

Double-Master-Degree Programme between the University of Passau, Germany and the Université de Lorraine, IAE Metz School of Management, France



Information about the German-French Double-Master-Degree Programme

M. Sc. Business Administration &

Master in Marketing Vente

- The University of Passau is offering a joint **double-degree programme** with the Université de Lorraine, IAE Metz School of Management in France for Master students.
- Participating students can attain **two Master degrees**:
 - M.Sc. in Business Administration from the University of Passau with specialization in **International Management and Marketing (IMM)**
 - Master in Marketing Vente from the Université de Lorraine with specialization in one of the areas:
 - **Marketing Digital**
 - **Marketing et Développement des Produits**
 - **Marketing et Développement des Services Hôteliers**
- The programme starts with the **1st and 2nd semester at the University of Passau** and continues with the **3rd and 4th semester at the Université de Lorraine** for all participating students.
- Students need to have a proficiency in English (B2) as well as in the respective other foreign language (B2 in French/B2 in German).
- **Available places:** Up to 4 students per academic year and university

Station 1: University of Passau (Master in Business Administration)	Station 2: Université de Lorraine (Master in Marketing Vente)
2 semesters, 60 ECTS	2 semesters, 60 ECTS
Core courses: 50 ECTS	Courses: 42 ECTS
Elective or core courses: 10 ECTS	Master's thesis: 18 ECTS (\cong 20 ECTS at the University of Passau)
Total (incl. thesis): 120 ECTS	
Degrees: M. Sc. Business Administration & Master in Marketing Vente	

▪ Language of instruction:

- **Programme in Passau:** Lectures in German and English language
- **Programme in Metz:** Lectures in French and English language

- The Master's thesis is conducted under **joint supervision** by the Université de Lorraine and the University of Passau, whereby the **first supervision** can be chosen among the supervisors proposed by the universities.
 - **For German students:** If a **German supervisor** is chosen, the thesis has to be written in **English**. If a **French supervisor** is chosen, the thesis can be written either **in French or in English**.
 - **For French students:** If a **French supervisor** is chosen, the thesis has to be written **in English**. If a **German supervisor** is chosen, the thesis can be written either **in German or in English**.
 - In any case, the **oral defence** of the thesis is **in English**.
- The defence of the thesis will be conducted in France or in Germany (location changing annually) in presence of the responsible tutors of both universities via video conference.
- As the degree programme of the Université de Lorraine integrates a compulsory internship, the **topic of the Master's thesis** should relate to it. A **managerial problem of the company** has to be addressed via qualitative or quantitative methods following a scientific approach (i.e. a literature review, research questions or hypotheses respectively, method, results, recommendations, limits and perspectives for future research)

- During the **1st and 2nd semester** at the **University of Passau**, students have to attain a total of **60 ECTS**
 - Including **50 ECTS** for **core courses** and
 - The remaining **10 ECTS** for either remaining **core courses** or **elective courses**
- For an accurate process, students have to adapt their course selection to the following requirements from their 1st semester in Passau and plan accordingly.
- The **core courses** consist of three different **modules (methods, introductory and specialized lectures)** in which students have to achieve a **certain amount of ECTS**.

Core courses			+	Remaining core courses or elective courses
Methods ("Methoden")	Introductory lectures ("Grundlagen")	Specialized lectures ("Vertiefung")		
10 ECTS	18 ECTS	Marketing seminar 7 ECTS		10 ECTS
		15 ECTS		
Total: 50 ECTS				Total: 10 ECTS
Overall Score: 60 ECTS				

Courses approved for the Double-Degree at the University of Passau: Core Courses

Module	Course no.	Core courses	ECTS credits	Turnus	
				Winter term	Summer term
10 ECTS for methods are compulsory: Take <u>both</u> courses					
Methods	35500	Multivariate Verfahren	5	X	
	35777	Methoden der Ökonometrie I	5	X	
7 ECTS for a marketing seminar are compulsory: Choose <u>one</u> seminar					
Marketing seminar	33901	Masterseminar Marketing (Marketing & Services)*	7	X	X
	34520	Masterseminar Marketing (Marketing & Innovation)*	7	X	X
18 ECTS for <u>introductory</u> lectures are compulsory: Choose <u>four</u> courses 15 ECTS for <u>specialized</u> lectures are compulsory: Choose <u>three</u> courses					
Introductory lectures	33820	Produkt-, Marken- und Kommunikationspolitik	5	<i>every three semesters (next time in summer 20)</i>	
	34102	Planspiel	3		X
Introductory or Specialized lectures	32820	Organizational & Competitive Strategy	5	X	
	33800	Preismanagement	5	<i>every three semesters (next time in winter 19/20)</i>	
	34540	Kundenmanagement	5	X	
	34730	Konsumentenverhalten	5		X
	39602	Electronic Markets	5	X	
Specialized lectures	33860	Marktforschung	5		X
	38567	Corporate Strategy & Innovation	5	X	
	33904	Praxisprojekt Marketing und Services	5		X

