

# Composition of the programme MSc BA

Source: Programme Specific Appendix to the EER 2018-2019  
August 15, 2018

See for explanations of the tables the final section of this document.

Table 1A shows the requirements students need to meet to earn the degree 'MSc Business Administration'.

Table 1A: Summary of programme requirements MSc BA			
Requirement	EC's	Courses	See Table
Core courses	15	Entrepreneurial Leadership & Responsible Organizational Design (201600002) Qualitative Methods in Business Research (2EC, 201700035) Quantitative and Design Methods in Business Research (3EC, 201700036) Business Valuation & Corporate Governance (201800089)	Table 1B
Electives (Track-specific)	15	One of six tracks. Elective courses that can be followed as track-specific are listed in Table 1C per track*.	Table 1C
Elective (Free)	5	One elective course, e.g. fourth track-specific course or any other from Table 1C*.	Table 1C (under conditions Table 1 in total, see *)
Master thesis	25	Master Thesis BA Part 1 (201500101) Master Thesis BA Part 2 (201500102)	

\* All courses listed in Table 1C can be followed to meet this requirement. 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.

Table 1B: Curriculum MSc BA (Sept 2018 and Feb 2019 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
201700035	Qualitative Methods in Business Research	2	Q2/Q4
201700036	Quantitative and Design Methods in Business Research	3	Q2/Q4
201500101	Master Thesis BA Part 1	10	Q2/Q4
201800089	Business Valuation & Corporate Governance	5	Q3
	<i>Elective**</i>	5	Q3/Q1
	<i>Elective**</i>	5	Q3/Q1
201500102	Master Thesis BA Part 2	15	Q4/Q2
<b>Total EC</b>		<b>60</b>	

\*\* In the Academic year 2019/2020 in principle the same electives will be offered per Specialization Track as mentioned in the Table 1C. The programme will timely communicate transition rules should any changes occur.

Table 1C: List of Electives 2018-2019. <i>Students choose at least 3 electives from their Specialization Track.</i> The diploma supplement that students receive upon completion of the programme will mention the specialization track. The diploma itself will mention the MSc title and the name of the full programme: Business Administration.			
Course code	Course name	EC	Quartile
<b>Track: Entrepreneurship, Innovation and Strategy <sup>1</sup></b>			
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	5	Q3
201000087	Entrepreneurial Finance	5	Q3
<b>Track: Financial Management</b>			
194110070	Corporate Finance (for BA)	5	Q1

<sup>1</sup> Please see the option of following a Double Degree programme linked to this track later this paragraph.

201600013	Investments & Risk Management	5	Q1
201000087	Entrepreneurial Finance	5	Q3
<b>Track: Human Resource Management<sup>1</sup></b>			
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
<b>Track: International Management</b>			
201600011	International Entrepreneurship – a Strategic Technology perspective	5	Q1
201500086	Global Talent Management	5	Q1
201500083	Change Management and Consulting in a Global Context	5	Q1
201600155	Global Strategy and Business Development	5	Q3
201500085	Global Sourcing and Organization	5	Q3
<b>Track: Purchasing and Supply Management<sup>1</sup></b>			
201500091	Purchasing Strategy and Systems	5	Q1
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		
201500085	Global Sourcing and Organization	5	Q3
201600014	Seminar Purchasing	5	Q3
<b>Track: Strategic Marketing and Digital Business<sup>1,2</sup></b>			
192350200	E-Strategizing*	5	Q1
201500081	Business-to-Business Marketing	5	Q1
201500080	Advanced topics in Digital Marketing	5	Q3
201800205	Smart Industry	5	Q3
201600155	Global Strategy and Business Development	5	Q3

\* These courses are organized by another educational programme than MSc Business Administration (i.e. MSc Business & IT), and therefore the regulations regarding tests and exams might differ, please check the EER of the relevant programme.

\*\* These courses are organized by another educational programme than MSc Business Administration (i.e. MSc Industrial Engineering and Management), and therefore the regulations regarding tests and exams might differ, please check the EER of the relevant programme.

