

# EXCHANGE STUDIES

## AUTUMN 2025

**Masterprogram i  
management av  
digital handel**  
**SADBMh24**



UNIVERSITY  
OF BORÅS

## Introduction

In this document, you will find information about relevant study destinations, carefully selected according to your study programme. Please, bear in mind information and course offerings might change and that it is your programme coordinator who decides whether courses can be credited or not. In terms of available places, this number represents the total number of sending students per academic year and might include other study programmes besides your own.

### Erasmus+ Agreements

- Germany – ISM International School of Management
- The Netherlands - Twente University

### Bilateral Agreements

- Thailand, PIM-Panyapiwat Institute of Management

Further information on exchange studies can be found on our website, [www.hb.se/utbyte](http://www.hb.se/utbyte) In case of questions, feel welcome to contact the International Office at [exchange@hb.se](mailto:exchange@hb.se)

Happy reading!

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**Partner universities**  
*within EU/EAA.*

*Erasmus+ is an EU  
programme that enables  
higher education students  
to study at other European  
universities with a grant.*

## Germany

### ISM – International School of Management

*\*The International School of Management (ISM) has been one of the leading business schools in Germany for over 30 years. With our study programs, we prepare young people for management tasks in national and international companies. All lecturers at the ISM are experienced practitioners from the economy. In this way, a high practical relevance and the topicality of the teaching contents are ensured. Small study groups provide learning success.\*<sup>1</sup>*

Exchange students from Borås are encouraged to study the first semester in the **Master program in Digital Marketing**.

Every student at ISM is required to buy a semester ticket (valid for 6 months) of the local public transportation provider of approx. 210 € per semester.

This partner is new, first exchange 2024/2025.

**Number of places:** 8 students per academic year.  
2 places are dedicated to SADBM.

#### **Academic Calendar 2024/2025:**

Autumn semester: 16 September -20 December. Your exams will take place within the two last weeks of the semester.

The German Intensive Language course will take place two weeks prior to the semester start. There is also an orientation day on prior to the semester starts, attendance is mandatory.

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[M.A in Digital Marketing](#)

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<sup>1</sup> ISM Website (Accessed December 2023)

## The Netherlands

### University of Twente

*“The University of Twente is a multicultural community of talented, ambitious people that offers students, scientists and educators from around the world the best possible conditions. Like our innovative and vibrant campus with world-class facilities for crossing boundaries and solving complex problems.*

*The University of Twente stands out among universities by offering unique and highly successful educational programmes. It does so by leading the way in responding to the demands of society and creating relevant combinations between disciplines. The ever-evolving world of technology showers us with opportunities but also gives rise to new questions and dilemmas. By combining research areas, the University of Twente provides an effective response to these challenges and succeeds in answering the questions posed by society: High Tech Human Touch.”<sup>2</sup>*

Exchange students from SADBM are recommended to explore the course offer in *BMS – Business Administration*, however, other courses might be of relevance as well and you need to select your courses after discussion with your program director. Twente has a structure similar to the University of Borås where most course packages are divided into two study periods (A or B). One academic semester of full time studies correspond to 30 ECTS.

**Number of places:** 6 students per academic year from different programs

#### Academic Calendar:

- Spring semester: 3 Feb 2025 – 27 June 2025 (incl exams)

<https://www.utwente.nl/en/ces/planning-schedules/academic-calendar/academic-calendars/>

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue Master’s level](#)

[Campus Tour \(Youtube\)](#)

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<sup>2</sup> Twente website [Accessed 17 October 2019]



**Partner universities**  
*outside of EU/EAA*

## Thailand

### PIM-Panyapiwat Institute of Management

*“Panyapiwat Institute of Management (PIM) is Thailand’s first and largest Corporate University, founded in 2007. PIM are fully accredited by the Ministry of Education and the courses are approved by the Office of Higher Education Commission (OHEC).*

*You will find the university 25 km outside of Bangkok. Accommodations are found within 10-15 walking distance.”<sup>3</sup>*

PIM is a well-known partner for exchange students from Borås and considered as very popular for a number of reasons. We are happy to announce this partner university for Master Programme in Digital Business Management for their exchange semester as from Autumn 2025.

Students from Borås are to study semester 1 in *Master of Business Administration Program in International Business (iMBA)*

1 credit at PIM is equal to 2 ECTS.

One academic semester of full-time studies corresponds to 30 ECTS or 15 PIM credits.

**Number of places:** 6 students per academic year.

#### **Academic Calendar 2024/2025:**

- Autum 2024: 7 August 2024 – 15 December 2024

#### **Useful Links:**

[University Webpage](#)

[International program website](#)

[iMBA courses – semester 1](#)

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<sup>3</sup> PIM website (accessed 10 nov 2023)