



BACHELOR PROGRAM IN BUSINESS & ECONOMICS

STOCKHOLM SCHOOL OF ECONOMICS



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DO YOU WANT TO MAKE A DIFFERENCE?

THE STOCKHOLM SCHOOL OF ECONOMICS IS THE PLACE FOR YOU

The Stockholm School of Economics (SSE) is for anyone who wants to fulfil their dreams. We provide you with the opportunity to develop your talents and abilities, and to use them for something in which you truly believe.

SSE EXCELS IN INTERNATIONAL RANKINGS

SSE has been ranked by the Financial Times as a leading business school in the Nordic and the Baltic regions for more than a decade. The school has also established itself as one of the best business schools in Europe.



by the School. Some of the people you meet here will become your close friends, and you will encounter many others during your working life. Regardless, you all have something in common: the Stockholm School of Economics.

A TRULY INTERNATIONAL EXPERIENCE

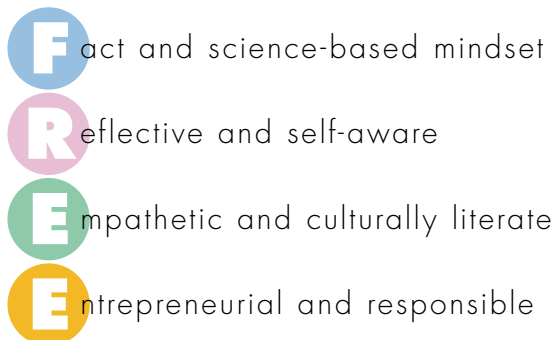


At SSE, you will meet teachers, lecturers, researchers, companies and students from many different countries. This gives studying and student life here a strong international flavor. There is also the possibility of studying languages and engaging in a variety of exciting international projects. We collaborate with top universities worldwide, often through networks like the Partnership in International Management (PIM) and CEMS – the Global Alliance in Management Education. Through partnerships with top-ranked, internationally recognized universities around the world, we also offer opportunities for students to study abroad.

AN EDUCATIONAL MISSION THAT GUARANTEES RELEVANCE

SSE's educational mission is based on the view that the decision makers of tomorrow must approach the world with curiosity and confidence. In terms of processing capacity, future decision makers will often be outperformed by artificial intelligence, robots, and other machines. But human beings' core competence is being human, and our educational mission respects this. The decision makers of the future will be those who make use of their human potential.

THE SSE EDUCATIONAL MISSION IS ABBREVIATED AS FREE:



AN EXCEPTIONAL NETWORK



During your time as a student at SSE, you will meet many interesting people. Each week, you will not only meet other students, lecturers and guest speakers, but you will also meet business representatives and inspiring personalities invited

CLOSE TIES TO THE THE BUSINESS COMMUNITY



SSE has maintained close connections with the business community since its foundation, and these connections are unique. The SSE corporate partnership program consists of a network of more than 110 leading Swedish and international companies that financially support SSE and enjoy close cooperation within research and education. We are in continuous dialogue with these companies to ensure that our students develop the skills that the labor market requires. As an SSE student, connections with the business world are woven into your everyday life to help you transition naturally to professional life after graduating. Corporate and social partners hold guest lectures, company visits and skill seminars, as well as host live cases, sponsor business projects, mentor students and employ interns. These connections enable students to interact with some of the world's top business leaders and many students secure jobs through these meetings.

PROGRAM DESCRIPTION

The Bachelor Program in Business and Economics (180 ECTS) provides a solid foundation for a career in business, entrepreneurship, government and non-government organizations.

The program covers three years of full-time studies, is taught entirely in English and leads to a BSc degree in Business and Economics.

During the first three semesters, you will build a broad factual and scientific base through courses in Economics, Finance, Accounting, Marketing, Management, Entrepreneurship, Strategy, Law and Data Analytics. You will hone your skills in problem solving and critical thinking, combined with the opportunities for showcasing your creativity and innovative ideas. We also encourage personal development in the form of reflection, self-awareness and cultural orientation.

During the fourth semester you have the opportunity to deepen your understanding by specializing in one or two of the subjects you have studied. The third year offers a number of elective courses and culminates in a written thesis on your chosen specialization.