*marketing seminar strongly recommended for the summer term

Courses approved for the Double-Degree at the University of Passau: Elective Courses

Module	Course no.	Elective courses	ECTS credits	Turnus	
				Winter term	Summer term
10 ECTS are additionally required: Choose <u>two resp. three</u> elective courses (or replace them by two remaining core courses)					
Introductory or specialized lectures	35620	Computergestützte Statistik – Einführung in R	3	X	X
	32900	Strategy for High-Tech Startups	5		X
	34073	Empirische Internationale Managementforschung	5		X
	34091	International Entrepreneurial Management	5	X	
	34530	Services Marketing	5	<i>every two years (next time in summer 20)</i>	
	33840	B2B Marketing & Sales Management	5	<i>every three semesters (next time in winter 20/21)</i>	
Specialized lecture	38608	Advanced Strategic Sensitivity & Digitalization	5	<i>irregular</i>	

Exemplary Study Plan*

Module	Course no.	Winter term (1 st semester)	ECTS credits
Methods	35500	Multivariate Verfahren	5
	35777	Methoden der Ökonometrie I	5
Introductory lectures	32820	Organizational & Competitive Strategy	5
	34540	Kundenmanagement	5
Specialized lectures	34091	International Entrepreneurial Management	5
	38567	Corporate Strategy & Innovation	5
Total ECTS			30

Module	Course no.	Summer term (2 nd semester)	ECTS credits
Marketing seminar	34520	Masterseminar Marketing (Marketing & Innovation)	7
Introductory lectures	34102	Planspiel	3
	34540	Konsumentenverhalten	5
Specialized lectures	33860	Marktforschung	5
	34091	International Entrepreneurial Management	5
	34073	Empirische Internationale Managementforschung	5
Total ECTS			30

Within two semesters students reach **60 ECTS in total**: 10 ECTS for methods, 18 ECTS for introductory lectures, 7 ECTS for the marketing seminar, 15 ECTS for specialized lectures and 10 ECTS for elective/remaining core courses.

*this is an exemplary study plan, students are allowed to choose lectures according to the special requirements of the joint double-degree and the course offer

- To achieve the Master in Marketing Vente at the Université de Lorraine, students have to attain a total of **60 ECTS** during their studies in Metz within their **3rd and 4th semester**
 - Including **42 ECTS** for **courses** in the respective **specialization area** (i.e. **Marketing Digital, Marketing et Développement des Produits** or **Marketing et Développement des Services Hôteliers**) and
 - **18 ECTS** (\triangleq **20 ECTS** at the University of Passau) for the **Master's thesis**
 - With regard to the specialization area, the **timetable for the courses** at the Université de Lorraine is already **determined**.

3rd semester of the programme
 \triangleq 9th semester in France

4 courses in the
specialization area

24 ECTS

**1st module of the
Master's thesis:**
Initiation à la recherche

6 ECTS

Total: 30 ECTS

4th semester of the programme
 \triangleq 10th semester in France

3 courses in the
specialization area

18 ECTS

**2nd module of the
Master's thesis:**
Conduite de projet

12 ECTS

Total: 30 ECTS

Overall Score: 60 ECTS

Marketing Digital - 9 th semester			
	Course no.	Course	ECTS
1 st module of the Master's thesis	UE901	Initiation à la recherche <ul style="list-style-type: none"> • EC 901a – Pratiques professionnelles • EC 901b – Projet de fin d'études • EC 901c – Conduite d'un projet de recherche 	6
Courses	UE902	Prospection internationale <ul style="list-style-type: none"> • EC 902a – Environnement international • EC 902b – Etudes de marché à l'international • EC 902c – Négociation commerciale à l'international 	6
	UE903	Gérer les contacts avec le consommateur <ul style="list-style-type: none"> • EC 903a – Outils de performance d'un site Internet • EC 903b – Marketing direct et e-mailing • EC 903c – Outils de création de trafic 	6
	UE904	Communication marketing intégrée <ul style="list-style-type: none"> • EC 904a – Communication média • EC 904b – Communication hors média • EC 904c – Evaluation des actions de communication 	6
	UE905	Concevoir des outils digitaux <ul style="list-style-type: none"> • EC 905a – Référencement et conception • EC 905b – Outils digitaux et communication • EC 905c – Outils de création d'outils digitaux 	6
Total ECTS			30

