

1. Structure and content of the programme

1a. Composition of the programme

Before starting with the MSc Business Administration programme, the student must choose one of seven specialisations, or opt for a Double Degree Programme. If a specialisation within the regular one-year programme is chosen, please check the information under A. If a Double Degree programme is chosen, please check the information under B.

A. MSc BA 60 EC programme, one year

Table 1A shows the requirements students need to meet to successfully earn the MSc in Business Administration diploma.

Table 1A: Summary of programme requirements MSc BA			
Requirement	EC's	Courses	See Table
Core courses	15	Entrepreneurial Leadership & Responsible Organizational Design (201600002) Qualitative Research and Business Skills (2.5EC, 202001446) Quantitative and Design Methods in Business Research (2.5EC, 202001447) Business Valuation & Corporate Governance (201800089)	Table 1B
Electives (Specialisation-specific)	15	One of seven specialisations. Elective courses that can be followed as specialisation-specific are listed in Table 1C per specialisation.	Table 1C: chosen specialisation
Elective (Free)	5	One elective course, e.g., any course from Table 1C. For elective courses that are not mentioned in Table 1C, explicit approval of the Programme Board is needed via the Individual Learning Agreement (ILA)/ study advisor, including a motivation.	Table 1C: in total
Master thesis	25	BA Master Thesis Research Proposal (201500101) BA Master Thesis Research Project (201500102)	

Table 1B: Curriculum MSc BA (Sept 2021 and Feb 2022 intake)			
Course code	Course name	EC	Quartile
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5	Q1
	<i>Elective*</i>	5	Q1/Q3
	<i>Elective*</i>	5	Q1/Q3
202001446	Qualitative Research and Business Skills	2.5	Q2/Q4
202001447	Quantitative and Design Methods in Business Research	2.5	Q2/Q4
201500101	BA Master Thesis Research Proposal	10	Q2/Q4
201800089	Business Valuation & Corporate Governance	5	Q3
	<i>Elective*</i>	5	Q3/Q1
	<i>Elective*</i>	5	Q3/Q1
201500102	BA Master Thesis Research Project	15	Q4/Q2
Total EC		60	

* In the Academic year 2022/2023 in principle the same electives will be offered per Specialisation as mentioned in the Table 1C. The programme will timely communicate transition rules should any changes occur, certainly before the start of the first semester of 2022-2023 (July/August 2022), in the Education and Examination Regulations (EER), MSc BA programme specific appendix.

Specialisations

Table 1C: List of Electives 2021-2022. *Students choose at least 3 electives from their Specialisation.*
The diploma supplement that students receive upon completion of the programme will mention the specialisation. The diploma itself will mention the MSc title and the name of the full programme: Business Administration.