## 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 HRM and Technology Design (201500088).

### Digital Business Marketing line for SMDB track

Students choose Strategic Marketing & Digital Business specialization track that want to strengthen their profile in the field of Digital Business Marketing can choose in their (track) electives some courses that are part of the MSc Communication Studies (COM) programme. The study programme is shown in the Table 1C.2.

Table 1C.2: Full study programme for the Digital Business Marketing Line in the SMDB specialization track			
Course code	Course name	EC	Quartile
<b>Core obligatory courses: 40 EC</b>			
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5	Q1
201400018	Master Class BA	5	Q2
201800089	Business Valuation & Corporate Governance	5	Q2
201500101	Master Thesis BA Part 1	10	Q3
201500102	Master Thesis BA Part 2	15	Q4
<b>Mandatory elective: 5 EC</b>			

<sup>2</sup> This track has three lines: the regular programme, the double degree programme and the 'Digital Business Marketing' line. For this latter option, please see later this paragraph.

201500080	Advanced Topics in Digital Marketing		5	Q3
<b>Electives: Choose 15 EC</b>				
201800093	Network Business Communication**	COM	5	Q1
192350200	E-Strategizing*	BA	5	Q1
201800096	Advanced Big Data Analytics**	COM	5	Q2
201400188	Innovative Digital Public Services**	COM	5	Q2
201800205	Smart Industry	BA	5	Q3
201400191	Social Implications of the Internet**	COM	5	Q3

\* These courses are organized by another educational programme than MSc Business Administration (i.e. MSc Business & IT), and therefore the regulations regarding tests and exams might differ, please check the EER of the relevant programme.

\*\* These courses are organized by another educational programme than MSc Business Administration (i.e. MSc Communication Studies), and therefore the regulations regarding tests and exams might differ, please check the EER of the relevant programme.

## 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. Four Double Degree programmes are agreed upon and are stated in the Tables 1E-1M. When new Double Degree programmes are developed, these will be based on the programme comparison against the Intended Learning Outcomes (see Table 2) and on the format of the programmes stated below. Therefore (future) Double Degree programmes may deviate from the format of Tables 1A and 1B, as to be decided by the Programme Board.

### **Linked to EIS track; Double Degree Programme with Technical University of Berlin IMES**

Table 1E: Curriculum for TUB students coming to UT September 2018 / UT students started September 2018 and going to Berlin for MScIMES double degree in April 2019<sup>3</sup>

The diploma supplement that students receive upon completion of the programme will mention the specialization track: 'Entrepreneurship, Innovation and Strategy'.

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
	<i>Elective</i>	5
	<i>Elective</i>	5
Q2		
201800089	Business Valuation & Corporate Governance	5
	<i>Elective</i>	5
	<i>Elective</i>	5
Q3/Q4 (TUB) or Upon return (UT)		
201400018	Master class BA	5
194100040	Master Thesis BA	25
<b>Total EC</b>		<b>60</b>

Table 1F: Electives MSc-IMES double degree programme

Course code	Course name	EC
Q1		
...	Free: any other elective from the Q1 list	5+5=10
Q2	<i>Choose 2 of the following Q2 courses:</i>	5+5=10
201100051	Information Services	5
201100054	Supply Chain Management and Innovation	5
194108040	Business Development in a Network Perspective	5
201400174	Data Science	5

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

### Linked to EIS track: Double Degree Programme with UT's MSc in PSTS

Table 1G: **Double degree programme** Philosophy of Science, Technology & Society (PSTS)  
Students that combine the 2yr PSTS MSc programme with the 1yr MSc BA programme need to fulfill 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
<b>First year</b>			
201800205	Smart Industry	5	Q3
	MSc PSTS programme	55	
<b>Second year</b>			
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 track: Double Degree Programme with University of L'Aquila AEF

Table 1H: Curriculum for UT students started February 2019 and going to L'Aquila for 'Administration, Economics and Finance' double degree in September 2019 / L'Aquila students coming to UT September 2019  
The diploma supplement that students receive upon completion of the programme will mention the specialization track: 'Human Resource Management'.

