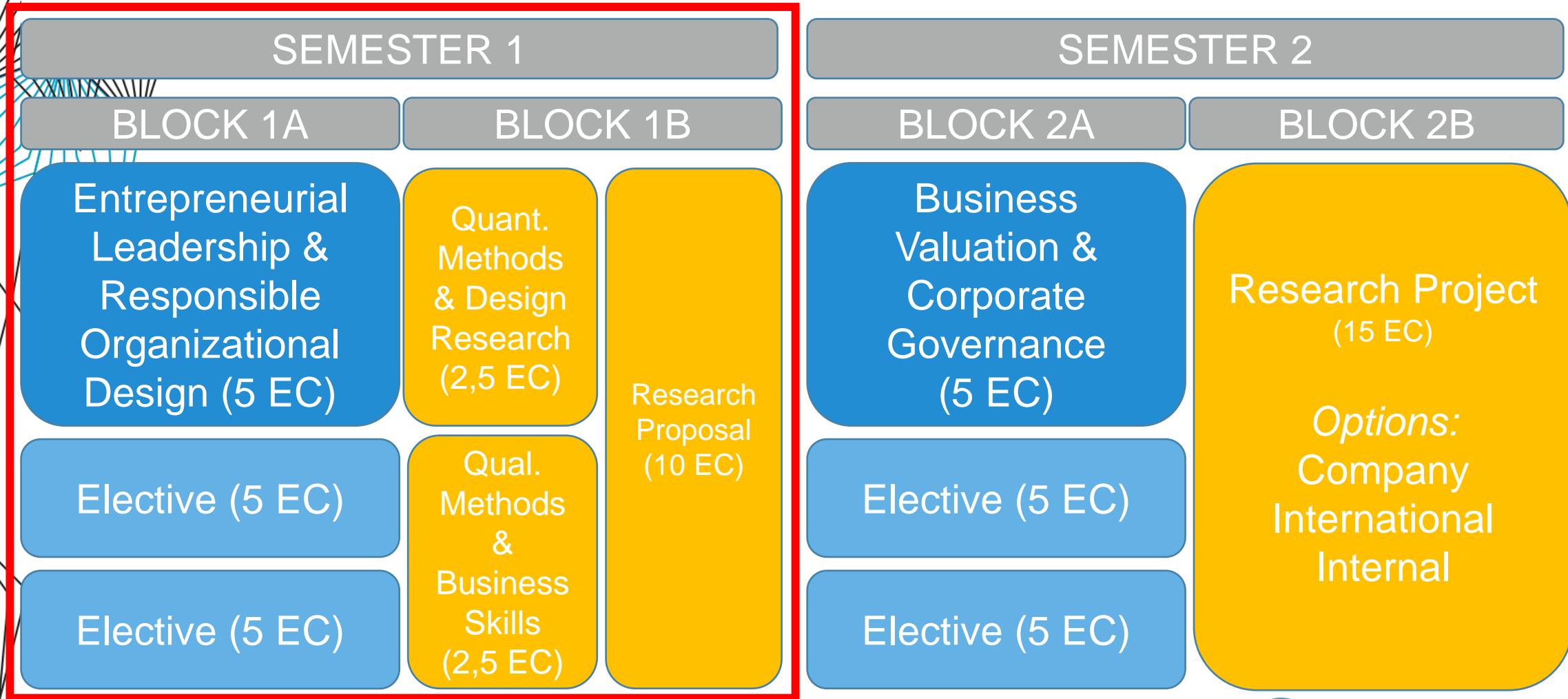


Design solutions
Implement plans
Communicate effectively
Project management
Team work
Time management
Organisational sensitivity
Intercultural sensitivity
Coaching
Act responsibly
Reflect critically

