

**MSc Business Administration (BA)
Curriculum 2024-2025**

Table 1A: Summary of programme requirements MSc BA			
Requirement	EC	Courses	See Table
Core courses	15	Entrepreneurial Leadership & Responsible Organisational 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 Director 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 2024 and Feb 2025 intake)			
Course code	Course name	EC	Quartile
201600002	Entrepreneurial Leadership & Responsible Organisational Design	5	Q1
	Elective*	5	Q1/Q3
	Elective*	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
	Elective*	5	Q3/Q1
	Elective*	5	Q3/Q1
201500102	BA Master Thesis Research Project	15	Q4/Q2
Total EC		60	

* In the Academic year 2025/2026, in principle the same electives will be offered per Specialisation as mentioned in Table 1C. The programme will communicate transition rules should any changes occur before the start of the first semester of 2025-2026 (July/August 2024) in the Education and Examination Regulations (EER), MSc BA programme specific part .

Specialisations:

Table 1C: List of Electives 2024-2025. Students choose at least 3 of their 4 electives (20 EC) from their Specialisation. The diploma supplement that students receive upon completion of the programme will state the specialisation. The diploma itself will state 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 (mandatory)	5	Q1
202300200	Data Science* (mandatory)	5	Q1/Q3
192360021	ICT Management**	5	Q3
192340101	Implementation of IT in Organisations**	5	Q3
194105070	Information Systems for the Financial Services Industry	5	Q3
Specialisation: Entrepreneurship, Innovation & Strategy (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	Q3
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 Management (HRM)			
201500092	Strategic HR Analytics	5	Q1
201500086	Global Talent Management	5	Q1
201500087	HRM and Innovation	5	Q3
192340101	Implementation of IT in Organisations**	5	Q3
Specialisation: International Management & Consultancy (IMC)			
201600011	International Entrepreneurship – a Strategic Technology Perspective	5	Q1
201500083	Change Management and Consultancy in a Global Context	5	Q1
201500086	Global Talent Management	5	Q1
202001448	Cross-Cultural Behaviour	5	Q3
201600155	Global Strategy and Business Development	5	Q3
Specialisation: Purchasing & Supply Management (PSM)			
191820160	Purchasing Management**** (recommended for students who did not follow SUM in the IBA programme at UT)	5	Q1
201500081	Business-to-Business Marketing	5	Q1
202300077	Strategic Procurement in the Public and Healthcare Sectors	5	Q1
201500091	Purchasing Strategy and Systems	5	Q1
201500085	Global Sourcing and Organisation	5	Q3
201600014	Seminar Purchasing	5	Q3
Specialisation: Strategic Marketing & Servitisation (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

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

*** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Engineering & Management are applicable

**** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable

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

Alternatives

Alternative electives

Regular MSc BA students are not allowed to add elective courses from one of the double degree programmes to their Individual Learning Agreement unless approval is granted by the Programme Director. If students want to participate in a course outside of the MSc BA programme with the approval from the offering programme, the course will be registered among the “Other Courses”, which is not counted as an elective.

Entrepreneurial Leadership & Responsible Organisational Design (201600002)

This course can only be replaced by Vision, Strategy & Leadership (201500386) only after the approval of the Programme Director after receiving positive advice from the study advisor, and formalised in the Individual Learning Agreement.

B. Double degree and Joint Education programmes

We offer five Double Degree programmes with partner universities and two Joint Education Programmes with partner programmes at UT. These are listed in Tables 1D-1M. For those students who are not present at the UT during the regular Master Thesis Proposal and Master Thesis Project, the Master Class BA (201400018) and Master Thesis BA (194100040) are offered as an alternative option.

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 2024**/UT students who start September 2024 and go to Berlin for MSc IMES double degree in April 2025¹

The diploma supplement that students receive upon completion of the programme will state the specialisation: ‘Entrepreneurship, Innovation and Strategy’.

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organisational Design	5
	Elective (see Table 1Db)	5
	Elective (see Table 1Db)	5
Q2		
201800089	Business Valuation & Corporate Governance	5
	Elective (see Table 1Db)	5
	Elective (see Table 1Db)	5
Q3/Q4 (TUB) or Upon return (UT)		
201400018 (Q3)	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		10

¹ The programme parts to be followed at TU Berlin start in April.

