

# LBM DD\* MSc PROGRAMMES

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*8.12.2020*

\*Double or Dual Degrees


# Why a double degree (DD)? What are the benefits?

1. Rewarding of studying abroad with a second degree
2. Two degrees by (almost) the same workload as one degree = use your study time well
3. Experience in studying in a new, international environment
4. Getting a unique competence profile, which cannot be offered by any single degree programme on its own
5. Get a double professional network to help your future career
6. Proof of capability to work efficiently and achieve goals within set timeframes
7. Receiving an outstanding CV proofing your future employers with your competences

# How and when to apply?

- » The LUT internal application period for Business Administration double degree programmes is 18.1.-15.2.2021.
- » Detailed information and application instructions:
  - » <https://uni.lut.fi/en/web/lut.fi-eng/lut-school-of-business> please see under your own M.Sc programme!
  - » [Incoming] Study coordinator Suvi Tiainen [suvi.tiainen@lut.fi](mailto:suvi.tiainen@lut.fi)

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UNI / Studies / International Mobility / Double Degree Programmes

### Double Degree Programmes

Some of the Master's Degree Programmes in Business Administration offer students a possibility to join the double degree programme. Each Double Degree Master's degree programme takes approx. two or two and half years and corresponds to the minimum of 120 ECTS credits. More information can be found from:

- [Double Master's Degree Programmes with LUT Master's Programme in International Marketing Management and Double Master's Degree Programme in Supply Management.](#)
- [Trilateral Master's Degree Programme in Energy Technology](#) was launched in 2018 and successful graduates from the study programme will be awarded three degrees. The programme takes two years and corresponds to 120 ECTS credits.
- [MIMM Double Degree flyer](#)
- [MSM Double Degree flyer](#)
- [Triple and double degree in Energy Technology flyer](#)
- [Double- and triple degree presentation 27.11.2018](#)

**Application period for Business Administration double degree programmes is 18.1.-15.2.2021. Application period for Double and Triple Master's Degree Programme in Energy Technology in April 2021.**

Detailed application instructions can be found from Uni-portal under the Master's degree programme.

Päivitetty: 23.11.2020 11:01

# Master's in International Marketing Management (MIMM)

- » Possibility for double degree studies at
- Skema Business School (Sophia Antipolis, France + other locations)
  - University of Twente (Enschede, the Netherlands)
  - Prague University of Economics and Business (VSE) (Prague, Czech Republic)



UNIVERSITY OF TWENTE.

UNIVERSITY  
OF TWENTE.



SAN FRANCISCO  
STATE UNIVERSITY

## Master's Programme in Supply Management (MSM)

- » University of Twente (Enschede, the Netherlands)

## Master's Programme in International Business and Entrepreneurship (MIBE)

- » University of Pavia (Italy)
- » Graduate School of Management (GSOM) (St. Petersburg, Russia)

## Master's Programme in Business Analytics (MBAN)

- » Graduate School of Management (GSOM) (St. Petersburg, Russia)

# SKEMA business school, why?



1. A top French business school
2. An internationally recognised business school (EQUIS, AACSB, AMBA, FT ranking)
3. Campuses where things are happening
  - » Sophia-Antipolis: a large science park, 22 km from Nice
  - » Note: other campuses e.g. in Lille, Paris and Brazil, China (and the US)
4. Choice: electives with small ECTS
5. Individualised guidance (tutor-teachers)
6. International (faculty, students and e.g. this programme M.Sc. in International Marketing and Business Development)
7. (Professional experience)
8. A powerful alumni network
9. Top-flight faculty (company connections and publications)
10. A rich and diversified student life

# Degree programme structure LUT-SKEMA

1st year of M.Sc. studies

Autumn: studies @LUT

Spring: studies @LUT

2nd year of M.Sc. studies

September-December:  
studies @LUT

January-April studies  
@SKEMA

May-November: min. 4  
months' work experience

January-September: writing  
the thesis

3rd year of M.Sc. studies

September: submission of  
MSc. Thesis, SKEMA oral  
defence in October

December: Graduation  
from LUT (SKEMA  
graduation board in  
December, graduation  
officially in the summer)



