DOUBLE MASTERS DEGREE

LUISS UNIVERSITY

UNIVERSITY OF PETRA

# Track with Mobility at Luiss

## Mobility Structure

* Year 1 (2020-2021): University of Petra
* Year 2 (2021-2022): Luiss University

## Specialization in International Management

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Advanced Marketing Management | 8 |
| Accounting and Finance | TBC | 3 | Financial Reporting and Performance Measurement | 8 |
| Research Methodology | TBC | 3 | Quantitative Methods for Management | 8 |
| Strategic Management | TBC | 3 | Corporate Strategy | 8 |
| Human Resources Management | TBC | 3 | Organizational Design | 6 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Markets, Regulation and Law (online by Luiss) | 1 | n.a. | Markets, Regulation and Law | 6 |
| International Economics (online ad hoc by Luiss) | 2 | n.a. | International Economics | 6 |
| Managerial Decision Making (online by Luiss) | 2 | n.a. | Managerial Decision Making | 6 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at Luiss

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Three courses among the following:   * Comparative Corporate Governance * International Business * International Finance * International Human Resource Management * International Operations and Supply Chain | 1 | 3X6 | 2 Electives | 3+3 |
| Advanced Corporate Finance (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Specialization in Entrepreneurship and Innovation

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Advanced Marketing Management | 8 |
| Accounting and Finance | TBC | 3 | Financial Reporting and Performance Measurement | 8 |
| Research Methodology | TBC | 3 | Quantitative Methods for Management | 8 |
| Strategic Management | TBC | 3 | Corporate Strategy | 8 |
| Human Resources Management | TBC | 3 | Organizational Design | 6 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Markets, Regulation and Law (online by Luiss) | 1 | n.a. | Markets, Regulation and Law | 6 |
| International Economics (online ad hoc by Luiss) | 2 | n.a. | International Economics | 6 |
| Managerial Decision Making (online by Luiss) | 2 | n.a. | Managerial Decision Making | 6 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at Luiss

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Three courses among the following:   * Business Modeling and Planning * Entrepreneurship and Venture Capital * Intellectual Property Rights * Management and Governance of Family Firms * Management of Innovation * Organizing Innovation | 1 | 3X6 | 2 Electives | 3+3 |
| Advanced Corporate Finance (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Specialization in Marketing

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Product and Brand Management | 8 |
| Accounting and Finance | TBC | 3 | Managerial Economics: Theories and Marketing Applications | 6 |
| Research Methodology | TBC | 3 | Research Methodology for Marketing | 6 |
| Strategic Management | TBC | 3 | Behavioral Economics and Consumer Decision Making | 6 |
| Human Resources Management | TBC | 3 | Organizational Issues in Marketing and Sales | 8 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Consumer Behavior (online by Luiss) | 1 | n.a. | Consumer Behavior | 8 |
| Legal Issues in Marketing (online by Luiss) | 1 | n.a. | Legal Issues in Marketing | 6 |
| Web Analytics and Marketing (online ad hoc by Luiss) | 2 | n.a. | Web Analytics and Marketing | 8 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at Luiss

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Two Elective courses | 1 | 2x6 | 2 Electives | 3+3 |
| Retail and Service Experience Marketing | 1 | 6 |  |  |
| Marketing Plan & Markstrat Simulation | 1 | 6 |  |  |
| Marketing Communication and New Media (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Final Thesis

General Thesis Rules

* Students must respect the thesis procedures and deadlines from both institutions.
* Each institution will grade the final thesis according to its own standards. A final grade will be achieved by both supervisors in close consultation.

