

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

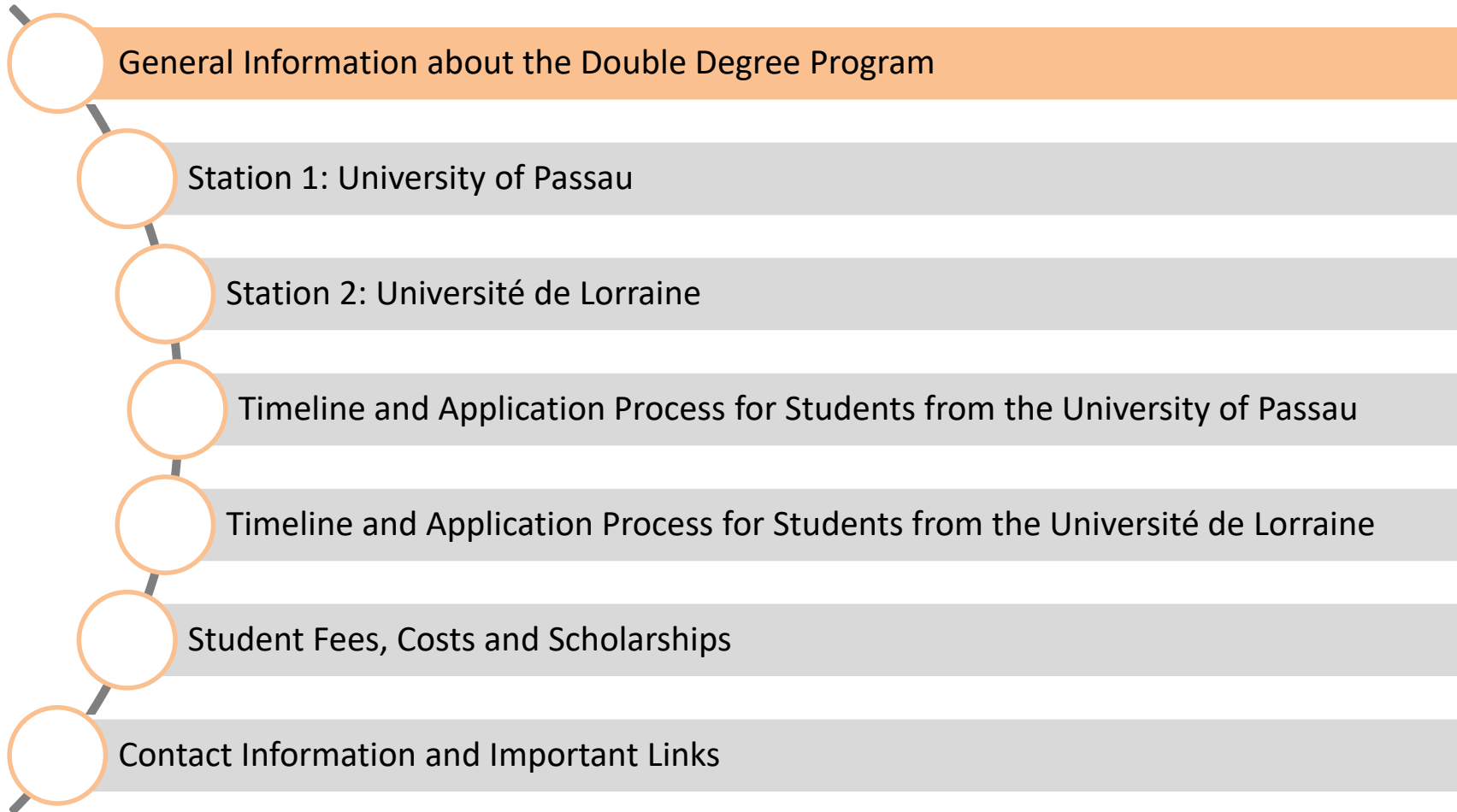
M. Sc. Business Administration &

Master in Marketing Vente

OVERVIEW



OVERVIEW



- 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 the following specializations:
 - *Major in Management and Strategy*
 - *Minor in Marketing*
 - **Master in Marketing Vente from the Université de Lorraine** with specialization in one of the areas:
 - *Marketing et Communication appliqués au Digital (MCD)*
 - *Marketing et Communication du Nouveau Produit (MCNP)*
 - *Marketing et Communication du Point de Vente (MCPV)*

- 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 (**B1** in French/**B2** in German).
 - French native students in Passau: **Option** to include German language course (10 ECTS)
 - German native students in Passau: **Option** to include French language course (10 ECTS)
- **Available places:** Up to **5** students per academic year and university

Master of Business Administration at University of Passau

Modulbereich A
min. 10 ECTS
Methodische
Grundlagen

Modulbereich B
max. 87 ECTS
Major Management and
Strategy (min. 47 ECTS
incl. Marketing seminar)
and Minor Marketing
(min. 20 ECTS)

Modulbereich C
max. 10 ECTS
Wirtschaftsfremdsprache

Masterarbeit
23 ECTS

Total (modules A-C): 97 ECTS

Total (incl. thesis): 120 ECTS

Degree: M. Sc. Business Administration

▪ Language of instruction:

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

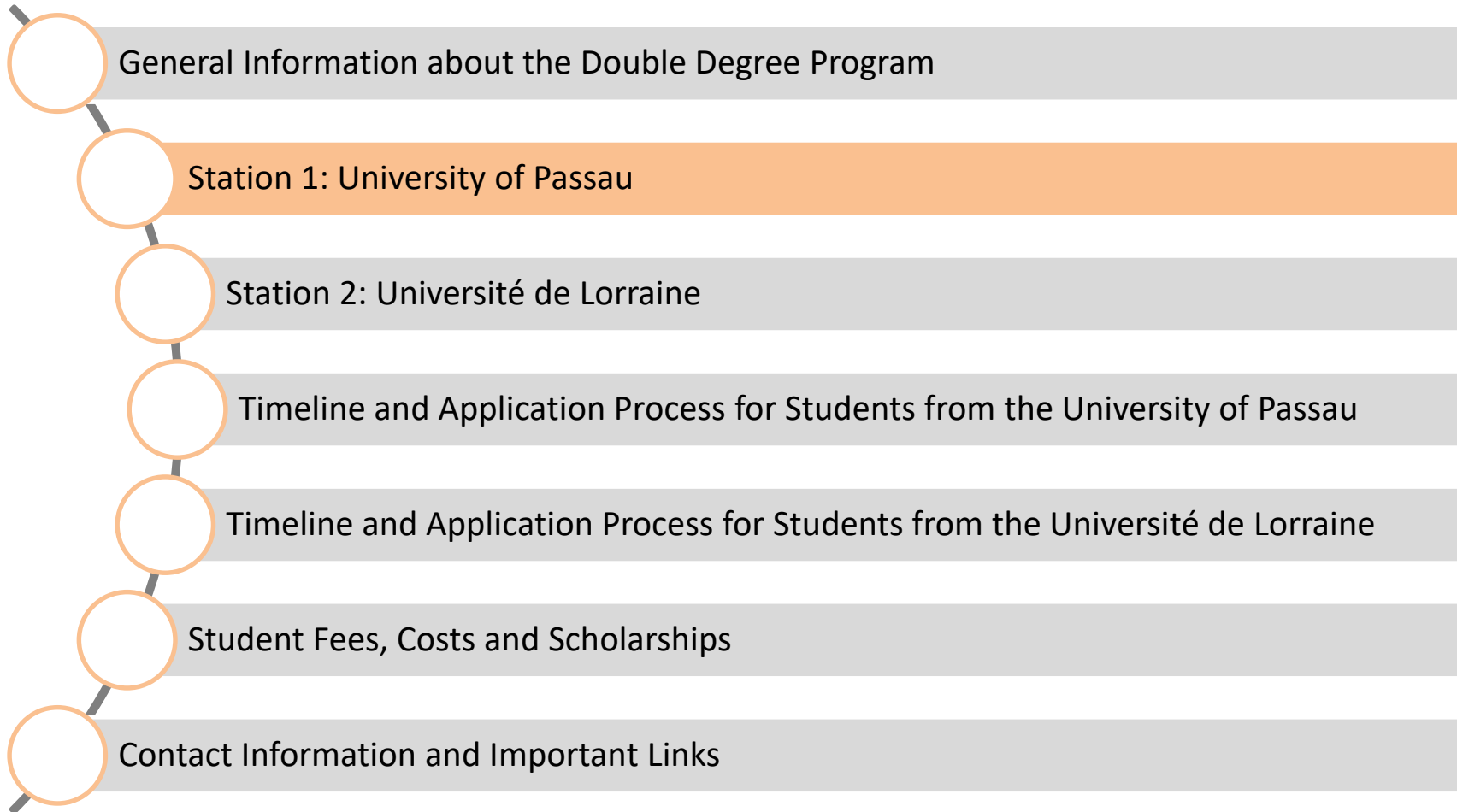
<p>Station 1: University of Passau (Master in Business Administration)</p>	<p>Station 2: Université de Lorraine (Master in Marketing Vente)</p>
<p>2 semesters, min. 61 ECTS</p>	<p>2 semesters, 59/60 ECTS</p>
<p>Courses: 61 ECTS (A: 10 ECTS Methods, 33 ECTS B Major/Minor including Seminar 7 ECTS + 10 ECTS language course (optional) or electives)</p>	<p>Courses: 36 ECTS</p>
	<p>Master's thesis: 24 ECTS (\cong 23 ECTS at the University of Passau)</p>
<p>Total (incl. thesis): 120 ECTS</p>	
<p>Degrees: M. Sc. Business Administration & Master in Marketing Vente</p>	

■ Language of instruction:

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

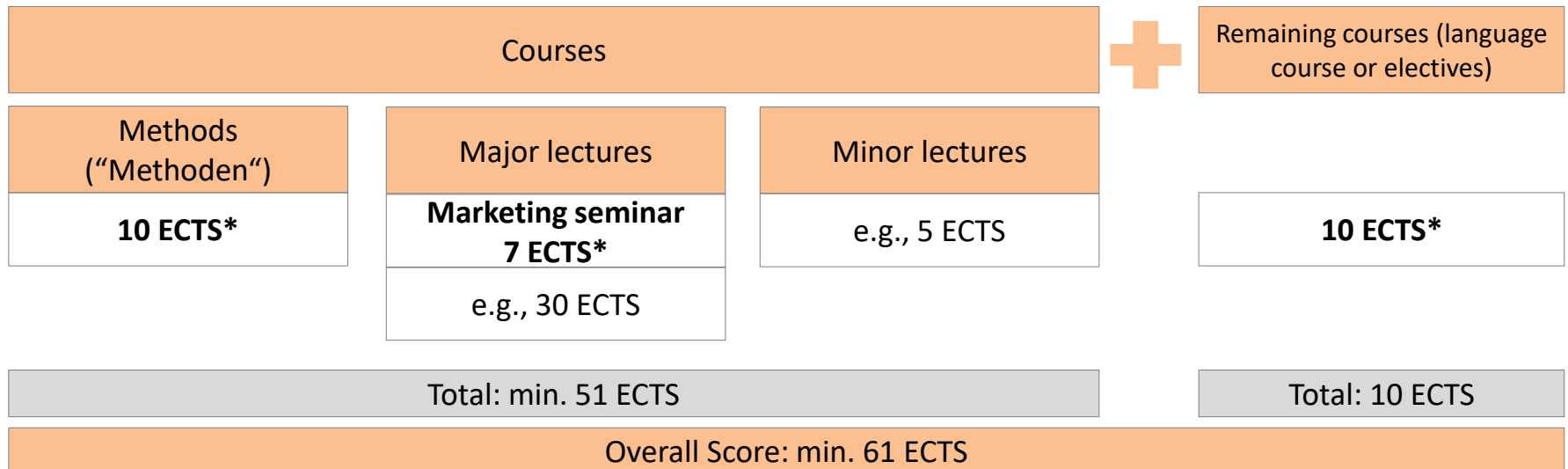
- The Master's thesis is conducted under **joint supervision** by the Université de Lorraine and the University of Passau, whereby the **first supervision** can be chosen among the supervisors proposed by the universities.
 - **For German students:** If a **German supervisor** is chosen, the thesis has 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 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** could be related to it (but this is not a mandate). A **managerial problem** 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)

OVERVIEW



Station 1: Programme at the University of Passau at a Glance

- During the **1st and 2nd semester** at the **University of Passau**, students have to attain a total of **60 ECTS**
- 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 **courses** consist of different **modules (in particular Methods, Major lectures (including Seminar, Minor lectures))** in which students have to achieve a **certain amount of ECTS**:



* **Mandatory or highly recommended**

Courses approved for the Double-Degree at the University of Passau: Courses (Method lectures, Marketing seminar)

Modulbereich A

Module	Course no.	Courses	ECTS credits	Turnus	
				Winter term	Summer term
10 ECTS for methods are compulsory: Choose <u>two</u> resp. <u>three</u> courses					
Methods	35500	Multivariate Verfahren	5	X	
	<i>tba</i>	Business Research Methods	5	<i>tba</i>	<i>tba</i>
	39720	Fundamentals of Business Analytics	5	X	X

Modulbereich B – Major lectures

Module	Course no.	Courses	ECTS credits	Turnus	
				Winter term	Summer term
7 ECTS for a marketing seminar are compulsory: Choose <u>one</u> seminar					
	33901	Masterseminar Marketing (Marketing & Services)*	7	X	
	34520	Masterseminar Marketing (Marketing & Innovation)*	7	X	<i>tba</i>

***marketing seminar strongly
recommended for the summer term**

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

Modulbereich B – Major lectures

Module	Course no.	Courses	ECTS credits	Turnus	
				Winter term	Summer term
	38608	Advanced Strategic Sensitivity and Digitalization	5	<i>irregular</i>	<i>irregular</i>
	33840	B2B Marketing and Sales Management	5	<i>Three-semester cycle: Summer 25</i>	
	<i>tba</i>	Corporate Strategy and Innovation	5	<i>tba</i>	<i>tba</i>
	34540	Customer Relationship Management	5	X	
	33234	Empirische Methoden für Masterstudierende im Bereich Management, Personal und Information	5	X	X
	33214	Entwicklung von Managementfähigkeiten	5	X	
	38609	Fundamentals of Digitalization and Digital Trends	5		X
	39994	Governance – Compliance und Governance Kodex (PBL)	7	<i>tba</i>	<i>tba</i>
	<i>tba</i>	International Cooperation and Networks	5	<i>tba</i>	<i>tba</i>
	38561	Managing and Leading Strategic Innovation and Change	5		X
	39756	Organization Theory and Sustainable Leadership	5		X
	33160	Organizational Behavior und Unternehmensführung	5		X
	32820	Organizations and Innovation Strategy	5	X	
	<i>tba</i>	Strategisches Human Ressourcen Management	5	<i>tba</i>	<i>tba</i>
	32900	Strategy for High-Tech Startups	5		X

* If the course is already credited as part of the major modules, it cannot additionally be credited as part of minor modules.