Course code	Course name	EC
<b>Q3</b>		
201800089	Business Valuation & Corporate Governance	5
201500087	HRM and Innovation	5
201500088	HRM and Technology Design	5
<b>Q4</b>		
201700035	Qualitative Methods in Business Research	2
201700036	Quantitative and Design Methods in Business Research	3
201500101	Master Thesis BA Part 1	10
2019-2020 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 Part 2	15
<b>Total EC</b>		<b>60</b>

### Linked to PSM track: Double Degree Programme with Lappeenranta University of Technology MSM

Table 1J: Curriculum for UT students going to LUT for MSc-MSM double degree in January/February 2019 / LUT students coming to UT September 2018<sup>4,5</sup>.  
The diploma supplement that students receive upon completion of the programme will mention the specialization track: 'Purchasing and Supply Management'.

Course code	Course name	EC
<b>Q1</b>		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201500091	Purchasing Strategy and Systems	5

<sup>4</sup> For UT students started in September 2018 going to Lappeenranta per 1 January 2019 distance exams for Q2 exams will be facilitated.

<sup>5</sup> The programme in Lappeenranta only starts per 1 January each year.

201500081	<i>Business-to-Business Marketing</i>	5
Q2		
201800089	Business Valuation & Corporate Governance	5
201100054	Supply Chain Management and Innovation	5
	<i>Elective</i>	5
Upon return		
201400018	Master class BA	5
194100040	Master Thesis BA	25
<b>Total EC</b>		<b>60</b>

Table 1K: 2018-2019 Electives LUT double degree programme

Course code	Course name	EC
Q2	<i>Choose 1 of the following Q2 courses:</i>	
201100051	Information Services	5
194108040	Business Development in a Network Perspective	5

### Linked to SMDB track: Double Degree Programme with Lappeenranta University of Technology MIMM

Table 1L: Curriculum for LUT students coming to UT September 2018 / UT students started September 2018 and going to Lappeenranta for MIMM double degree in January 2019<sup>6</sup>

The diploma supplement that students receive upon completion of the programme will mention the specialization track: 'Strategic Marketing and Digital Business'.

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organizational Design	5
201600012	Management of Governance and Innovation and Creativity	5
	<i>Elective</i>	5
Q2		
201800089	Business Valuation & Corporate Governance	5
201100051	Information Services	5
	<i>Elective</i>	5
Q3/Q4 or Upon return (UT)		
201400018	Master class BA	5
194100040	Master Thesis BA	25
<b>Total EC</b>		<b>60</b>

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

Course code	Course name	EC
Q1	<i>Choose 1 of the following Q1 courses:</i>	
201500081	Business-to-Business Marketing	5
192350200	E-Strategizing	5
Q2	<i>Choose 1 of the following Q2 courses:</i>	
194108040	Business Development in Network Perspective	5
201100054	Supply Chain Management and Innovation	5

### 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, after consulting the study advisor and written approval of the Programme

<sup>6</sup> For UT students started in September 2018 going to Lappeenranta per 1 January 2019 distance exams for Q2 exams will be facilitated. The programme in Lappeenranta only starts per 1 January each year.

Board, by the two courses:

- Qualitative Methods in Business Research (201700035) (2EC);
- Quantitative and Design Methods in Business Research (201700036) (3EC).