Please note: An Unité d'Enseignement (UE) is a teaching unit composed by several Éléments Constitutifs (EC), of which all have to be successfully completed. For each EC students can earn a maximum of 20 points. To achieve a total of 6 ECTS for one UE, students have to reach an average of at least 10 points in the corresponding ECs.

Marketing Digital - 10 th semester			
	Course no.	Course	ECTS
2 nd module of the Master's thesis	UE1004	Conduite de projet <ul style="list-style-type: none"> • EC 1004a – Mémoire de recherche • EC 1004b – Stage long • EC 1004c – Projet de fin d'études • EC 1004d – Anglais 	12
Courses	UE1001	Maîtriser les outils numériques <ul style="list-style-type: none"> • EC 1001a – Gestion de la marque 2.0 • EC 1001b – Stratégie multicanal, cross-canal, omnicanal • EC 1001c – Sécuriser le paiement sur Internet 	6
	UE1002	Conduire un projet numérique <ul style="list-style-type: none"> • EC 1002a – Création d'entreprise et gestion de projets • EC 1002b – Cybersécurité • EC 1002c – Droit de l'e-business 	6
	UE1003	Etablir des relations de long terme <ul style="list-style-type: none"> • EC 1003a – Gestion des communautés virtuelles • EC 1003b – Programme de fidélisation • EC 1003c – Co-création, innovation et gamification 	6
Total ECTS			30

Within two semesters students reach **60 ECTS in total**: 42 ECTS for courses and 18 ECTS (which are accepted as 20 ECTS at the University of Passau) for the Master's thesis (composed by two units: "Initiation à la recherche" and "Conduite de projet").

Courses at the Université de Lorraine: Marketing et Développement des Produits (1/2)

Marketing et Développement des Produits - 9 th semestre			
	Course no.	Course	ECTS
1 st module of the Master's thesis	UE901	Initiation à la recherche <ul style="list-style-type: none"> • EC 901a – Pratiques professionnelles • EC 901b – Projet de fin d'études • EC 901c – Conduite d'un projet de recherche 	6
Courses	UE902	Prospection internationale <ul style="list-style-type: none"> • EC 902a – Environnement international • EC 902b – Etudes de marché à l'international • EC 902c – Négociation commerciale à l'international 	6
	UE903	Développer une nouvelle offre <ul style="list-style-type: none"> • EC 903a – La génération d'idées nouvelles • EC 903b – Segmentation et positionnement du NP • EC 903c – Le design du nouveau produit 	6
	UE904	Communication marketing intégrée <ul style="list-style-type: none"> • EC 904a – Communication média • EC 904b – Communication hors média • EC 904c – Evaluation des actions de communication 	6
	UE905	Mobiliser les outils digitaux <ul style="list-style-type: none"> • EC 905a – Conception du site (architecture et référencement) • EC 905b – Stratégies de communication digitale • EC 905c – Initiation aux outils de création 	6
Total ECTS			30

Please note: An Unité d'Enseignement (UE) is a teaching unit composed by several Éléments Constitutifs (EC), of which all have to be successfully completed. For each EC students can earn a maximum of 20 points. To achieve a total of 6 ECTS for one UE, students have to reach an average of at least 10 points in the corresponding ECs.