Course code	Course name	EC	Quartile
Specialisation: Digital Business & Analytics (DBA)			
201800205	Smart Industry (obligatory)	5	Q1
201400174	Data Science* (obligatory)	5	Q1
192360021	ICT Management**	5	Q3
192340101	Implementation of IT in Organizations**	5	Q3
194105070	Information Systems for the Financial Services Industry	5	Q3
Specialisation: Entrepreneurship, Innovation & Strategy¹ (EIS)			
201600011	International Entrepreneurship – a Strategic Technology Perspective	5	Q1
201600012	Management and Governance of Innovation and Creativity	5	Q1
201600015	Strategic Technology Management and Innovation	5	Q3
201600155	Global Strategy and Business Development or	5	Q3
201700089	Circular Sustainable Business Development***	5	Q1
201000087	Entrepreneurial Finance	5	Q3
Specialisation: Financial Management (FM)			
194110070	Corporate Finance (for BA)	5	Q1
201600013	Investments & Risk Management	5	Q1
201000087	Entrepreneurial Finance	5	Q3
194105070	Information Systems for the Financial Services Industry	5	Q3
Specialisation: Human Resource Management¹ (HRM)			
201500092	Strategic HR Analytics	5	Q1
201500086	Global Talent Management	5	Q1
201500087	HRM and Innovation	5	Q3
201500088	HRM and Technology Design	5	Q3
Specialisation: International Management & Consultancy (IMC)			
201600011	International Entrepreneurship – a Strategic Technology perspective	5	Q1
201500083	Change Management and Consulting in a Global Context	5	Q1
202001448	Cross-cultural Behaviour	5	Q3
201600155	Global Strategy and Business Development	5	Q3
201500085	Global Sourcing and Organization	5	Q3
Specialisation: Purchasing & Supply Management¹ (PSM)			
191820160	Purchasing Management*** (only for those who did not do follow the BSc IBA programme at the UT) or	5	Q1
201500081	Business-to-Business Marketing or	5	Q1
202001449	Public Sector and Healthcare Procurement	5	Q1
201500091	Purchasing Strategy and Systems	5	Q1
201500085	Global Sourcing and Organization	5	Q3
201600014	Seminar Purchasing	5	Q3
Specialisation: Strategic Marketing & Servitisation^{1, 2} (SMS)			
201500081	Business-to-Business Marketing	5	Q1
201800205	Smart Industry	5	Q1
201500080	Advanced topics in Digital Marketing	5	Q3
201600155	Global Strategy and Business Development	5	Q3
202001492	Design Thinking for Service and Business Innovation	5	Q3

* The Teaching and Assessment regulations of the EER for the MSc programme Computer Science are applicable

¹ Please see the option of following a Double Degree programme linked to this specialisation later this paragraph.

² This specialisation has three lines: the regular programme, the Double Degree programme MIMM with LUT and the 'Digital Marketing' Double Degree programme. For this latter option, please see later this paragraph.

(www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable (www.utwente.nl/en/examination-board/overview/).

*** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Engineering & Management are applicable (www.utwente.nl/en/examination-board/overview/).

**** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable (www.utwente.nl/en/examination-board/overview/).

Alternatives

- Entrepreneurial Leadership & Responsible Organizational Design (201600002)

Only after explicit approval of the Programme Board with a positive advice of the study advisor, and formalized in the Individual Learning Agreement, this course can be replaced by Vision, Strategy & Leadership (201500386).

B. Double degree programmes

We offer Double Degree programmes with partner universities. These programmes are established with the partner universities after comparison of the programmes that students need to follow. Five Double Degree programmes are agreed upon and are stated in the Tables 1D-1N.

The programmes are geared content-wise to the distinctive profile of the partner in question: to Supply Management and International Marketing Management at the Lappeenranta University of Technology, to Innovation, Entrepreneurship and Sustainability for the partner department at TU Berlin, to Administration, Economics and Finance at the University of L'Aquila (see section 4c) and to Philosophy of Science, Technology and Society (University of Twente).

Linked to EIS specialisation; Double Degree Programme with Technical University of Berlin (TUB) MSc in Innovation Management, Entrepreneurship & Sustainability (IMES)

Table 1Da: Curriculum for TUB students coming to UT September 2021 / UT students started September 2021 and going to Berlin for MScIMES double degree in April 2022 ³		
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Entrepreneurship, Innovation and Strategy'.		
Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
	<i>Elective (see Table 1Db)</i>	5
	<i>Elective (see Table 1Db)</i>	5
Q2		
201800089	Business Valuation & Corporate Governance	5
	<i>Elective (see Table 1Db)</i>	5
	<i>Elective (see Table 1Db)</i>	5
Q3/Q4 (TUB) or Upon return (UT)		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1Db: Electives MSc-IMES double degree programme		
Course code	Course name	EC
Q1	<i>Choose 2 of the following Q1 courses:</i>	5+5=10
201600011	International Entrepreneurship - a Strategic Technology perspective	5
201600012	Management and Governance of Innovation and Creativity	5
201700089	Circular Sustainable Business Development*	5
Q2	<i>Choose 2 of the following Q2 courses:</i>	5+5=10

³ The starting moment for the programme parts to be followed at TU Berlin is April.