GLOBAL CHALLENGES

Sustainability is one of the four main concerns in the strategy of SSE. Accordingly, all of our Business & Economics students take part in two Global challenges courses, during the first two years. The Global Challenges courses aim to educate our students about urgent and large-scale current issues, such as climate change, accelerating environmental damage, or the risks related to population growth, political instabilities or autonomous intelligence. Through Global Challenges, our students will acquire a holistic approach and increase their understanding of broader contexts.



**THE MOST SATISFIED STUDENTS
IN THE NORDIC COUNTRIES**

SSE has the most satisfied business and economics students in the Nordic countries according to a yearly ranking made by Universum. It is divided into three categories: most satisfied students, best career services, and best employability focus. SSE ranks number one in all of them.

“You’ll meet engaged lecturers who are grounded in reality, as well as a fantastic sense of unity and team spirit. You’ll gain new friends and establish contacts that will come to mean much for you, both personally and professionally.”



Julius Tärning,
BSc student, Sweden



BSc Business & Economics (180 ECTS credits)

YEAR 1

Fall

- Economics I
- Global Challenges I
- Data Analytics I
- Accounting I
- Management & Organization I
- Business Law I

Spring

- Marketing & Strategy I
- Data Analytics II
- Economics II
- Entrepreneurship, Innovation & Technology
- Finance I

YEAR 2

Fall

- Accounting II
- Finance II
- Management & Organization II
- Marketing & Strategy II
- Global Challenges II
- Data Analytics III

Spring

- Mandatory specialization
- Electives

YEAR 3

Fall or spring

- Bachelor Thesis
- Electives
- Exchange Semester Abroad



STUDENT EXCHANGE

We run an extensive student exchange program with over 70 top-ranked universities and business schools all around the world. Each year SSE sends over 200 students abroad on exchange and host over 180 exchange students from all over the world.

Spending a semester abroad is an exciting and challenging experience where you will grow both personally and professionally. For Business & Economics students the exchange opportunity is possible for one semester either during spring year two or during fall or spring year three.

A SMALL SCHOOL WITH A BIG IMPACT

The Stockholm School of Economics is a private university that was founded in 1909 by Swedish industry. We are a small school of about 1,650 students, which creates a sense of belonging and closeness between students and staff. We also conduct internationally outstanding research, with many of our researchers being among the leading figures in their respective fields.

We are accredited by the European Quality Improvement System (EQUIS), which certifies that our main activities – teaching as well as research – are of the highest international standards. SSE is also the only Swedish member of two collaborations among top business schools worldwide, the Global Alliance in Management Education (CEMS) and the Partnership in International Management (PIM), which together contribute to the high quality SSE is known for. CEMS membership is granted only to the leading business school in a particular country.



SSE also offers a Bachelor program in Retail Management. This program is described in a separate brochure as well as on our website: hhs.se/rm

“For 110 years, the **Bachelor Program in Business and Economics** has trained top Swedish students. In 2020 we are finally open to applications from international students!

The program provides students with a solid academic foundation for a career in business, entrepreneurship, government, non-government organizations or academia.

You will build a broad factual and scientific base in Economics, Finance, Accounting, Marketing, Management, Entrepreneurship, Strategy, Law and Data Analytics. You will develop your skills



Karin Fernler and Maria Frithz-Warg, Business & Economics Program Directors.

PHOTO: HANNA HELLSTRÖM

in problem solving and critical thinking as well as your creativity. We also encourage personal development such as reflection, self-awareness and cultural orientation.

The program is designed to attract talented and ambitious students who want to contribute to the development of society in general as well as the development of indi-

vidual corporations and organizations.

We welcome you to SSE and look forward to your application!

CAREER SUPPORT

A PROFESSIONAL PATH AS UNIQUE AS YOU

Once you graduate from SSE, you will have first-class academic qualifications. Yet, you will need more than that to land your dream job. Therefore, as a student at SSE, you gain unique professional development advantages, from the very start of your studies.

GET A TASTE FOR DIFFERENT JOBS

At SSE you get access to a professional network, no matter if you were born with one or not. There are employers that are looking specifically for SSE students and many students start their career path already during their studies, through internships or qualified part-time jobs. This gives students the opportunity to try different professional paths, that they may not even have thought were possible.