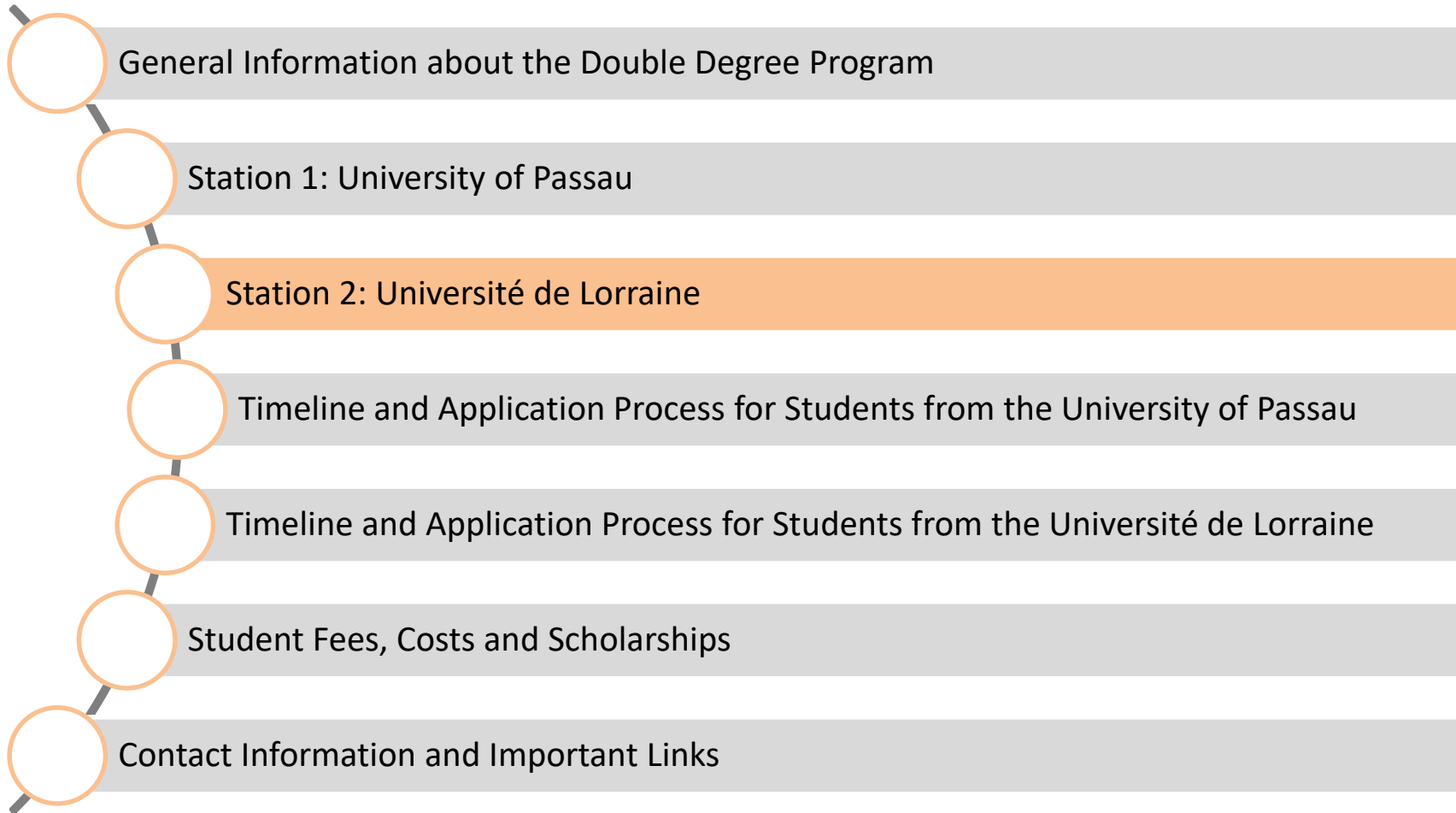
Modulbereich B – Minor lectures

Module	Course no.	Courses	ECTS credits	Turnus	
				Winter term	Summer term
Minor lectures	33840	B2B Marketing and Sales Management	5	<i>Three-semester cycle: Summer 25</i>	
	<i>tba</i>	Produkt-, Marken- und Kommunikationsmanagement	5	<i>Three-semester cycle: Winter 24/25</i>	
	34730	Consumer Behavior	5		X
	34540	Customer Relationship Management	5		X
	33860	Marketing Research	5		X
	<i>tba</i>	Practical Course in Marketing	5	<i>Irregular: Winter 24/25</i>	
	33800	Price Management	5	<i>Three-semester cycle: Winter 25/26</i>	
	34530	Services Marketing	5	X	

Modulbereich C - Wirtschaftsfremdsprache

Module	Course no.	Courses	ECTS credits	Turnus	
				Winter term	Summer term
10 ECTS for language are recommended: Choose <u>two</u> resp. <u>three</u> courses					
Fremdsprache (ein Niveau entspricht zwei Sprachkursen über zwei Semester)		Aufbaustufe			
		Hauptstufe 1			
		Hauptstufe 2			

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- 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 **36 ECTS** for **courses** in the respective **specialization area** (i.e. **Marketing et Communication appliqués au Digital (MCD)**, **Marketing et Communication du Nouveau Produit (MCNP)**, **Marketing et Communication du Point de Vente (MCPV)**) and
 - **24 ECTS** (\cong **23 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
 \cong 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
 \cong 10th semester in France

4 courses in the
specialization area

12 ECTS

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

18 ECTS

Total: 30 ECTS

Overall Score: 60 ECTS

Courses at the Université de Lorraine: Marketing et Communication appliqués au Digital (1/2)

Marketing et Communication appliqués Digital – Semester 9			
	Course no.	Course	ECTS
Courses	UE901	International Business Environment <ul style="list-style-type: none"> • EC 901a – Legal and cultural marketing frameworks • EC 901b – International Negotiation 	6
	UE902	Communication marketing approfondie <ul style="list-style-type: none"> • EC 902a – Communication marketing intégrée • EC 902b – Suivi des actions de communication 	6
	UE903	Stimuli et données marketing <ul style="list-style-type: none"> • EC 903a – Marketing expérientiel et sensoriel • EC 903b – Système d’information, big data et intelligence artificielle 	6
1st module of the Master’s thesis	UE904	Initiation à la recherche <ul style="list-style-type: none"> • EC 904a – Recherche en marketing et communication digitale • EC 904b – Analyse des pratiques professionnelles en marketing et communication digitale 	6
Courses	UE905	Création et développement de trafic <ul style="list-style-type: none"> • EC 905a – Web and social media analytics • EC 905b – Outils de création de trafic 	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 Communication appliqués au Digital(2/2)

