

**Information Sheet  
Double Degree Programme UM/LUISS**



**Partner schools:** *SBE Maastricht and LUISS University*

**Applicable UM study programme:** *MSc International Business – Strategic Marketing*

**Programme duration:** *two academic years*

**Programme structure:** *year 1 at UM and year 2 at LUISS*

**Application deadline:** *1 November 2023*

**PROGRAMME OUTLINE**

<b>Double Degree Programme UM / LUISS</b> <i>MSc International Business – Strategic Marketing</i> <i>MSc in Marketing</i>			
School	Month(s)	Course(s)	ECTS
<b>Year 1 at SBE Maastricht</b>			
UM	Sep – Oct	<a href="#">EBC4078</a> Marketing Strategy and Innovation	6,5
		<a href="#">EBC4280</a> Research in International Business	6,5
	Nov – Dec	<a href="#">EBC4079</a> Consumer Psychology	6,5
		Elective → Students choose one of the following electives:	6,5

		<ul style="list-style-type: none"> <li>• <a href="#">EBC4038</a> Cases in Management Information Systems</li> <li>• <a href="#">EBC4181</a> Entrepreneurial Finance</li> <li>• <a href="#">EBC4039</a> Financial Statement Analysis and Valuation</li> <li>• <a href="#">EBC4054</a> Institutional Investors</li> <li>• <a href="#">EBC4044</a> International Competitive Analysis and Strategy</li> <li>• <a href="#">EBC4048</a> Organisational Learning</li> <li>• <a href="#">EBC4154</a> Performance Management and Strategy Execution</li> <li>• <a href="#">EBC4016</a> Supply Chain Operations Management</li> </ul>	
	Feb – Apr	<a href="#">EBC4076</a> Service Management	6,5
		<a href="#">EBC4269</a> Knowledge, Innovation and Technological Change	6,5
	Apr – Jun	<a href="#">EBC4267</a> Marketing Intelligence	6,5
		<a href="#">EBC4270</a> Multidisciplinary Business Challenge	6,5
	Feb – Jul	<a href="#">EBS4016</a> Writing a Master's Thesis Proposal: IB-Strategic Marketing	4
<b>Year 2 at LUISS University</b>			
LUISS	Sep – Feb	Retail and Service Experience Marketing	6
		Project work	6
		Second Language: Italian	4
		Elective 1*	6
		Elective 2*	6
		*Depending on the elective taken in Maastricht during period 2 of year 1  → Choose an elective from the list below: <ul style="list-style-type: none"> <li>• Integrated Marketing Communication</li> <li>• Performance Marketing</li> <li>• Neuromarketing</li> <li>• Content Marketing E Brand Storytelling</li> <li>• Social Marketing</li> <li>• Organizing Innovation</li> <li>• Entrepreneurship and Venture Capital</li> </ul>	

		<ul style="list-style-type: none"> <li>• International Operations and Supply Chain</li> <li>• Marketing Big Data Analysis</li> <li>• Management of Circular Economy</li> <li>• Language in Advertising</li> <li>• Artificial Intelligence in Marketing</li> </ul>	
	Feb – Jul	Marketing Communication & New Media	6
		Organizational Issues in Marketing and Sales	8
		Final Work	18
UM (online)	Jan – Oct	<a href="#">EMTH0001</a> Master's Thesis	17
<b>Total ECTS credits</b>			<b>133</b>



*Please be aware that the current course offer is subject to change without prior notice.*

Participants in the Double Degree Programme are responsible for getting acquainted with, and for abiding by, the rules and regulations of their host university in a timely manner, especially with regard to examination types, schedules and forms of resits, if any.

The Education and Examination Regulations (MSc-EER's) for the Master's study programmes at the School of Business and Economics of Maastricht University (UM) apply to all Double Degree programmes. You can find the MSc-EER's on the Student Portal (My SBE Intranet), under "Regulations, rights and duties". For courses taken at LUISS the EER from LUISS will apply.

### Fixed curriculum

Please note that all SBE Network Programmes (including the Double Degree Programmes) have a fixed curriculum. It is not possible to switch/waive/cancel any of the courses offered in these fixed programmes.