WHAT EMPLOYERS WANT

SSE is in continuous dialogue with employers, to keep up to date with what qualities they expect our graduates to have – including softer, human qualities. Several of our own researchers also focus on this topic. This is how we can guide our students in formulating CVs and other application documents that really stand out among applicants from other universities.

“I believe that the more digitalized the society becomes, the more human we need to be. Therefore, we encourage development of a level of maturity and resilience that employers expect from graduates.”



Mia Öhrn, Coach and Manager,
SSE Professional Development

INTERNATIONAL OPPORTUNITIES – AND SWEDISH

Students at SSE have access to a digital platform with both local and global job openings. For students from other countries who wish to stay and work in Sweden, we offer extra guidance in seizing local opportunities.

BALANCE = PERFORMANCE

Studies are meant to challenge you. At times they can be challenging to the point of being stressful. You may even end up doubting your own capacity. This is normal. Our coaching and extracurricular courses can help you reflect on this and develop resilience, time management, self-awareness and a sense of your own boundaries. All qualities that are helpful for work-life balance, not only during your studies but for the rest of your life.

“We highly value the experiences and skills SSE students bring with them. We also appreciate very much the enthusiasm among the students to continuously develop and learn more across a broad range of areas.”

Sara Bernow, Partner and SSE alumnus,
McKinsey & Company

McKinsey&Company



WHY SWEDEN AND STOCKHOLM?

WHY STUDY IN SWEDEN?

- According to the Universitas 21 ranking, Sweden ranks fourth best in the world at providing higher education. Universities are well-adapted to the needs of international students, and Sweden consistently ranks in the top three in the world for English proficiency.
- Sweden is one of the most creative countries in the world and is ranked the most innovative nation among all EU countries according to the European Innovation Scoreboard in 2019.
- Sweden is a home of trendsetters and early adopters and is one of Europe's foremost countries for technology startups, such as Skype, Spotify, King and Klarna.
- Sweden is the birthplace of many world-shaping companies – including IKEA, TetraPak, Volvo, Ericsson, AstraZeneca, H&M and Electrolux and is home to more large international companies per capita than most other countries.
- The country has one of the highest levels of gender equality and is well known for its eco-friendly culture. It is one of the safest countries in the world and ranked as one of the best countries to live in.

WHAT IS SPECIAL ABOUT STOCKHOLM?

- High quality universities and higher education institutions make Stockholm, with its 18 universities, an attractive academic destination. More than 9,000 international students and 2,400 international doctoral students are currently living in the city. Stockholm has more than 100,000 students at bachelor, master and doctoral levels.
- Stockholm is considered to be the cleanest city in Europe and is ranked as one of the most sustainable cities in the world by Arcadis Sustainable City Index.
- The city thrives on integrity, innovation, and intellect; it is a magnet for ideas, for open minds, and for students and researchers from all over the world.
- The atmosphere in Stockholm is open and welcoming, with diversity and innovation being encouraged. Swedes have a reputation for being very friendly and reliable and most speak English fluently.
- It is easy to be active and enjoy nature in Stockholm. You will find yourself within easy reach of trails for hiking and mountain biking, lakes and beaches for swimming, ski areas, and coastlines for long distance ice skating.



AN ENGAGING STUDENT LIFE

Beyond the studies, with lectures and group work, being a student at the Stockholm School of Economics also involves becoming part of an even larger community. Many students testify to an engaging atmosphere, making SSE particularly special and fun.

The Stockholm School of Economics' Student Association (SASSE) is one of the most active in the Nordic region and has existed since 1909, when the School started. Since then, SASSE has engaged actively in the university and the education it provides, working with corporate contacts and organizing social events to enhance students' time at SSE. Here, you will have opportunities to develop and to build important experience alongside your studies, and perhaps an opportunity to apply your new knowledge in practice. The Student Association enables you to make your own projects a reality and to test your ideas. If you find anything to be lacking, you can feel free to suggest something new. With active students and a high level of engagement, everything is possible!

CLOSE CONTACTS WITH EMPLOYERS

By organizing corporate presentations, fairs, and events, the Student Association has built up a broad network of contacts, both nationally and internationally. Students are actively involved in these efforts and collaborate with a large number of interesting companies.