Courses at the Université de Lorraine: Marketing et Développement des Produits (2/2)

Marketing et Développement des Produits - 10 th semester			
	Course no.	Course	ECTS
2 nd module of the Master's thesis	UE1004	Conduite de projet <ul style="list-style-type: none"> • EC 1004a – Mémoire de recherche • EC 1004b – Stage long • EC 1004c – Projet collectif de fin d'études • EC 1004d – Anglais 	12
Courses	UE1001	Mesurer le potentiel d'innovation <ul style="list-style-type: none"> • EC 1001a – Méthodes d'évaluation du potentiel du NP • EC 1001b – Les tests de concept, de produit et de marché • EC 1001c – L'évaluation financière des projets et le business plan 	6
	UE1002	Accompagner l'innovation <ul style="list-style-type: none"> • EC 1002a – Le plan stratégique et l'organisation du lancement • EC 1002b – Gestion de la relation CRM-SRM • EC 1002c – La communication des offres innovantes 	6
	UE1003	Manager l'innovation <ul style="list-style-type: none"> • EC 1003a – Management d'une équipe NP • EC 1003b – Management et analyse de la valeur • EC 1003c – Management du changement 	6
Total ECTS			30

Within two semesters students reach **60 ECTS in total**: 42 ECTS for courses and 18 ECTS (which are accepted as 20 ECTS at the University of Passau) for the Master's thesis (composed by two units: "Initiation à la recherche" and "Conduite de projet").

Courses at the Université de Lorraine:

Marketing et Développement des Services Hôteliers (1/2)

Marketing et Développement des Services Hôteliers - 9 th semester			
	Course no.	Course	ECTS
1 st module of the Master's thesis	UE901	Initiation à la recherche <ul style="list-style-type: none"> • EC 901a – Pratiques professionnelles • EC 901b – Projet de fin d'études • EC 901c – Conduite d'un projet de recherche 	6
Courses	UE902	Prospection internationale <ul style="list-style-type: none"> • EC 902a – Environnement international • EC 902b – Etudes de marché à l'international • EC 902c – Négociation commerciale à l'international 	6
	UE903	Développer l'offre hôtelière <ul style="list-style-type: none"> • EC 903a – Diagnostic de l'offre existante • EC 903b – Innovation et axes de développement • EC 903c – Customer Relationship Management 	6
	UE904	Communication marketing intégrée <ul style="list-style-type: none"> • EC 904a – Communication média • EC 904b – Communication hors média • EC 904c – Evaluation des actions de communication 	6
	UE905	Concevoir un site internet <ul style="list-style-type: none"> • EC 905a – Création et valorisation de site internet • EC 905b – Communication digitale • EC 905c – Initiation aux outils de la relation client 	6
Total ECTS			30

Please note: An Unité d'Enseignement (UE) is a teaching unit composed by several Éléments Constitutifs (EC), of which all have to be successfully completed. For each EC students can earn a maximum of 20 points. To achieve a total of 6 ECTS for one UE, students have to reach an average of at least 10 points in the corresponding ECs.