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

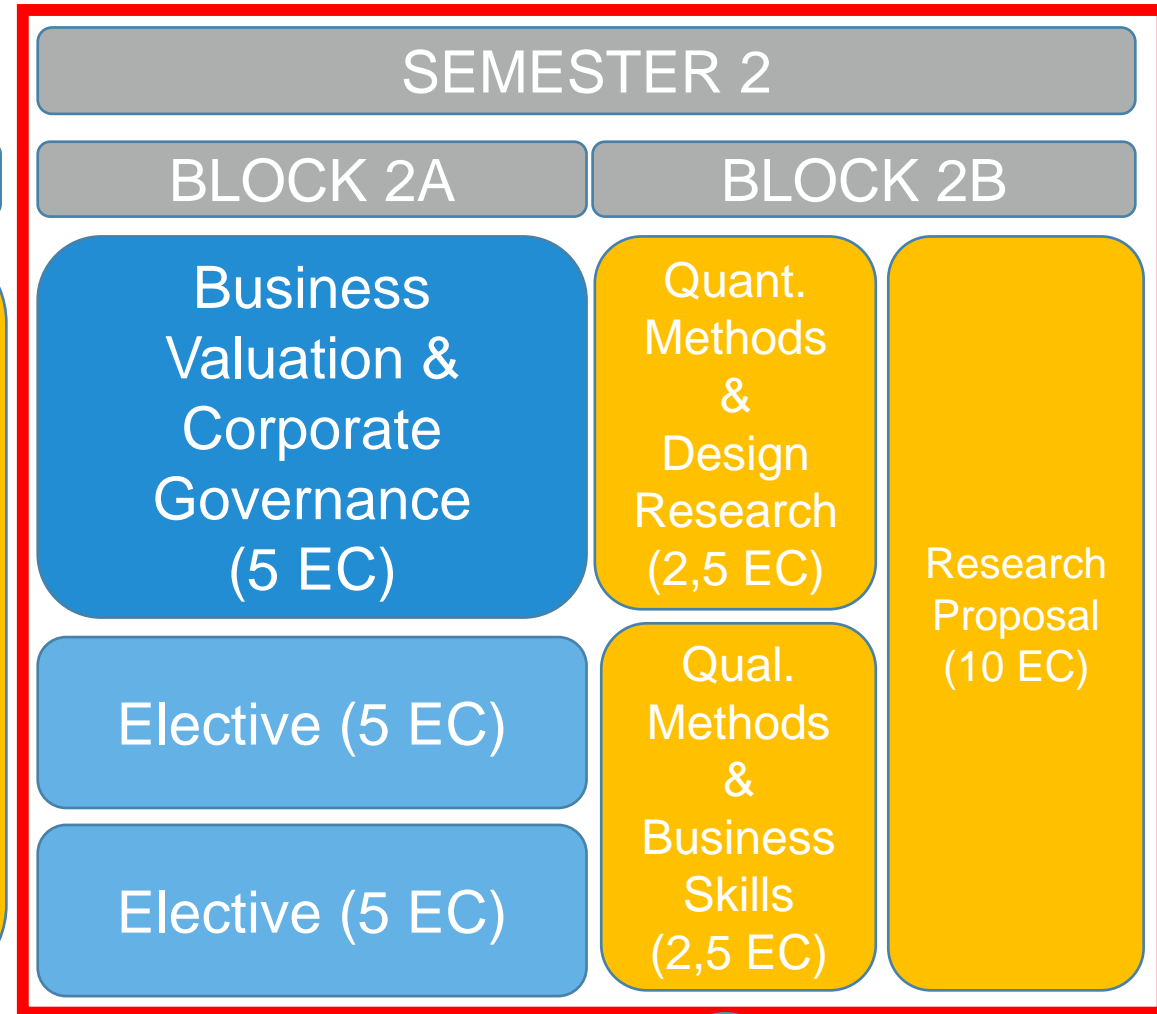