KEY INFLUENCERS

Students are represented in decision-making bodies within the Stockholm School of Economics, meaning they play an important role in influencing the contents of the education provided, the School's focus and other important issues.

FRIENDS FOR LIFE

Engaging in student life is fun and often builds strong ties, forging friendships that last a lifetime. These connections last, forming a network that is of significance even in your later professional life.

A CHANCE TO TRY YOUR WINGS

Initiatives to launch exciting new projects are encouraged by SSE and SASSE alike. As a student at the Stockholm School of Economics, you have every opportunity to successfully influence and implement a dream project or a new idea. Almost all students participate in one project or another during their time at the School.

Some examples:

Introduction weeks – Each year, the Student Association, together with the Stockholm School of Economics, organizes a fantastic introduction period for all new students on the Bachelor and Master programs. Through daytime and evening activities, we welcome the new students. During the first weeks, a wonderful sense of community is formed.

Entrepreneurship Society – Entrepreneurship is becoming increasingly popular among the students, and thanks to the Entrepreneurship Society, various opportunities are offered. These range from inspirational meetings with entrepreneurs and panel discussions, to opportunities to convince a jury of the merits of your business concept.

Handelsdagarna – The year's largest recruitment fair with more than 75 exhibitors from different sectors. Here, you have the opportunity to listen to interesting speakers and to talk with representatives from the different companies interested in meeting our students.

Women's Finance Day – A day on which our female students are given the opportunity to meet and be inspired by representatives from the financial sector.

Sports – Each week, SASSE offers students opportunities to participate in various sports such as tennis, football, cheerleading, swimming, basketball, volleyball, floorball, MMA and running. The range varies according to student demand and it is always possible to suggest new sports.

SSE Summer Party – Over the year, many parties are organized with different themes. The SSE Summer Party is the largest party with as many as 1,000 students participating and popular artists being invited – making it one of the absolute highlights of the year.

AFTER GRADUATION

With a bachelor degree from SSE, you will have countless opportunities – the choice is yours! More than 95 percent of our students have accepted a job offer within three months of completing their studies. On our job portal, hundreds of opportunities from companies around the world are advertised every week.

STUDY FOR A MASTER DEGREE AT SSE

After the three-year bachelor program, many of our students choose to continue studying at SSE by taking a two-year master degree. Read more about SSE's Master programs at www.hhs.se/education/msc.

ENTER THE EMPLOYMENT MARKET

With a BSc degree you will have the right knowledge in business economics and a good base for either continuing with master level studies, or beginning a career in the Swedish or international business community.

Students with a BSc degree from the Stockholm School of Economics are sought-after in the labor market. The range of industries covered is quite broad, with the possibility of beginning a career in banking and finance, management consulting, advertising, PR and communication; investment banking; retail; finance analytics; or accounting. Others choose professions as administrators in the public sector, or within journalism, while still others become senior managers, researchers, or start their own businesses.

We are proud to say that 95 percent of all 2018 BSc graduates found employment within three months of completing their studies. Nearly a third of these choose jobs abroad, which shows that a degree from SSE holds international weight. Every door is open and you have the opportunity to shape your own future.

DEVELOP YOUR OWN BUSINESS IDEA

Are you among those students who come to SSE with your own business idea? At SSE Business Lab, you will be given the opportunity to develop your business idea and your entrepreneurial talent. The business lab offers coaching, mentorship, workshops and access to a network of experts. Over 50 percent of all the business ideas developed here become profitable businesses. Since the start in 2001, numerous Business Lab startups have become highly successful, such as Klarna, Budbee, Yolibox and Voi Technology.

“Goldman Sachs has recruited from SSE for almost three decades, which is testimony to the quality of the School’s students. SSE graduates are not only highly educated, they also actively drive change with a creative approach and show engagement and responsibility on a broader scale.”

Goldman
Sachs

Magnus Haderberg
Managing Director, Goldman Sachs

HOW TO APPLY

INTERNATIONAL STUDENTS

The application period for international students opens on October 16, 2019 and the deadline for applications is January 15, 2020. Please visit our webpage www.hhs.se/be-admission for more information about the admission process for international students.

TUITION FEES

Citizens of an EU/EEA country or Switzerland are not required to pay tuition fees. For students outside of EU the tuition fees are 100 000 SEK per year (approximately 10 300 dollar/year). Scholarships for non-EU students are available.