Marketing et Communication appliqués au Digital – Semester 10			
	Course no.	Course	ECTS
Courses	UE1001	Marketing et défis sociétaux <ul style="list-style-type: none"> • EC 1001a – Marketing et Responsabilités Sociétale des Organisations • EC 1001b – Marketing social 	3
	UE1002	Pratiques marketing <ul style="list-style-type: none"> • EC 1002a – Challenge/concours marketing • EC 1002b – Observatoire des pratiques de marketing et communication 	3
2 nd module of the Master's thesis Courses	UE1003	Conduite de projet <ul style="list-style-type: none"> • EC 1003a – Mémoire de recherche • EC 1002b – Mise en œuvre d'un projet de recherche en marketing et communication digitale • EC 1003c – Amélioration des pratiques professionnelles en marketing et communication digitale 	18
Courses	UE1004	Marketing à l'heure du digital 3 <ul style="list-style-type: none"> • EC 1004a – UX design (English) • EC 100' b – Stratégie de référencement 	3
	UE1005	Gestion de contenu et des communautés en ligne <ul style="list-style-type: none"> • EC 1005a – Stratégie de contenu numérique • EC 1005b – Gestion des réseaux sociaux, influenceurs 	3
Total ECTS			30

Within two semesters students reach **60 ECTS in total: 36 ECTS** for courses and **24 ECTS** (which are accepted as **23 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 Communication du Nouveau Produit (1/2)

Marketing et Communication du Nouveau Produit– Semester 9			
	Course no.	Course	ECTS
Courses	UE901	International Business Environment <ul style="list-style-type: none"> • EC 901a – Legal and cultural marketing frameworks • EC 901b – International Negotiation 	6
	UE902	Communication marketing approfondie <ul style="list-style-type: none"> • EC 902a – Communication marketing intégrée • EC 902b – Suivi des actions de communication 	6
	UE903	Stimuli et données marketing <ul style="list-style-type: none"> • EC 903a – Marketing expérientiel et sensoriel • EC 903b – Système d’information, big data et intelligence artificielle 	6
1st module of the Master’s thesis	UE904	Initiation à la recherche <ul style="list-style-type: none"> • EC 904a – Recherche en marketing et communication du nouveau produit • EC 904b – Analyse des pratiques professionnelles en marketing et communication du nouveau produit 	6
Courses	UE905	Processus d’innovation <ul style="list-style-type: none"> • EC 905a – Méthodes de créativité et d’innovation • EC 905b – Stratégies d’innovation et entrepreneuriat 	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 Communication du Nouveau Produit(2/2)

Marketing et Communication du Nouveau Produit – Semester 10			
	Course no.	Course	ECTS
Courses	UE1001	Marketing et défis sociétaux <ul style="list-style-type: none"> • EC 1001a – Marketing et Responsabilités Sociétale des Organisations • EC 1001b – Marketing social 	3
	UE1002	Pratiques marketing <ul style="list-style-type: none"> • EC 1002a – Challenge/concours marketing • EC 1002b – Observatoire des pratiques de marketing et communication 	3
2 nd module of the Master's thesis Courses	UE1003	Conduite de projet <ul style="list-style-type: none"> • EC 1003a – Mémoire de recherche • EC 1002b – Mise en œuvre d'un projet de recherche en marketing et communication du nouveau produit • EC 1003c – Amélioration des pratiques professionnelles en marketing et communication du nouveau produit 	18
Courses	UE1004	Conception et test des nouveaux produits <ul style="list-style-type: none"> • EC 1004a – Design du nouveau produit et éco-conception • EC 100' b – Etudes et tests pour les nouveaux produits 	3
	UE1005	Distribuer et promouvoir les offres innovantes <ul style="list-style-type: none"> • EC 1005a – Commercialisation des offres innovantes • EC 1005b – Communication des offres innovantes 	3
Total ECTS			30

Within two semesters students reach **60 ECTS in total**: **36 ECTS** for courses and **24 ECTS** (which are accepted as **23 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 Communication du Point de Vente (1/2)

Marketing et Communication du Point de Vente– Semester 9			
	Course no.	Course	ECTS
Courses	UE901	International Business Environment <ul style="list-style-type: none"> • EC 901a – Legal and cultural marketing frameworks • EC 901b – International Negotiation 	6
	UE902	Communication marketing approfondie <ul style="list-style-type: none"> • EC 902a – Communication marketing intégrée • EC 902b – Suivi des actions de communication 	6
	UE903	Stimuli et données marketing <ul style="list-style-type: none"> • EC 903a – Marketing expérientiel et sensoriel • EC 903b – Système d’information, big data et intelligence artificielle 	6
1st module of the Master’s thesis	UE904	Initiation à la recherche <ul style="list-style-type: none"> • EC 904a – Recherche en marketing et communication du point de vente • EC 904b – Analyse des pratiques professionnelles en marketing et communication du point de vente 	6
Courses	UE905	Stratégie et marketing du distributeur 1 <ul style="list-style-type: none"> • EC 905a – Stratégies des distributeurs • EC 905b – Merchandising 	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.

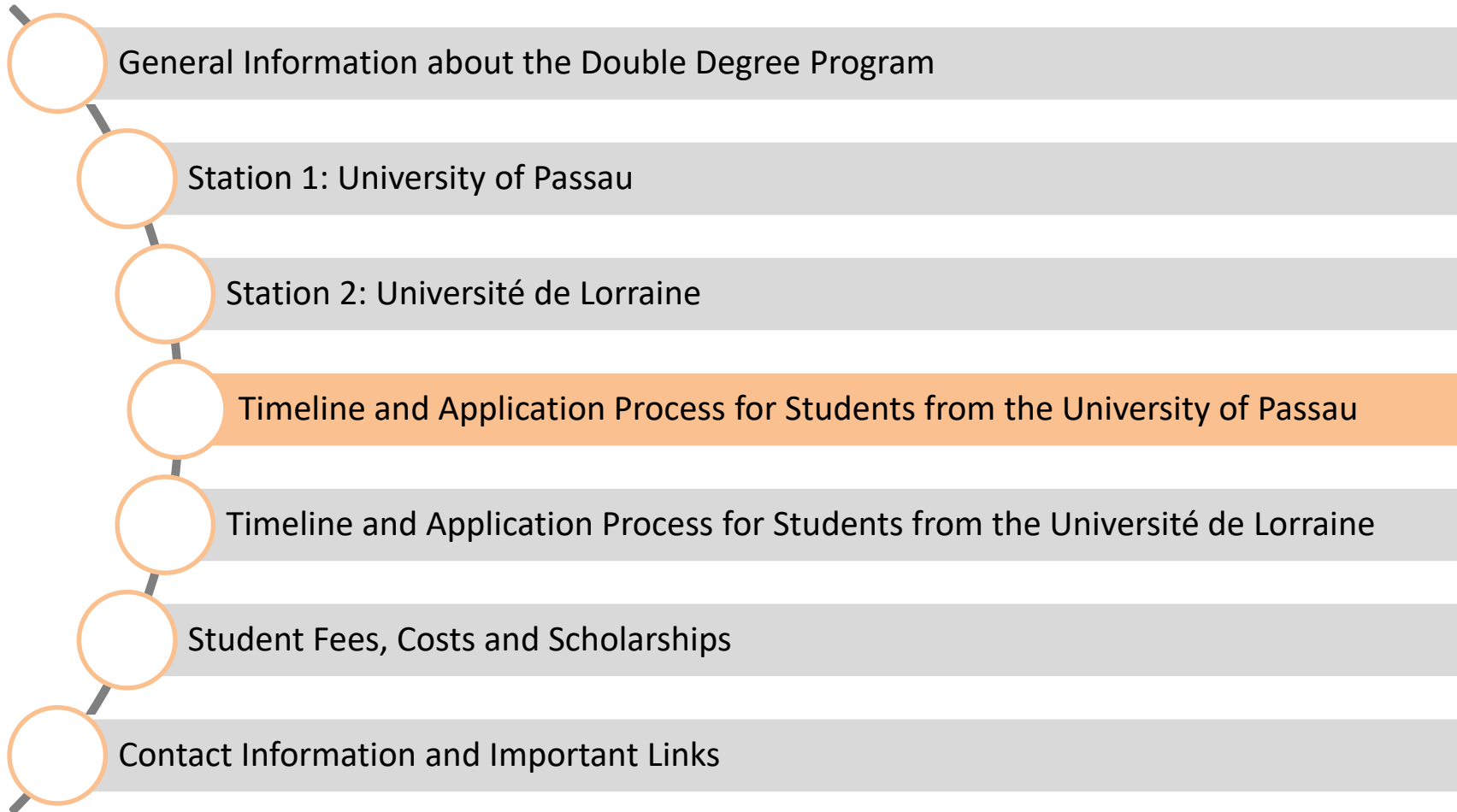
Courses at the Université de Lorraine: Marketing et Communication du Point de Vente(2/2)

