

Information Sheet

Dual Degree Programme UM/LUISS



Partner schools: *Maastricht University School of Business and Economics (UM) and LUISS Guido Carli (LUISS)*

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

Programme duration: *4 semesters*

Programme structure: *semester 1 and 2 at UM and semester 3 and 4 at LUISS*

Application deadline: *1 November 2025*

PROGRAMME OUTLINE

| Dual Degree Programme | | | | |
|---|-----------|---|-------|----------|
| UM / LUISS | | | | |
| <i>MSc International Business – Strategic Marketing</i> | | | | |
| <i>MSc in Marketing</i> | | | | |
| School | Month(s) | Course(s) | ECTS | |
| <u>Year 1 in Maastricht</u> | | | At UM | At LUISS |
| UM | Sep – Oct | EBC4078 Marketing Strategy and Innovation | 6,5 | |
| | | EBC4280 Research in International Business | 6,5 | |
| | Nov – Dec | EBC4079 Consumer Psychology | 6,5 | |
| | | Elective → Students choose one of the following electives: | 6,5 | |

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|-------|-----------|--|--------------|-----------------|
| | | <ul style="list-style-type: none"> • EBC4038 Cases in Management Information Systems • EBC4181 Entrepreneurial Finance • EBC4039 Financial Statement Analysis and Valuation • EBC4054 Institutional Investors • EBC4044 International Competitive Analysis and Strategy • EBC4048 Organisational Learning • EBC4154 Performance Management and Strategy Execution • EBC4016 Supply Chain Operations Management | | |
| | | EBC4076 Service Management | 6,5 | |
| | | EBC4269 Knowledge, Innovation and Technological Change | 6,5 | |
| | | EBC4267 Marketing Intelligence | 6,5 | |
| | | EBC4270 Multidisciplinary Business Challenge | 6,5 | |
| | | EBC4016 Writing a Master's Thesis Proposal: IB-Strategic Marketing | 4 | |
| | | Year 2 in Rome | | |
| | | | At UM | At LUISS |
| LUISS | Sep – Feb | Retail and Service Experience Marketing | | 6 |
| | | Project work | | 6 |
| | | Second Language: Italian | | 4 |
| | | Elective 1* | | 6 |
| | | Elective 2* | | 6 |
| | | <p>*Depending on the elective taken in Maastricht during period 2 of year 1</p> <p>→ Choose an elective from the list below:</p> <ul style="list-style-type: none"> • Deep Tech, Robotics and Space Economy • Emerging Technologies: AI, Machine Learning, Blockchain, IOT, 5G, Quantum and Edge Computing • Entrepreneurship and Venture Capital • International Operations and Supply Chain • Language in Advertising • Machine Learning in Marketing | | |

| | | | | |
|--------------------------------------|-----------|---|------------|-----------|
| | Feb – Jul | <ul style="list-style-type: none"> • Neuromarketing • Organizing for Societal Impact • Organizing Innovation | | |
| | | Integrated Marketing Communication | | 6 |
| | | Performance Marketing | | 8 |
| | | Final Work | 17 | 18 |
| UM (online) | Jan – Jul | EMTH0001 Master's Thesis | | |
| Total ECTS credits per school | | | 73 | 60 |
| Overall total ECTS credits | | | 133 | |



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

Participants in the Dual 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 (SBE-MSc-EER) for the Master's study programmes at the School of Business and Economics of Maastricht University (UM) apply to all Dual Degree programmes. You can find the SBE-MSc-EER 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 Dual 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:
 - Before nomination to LUISS University:
 - obtained all 26 ECTS from the first semester of the study programme
 - Before departure to LUISS University:
 - obtained all 52 ECTS from the first year of the study programme before departure
 - successfully completed the course "Writing a Master's Thesis Proposal: IB Strategic Marketing"

Selection procedure

Students can start their application for the Dual 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 dualdegree-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 dualdegree-sbe@maastrichtuniversity.nl. *

→ **Application deadline: 1 November 2025**

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

- Applicants' motivation letter, CV and bachelor's transcript will be considered by the Dual 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 Dual 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 2025-2026.

PRACTICAL INFORMATION

Contact

Questions or remarks regarding the Dual Degree Programme with LUISS, can be directed to the Dual Degree Team of SBE Maastricht via e-mail to dualdegree-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 Dual 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 Dual Degree Programme with LUISS will be charged an **administrative fee of € 1.000,00**. The Dual 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 Dual 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 Dual Degree programme.

Grading and Results

As students in the Dual Degree Programme are pursuing two separate degrees, the grades counting towards their GPA are varying from one degree to another. The GPA for the degree from SBE Maastricht will only be calculated based on the programme components completed at SBE. LUISS will converse the grades of the SBE courses into the LUISS degree.

Students in the Dual Degree Programme should be aware that any resits at SBE Maastricht will automatically disable students from obtaining a cum laude distinction for their SBE Maastricht degree.

Important note: The resit period at LUISS is scheduled at the end of the academic year, during the end of May or beginning of June.

Thesis

Students in the Dual Degree Programme with LUISS take part in the Writing a MSc Thesis Proposal course at SBE Maastricht during the second semester of the programme. After approval of their topic and assignment of a thesis supervisor, students complete the thesis writing during the final year in Rome. Students will also be assigned to a LUISS supervisor who will be responsible for the Final Work process and evaluation on the LUISS side. The deadline for the thesis submission at SBE Maastricht is at the end of period 5 of academic year 2026-2027 followed by a defense deadline at the end of period 6 of academic year 2026-2027. The deadline for the Final Work submission and defense at LUISS will be scheduled in July 2027.

In case students fail to adhere to the thesis deadlines, they have a final resit opportunity scheduled within three months after the first sit deadline. When students fail the resit opportunity, they have to find a (possibly new) supervisor and depending on the supervisor and the quality of the thesis, might have to start a new thesis, implying a study delay for which the student has to stay enrolled at SBE.

Diploma and graduation

After successful completion of all the requirements of both the Dual Degree Programme, students will be awarded the degree of Master of Science in International Business – Strategic Corporate Finance

(60 ECTS) from SBE Maastricht and the Master's Degree in Marketing – specialization in Market Relationship & Customer Engagement (120 ECTS) from LUISS University.

Students are eligible for graduation at both schools after completion of all the programme components at both schools. The schools will exchange the needed documents with regards to the graduation process.

In case of no study delay, the actual graduation ceremonies at both schools take place as follows:

- At SBE Maastricht: Fall Graduation Ceremony in November 2027
- At LUISS: at the same date as the thesis defense at LUISS

Additional internships/MSc exchange

Please note that SBE Maastricht does not approve an additional (extra-curricular) MSc exchange to students enrolled in a Dual 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 Dual Degree Programmes of SBE Maastricht. If that would happen, SBE Maastricht reserves the right to cancel the Dual Degree programme for its students and will enable them to continue and graduate in the regular master programme.