SWEDISH STUDENTS

The deadline for applications for Swedish students in Sweden is in April 2020. Admission quotas are based on grades, the Swedish Scholastic Aptitude Test, special merits, and alternative admission. Please visit www.hhs.se/be for more information about the application process and the application requirements for Swedish students.

MEET US AT FAIRS AND INFORMATION SESSIONS OR VISIT OUR CAMPUS

Are you curious about studies at SSE and want to know more? You can meet us at many different education fairs, information and networking meetings as well as inspirational evenings, etc. You are also welcome to visit us for a personal consultation and a guided tour of the campus. Contact us to make an appointment, we will be happy to show you around.

“The best things about SSE are the students, the sense of community (‘sharing is caring’ is a big thing, everyone is so willing to help one another), the opportunities to meet, interact and learn from companies and professionals and all the wonderful Swedish banquets!”



Sanjidah Ahmed,
BSc student from England

CONTACT US

For questions about the program and admission requirements, contact the admissions office at SSE: antagning@hhs.se or +46 (0)8-736 90 00.

For general information about university studies, you can also visit the Swedish Council for Higher Education: www.uhr.se or call +46 (0)771-550 720.

For applications and information, visit www.universityadmissions.se.

WHERE ARE OUR ALUMNI TODAY?

Many of our Business and Economics students commence their careers, both in Sweden and abroad, soon after graduating. The skills they obtain while studying and the relationships they build through the School's various clubs and events give them a head start in whatever business sector they pursue. Here are some examples of what some of our alumni are doing today. By visiting the SSE LinkedIn profile you will be able to see the careers of all our alumni.



ANTONIA ANSGARIUSSON,
MARKETING MANAGER,
CREATOR SOCIAL MARKETING,
YOUTUBE

On top of being a recognized brand for employers worldwide and a school known for having close connections to the business environment in Sweden, Antonia Ansgariusson loved that SSE was situated in a large city. She got to experience both a great student life, as well as city life in Stockholm.

After graduating from SSE in 2013, Antonia worked in different positions at EF Education First and as Head of Brand & Reputation for Google Sweden. Today Antonia is part of managing YouTube's global social media accounts (+213 M followers) with focus on events.

Antonia jokingly says that she is 50 percent impact, 50 percent glam in the sense that she wants to maximize her life, sprinkle it with as many exciting experiences, learnings and connections as she can, while still making a positive dent in society. Impact is Antonia running the partnership between Google and the Swedish Public Employment Agency and opening the Digitalakademin Stockholm educational pop-up space. Glam is her hanging out with the biggest YouTubers in the world and covering it on the YouTube Instagram account.

So what does the future look like? On a personal level, Antonia loves working for YouTube, but at one point she wants to start her own company - probably in the fashion / beauty space. On a macro level Antonia believes that the environment is the biggest challenge.

Antonia was named Veckans Affärer's 101 Super Talents in 2019.

Business & Economics graduate 2013



ELSA BERNADOTTE, COO AND
CO-FOUNDER, KARMA

Elsa Bernadotte is thankful for her time at SSE for helping her develop the business skills needed to pave the way to successful entrepreneurship. Utilising her studies, she was able to apply, in a real business setting, her understanding of accounting, financial statements and how to make decisions based on reports and numbers, while working quickly. This knowledge is essential for entrepreneurs.

As a serial entrepreneur, Elsa's previous venture Pop Fruits (a healthy ice cream alternative) was grown out of the confidence gained from attending SSE and taking part in the Business Lab Incubator. The support provided in this program helped Pop Fruits flourish and expand in four different geographical markets, gaining credibility among investors and raising Elsa's profile within start up community.

Today, Elsa is the CEO of Karma, a company she co-founded in 2016. Karma is an app helping restaurants and grocery stores solve food waste by selling unsold food directly to consumers for half price. Available nationwide in Sweden where five percent of the population use Karma, the app has also expanded into London and Paris. To date, Karma has saved 485 tonnes of food and 725 tonnes of CO₂.

"The key to our success is having a cause. At Karma, we have a strong purpose and our mission is to become the first zero food waste generation. We get to make a positive impact on the planet which is not only rewarding but also profitable."