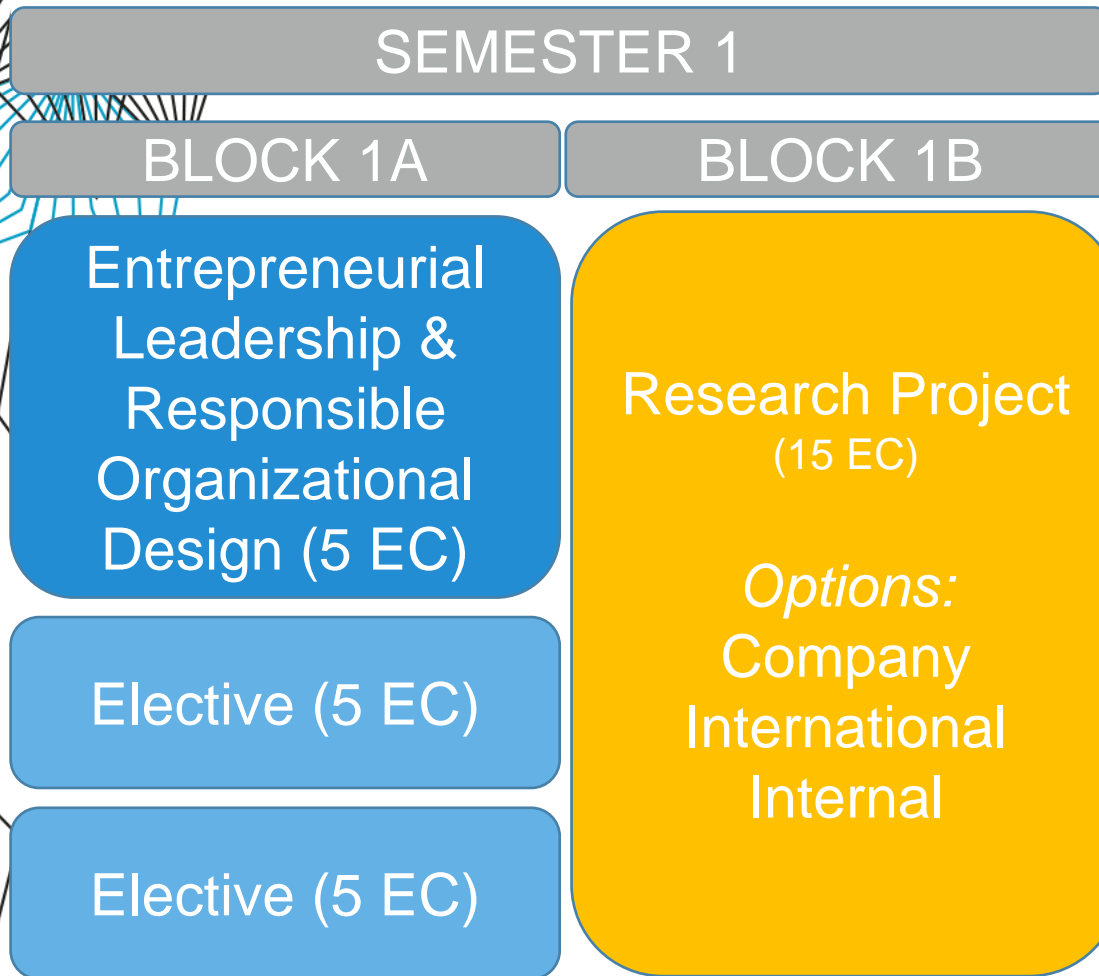
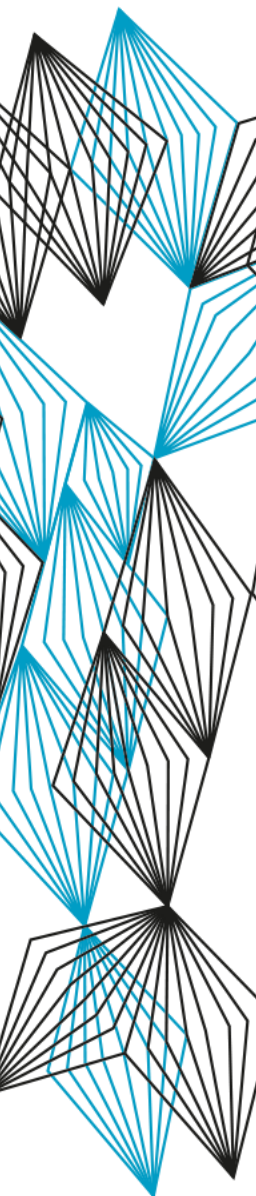