# MIMM-SKEMA Degree Structure

@LUT  
1<sup>st</sup> year and 2<sup>nd</sup> year  
fall semester  
curriculum of the  
programme

<b>Mandatory courses Semester 2</b>	
Empolyability and Career	1
Understanding markets and consumers	5
Product Management & Operational Marketing	4
Business Development & Sales	5
<b>total core courses</b>	<b>15</b>
<b>Specialisation Electives - Business development (choose 5 courses)</b>	
Sosial network marketing	3
Using CRM with Salesforce.com	3
Digital growth	3
Big data and analytics	3
Trends, innovation and competition	3
Transformative innovation	3
Using SPSS	3
Issues in international economics and geopolitics	3
Excel for business developers	3
Company project	3
Auchan Challenge	3
Using PR and events to develop business	3
Eyeka project	3
Community service venture factory	3
<b>Total specialisation courses</b>	<b>15</b>

@LUT/Skema  
MSc thesis

The background of the slide is a photograph of a coastal scene. In the foreground, there are large, dark, jagged rocks. The ocean is a vibrant blue-green color, with white foam from waves crashing against the rocks. In the middle ground, there's a small building with a red roof and several palm trees. The sky is a pale blue with some light, wispy clouds.

**Why choose SKEMA?**  
**At the top of French and international rankings\***  
**A global business school**  
**A wide range of marketing courses**

**\*E.g. This MSc was ranked 1<sup>st</sup> in France by MOCI magazine and QS 2021: 11th worldwide (and 5th among the French schools represented)**

# University of Twente, why?

- » Master's programme specialization in Strategic Marketing and Business Information (SMBI) provides nice synergies in programme contents for the MIMM students
  - » Well suited for those interested in combining marketing and analytics ->unique set of skills for building future career!
- » LUT MSM & UT Master in Purchasing & Supply Management: very much the same focus!
- » Internationally oriented programme(s)
- » Ranked as one of the 25 best universities in Europe
- » Ideal location in the vibrant student city of Enschede



# Degree programme structure LUT-Twente

1st year of M.Sc. studies

Autumn: studies  
@LUT

Spring: studies  
@LUT

2nd year of M.Sc. studies

Autumn: studies  
@UTwente

Spring: Master's  
thesis

UNIVERSITY OF TWENTE

UNIVERSITY  
OF TWENTE

# MIMM-TWENTE Degree Structure

@LUT  
1<sup>st</sup> year curriculum of  
the programme

<b>CORE STUDIES, Obligatory 15 ECTS CR</b>	
Entrepr. Leadership & Responsible Org. Design	5
Entrepreneurial finance	5
Information services	5
	<b>15</b>
<b>SPECIALISATION STUDIES, Obligatory 5 ECTS CR</b>	
Management of Govern. Innovation Creativity	5
<b>And at least 5 ECTS of the following three courses:</b>	
Business development in Network Perspectives*	5
Supply Chain Management and innovation	5
Organization & strategy	5
<b>and 5 ECTS of the following three courses:</b>	
B2B marketing	5
E-Strategizing	5
Advanced Topics in Digital marketing	5
	<b>15</b>

