

# BUas ACADEMIC PRE-MASTER'S PROGRAMME

**Academic Pre-master in Strategic Business Management & Marketing**



DISCOVER YOUR WORLD



**Breda  
University**  
OF APPLIED SCIENCES

# Introduction

Do you want to move on to further study after obtaining your professional bachelor's degree at Breda University of Applied Sciences? Would you like to pursue an academic Master of Science title at a university of applied sciences or a research university? Do you enjoy challenges in terms of taking your intellectual and research skills to the next level? Are you in search of more in-depth knowledge on business-related issues?

**If so, you may want to apply for this unique upgraded fourth-year opportunity: the BUas Academic Premaster's SBM programme! Successful completion of this programme will give you direct access to Master of Science programmes at several research universities!**

## For whom?

All BUas students from all BUas domains are welcome to apply (regular students as well as fast-track students), as are external student. Since 2005, BUas has offered this pre-master's honours programme of 75 ECTS embedded in the fourth year of your regular bachelor's programme (your graduation year). This SBM programme bridges the gap between your professional bachelor's degree (BBA or Bachelor of Arts) and a Master of Science in Business-Related Studies at several partner universities of applied sciences and research universities.

**For more information on our programme, our partner universities and MSc programmes involved, please visit our website [www.buas.nl/sbm](http://www.buas.nl/sbm).**

## What does this Pre-master's programme offer you?

- > In addition to the regular BUas professional bachelor's degree of your chosen study programme within your academy, SBM graduates receive the BUas Academic Pre-master's SBM Certificate, granting **direct access** to Master of Sciences programmes at our partner universities.
- > You can earn your academic Master of Science title in just one year after graduating from the pre-master's track, **thus saving you one year!**
- > **In-depth** theoretical knowledge on business-related issues and the acquisition of academic skills in research and report writing to become a well-prepared academic researcher and to be successful in the subsequent master's programme.
- > Still interested in specific topics of your current professional bachelor's programme? No problem, you can discover more knowledge on them through your research project.
- > **As research of the University of Maastricht has shown**, SBM graduates are performing very highly at their MSc programmes and belong to the top of Masters of Science graduates at all universities.
- > SBM provides quality education and enhances success in all MSc programmes at all universities. It clearly is the best preparation for an academic study programme.
- > International classroom consisting of super motivated students, and an individual tutor and support team.

# Programme: 75 ECTS within one year, in English

## Compulsory course modules: 42 ECTS

- > Qualitative and Quantitative Research Methods & Applied Statistics (12 ECTS)
- > Strategic Global Marketing (Strategy, CRM, Marketing Communications, E-commerce) (12 ECTS)
- > Business Administration Management: Organisational Analysis, Operations and Planning, Quality Management and HRM and Finance (9 ECTS)
- > Sociological Approach to Consumer Behaviour (3 ECTS)
- > Research Practica and Academic Skills (6 ECTS)

## Individual research project: 33 ECTS

- > Based on scientific methodological research standards you will have to perform an applied research project (graduation thesis) on a business-related topic within a company of your own choice, in a sector of your own choice and in a country of your own choice.
- > You are supported by research practica and individual professional coaching by qualified tutors, and a training course in Academic Skills (reading and writing).

## Selection, admission and costs

### Selection

- > Approximately 30 BUAS top-performing BUAs students will be selected.
- > Interested candidates will be required to have successfully completed a bachelor's programme of 180 ECTS in business-related studies.
- > Interested candidates will be required to complete the entire application procedure and intake interview.
- > A 'Profile XT Test' (measuring your intellectual skills, attitude and preferences) will be part of the selection process.

### Admission

Check the application procedure at [www.buas.nl/sbm](http://www.buas.nl/sbm)

Send your full file to [snoeckx.l@buas.nl](mailto:snoeckx.l@buas.nl)

- > Motivation letter
- > Osiris list of academic results obtained so far (first, second, third years)
- > CV with passport photo

Apply as quickly as possible! Are you planning to go abroad for a full year (exchange and work placement) in your third year and do you want to attend the pre-master's track when you come back to BUAs for your graduation year? Please apply to the SBM track before you leave Breda at the end of your second year!

### Costs

- > regular BUAs tuition fee, excluding textbooks, living expenses, etc.

## More information and questions

More information: [www.buas.nl/sbm](http://www.buas.nl/sbm) | Questions: [Snoeckx.L@buas.nl](mailto:Snoeckx.L@buas.nl)



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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