Marketing et Communication du Point de Vente– Semester 10			
	Course no.	Course	ECTS
Courses	UE1001	Marketing et défis sociétaux <ul style="list-style-type: none"> • EC 1001a – Marketing et Responsabilités Sociétale des Organisations • EC 1001b – Marketing social 	3
	UE1002	Pratiques marketing <ul style="list-style-type: none"> • EC 1002a – Challenge/concours marketing • EC 1002b – Observatoire des pratiques de marketing et communication 	3
2 nd module of the Master's thesis Courses	UE1003	Conduite de projet <ul style="list-style-type: none"> • EC 1003a – Mémoire de recherche • EC 1002b – Mise en œuvre d'un projet de recherche en marketing et communication du point de vente • EC 1003c – Amélioration des pratiques professionnelles en marketing et communication du point de vente 	18
Courses	UE1004	Stratégie et marketing du distributeur 2 <ul style="list-style-type: none"> • EC 1004a – Gestion des canaux de distribution • EC 100'b – Outils de digitalisation du point de vente 	3
	UE1005	Gestion de contenu et des communautés en ligne <ul style="list-style-type: none"> • EC 1005a – Stratégie de contenu numérique • EC 1005b – Gestion des réseaux sociaux, influenceurs 	3
Total ECTS			30

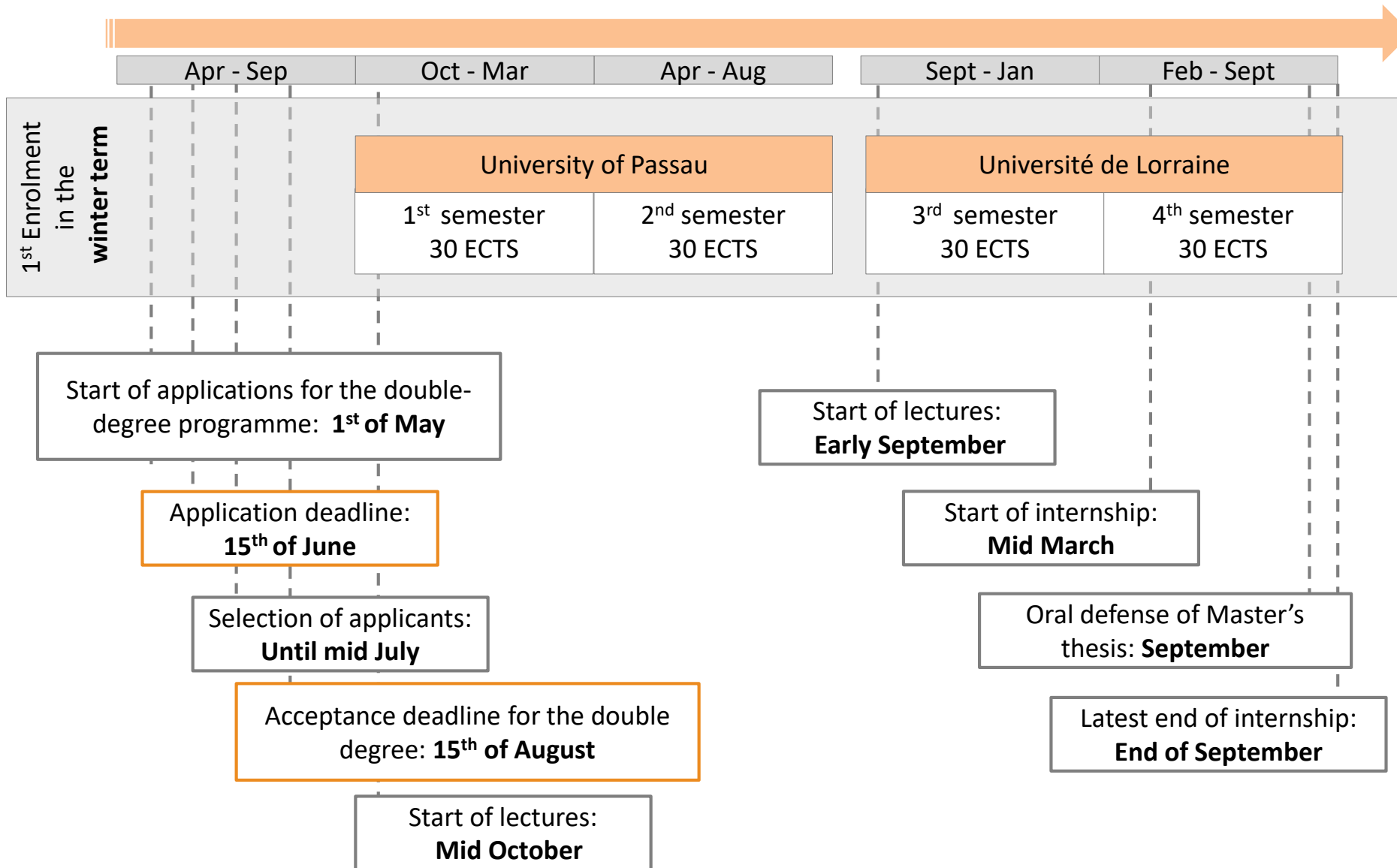
Within two semesters students reach **60 ECTS in total**: 36 ECTS for courses and 24 ECTS (which are accepted as 23 ECTS at the University of Passau) for the Master's thesis (composed by two units: "Initiation à la recherche" and "Conduite de projet").

- 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.