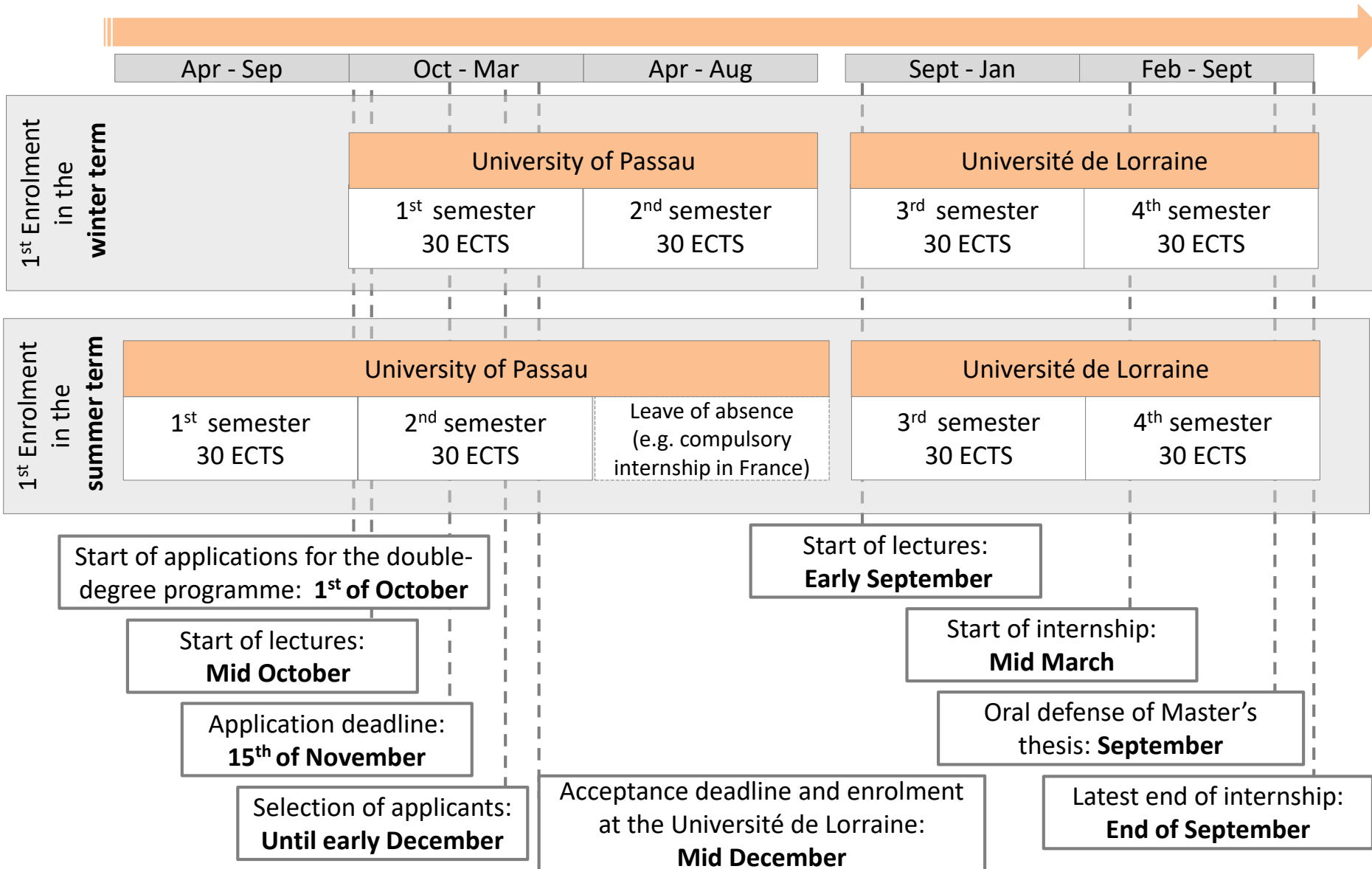
Courses at the Université de Lorraine: Marketing et Développement des Services Hôteliers (2/2)

Marketing et Développement des Services Hôteliers - 10 th semestre			
	Course no.	Course	ECTS
2 nd module of the Master's thesis	UE1004	Conduite de projet <ul style="list-style-type: none"> • EC 1004a – Mémoire de recherche • EC 1004b – Stage long • EC 1004c – Projet collectif de fin d'études • EC 1004d – Anglais 	12
Courses	UE1001	Concevoir les outils et méthodes de développement <ul style="list-style-type: none"> • EC 1001a – Marketing sensoriel et gestion du point de contact • EC 1001b – Management et analyse de la valeur fonctionnelle • EC 1001c – Management de la qualité 	6
	UE1002	Pérenniser l'unité hôtelière <ul style="list-style-type: none"> • EC 1002a – Optimisation des processus hôteliers • EC 1002b – Pilotage des unités hôtelières • EC 1002c – Indicateurs de performances 	6
	UE1003	Développer et lancer une offre nouvelle <ul style="list-style-type: none"> • EC 1003a – Géomarketing et stratégie d'implantation • EC 1003b – Distribution et commercialisation de l'offre • EC 1003c – Organisation et planification du lancement 	6
Total ECTS			30

