DOUBLE DEGREE in Marketing / International Business Management
Spring 2022 admission
PROGRAMME

OBS Master’s students in Marketing and International Business Management can enroll in a 5-semester programme consisting of two semesters in Oulu and two semesters in France, KEDGE Business School, Bordeaux campus, as well as end of studies professional experience.

Year 1:
Autumn and Spring semesters in Oulu
Studies in Marketing / IBM

Year 2:
Autumn and Spring semesters in KEDGE BS
- For IBM students: Studies in Global Management
- For Marketing students: Studies in Purchasing & Supply Chain OR Studies in Marketing
- All OBS students: Master’s thesis for Oulu Business School (online studies)

Year 3:
Summer/Autumn semester in France or abroad
Internship/Professional work experience

The students will earn a Master’s Degree from both Oulu Business School and KEDGE Business School.
APPLICATION

The application period for Oulu Business School students is open 25.-30.3.2022 for Double degree studies in KEDGE BS beginning in Autumn 2022

WHO CAN APPLY?

The programme is offered to Oulu Business School students who are in their first year of Master’s Degree studies either in Marketing or in International Business Management.

WHY APPLY?

You will gain knowledge and skills that combine the strengths of both programmes, and you are able to intertwine broad international learning experience as a part of your degree.

Oulu Business School studies are oriented to offer high practical relevance, but also analytical skills necessary in transforming business contexts.

After completing the double degree, you are qualified to apply for doctoral studies.
Studies will follow a specialized personal study plan and include a work placement period.

**SCHEDULE**

**SPRING 2022 ADMISSION**

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<tr>
<th>AUTUMN 2021 - SPRING 2022</th>
<th>Courses at Oulu Business School (ongoing)</th>
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<tr>
<td>MARCH 2022</td>
<td>Application period for Double Degree programme</td>
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| AUTUMN 2022 - SPRING 2023  | Courses at KEDGE Business School  
|                            | Master's Thesis work and defence for Oulu Business School (online) |
| JULY 2023                  | Graduation, OBS |
| AUGUST - DEC 2023          | Internship / Professional work experience in France or abroad, for KEDGE BS degree |
| NOV 2024                   | Graduation Board KEDGE Business School |
The studies in Oulu consist of regularly taught Master’s Degree courses in Marketing in 2021-2022.

Studies in the University of Oulu International Business Management as well as Marketing students

The first year of studies in the double degree consists of regularly taught Master’s Degree courses in Oulu in study year 2021-2022 (ongoing).

Students follow their programme-specific degree structure and complete the first year courses as outlined in their respective study guide.

60 ECTS
KEDGE BS
STUDY PATH

FOR BOTH IBM AND MARKETING STUDENTS IN STUDY YEAR 2022-2023

JOINT MODULES
Tentative list of courses to be completed in KEDGE BS by all double degree students from OBS. In addition, students will complete one study track, depending on their degree programme in Oulu.

KEDGE BS Autumn semester
Performance and wellbeing in the workplace
International HRM a cross cultural approach
Creating social change : System- Innovation for a better society
International Business Environment
FLE *French as Foreign Language
Research methodology
Be U soft skills

16 (+2) ECTS

Be U project
Pro-Act
Sulitest
Language passport
End of studies professional experience

5 ECTS
Global Management
course of study in 2022-2023

Financial Analysis
International Business Environment & Strategy
Business Project Management
People Management
Corporate Social Responsibility
CGR and Diversity Management
Intercultural Management
Be-U : Personal Development
Be-U : Skills Assessment
Research Method Methodology (online)

30 ECTS

In addition, thesis work and defence online for Oulu Business School
30 ECTS
Purchasing & Supply Chain
course of study in 2022-2023

Supply Chain Management and Procurement
Sustainable global value chains : a management perspective
Supply Chain Planning and Integration with SAP
Supply Chain Simulation and Case Studies
Corporate Social Responsibility
CGR and Diversity Management
Intercultural Management
Be-U : Personal Development
Be-U : Skills Assessment
Research Method Methodology

30 ECTS

In addition, thesis work and defence online for Oulu Business School

30 ECTS
Marketing course of study in 2022-2023

Marketing Decision
Business Development
Brand and Communication
Digital Marketing
Corporate Social Responsibility
CGR and Diversity Management
Intercultural Management
Be-U : Personal Development
Be-U : Skills Assessment
Research Method Methodology

30 ECTS

In addition, thesis work and defence online for Oulu Business School

30 ECTS
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