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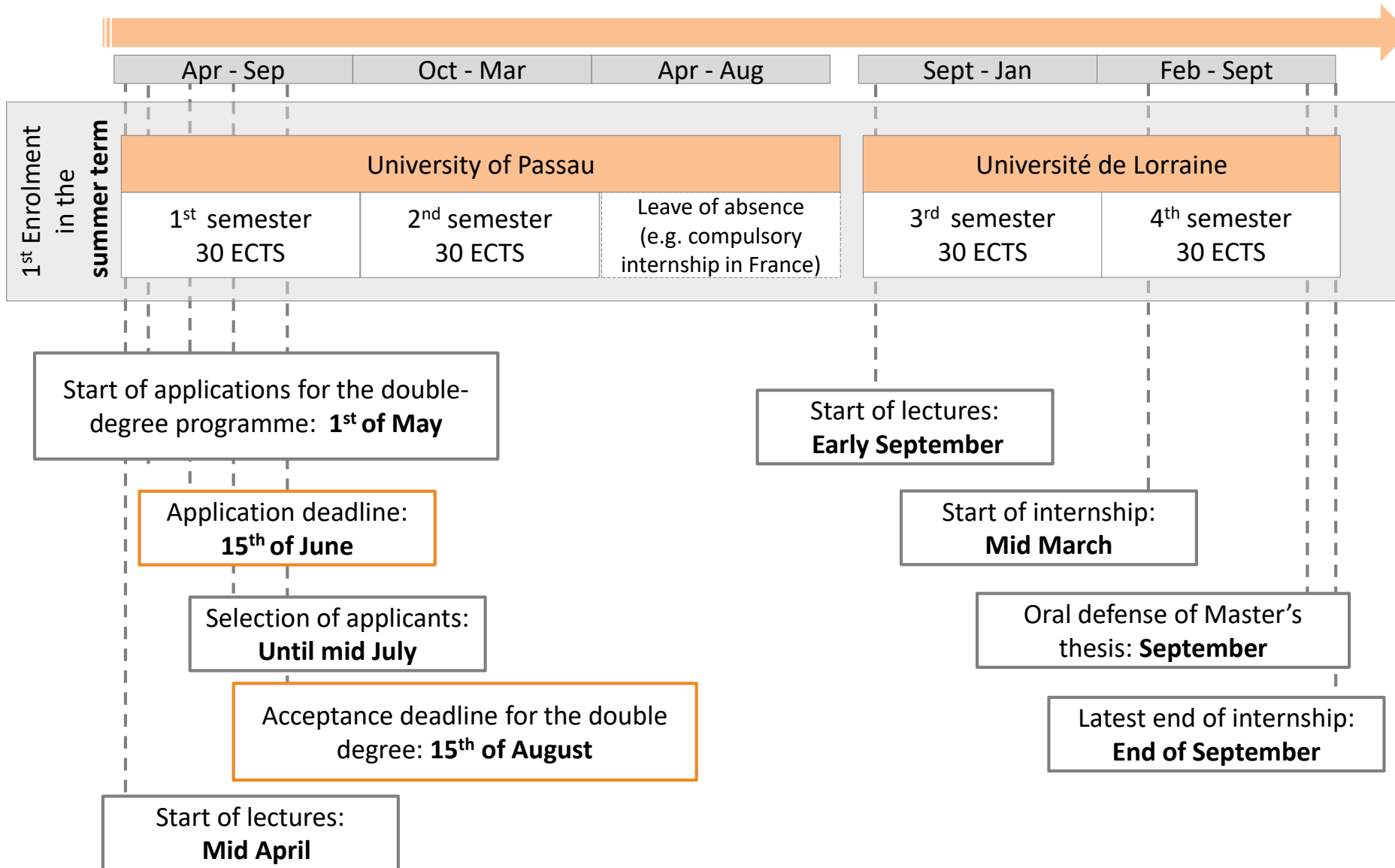
Timeline of the Process for Students of the University of Passau with the 1st Enrolment in the winter term



Important notes for students starting their studies in the *winter* term:

- The application process for the Master programme in Business Administration is **parallel, but independent** of the application process for the double-degree programme.
- Please apply separately for each of programme:
 - Master programme in Business Administration: For further information, please see the [Student Registration Office website](#)
 - Double-degree programme: Deadline: June 15; sekretariat.schumann@uni-passau.de
- An acceptance for the double-degree programme is granted under the condition of a successful application for the Master programme in Business Administration. There is no claim to get enrolled in the double-degree programme if the application for the Master programme in Business Administration was not successful.
- The **selection of applicants** for the double-degree programme will be **completed and announced mid July** so that you have early planning security for the decision regarding the acceptance of the master programme in Business Administration.
- **In case you have been selected** as a candidate for the double degree programme, please **let us know until August 15th whether you accept the place or not.**

Timeline of the Process for Students of the University of Passau with the 1st Enrolment in the summer term



Important notes for students starting their studies in the *summer* term:

- The application process for the Master programme in Business Administration is **not parallel and completely independent** of the application process for the double-degree programme.
- Please apply separately for each of programme:
 - Master programme in Business Administration: For further information, please see the [Student Registration Office website](#)
 - Double-degree programme: Deadline: June 15; sekretariat.schumann@uni-passau.de
- An acceptance for the double-degree programme is only possible if you are successfully enrolled in the regular Master in Business Administration programme.
- The selection of applicants for the double-degree programme will be completed and announced mid July.
- **In case you have been selected** as a candidate for the double degree programme, please **let us know until August 15th whether you accept the place or not.**



1) Application for the double-degree programme

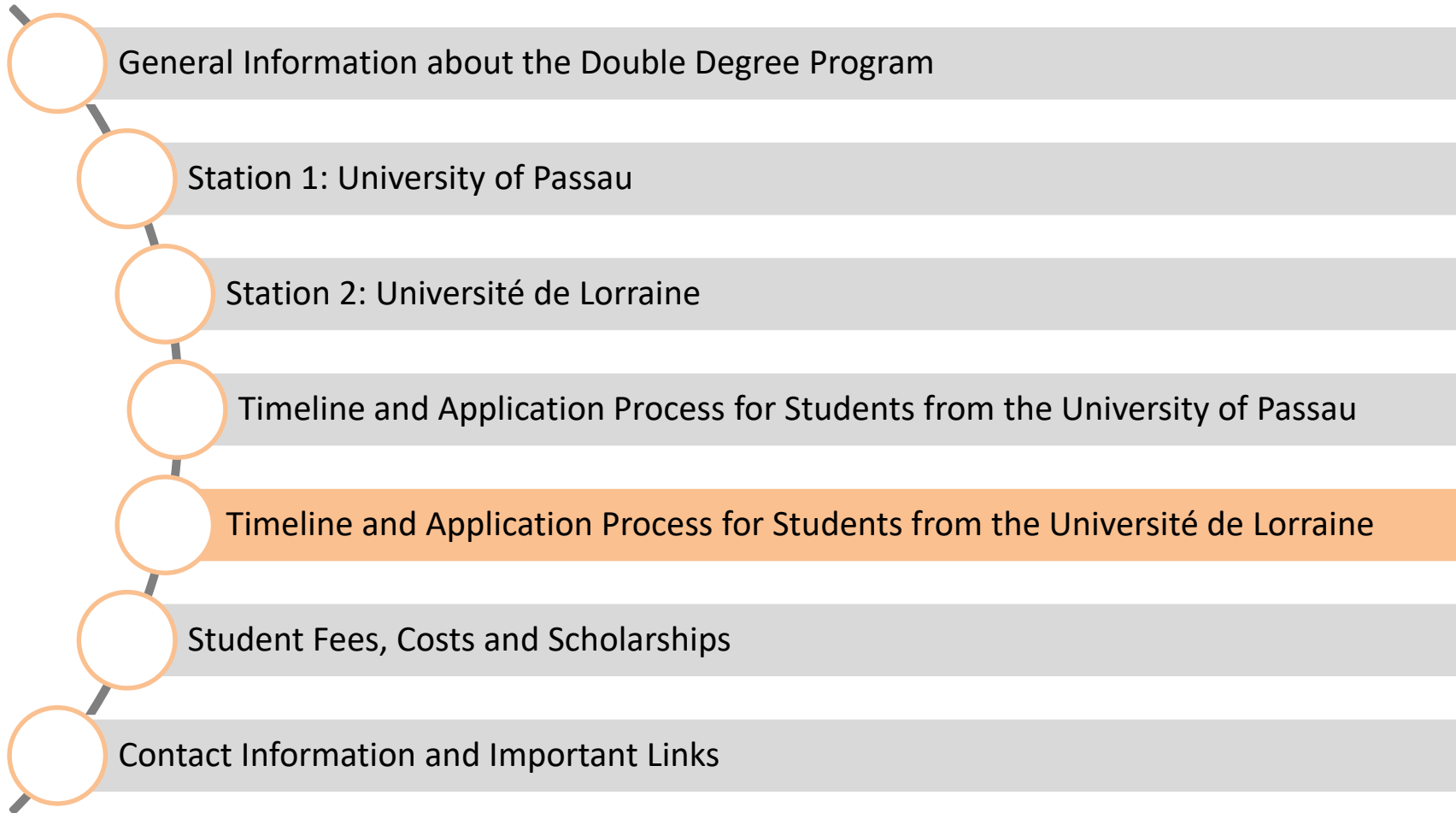
- Students need to apply at the Chair of Marketing and Innovation until **15th of June** to sekretariat.schumann@uni-passau.de
- Required **application documents (in German AND in English)**:
 - Curriculum Vitae
 - Letter of Motivation (including a prioritization of your preferred specialization area at the Université de Lorraine)
 - Current HISQIS record
 - Bachelor's diploma
 - "Abitur" diploma
 - Certificate on the course of studies (Studienverlaufsbescheinigung)
 - **Language certificate in English (B2) and French (B1)**