@LUT/Twente  
MSc thesis

# MSM DD Studies at LUT and Twente

UT students, 120 cr	LUT students, 120 cr																												
30 cr at UT	36 cr at LUT																												
<p><b>36 cr MSM studies</b></p> <table border="0"> <tr> <td>A310A0NEW Supply chain analytics project</td> <td>6</td> </tr> <tr> <td>A310A0603 Supplier Development and Relationship Management</td> <td>6</td> </tr> <tr> <td>A310A0330 Managing Service Business in Supply Chain</td> <td>6</td> </tr> <tr> <td>A310A0651 Risk Management in Supply Chain</td> <td>6</td> </tr> <tr> <td>A310A0301 Supply Chain Improvement</td> <td>6</td> </tr> <tr> <td>A310A0201 External Resource Management</td> <td>6</td> </tr> </table> <p>The courses at LUT are run in spring semester</p> <p>In addition complementary Studies (3 ECTS cr):            A130A0050 Introduction to Studies of Economic Sciences for Master's Students</p>	A310A0NEW Supply chain analytics project	6	A310A0603 Supplier Development and Relationship Management	6	A310A0330 Managing Service Business in Supply Chain	6	A310A0651 Risk Management in Supply Chain	6	A310A0301 Supply Chain Improvement	6	A310A0201 External Resource Management	6	<p><b>24 cr minor, at LUT</b></p> <p><b>30 cr MPSM studies</b>            (Period 1 or 3)</p> <table border="0"> <tr> <td>Technology in networks</td> <td>5</td> </tr> <tr> <td>Advanced research methods OR Consulting change and Project Management</td> <td>5</td> </tr> <tr> <td>Purchasing strategy and systems</td> <td>5</td> </tr> </table> <p>(Period 2 or 4)</p> <table border="0"> <tr> <td>Global sourcing and organization</td> <td>5</td> </tr> <tr> <td>Supply chain management and innovation</td> <td>5</td> </tr> <tr> <td>Public procurement (only 4<sup>th</sup> period)</td> <td>5</td> </tr> <tr> <td>Industrial marketing</td> <td>5</td> </tr> <tr> <td>Innovation and business development in network perspective (only 4<sup>th</sup> period)</td> <td>5</td> </tr> </table>	Technology in networks	5	Advanced research methods OR Consulting change and Project Management	5	Purchasing strategy and systems	5	Global sourcing and organization	5	Supply chain management and innovation	5	Public procurement (only 4 <sup>th</sup> period)	5	Industrial marketing	5	Innovation and business development in network perspective (only 4 <sup>th</sup> period)	5
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UT students study 1-2 semesters in LUT

LUT students study 1 semester in UT



# INTERNATIONAL BUSINESS - Central European Business Realities

Prague University  
of Economics and  
Business



# VSE Prague, why?

- » EPAS accredited partner- programme 'International Business – Central European Business Realities'
- » Leading business school in Czech Republic
- » Internationally oriented programs and campus
- » Historical and culturally vibrant city, 9th most attractive tourist destination in the world, safe!
- » Lower cost for living
- » Global alumni network!





# Degree programme structure LUT-VSE

1st year of M.Sc. studies

Autumn: studies  
@LUT

Spring: studies  
@LUT

2nd year of M.Sc. studies

Autumn: studies  
@VSE

Spring: studies  
@VSE and master's  
thesis

# MIMM-VSE Degree Structure

@LUT  
1<sup>st</sup> year  
curriculum of  
the  
programme

<b>INTERNATIONAL BUSINESS CORE STUDIES:</b>	
Obligatory 9 ECTS cr	
Ethics, Sustainability and Responsibility in Business	3
International Corporate Finance	6
<b>SPECIALISATION STUDIES 48 ECTS CR</b>	
Obligatory 48 ECTS cr	
International Management	6
International Business Operations	6
Information Technologies in Entrepreneurship	6
A330A9001 Master's thesis, International Marketing Management	30
<b>CENTRAL EUROPEAN BUSINESS STUDIES MINOR</b>	
Obligatory 26 ECTS cr	
International Economics	3
Comparative Government of Central and Eastern Europe	5
International Marketing Communication	6
International Trade	6
Trade Policy in Central European Countries	6
<b>Electives</b>	7
Choose here minimum 7 ECTS from the pool of electives provided by VSE; the pool, not listed here, contains of app. 100 courses.	
Courses similar to the ones taken in the home university (e.g. International Marketing) cannot be taken.	

@LUT/VSE  
MSc thesis

# Questions, comments, ideas?

- » Talk to your own programme director about DD –programmes!
- » Email: [suvi.Tiainen@lut.fi](mailto:suvi.Tiainen@lut.fi)
- » Email: [olli.kuivalainen@lut.fi](mailto:olli.kuivalainen@lut.fi)