201600011	International Entrepreneurship - a Strategic Technology perspective	5
201600012	Management and Governance of Innovation and Creativity	5
Q2	Choose 2 of the following Q2 courses:	5+5=10
201100054	Supply Chain Management and Innovation	5
192320501	E-Commerce**	5
202300200	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

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

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

**** The Teaching and Assessment regulations of the EER for the MSc programme Interaction Technology are applicable

Table 1Ea: Curriculum for UT students who start **February 2025** and go to Berlin for MSc IMES double degree in October 2025²

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

Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
	Elective (see Table 1Eb)	5
	Elective (see Table 1Eb)	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 (Q1)	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 Science are applicable

** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable

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

EIS specialisation: Joint Education 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 ³	55	

² Limited to 5 students, selection procedure may be applied.

³ Please refer to the Programme-specific part for the MSc PSTS programme for the curriculum of the 1st year.

Second year			
201600002	Entrepreneurial Leadership & Responsible Organisational 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
201900178	Master Thesis in the framework of the PSTS-BA Joint Education Programme	25	Q3/Q4

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

Table 1G: Curriculum for UT students starting February 2025 and going to L’Aquila for AEF double degree in September 2025 / L’Aquila students coming to UT September 2024
The diploma supplement that students receive upon completion of the programme will state the specialisation: ‘Human Resource Management’.

Course code	Course name	EC
Q3		
201800089	Business Valuation & Corporate Governance	5
201500087	HRM and Innovation	5
192340101	Implementation of IT in Organisations*	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 Organisational Design	5
201500092	Strategic HR Analytics	5
201500086	Global Talent Management	5
201500102	Master Thesis BA Research Project	15
Total EC		60

* The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

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

Table 1H: Curriculum for Trento students coming to UT **September 2024**
The diploma supplement that students receive upon completion of the programme will state 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 Organisational 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 201000087 201600015	Choose 1: Global Sourcing & Organisation (IMC specialisation) or Entrepreneurial Finance (EIS specialisation) or Strategic Technology Management & Innovation (EIS specialisation)	5
Q4		
201500102	Master Thesis BA Research Project	15
Total EC		60

Table 1I: Curriculum for UT students started **September 2024** and going to Trento for MSc IM double degree in February 2025

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

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organisational Design	5
201600011	International Entrepreneurship	5
201500083 201500086	Change Management & Consultancy in a Global Context or Global Talent Management	5
Q2		
201800089	Business Valuation & Corporate Governance	5
202300200	Data Science	5
201100054	Supply Chain Management & Innovation	5
Upon return (UT)		
201400018 (Q3)	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1J: Curriculum for UT students started **February 2025** and going to Trento for MSc IM double degree in September 2025

The diploma supplement that students receive upon completion of the programme will state 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 (Q1)	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 Science are applicable

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

Table 1Ka: Curriculum for UT students going to LUT for MSc-MSM double degree in January/February 2025 / LUT students coming to UT September 2024⁴

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

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organisational 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
	Elective (see Table 1Kb)	5
Upon return (UT)		
201400018 (Q3)	Master Class BA	5
194100040	Master Thesis BA	25
Total EC		60

Table 1Kb: 2023-2024 Electives LUT double degree programme MSM

Course code	Course name	EC
Q2	Choose 1 of the following Q2 courses:	
202300200	Data Science*	5
192320501	E-Commerce**	5

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

** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

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

Table 1La: Curriculum for LUT students coming to UT September 2024 / UT students started September 2024 and going to LUT for MIMM double degree in January 2025⁴

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

Course code	Course name	EC
Q1		
201600002	Entrepreneurial Leadership & Responsible Organisational Design	5
201600012	Management of Governance and Innovation and Creativity	5
201500081	Business-to-Business Marketing	5
Q2		
201800089	Business Valuation & Corporate Governance	5
	Elective (see Table 1Lb)	5
	Elective (see Table 1Lb)	5
Q3/Q4 or Upon return (UT)		
201400018 (Q3)	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
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⁴ For UT students who start in September 2024 and go to LUT in January 2024, distance exams will be arranged.