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

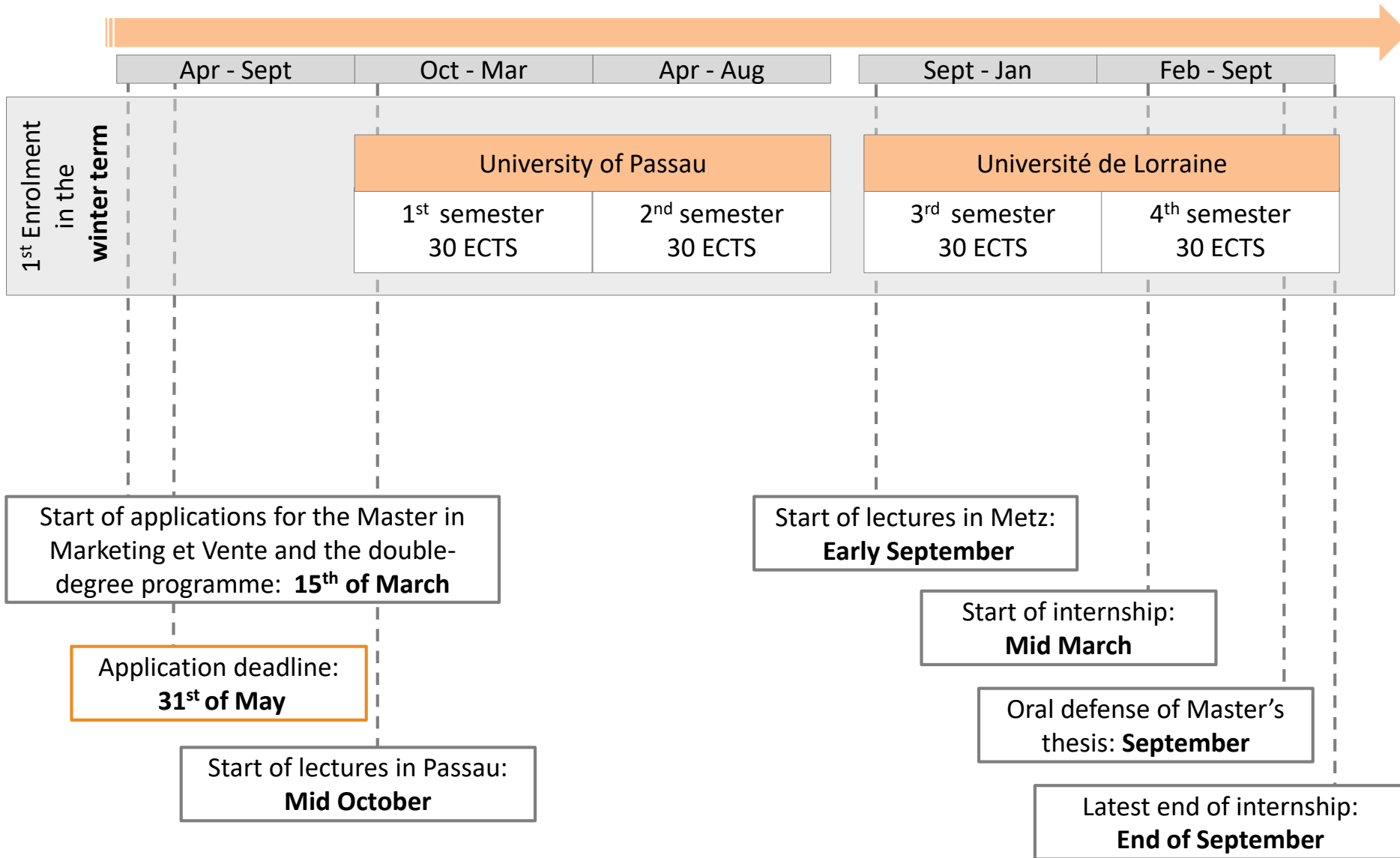


- ## 2) Enrolment at the Université de Lorraine:
- After being selected as an appropriate candidate for the double degree programme, students are **enrolled by the programme coordinators at the Université de Lorraine** for the whole programme duration, i.e. two academic years.

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Timeline of the Process 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