201100054	Supply Chain Management and Innovation	5
192320501	E-Commerce**	5
201400174	Data Science***	5
201800227	Human Centred Design****	5

* The Teaching and Assessment regulations of the EER for the MSc programme Industrial Engineering & Management are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable (www.utwente.nl/en/examination-board/overview/).

*** The Teaching and Assessment regulations of the EER for the MSc programme Computer Science are applicable (www.utwente.nl/en/examination-board/overview/).

**** The Teaching and Assessment regulations of the EER for the MSc programme Interaction Technology are applicable (www.utwente.nl/en/examination-board/overview/).

Table 1Ea: Curriculum for UT students started February 2022 and going to Berlin for MScIMES double degree in October 2022 ⁴		
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Entrepreneurship, Innovation and Strategy'.		
Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
	<i>Elective (see Table 1Eb)</i>	5
	<i>Elective (see Table 1Eb)</i>	5
Q4		
201500386	Vision, Strategy and Leadership*	5
201400191	Social Implications of the Internet*	5
201700008	Design & Behaviour Change**	5
Q1/Q2 (TUB) or Upon return (UT)		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

* The Teaching and Assessment regulations of the EER for the MSc programme Communication Studies are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable (www.utwente.nl/en/examination-board/overview/).

Table 1Eb: Electives MSc-IMES double degree programme		
Course code	Course name	EC
Q3	<i>Choose 2 of the following Q3 courses:</i>	5+5=10
201600015	Strategic Technology Management and Innovation	5
201600155	Global Strategy and Business Development	5
201000087	Entrepreneurial Finance	5

⁴ Limited to 5 students, selection may be applied.

Linked to EIS specialisation: Double Degree Programme with UT's MSc in Philosophy of Science Technology & Society (PSTS)

Table 1F: Double degree programme PSTS			
Students that combine the 2yr PSTS MSc programme with the 1yr MSc BA programme need to fulfil both MSc PSTS and MSc BA requirements. This means that the following courses and electives need to be taken:			
Course code	Course name	EC	Quartile
First year			
201600015	Strategic Technology Management and Innovation	5	Q3
	MSc PSTS programme	55	
Second year			
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5	Q1
201600011	International Entrepreneurship – a Strategic Technology perspective	5	Q1
201600012	Management of Governance and Innovation and Creativity	5	Q1
201800089	Business Valuation & Corporate Governance	5	Q2
	MSc PSTS programme	10	
201400018	Master Class BA	5	Q3
194100040	Master Thesis BA	25	Q3/Q4

Linked to HRM specialisation: Double Degree Programme with the University of L'Aquila MSc in Administration, Economics and Finance (AEF)

Table 1G: Curriculum for UT students started February 2022 and going to L'Aquila for AEF double degree in September 2022 / L'Aquila students coming to UT September 2021		
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Human Resource Management'.		
Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
201500087	HRM and Innovation	5
201500088	HRM and Technology Design	5
Q4		
202001446	Qualitative Research and Business Skills	2
202001447	Quantitative and Design Methods in Business Research	3
201500101	Master Thesis BA Research Proposal	10
Q1/Q2 or Upon return (UT)		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201500092	Strategic HR Analytics	5
201500086	Global Talent Management	5
201500102	Master Thesis BA Research Project	15
Total EC		60

Linked to IMC specialisation: Double Degree Programme with Trento University (TU) MSc in International Management