## SELECTION PROCEDURE

### Eligibility and admission requirements

- Who can apply: (prospective) students in the MSc International Business – specialization Strategic Marketing
- Selection requirements:
  - obtained all 13 ECTS from the first period of the study programme during the first sit
  - have an average grade of minimum 7.0
- Departure requirements:
  - obtained all 26 ECTS from the first semester of the study programme
  - successfully completed the course "Writing a Master's Thesis Proposal: Strategic Marketing"

### Selection procedure

Students can start their application for the Double Degree Programme with LUISS as soon as they have a valid registration for the MSc in International Business – specialization Strategic Marketing.

- Before application:
  - Interested students have to request an application form via e-mail to [doubledegree-sbe@maastrichtuniversity.nl](mailto:doubledegree-sbe@maastrichtuniversity.nl).
- Application:
  - Applicants have to submit the filled-out and signed **application form**, together with a **motivation letter, CV, copy of passport and bachelor's transcript** via e-mail to [doubledegree-sbe@maastrichtuniversity.nl](mailto:doubledegree-sbe@maastrichtuniversity.nl). \*

→ **Application deadline: 1 November 2023**

*\*Note that incomplete applications will not be considered!*

  - Applicants' motivation letter, CV and bachelor's transcript will be considered by the Double Degree Team and the applicable Programme Advisor at SBE Maastricht.
  - The applications considered strongest will be invited for an in-person interview.
- Results:
  - Applicants will be informed about the results via e-mail.
  - The accepted students will have to confirm their participation via e-mail and pay the required administrative fee (see *Practical Information* below) within a set time window that will be communicated in the e-mail with the results of the application.
- Cancellation:
  - If accepted students do not meet the departure requirements, the Double Degree participation will be cancelled and the administration fee will not be refunded.

### Available places

A maximum of **5 slots** are being offered for the academic year 2023-2024.

## PRACTICAL INFORMATION

### Contact

Questions or remarks regarding the Double Degree Programme with LUISS, can be directed to the Double Degree Team of SBE Maastricht via e-mail to [doubledegree-sbe@maastrichtuniversity.nl](mailto:doubledegree-sbe@maastrichtuniversity.nl).

### Tuition fee and additional costs

Students have to be registered at UM for the entire duration of the study programme, so even while abroad at the host university. This implies that students selected in the Double Degree Programme pay tuition fee at UM for the entire duration of the programme. Selected students are exempted of tuition fee payment at the partner school.

Besides the tuition fees at SBE Maastricht, students selected for the Double Degree Programme with LUISS will be charged an **administrative fee of € 1.000,00**. The Double Degree Team will provide students with an invoice including detailed payment information and a due date for the receipt of the administrative fee.

**Cancellation:** The administration fee of € 1.000,00 will not be refunded if a student cancels their allocation after confirmation. Only in case of severe personal circumstances, confirmed by a study advisor of SBE Maastricht, the administration fee can be refunded.

Students will be required to pay for a regional public tax and a graduation fee at LUISS (in the academic year 2018-19, the amounts were € 156.00 and € 200.00 respectively). LUISS will communicate this well in advance.

All other costs that come with participation (such as health insurance and visa application, travel and accommodation, study materials and potential fees at the partner school) and other personal costs have to be covered by the students.

Please note that you are not eligible for an Erasmus grant if you participate in a programme for which you have to pay a fee beyond the regular tuition fee, which is the case for our Double Degree Programmes as they come with an administrative fee.

It is your own responsibility to check with DUO whether you are entitled to retain your Dutch study grant, or “studiefinanciering”, while abroad for the Double Degree programme.

## Diploma

After successful completion of all the requirements of both the Double Degree Programme, students will be awarded the degree of Master of Science in International Business – Strategic Corporate Finance from SBE Maastricht and the Master’s Degree in Marketing from LUISS University.

## Additional internships/MSc exchange

Please note that SBE Maastricht does not approve an additional (extra-curricular) MSc exchange to students enrolled in a Double Degree programme after they have completed the full programme. Since the regular DD programme already takes 2 years, another extension of the programme is not allowed.

An additional internship is only possible with 100% study progress. For more information on internships, please check the requirements of the Internship Office in the Student Portal.

## Disclaimer

Should Dutch government deem a country unsafe for travel (because of sanitary crises, riots or other reasons), UM students will not be allowed to physically go to their exchange destination in that country. This also applies to students in the Double Degree Programmes of SBE Maastricht. If that would happen, SBE Maastricht reserves the right to cancel the Double Degree programme for its students and will enable them to continue and graduate in the regular master programme.