OUR REGULAR PROGRAMME: START SEPT



4 ELECTIVES: AT LEAST 3 FROM CHOSEN SPECIALISATION

OUR REGULAR PROGRAMME: START FEB



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)

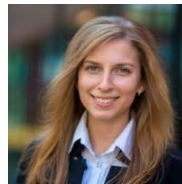
Global Talent Man
Strategic HR Analytics

HR Advisor Overijssel
Project Manager NS



OUR SPECIALISATIONS

SPECIALISATION	EXAMPLE COURSES	EXAMPLE JOBS
International Management & Consultancy (IMC)	Change Man & Consult. Cross-cult Behaviour	Consultant Altran Eng. Trade Marketeer Heineken
Purchasing & Supply Management (PSM)	Seminar Purchasing Global Sourcing	Purchaser ATAG Supply Chain Planner BP
Strategic Marketing & Servitisation (SMS)	B2B Marketing Adv. Digital Marketing	Sales & Marketing Fortes Merchandising Man. NIKE



OUR 2Y DOUBLE DEGREES

INTERNATIONAL

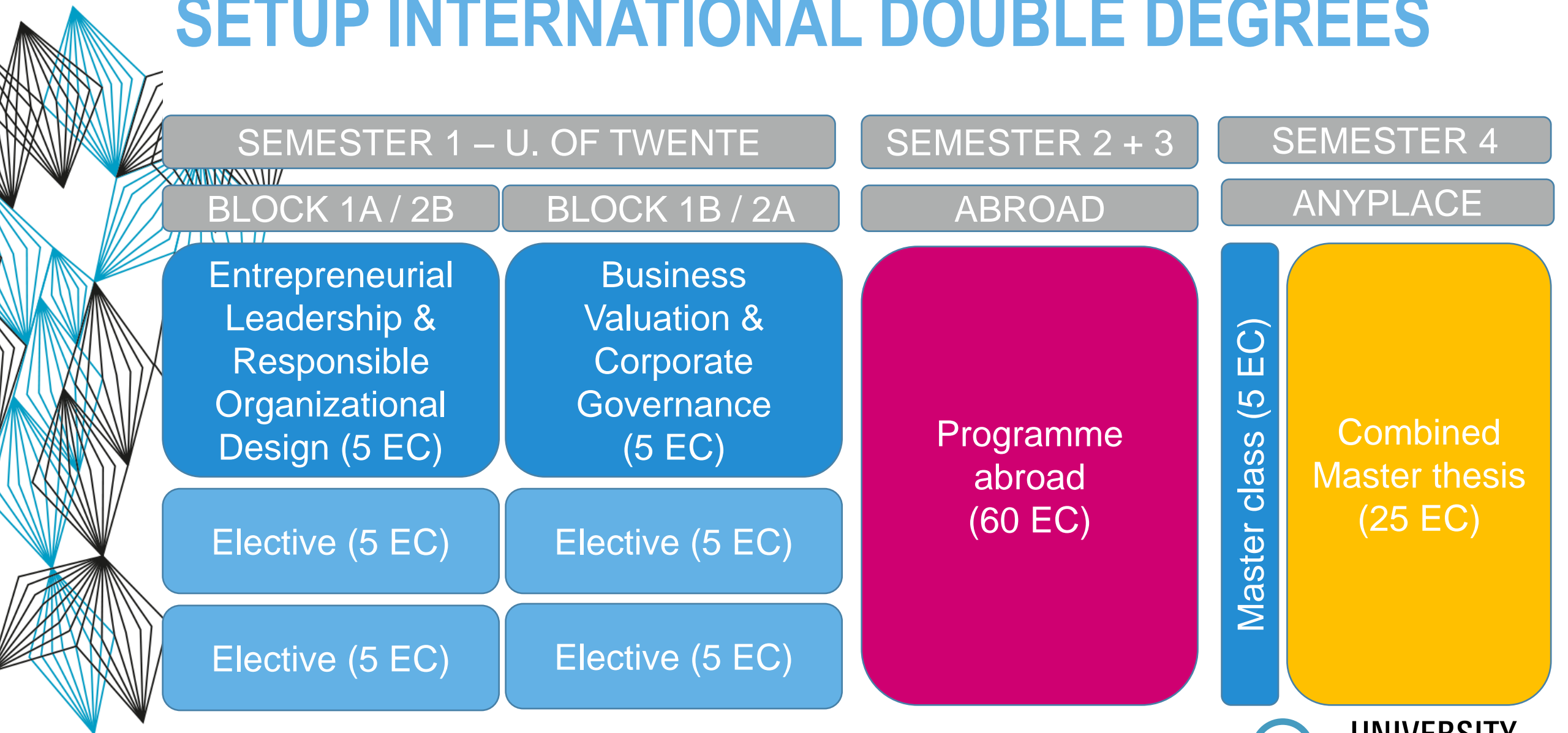
- EIS – TU Berlin: Innov Man., Entrepreneurship & Sustainability
- HRM – L'Aquila, Italy: Human Resource Management
- IMC – Trento, Italy: International Management
- PSM – LUT University, Finland: Purchasing
- SMS – LUT University, Finland: Strategic Marketing

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

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 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