# Track without Mobility at Luiss

## Mobility Structure

* Year 1 (2020-2021): University of Petra
* Year 2 (2021-2022): University of Petra

## Specialization in International Management

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Advanced Marketing Management | 8 |
| Accounting and Finance | TBC | 3 | Financial Reporting and Performance Measurement | 8 |
| Research Methodology | TBC | 3 | Quantitative Methods for Management | 8 |
| Strategic Management | TBC | 3 | Corporate Strategy | 8 |
| Human Resources Management | TBC | 3 | Organizational Design | 6 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Markets, Regulation and Law (online by Luiss) | 1 | n.a. | Markets, Regulation and Law | 6 |
| International Economics (online ad hoc by Luiss) | 2 | n.a. | International Economics | 6 |
| Managerial Decision Making (online by Luiss) | 2 | n.a. | Managerial Decision Making | 6 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Three courses among the following[[1]](#footnote-1):   * Comparative Corporate Governance * International Business * International Finance * International Human Resource Management * International Operations and Supply Chain | 1 | 3X6 | 2 Electives | 3+3 |
| Advanced Corporate Finance (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Specialization in Entrepreneurship and Innovation

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Advanced Marketing Management | 8 |
| Accounting and Finance | TBC | 3 | Financial Reporting and Performance Measurement | 8 |
| Research Methodology | TBC | 3 | Quantitative Methods for Management | 8 |
| Strategic Management | TBC | 3 | Corporate Strategy | 8 |
| Human Resources Management | TBC | 3 | Organizational Design | 6 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Markets, Regulation and Law (online by Luiss) | 1 | n.a. | Markets, Regulation and Law | 6 |
| International Economics (online ad hoc by Luiss) | 2 | n.a. | International Economics | 6 |
| Managerial Decision Making (online by Luiss) | 2 | n.a. | Managerial Decision Making | 6 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at Luiss

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Three courses among the following[[2]](#footnote-2):   * Business Modeling and Planning * Entrepreneurship and Venture Capital * Intellectual Property Rights * Management and Governance of Family Firms * Management of Innovation * Organizing Innovation | 1 | 3X6 | 2 Electives | 3+3 |
| Advanced Corporate Finance (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Specialization in Marketing

I year – 2020-2021 at University of Petra

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | Credits | Recognition at Luiss | ECTS |
| Marketing Management | TBC | 3 | Product and Brand Management | 8 |
| Accounting and Finance | TBC | 3 | Managerial Economics: Theories and Marketing Applications | 6 |
| Research Methodology | TBC | 3 | Research Methodology for Marketing | 6 |
| Strategic Management | TBC | 3 | Behavioral Economics and Consumer Decision Making | 6 |
| Human Resources Management | TBC | 3 | Organizational Issues in Marketing and Sales | 8 |
| Production and Operation Management | TBC | 3 | Elective (Y2) | 6 |
| Consumer Behavior (online by Luiss) | 1 | n.a. | Consumer Behavior | 8 |
| Legal Issues in Marketing (online by Luiss) | 1 | n.a. | Legal Issues in Marketing | 6 |
| Web Analytics and Marketing (online ad hoc by Luiss) | 2 | n.a. | Web Analytics and Marketing | 8 |
| Italian language course | 1 | TBD | Second language course | 4 |
|  |  |  |  | 66 |

II year – 2021-2022 at Luiss

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course at UOP | Sem. | ECTS | Recognition at UOP | Credits |
| Two Elective courses[[3]](#footnote-3) | 1 | 2x6 | 2 Electives | 3+3 |
| Retail and Service Experience Marketing3 | 1 | 6 |  |  |
| Marketing Plan & Markstrat Simulation3 | 1 | 6 |  |  |
| Marketing Communication and New Media (online by Luiss) | 2 | 6 |  |  |
| Learning Innovation Activities | TBC | 4 |  |  |
| Internship | 2 | 8 |  |  |
| Final Thesis | 2 | 18 | Final Thesis | 9 |
|  |  | 54 |  | 15 |

## Final Thesis

General Thesis Rules

* Students must respect the thesis procedures and deadlines from both institutions.
* Each institution will grade the final thesis according to its own standards. A final grade will be achieved by both supervisors in close consultation.

1. Course to be delivered and assessed by Luiss professors either online or at the UOP campus in Amman. [↑](#footnote-ref-1)
2. Course to be delivered and assessed by Luiss professors either online or at the UOP campus in Amman. [↑](#footnote-ref-2)
3. Course to be delivered and assessed by Luiss professors either online or at the UOP campus in Amman. [↑](#footnote-ref-3)