Business and Economics graduate 2012



FABIAN BOLIN, CEO AND CO-FOUNDER, WARONCANCER AB

After being diagnosed with Leukemia in 2015, Fabian Bolin began documenting his cancer battle in a blog that quickly gained global attention. By recognizing the potential of storytelling and combining it with a strong urge to empower others affected, the idea of WarOn-Cancer was born. The company is developing a social network for patients, survivors, and loved ones – a niche community for cancer designed to improve the mental health of its members.

Fabian has a strong entrepreneurial drive, which is one of the reasons he aimed for SSE. However, when he was admitted he was studying film acting in the US and had to face a choice: acting or business? Fabian chose SSE – a decision he has never regretted. The school made him believe that everything is possible, and his driving forces are based on these beliefs: follow your passion, make an impact, and build something that lasts.

Business and Economics graduate 2011



MIRJAM MEDELLI, CORPORATE FINANCE, ERIK PENSER BANK

I work as an analyst in Corporate Finance at Erik Penser Bank in Stockholm. We operate primarily in the Swedish market with a focus on the Small Cap segment, which

means that I work with very interesting growth companies in a number of sectors. Since our team is small, I had a great deal of responsibility right from the start. I take part in the process from the very first or second meeting with the client, and often work together with a project manager to shape an offer and prepare the investment prospectus, which must be registered with Sweden’s financial supervisory authority, Finansinspektionen. I have contact with potential investors and prepare press releases and other materials. I strongly recommend working in a small company after graduation; despite being employed for only a year, I received a lot of responsibility and insight into every corner of the working process.

I am very happy and proud of my choice to study at SSE. During my time there I learned a great deal about different career paths and have met many wonderful people. Most importantly, some became my best friends. What I gained from my education has been a way of thinking analytically, being able to learn quickly and being able to process much information in a short time frame. A degree from SSE means that people rely on you to do a good job, and thus give you much responsibility.

Business and Economics graduate 2016



ELIN LUNDSTRÖM, CFO, UPSALES TECHNOLOGY

Elin Lundström did not know much about SSE or anyone who had studied at the School or even lived in Stockholm when she applied. She merely chose to study at SSE because it is the highest-ranked business school in Sweden. It turned out to be the right choice. Elin was positively surprised by both the education itself, the events with the student association and all the fantastic people she got to know.

After graduation, Elin joined PE Accounting, a start-up that provides automated accounting. The company had about 20 employees by then and almost 70 when she left. Elin describes it as a very fast-paced environment, giving her a lot of responsibility. During her years at PE she not only learned a lot, but also got to know Daniel Wikberg, the founder and CEO of Upsales Technology – a tech company that works with sales and marketing technology. Today she works as Chief Financial Officer at the very same company, now listed at Nasdaq First North.

Elin is looking forward to continuing working at Upsales and being part of building a great company. It fits well with her driving force in life: namely to achieve things alongside others in a team.

Business & Economics graduate 2015



DOUGLAS STARK, COO AND CO-FOUNDER, VOI TECHNOLOGIES

As COO of Voi Technologies, I lead an organisation of several hundred people under high growth, currently present in 11 countries all over Europe. As a founder I am also on the board of directors together with some of Europe’s most talented investors: Vostok New Ventures, Balderton, Creandum and Project A.

I am truly grateful for my education at SSE and especially what the Business Lab has given me. My life would most likely not be the same without SSE Business Lab. SSE Business Lab is an amazing opportunity that SSE provides to students and alumni who want to pursue an entrepreneurial career.

Business & Economics graduate 2015

STOCKHOLM SCHOOL OF ECONOMICS

The Stockholm School of Economics is rated as a top business school in the Nordic and Baltic countries and enjoys a strong international reputation. World-class research forms the foundation of our educational offering, which includes bachelor, master, PhD, MBA, and Executive Education programs. Our programs are developed in close cooperation with the business and research communities, providing graduates substantial potential to attain leading positions in companies and other organizations.

The School is accredited by EQUIS, certifying that all of its principal activities – teaching as well as research – maintain the highest international standards. The Stockholm School of Economics is also the only Swedish member institution of CEMS and PIM, which are collaborations between top business schools worldwide, contributing to the level of quality for which our school is known.



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