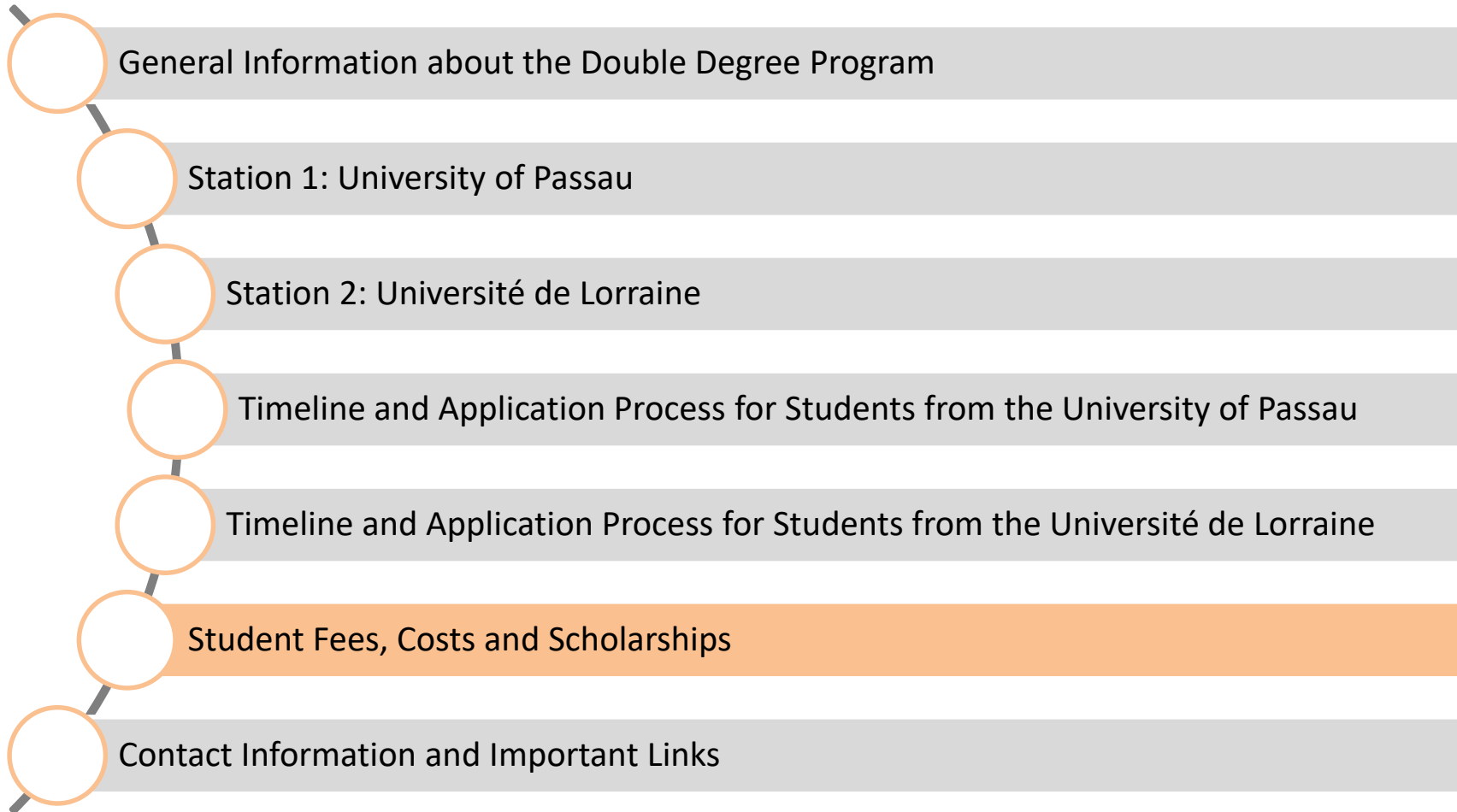
- Students need to download and hand in required documents before the **31st of May** on <https://ecandidat.univ-lorraine.fr>
- Required **application documents:**
 - Curriculum Vitae
 - Letter of Motivation (including a prioritization of your preferred specialization area)
 - Bachelor's diploma and all the marks obtained during the cursus (L1, L2, L3)
 - Language certificate in English (B2) and German (B1)
 - 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.

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As part of the Erasmus+ program, no tuition fees are charged by the respective partner universities for EU citizens. However, all students must pay the regular semester fees of the respective universities.



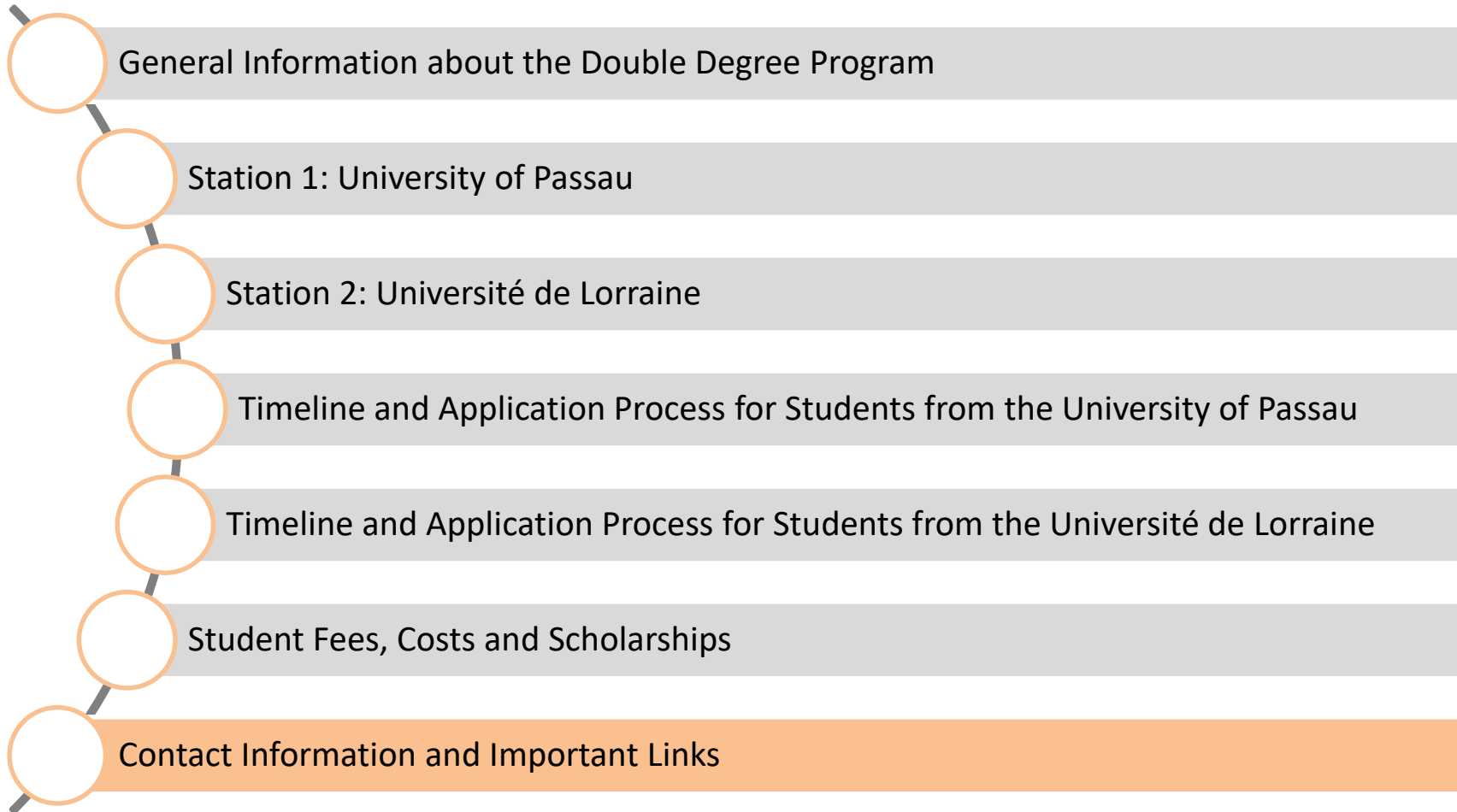
- Semester fees at the **University of Passau: 169 EUR** per academic year
- Additional costs: Lodging/housing; food; health insurance; transportation and other necessary living/personal expenses



- Semester fees at the **Université de Lorraine: 333 EUR** per 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/>
- **UFA**
- **Campus France:** Support for housing allowances in France
 - <http://www.allemande.campusfrance.org/node/93988>

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Programme Coordinator, Academic Coordinator and Administrative Coordinator

Prof. Dr. Jan H. Schumann

Faculty of Business Administration and Economics

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 - Academic calendar: <http://www.univ-lorraine.fr/formation/votre-calendrier-universitaire>

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Haben Sie Fragen zum
Doppelmasterprogramm?

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