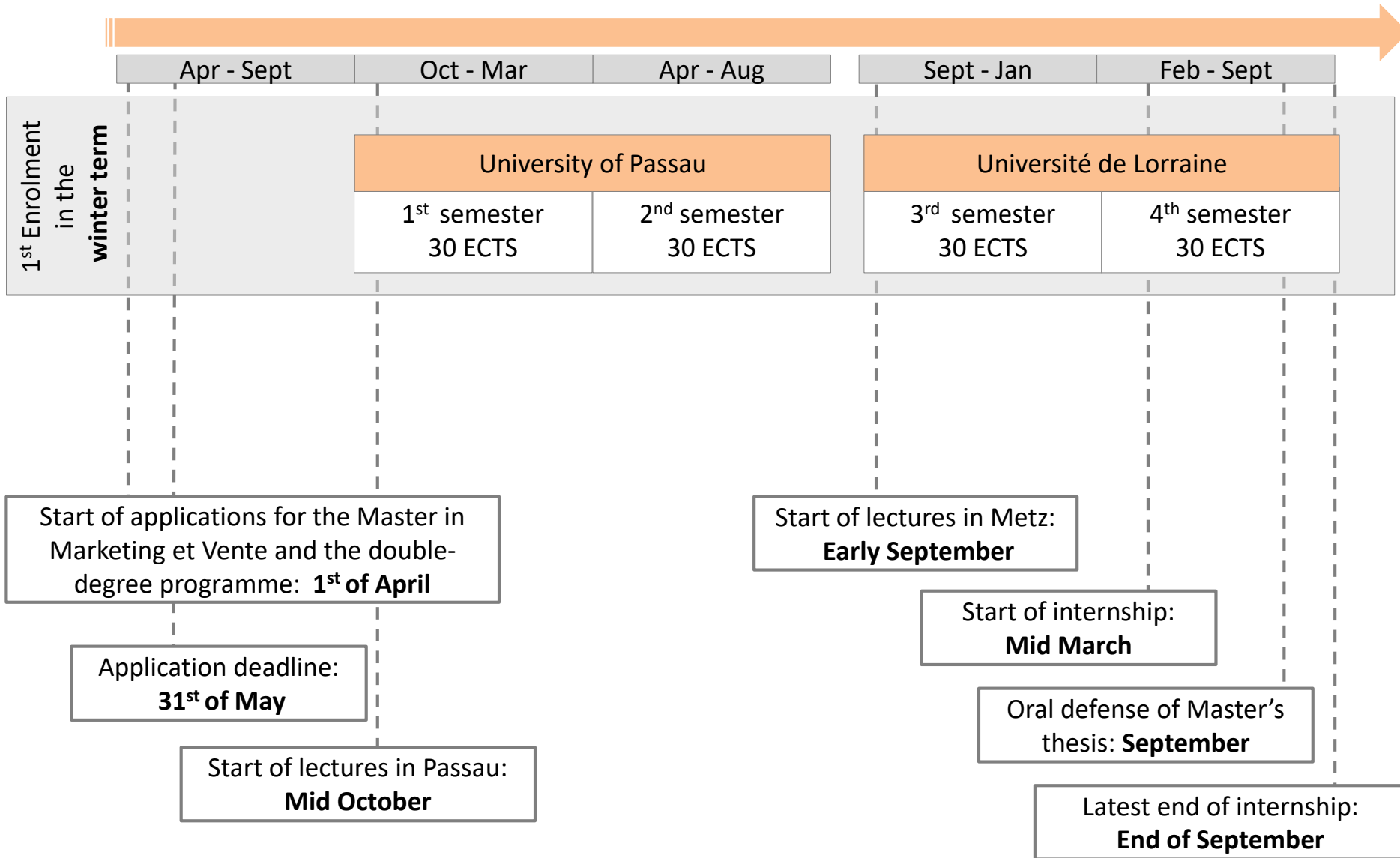
Within two semesters students reach **60 ECTS in total**: 42 ECTS for courses and 18 ECTS (which are accepted as 20 ECTS at the University of Passau) for the Master's thesis (composed by two units: "Initiation à la recherche" and "Conduite de projet").

- The degree is designed to prepare you for a career in Marketing.
- The specialization areas enable an individual focus in the field of Marketing.
- The programme gives you the opportunity to gain real life business experience through a **compulsory four** (or 616 hours) **to six** (or 924 hours) **month long internship (full-time)**.
 - The compulsory internship needs be done in the respective foreign country, i.e. in Germany for French students and in France for German students. The Career Services of the Université de Lorraine and the University of Passau can support the students in identifying potential firms for the internship.
 - All courses at the Université de Lorraine are offered as block courses so that students have the opportunity to combine their studies with a full-time position in a firm (similar to “Duales Studium” in Germany and to “contrat de professionalisation” in France). In this case, students have generally a weekly rotation, alternating courses and presence time in the company.

Timeline of the Process for Students of the University of Passau



Timeline of the Process for Students of the Université de Lorraine





Important note: Only students who are already enrolled in the degree programme M.Sc. Business Administration at the University of Passau can apply for the double-degree programme between the University of Passau and the Université de Lorraine.