### **Content of practical exercises/ Master Thesis**

The Master's thesis (or Master's project or Master's assignment) is not examined by a single responsible instructor; instead, a Master's committee of two examiners is formed for each individual assignment (for rules on examiners, please see Rules and Guidelines of the Examination Board and the Thesis Manual). The Master's thesis is an individual project, and is evaluated on an individual basis. The Master's thesis assesses the student's competence in the integrated application of the knowledge, comprehension and skills covered in the study units. In the (Appendix B of the) MSc BA Thesis Student Manual the thesis assessment matrix is included with all assessment criteria. In case students want to combine this Master Thesis BA project with master thesis projects from other UT master programmes, the usual criteria, applied for each separate UT MSc programme, need to be met. The thesis for the course 'Master Thesis BA' (either as result for 194100040 or 201500102) should be specifically written for the MSc BA examiners to assess as meeting the requirements for the Master Thesis BA. This entails the focus on a Business Administration related research question, the learning objectives of the thesis course, and the size of the course in terms of study load. Guidelines for students to combine UT master's thesis projects will be mentioned in the MSc BA Thesis Manual.

A special regulation on the duration, procedures in case of major problems, and termination of the Master's thesis is included in section 6b. below. Additional rules and regulations are stipulated in the Rules and Guidelines of the Examination Board. More practical information on the Master's assignment is available in the Master's thesis manual, which can be found through the Blackboard site of the Master's assignment BA and via [www.utwente.nl/BA/Master](http://www.utwente.nl/BA/Master).

### **Transition rules**

All transition rules are mentioned in section 5 of this programme specific EER.

### **Individual Learning Agreements**

At the start of their programme all students participating in the programmes mentioned in section 1 should fill in an 'Individual Learning Agreement' (ILA) via an online tool. The ILA includes their choice of Specialization Track, electives and requires a study plan, about which students can consult the study advisor. The ILA deadline is within two weeks (10 working days) after the formal starting moment of the student's first quartile. In this ILA the students' individual programme is documented in terms of Table 1A-1J (section 1). Deviations from Table 1A-1J can only be documented in an ILA after approval from the Programme Board. The Programme Board will assess this based on the ILO's and fit with programme goals and content. Any request to change the ILA after the deadline should be addressed to the Programme Board and needs a positive advice from the study advisor.

#### **Explanation tables**

Table 1 (subdivided in 1A till and included 1M) shows the units of study (courses) making up the MSc programme in Business Administration and the study load in EC (1 EC = 28 hours) per unit. The periods in which these units of study are offered are marked by Q1 up to Q4 (Q=Quartile). The tables represent the regular curriculum (Table 1A, 1B, 1C), the four double degree programmes organized with our partners from Technical University of Berlin (TUB) (Table 1E, 1F), Lappeenranta University of Technology (LUT) (Table 1J, 1K, 1L, 1M), University of L'Aquila (Table 1H), and the double degree programme organized with University of Twente's MSc programme PSTS (Table 1G).

Tables 1A – 1C represent the standard, single diploma curriculum for University of Twente students who start their Master's programme in September 2018 or February 2019. In this standard curriculum (Table 1B) students will take core courses (15 EC in total) developed in line with the three roles the programme prepares students for: designer, researcher, and organizer (see Intended Learning Outcomes). Students can choose for their elective space in the programme (4 x 5EC) four electives, three of which must be from the Specialization Track (the MScBA Specialization Tracks are listed in section 4d; the electives are listed in Table 1C). The fourth elective can also be from the Specialization Track (if available), but essentially can be a free choice also from any other course mentioned in Tables 1A-1M. A course from another programme can be chosen, if the course fits the programme goals and content, to be assessed by the Programme Board and the track coordinator. By choosing a specialization track and carrying out a Master's project in the same field, the student can set a distinctive profile for himself within the programme. For a schematic overview of the programme requirements, please see Table 1A.

Tables 1E – 1M show the University of Twente's BA curriculum for students who opt for deepening their knowledge and extending their expertise via a double-diploma with one of the partners in other European countries (four options) or with another UT programme (one option). In this case the programme is 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. This allows for a two-way interchange of students, which is to say that the programmes presented in these tables (1E-1M) are also valid for students from the partner departments at TU Berlin, Lappeenranta University of Technology, and University of L'Aquila who enroll in the Twente Business Administration programme in order to obtain a double degree. In these cases a limited number of electives are offered to fill in the elective space.