

Information Sheet Dual Degree programme UM-SBE/QUT



Partner schools: *Maastricht University School of Business and Economics (UM-SBE) and Queensland University of Technology Business School (QUT)*

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

Programme duration: 1,5 years – three semesters

Programme structure: *semester 1 (fall) at UM-SBE and semester 2 (spring) and 3 (fall) at QUT*

Application deadline: 1 June 2027

PROGRAMME OUTLINE

Dual Degree programme UM-SBE / QUT <i>MSc International Business, specialisation Strategic Marketing</i> <i>MSc of Business - Marketing</i>				
School	Month(s)	Course(s)	ECTS	
Semester 1 in Maastricht			AT UM-SBE	At QUT
UM-SBE	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: • EBC4038 Cases in Management Information Systems • EBC4282 Climate Finance and Investment • EBC4284 Digital Innovation Strategy • EBC4181 Entrepreneurial Finance • EBC4039 Financial Statement Analysis and Valuation • EBC4054 Institutional Investors • EBC4048 Organisational Learning • EBC4270 Multidisciplinary Business Challenge • EBC4154 Performance Management and Strategy Execution • EBC4016 Supply Chain Operations Management	6,5	
	Sep – Jan	EBS4016 Writing a Master's Thesis Proposal: IB-Strategic Marketing	4	
Semester 2 and 3 in Brisbane			At UM-SBE	At QUT
Option 1: Marketing				
QUT	Feb – Jun	AMN403 Marketing Insights AMN446 Brand Analytics BSN550 Responsible Enterprise		22,5
QUT	Jul – Nov	AMN401 Integrated Marketing Communication AMN444 Service Experiences AMN449 Marketing Revolutionary Social Change		22,5
UM-SBE (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Option 2: Marketing (with final semester online)				
QUT	Feb – Jun	AMN401 Integrated Marketing Communication AMN403 Marketing Insights AMN446 Brand Analytics BSN550 Responsible Enterprise		30
QUT (online)	Jul – Nov	AMN444 Service Experiences AMN449 Marketing Revolutionary Social Change		15
UM-SBE (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Total ECTS credits per school			47	45
Overall total ECTS credits			92	



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

Fixed curriculum

Please note that all UM-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 requirements

- Who can apply: Prospective students who have registered for the MSc International Business, specialisation Strategic Marketing for the academic year 2027-2028 with start date September.
- Eligibility criteria:
 - Students need to show proof of completion of a university-level bachelor's degree in business with an average grade of 7.0 or higher on the Dutch grading scale¹.
 - Students who at the time of application are in the last semester of their university-level bachelor's programme in business, need to show proof of an average grade of a 7.0 or higher on the Dutch grading scale in that programme at the time of application.
These students can only be conditionally accepted to the Dual Degree with QUT, however in case these students will not be able to finish their university-level bachelor's programme in business before the start of the Dual Degree, their acceptance to the Dual Degree programme with QUT will be cancelled.

OR

- Students need to show proof of completion of a pre-master's programme in business with an average grade of 7.0 or higher on the Dutch grading scale.
 - Students who at the time of application are in the last semester of their pre-master's programme in business, need to show proof of an average grade of a 7.0 or higher on the Dutch grading scale in that programme at the time of application.
These students can only be conditionally accepted to the Dual Degree with QUT, however in case these students will not be able to finish their pre-master's programme in business before the start of the Dual Degree, their acceptance to the Dual Degree programme with QUT will be cancelled.

¹ Inquire with the Dual Degree team on the grade conversion in case of non-Dutch degree.

- Departure criteria:
 - Students need to meet the following criteria to be allowed to continue the Dual Degree programme at QUT after the first semester:
 - Have obtained all 26 ECTS credits from the first semester of the study programme;
 - Have obtained the 4 ECTS credits for the “Writing a Master's Thesis Proposal: IB Strategic-Marketing” skills training.

Selection procedure

Students can start their application for the Dual Degree programme with QUT as soon as they have a valid registration as shown in the eligibility requirements mentioned above.

- 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 June 2027**

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

- Selection:
 - **Assessment**
After the application deadline, the Dual Degree team and the academic advisor will assess all submissions. This process typically takes approximately two weeks.
 - **Interviews**
Selected applicants may be invited to participate in online interviews. This process typically takes approximately one week.
 - **Results**
Applicants will be informed of the outcome via e-mail shortly after the interview.
 - **Confirmation**
Accepted students must confirm their participation via e-mail and pay the required administrative fee within a timeframe of one week.
 - **Nomination**
Once confirmation and payment are completed, students will be officially nominated to the partner institution in due time.
- Cancellation: If selected students do not meet the departure criteria as shown in the eligibility requirements mentioned above, the Dual Degree participation will be cancelled and the administration fee will not be refunded.

Available places

The number of available slots being offered for the academic year 2027-2028 is still to be confirmed.

PRACTICAL INFORMATION

Contact

Questions or remarks regarding the Dual Degree programme with QUT, can be directed to the Dual Degree Team of UM-SBE via e-mail to dualdegree-sbe@maastrichtuniversity.nl.

Tuition fee and additional costs

Students have to be registered at UM-SBE 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-SBE for the entire duration of the programme. Selected students are exempted of tuition fee payment at the partner school.

Besides the tuition fees at UM-SBE, students selected for the Dual Degree programme with QUT 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 UM-SBE, the administration fee can be refunded.

All 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.

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 UM-SBE will only be calculated based on the programme components completed at UM-SBE and the GPA for the degree from QUT will only be calculated based on the programme components completed at QUT.

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

Important note: there is no resit opportunity for students in the Dual Degree programme at QUT.

Thesis

Students in the Dual Degree programme with QUT take part in the Writing a MSc Thesis Proposal skills training at UM-SBE during the first semester of the programme. After approval of their topic and assignment of a thesis supervisor, students complete the thesis writing remotely during the second and final semester at QUT. The deadline for the thesis submission is in October 2028 followed by a defense deadline on 31 October 2028.

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, students 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 UM-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 – specialization Strategic Marketing (60 ECTS) from UM-SBE and the degree of Master of Business – Marketing major (90 ECTS) from QUT.

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 UM-SBE: Fall Graduation Ceremony in April 2029
- At QUT: December 2028

Work permit for Australia

It is possible for QUT graduates - which you will be after successful completion of the Dual Degree - to get a limited working permit for Australia through the Post-Higher Education Work stream. More information can be found here: <https://immi.homeaffairs.gov.au/visas/getting-a-visa/visa-listing/temporary-graduate-485/post-higher-education-work>.

Additional internships/MSc exchange

Please note that UM-SBE does not approve students enrolled in a Dual Degree programme to apply for or participate in a Master's exchange or an extracurricular internship. Since the Dual Degree programme already takes 1,5 years, another extension of the programme is not allowed.

Disclaimer

Should Dutch government deem a country unsafe for travel (because of sanitary crises, riots or other reasons), UM-SBE 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 UM-SBE. If that would happen, UM-SBE 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.