Q2	Choose 1 of the following Q2 courses:	
202300200	Data Science*	5
192320501	E-Commerce**	5
201100054	Supply Chain Management and Innovation	5

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** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

SMS specialisation: Joint Education Programme with UT MSc in Communication Science (COM)

Please be aware that this is a 90EC programme, resulting in two degrees.⁵

Table 1Ma: Joint education programme Digital Marketing (start Sept 2024)				
Students that combine the 1yr MSc COM 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 mandatory courses: 65EC				
201600002	Entrepreneurial Leadership & Responsible Organisational Design	5	Q1	BA
201800090	Essentials in COM***	5	Q1	COM
202300200	Data Science*	5	Q1	BA
201800089	Business Valuation & Corporate Governance	5	Q2	BA
201500080	Advanced Topics in Digital Marketing	5	Q3	BA
202400007	Societal Challenges	10	Q3&Q4	COM
202001446	Qualitative Research and Business Skills	2.5	Q4	BA
202001447	Quantitative and Design Methods	2.5	Q4	BA
202300125	BA-COM Master Thesis Research Proposal Digital Marketing	10	Q1	BA/COM
202300126	BA-COM Master Thesis Research Project Digital Marketing	15	Q2	BA/COM
Electives: Choose 25 EC⁶				
Choose 2:				
201800095	Design and Service Experience***	5	Q2	COM
201000113	User-Centred Design of New Media***	5	Q2	COM
192320501	E-Commerce**	5	Q2	
Choose 1:				
201600155	Global Strategy and Business Development	5	Q3	BA
201900083	Game Studies in Social Sciences***	5	Q3	COM
201800101	Advertising & Consumer Psychology***	5	Q3	COM
Choose 1:				
201700008	Design & Behaviour Change****	5	Q4	COM
192403650	Reputation Management***	5	Q4	COM
201400191	Social Implications of the Internet***	5	Q4	COM
Choose 1:				
201800205	Smart Industry	5	Q1	BA
201500081	Business-to-Business Marketing	5	Q1	BA
202300043	Social Marketing and Behavioural Change	5	Q1	COM

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** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

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

**** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable

⁵ Students from a Dutch university of applied sciences are admissible to the Digital Marketing Double Degree after successfully completing the Digital Marketing Pre-Master's programme of 30EC. Students need to apply via Studielink for both the Communication Science and Business Administration programmes for this double degree programme. Please refer to this [webpage](#) for up-to-date admission requirements for all applicants.

⁶ In the elective space, students should choose at least one elective from BA and one elective from COM

Table 1Mb: Joint education programme Digital Marketing (start Feb 2025)				
Students that combine the 1yr MSc COM 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 mandatory courses: 65EC				
201800090	Essentials in COM***	5	Q3	COM
201800089	Business Valuation & Corporate Governance	5	Q3	BA
201500080	Advanced Topics in Digital Marketing	5	Q3	BA
201500386	Vision, Strategy and Leadership ***	5	Q4	COM
202300200	Data Science*	5	Q1	BA
202400007	Societal Challenges	10	Q1&Q2	COM
202001446	Qualitative Research and Business Skills	2.5	Q2	BA
202001447	Quantitative and Design Methods	2.5	Q2	BA
202300125	BA-COM Master Thesis Research Proposal Digital Marketing	10	Q3	BA/COM
202300126	BA-COM Master Thesis Research Project Digital Marketing	15	Q4	BA/COM
Electives: Choose 25 EC⁷				
Choose 2:				
201700008	Design & Behaviour Change****	5	Q4	COM
192403650	Reputation Management***	5	Q4	COM
201400191	Social Implications of the Internet***	5	Q4	COM
Choose 1:				
201800205	Smart Industry	5	Q1	BA
201500081	Business-to-Business Marketing	5	Q1	BA
202300043	Social Marketing and Behavioural Change	5	Q1	COM
Choose 1:				
201800095	Design and Service Experience***	5	Q2	COM
201000113	User-Centred Design of New Media***	5	Q2	COM
192320501	E-Commerce**	5	Q2	
Choose 1:				
201800101	Advertising & Consumer Psychology***	5	Q3	COM
201600155	Global Strategy and Business Development	5	Q3	BA
201900083	Game Studies in Social Sciences***	5	Q3	COM

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** The Teaching and Assessment regulations of the EER for the MSc programme Business & IT are applicable

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

**** The Teaching and Assessment regulations of the EER for the MSc programme Industrial Design Engineering are applicable

⁷ In the elective space, students should choose at least one elective from BA and one elective from COM