1) Application for the double-degree programme

- Students need to apply at the Chair of Marketing and Innovation until **15th of November** to sekretariat.schumann@uni-passau.de
- Required **application documents (in German AND in English):**
 - Curriculum Vitae
 - Letter of Motivation (including a prioritization of your preferred specialization area at the Université de Lorraine)
 - Current HISQIS record
 - Bachelor's diploma
 - "Abitur" diploma
 - Certificate on the course of studies (Studienverlaufsbescheinigung)
 - Language certificate in English and French (at least UNICert® II or B2 level)

Selection Process: The selection of appropriate candidates is executed by the programme coordinator.



- ## 2) Enrolment at the Université de Lorraine:
- After being selected as an appropriate candidate for the double degree programme, students are **enrolled by the programme coordinators at the Université de Lorraine** for the whole programme duration, i.e. two academic years.

Application Process and Admission Requirements for Students of the Université de Lorraine



Important note: Prospective students have to apply directly for the double-degree programme along with their application for the Master Marketing et Vente.

1) Application for the Master Marketing et Vente including the double-degree programme

- Students need to download and hand in required documents before the **31st of May** on <https://ecandidat.univ-lorraine.fr>
- Required **application documents:**
 - Curriculum Vitae
 - Letter of Motivation (including a prioritization of your preferred specialization area)
 - Bachelor's diploma and all the marks obtained during the cursus (L1, L2, L3)
 - Language certificate in English and German (at least UNICert® II or B2 level)
 - Filled out request for accommodation search assistance
 - Baccalauréat diploma
 - Copy of your ID card or passport
 - Completed [registration form](#) for the University of Passau

Selection Process: The selection of appropriate candidates is executed by the programme coordinator.



2) Enrolment at University of Passau: After being selected as an appropriate candidate for the double degree programme, students will receive an e-mail from Stefanie Dallmeier (International Office) and need to follow the instructions. Students have to be enrolled **at the University of Passau** for the whole programme duration, i.e. two academic years.



- Enrolment at the University of Passau for the whole programme duration, i.e. two academic years
 - Payment of the tuition fee only for the actual academic year spent in Germany
 - **Tuition and fees in total: 144 EUR** for one academic year
- Additional costs: Lodging/housing; food; health insurance; transportation and other necessary living/personal expenses



- Enrolment at the Université de Lorraine for the whole programme duration, i.e. two academic years
 - Payment of the tuition fee only for the actual academic year spent in France
 - **Tuition and fees in total: 333 EUR** for one academic year
- Additional costs: Lodging/housing; food (e.g. a complete meal at CROUS restaurant is 3,25 euros); health insurance; transportation and other necessary living/personal expenses
 - German students can get a place in student residence (managed by CROUS): <http://welcome.univ-lorraine.fr/en/living-at-ul/housing>. Contact: international@crous-lorraine.fr

- **ERASMUS+ Scholarships:** Four ERASMUS+ scholarships can be provided per university.
- **Bayerisch-Französisches Hochschulzentrum / Centre de Coopération Universitaire Franco-Bavarois (BayFrance):** Financial support for Bavarian and French students for studies abroad in Germany or France
 - <https://www.bayern-france.org/>
 - <https://www.bayern-france.org/fr/>
- **Auslands-BAföG:** Support for stays abroad for Germans
 - <http://www.uni-passau.de/internationales/ins-ausland-gehen/europaeische-partnerhochschulen-erasmus/finanzierung-auslandsaufenthalt-europa/auslands-bafoeg/>
- **Campus France:** Support for housing allowances in France
 - <http://www.allemagne.campusfrance.org/node/93988>



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- **Université de Lorraine, Metz**
 - Homepage: <http://www.univ-lorraine.fr/>
 - International Office: <http://www.univ-lorraine.fr/content/contacts>
 - Academic calendar: <http://www.univ-lorraine.fr/formation/votre-calendrier-universitaire>

- **International Office of the University of Passau**
 - **For students of the Université de Lorraine:** Request for accommodation search assistance: <http://www.uni-passau.de/en/international/coming-to-passau/getting-settled/accommodation/>
 - **For students of the Université de Lorraine:** Online registration at the University of Passau: <http://www.uni-passau.de/en/international/coming-to-passau/information-for-new-students/applications/exchange-students/>
 - Database of partner universities: <https://passau.moveon4.de/publisher/1/deu>
 - General information about studying abroad: <http://www.uni-passau.de/internationales/ins-ausland-gehen/>

- <http://www.univ-lorraine.fr/sites/www.univ-lorraine.fr/files/styles/header/public/ufr-droit.jpg?itok=l8Aw8W0L>
- <http://www.univ-lorraine.fr>