Table 1H: Curriculum for Trento students coming to UT September 2021		
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'International Management & Consultancy', or 'Entrepreneurship, Innovation Management & Strategy' when an EIS elective is chosen in Q3		
Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201600011	International Entrepreneurship	5
201500083	Change Management & Consultancy in a Global Context	5
201500086	or Global Talent Management	
Q2		
202001446	Qualitative Research and Business Skills	2
202001447	Quantitative and Design Methods in Business Research	3
201500101	Master Thesis BA Research Proposal	10
Q3		
201600155	Global Strategy & Business Development	5
202001448	Cross-cultural Behaviour	5
201500085	<i>Choose 1:</i> Global Sourcing & Organization (IMC specialisation)	5
201000087	or Entrepreneurial Finance (EIS specialisation) or	
201600015	Strategic Technology Management & Innovation (EIS specialisation)	
Q4		
201500102	Master Thesis BA Research Project	15
Total EC		60

Table 1I: Curriculum for UT students started September 2021 and going to Trento for MScIM double degree in February 2022		
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'International Management & Consultancy'.		
Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201600011	International Entrepreneurship	5
201500083	Change Management & Consultancy in a Global Context	5
201500086	or Global Talent Management	
Q2		
201800089	Business Valuation & Corporate Governance	5
201400174	Data Science	5
201100054	Supply Chain Management & Innovation	5
Upon return (UT)		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1J: Curriculum for UT students started **February 2022** and going to Trento for MScIM double degree in September 2022

The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'International Management & Consultancy'.

Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
201600155	Global Strategy & Business Development	5
202001448	Cross-cultural Behaviour	5
Q4		
201500386	Vision, Strategy and Leadership	5
201400191	Social Implications of the Internet	5
192403650	Reputation Management	5
Upon return (UT)		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

* The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable (www.utwente.nl/en/examination-board/overview/).

Linked to PSM specialisation: Double Degree Programme with LUT University (LUT) MSc in Supply Management (MSM)

Table 1Ka: Curriculum for UT students going to LUT for MSc-MSM double degree in January/February 2022 / LUT students coming to UT September 2021⁵

The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Purchasing and Supply Management'.

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201500091	Purchasing Strategy and Systems	5
201500081	Business-to-Business Marketing	5
Q2		
201800089	Business Valuation & Corporate Governance	5
201100054	Supply Chain Management and Innovation	5
	<i>Elective (see Table 1Kb)</i>	5
Upon return		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1Kb: 2021-2022 Electives LUT double degree programme MSM

Course code	Course name	EC
Q2	<i>Choose 1 of the following Q2 courses:</i>	
201400174	Data Science*	5
192320501	E-Commerce**	5

* The Teaching and Assessment regulations of the EER for the MSc programme Computer Science are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable (www.utwente.nl/en/examination-board/overview/).

⁵ For UT students started in September 2021 going to Lappeenranta per 1 January 2022 distance exams for Q2 exams will be facilitated. The programme in Lappeenranta only starts per 1 January each year.

Linked to SMS specialisation: Double Degree Programme with LUT University (LUT) MSc in International Marketing Management (MIMM)

Table 1La: Curriculum for LUT students coming to UT September 2021 / UT students started September 2021 and going to Lappeenranta for MIMM double degree in January 2022⁵
The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Strategic Marketing & Servitisation'.

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201600012	Management of Governance and Innovation and Creativity	5
201500081	Business-to-Business Marketing	5
Q2		
201800089	Business Valuation & Corporate Governance	5
	<i>Elective (see Table 1Lb)</i>	5
	<i>Elective (see Table 1Lb)</i>	5
Q3/Q4 or Upon return (UT)		
201400018	Master class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1Lb: Electives MSc-MIMM (LUT) double degree programme

Course code	Course name	EC
Q2	<i>Choose 1 of the following Q2 courses:</i>	
201400174	Data Science*	5
192320501	E-Commerce**	5
201100054	Supply Chain Management and Innovation	5

* The Teaching and Assessment regulations of the EER for the MSc programme Computer Science are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable (www.utwente.nl/en/examination-board/overview/).

Table 1Ma: Curriculum for UT students started **February 2022** and going to Lappeenranta for MIMM double degree in September 22021.⁴

The diploma supplement that students receive upon completion of the programme will mention the specialisation: 'Strategic Marketing & Servitisation'.

Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
	<i>Elective (see Table 1Mb)</i>	5
	<i>Elective (see Table 1Mb)</i>	5
Q4		
201500386	Vision, Strategy and Leadership*	5
201400191	Social Implications of the Internet*	5
201700008	Design & Behaviour Change**	5
Q1/Q2 (TUB) or Upon return (UT)		
201400018	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

* The Teaching and Assessment regulations of the EER for the MSc programme Communication Studies are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable (www.utwente.nl/en/examination-board/overview/).

Table 1Mb: Electives MSc-MIMM (LUT) double degree programme Feb intake		
Course code	Course name	EC
Q3	Choose 2 of the following Q3 courses:	5+5=10
201500080	Advanced topics in Digital Marketing	5
201600155	Global Strategy and Business Development	5

Linked to SMS specialisation: Double Degree Programme with UT's MSc in Communication Sciences (COM)

Please be aware that this is a 90EC programme, resulting in two degrees.

Table 1N: Double degree programme Digital Marketing (start Sept or Feb.)				
Students that combine the 1yr COM MSc programme with the 1yr MSc BA programme need to fulfil both MSc COM and MSc BA requirements. This means that the following courses and electives need to be taken:				
Course code	Course name	EC	Quartile	BA/COM
Core obligatory courses: 65 EC				
First year obligatory (35 EC)				
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5	Q1	BA
201800090	Essentials in COM***	5	Q1	COM
201800089	Business Valuation & Corporate Governance	5	Q2	BA
192320501	E-Commerce**	5	Q2	BA
201500080	Advanced Topics in Digital Marketing	5	Q3	BA/COM
201800092	Societal Challenges in COM***	5	Q3	COM
201800091	Research Topics***	5	Q4	BA/COM
Second year obligatory (30 EC)				
201400174	Data Science*	5	Q1/Q3	
	Master Thesis BA-COM Digital Marketing	25	Q1+Q2/ Q3+Q4	BA/COM
Electives: Choose 25 EC (Q1: 5EC; Q2: 5EC; Q3: 5EC; Q4: 10EC)				
	<i>Choose 1:</i>			
201800205	Smart Industry	5	Q1	BA
201900083	Game Studies in Social Sciences***	5	Q1	BA
201500081	Business-to-Business Marketing	5	Q1	BA
	<i>Choose 1:</i>			
201800095	Design and Service Experience***	5	Q2	COM
201000113	User Centred Design of New Media***	5	Q2	COM
	<i>Choose 1:</i>			
201800101	Advertising & Consumer Psychology***	5	Q3	BA
201600155	Global Strategy and Business Development	5	Q3	BA
	<i>Choose 2:</i>			
201700008	Design & Behaviour Change****	5	Q4	COM
192403650	Reputation Management***	5	Q4	COM
201400191	Social Implications of the Internet***	5	Q4	COM

* The Teaching and Assessment regulations of the EER for the MSc programme Computer Science are applicable (www.utwente.nl/en/examination-board/overview/).

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable (www.utwente.nl/en/examination-board/overview/).

*** The Teaching and Assessment regulations of the EER for the MSc programme Communication Studies are applicable (www.utwente.nl/en/examination-board/overview/).

**** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable (www.utwente.nl/en/examination-board/overview/).

Access to courses

Courses from the MSc BA programme require prior knowledge at the academic BSc level on Business Administration. To participate, students need to be admitted to the MSc BA programme or should ask for permission (which will be granted to students that show sufficient prior academic knowledge in Business Administration).

Alternatives Double Degree Programme's courses

- Master Class BA (201400018)

Students from all cohorts that have 'Master Class BA' (201400018) (5EC) in their study programme can replace this course by two courses, after consulting the study advisor and written approval of the Programme Board:

- Qualitative Research and Business Skills (202001446) (2.5EC);
- Quantitative and Design Methods in Business Research (202001447) (2.5EC).