



# BACHELOR PROGRAMS AT STOCKHOLM SCHOOL OF ECONOMICS

- **#1 BUSINESS SCHOOL IN SCANDINAVIA (FINANCIAL TIMES)**
- **FULLY IN ENGLISH**
- **95% HAVE JOBS WITHIN 3 MONTHS OF GRADUATION**
- **MORE THAN 100 CORPORATE PARTNERS**
- **TUITION FREE FOR EU/EEA/SWISS STUDENTS**  
**SEK 120,000 PER YEAR FOR NON-EU/EEA/SWISS STUDENTS**

APSLA

**CIVICA**  
THE EUROPEAN UNIVERSITY OF  
SOCIAL SCIENCES

 **EQUIS**  
ACCREDITED

GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT

**PRME**

 **AACSB**  
ACCREDITED

 **CEMS**  
ACCREDITED

## BUSINESS & ECONOMICS

**3** YEARS | **180** ECTS

This program gives you a broad and firm knowledge within the field of business as well as economics. You will gain in-depth understanding of the economic factors that affect both society and

organizations. You will also develop strategic and analytical skills in how economic factors can be influenced in order to reach desired goals. The first half of the program consists of mandatory courses, while the second half lets you customize your degree through specializations and electives, such as a 16-week internship course.

Many graduates go onto leading positions within business, economics, finance, innovation, and entrepreneurship, such as:

- CEO, Entrepreneur
- CFO, Financial Analyst, Head of Investor Relations
- Marketing Manager, Brand Manager
- Business Consultant/Management Consultant
- Minister, Policy Advisor
- Journalist
- Head of Sustainability

### PROGRAM STRUCTURE

SEMESTER 1–3	SEMESTER 4–6
<p><b>MANDATORY COURSES WITHIN</b></p> <ul style="list-style-type: none"> <li>• Accounting I: Understanding Financial Reports</li> <li>• Accounting II: Analyzing Performance</li> <li>• B&amp;E Reflection Series</li> <li>• Business Law I</li> <li>• Business Law II</li> <li>• Data Analytics I</li> <li>• Data Analytics II</li> <li>• Data Analytics III</li> <li>• Economics I: Microeconomics</li> <li>• Economics II: Macroeconomics</li> <li>• Finance I</li> <li>• Finance II</li> <li>• Global Challenges I</li> <li>• Global Challenges II</li> <li>• Innovation</li> <li>• Management I: Organizing</li> <li>• Management II: Leadership</li> <li>• Marketing</li> <li>• Strategy</li> </ul>	<p><b>SPECIALIZATIONS</b></p> <ul style="list-style-type: none"> <li>• Accounting and Financial Management</li> <li>• Economics</li> <li>• Finance</li> <li>• Management: Operations, Consulting and Change</li> <li>• Marketing</li> </ul> <p><b>ELECTIVES</b></p> <p>Courses within accounting, business, economics, entrepreneurship, finance, health, management, languages, sustainability, and much more. You can also apply for a 16-week internship.</p> <p><b>BACHELOR'S THESIS</b></p> <p><b>EXCHANGE SEMESTER</b></p> <p>Large number of spots available at more than 100 top partner universities.</p>



For more info:  
Scan QR code or go to [hhs.se/be](https://hhs.se/be)

## RETAIL MANAGEMENT

**3** YEARS | **180** ECTS

This unique specialized business program has a strong focus on retail and close ties to the retail industry. The courses are customized to give you a mix of general business knowledge and retail-specific

knowledge. You will work closely with retail companies in the Applied Retail Track. This includes company projects, live cases, study visits, workshops, and career planning.

After graduation, you will be highly attractive to consumer-oriented companies and organizations, such as e-commerce, fashion, FMCG, and consumer electronics brands. Many graduates go onto leading positions such as:

- CEO, Entrepreneur
- Brand Manager, Category Manager
- Marketing Manager, E-commerce Manager
- Supply Chain Manager
- Consumer Insights Analyst
- Merchandising Manager
- Head of Sustainability

### PROGRAM STRUCTURE

SEMESTER 1–2	SEMESTER 3–4	SEMESTER 5–6
<p><b>MANDATORY COURSES</b></p> <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Economics I</li> <li>• Economics II</li> <li>• Introduction to Retailing</li> <li>• Management Control</li> <li>• Marketing</li> <li>• Supply Chain Management</li> </ul> <p><b>Applied Retail Track:</b> Company #1</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Fact &amp; science based mindset</p>	<p><b>MANDATORY COURSES</b></p> <ul style="list-style-type: none"> <li>• Business Law</li> <li>• Customer Experience Marketing</li> <li>• Data Analytics: Statistics for Retail Management</li> <li>• Data science for Retail Management</li> <li>• Finance</li> <li>• Organization &amp; Leadership</li> <li>• Retail Accounting and Financial Management</li> </ul> <p><b>Applied Retail Track:</b> Company #2</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Reflective &amp; self-aware</p>	<p><b>MANDATORY COURSES</b></p> <ul style="list-style-type: none"> <li>• Advanced Customer Management</li> <li>• Brand and Category Management</li> <li>• Company Project</li> <li>• Current Issues in Retailing</li> <li>• Innovation Strategy</li> <li>• Operations Strategy</li> </ul> <p><b>BACHELOR'S THESIS</b></p> <p><b>EXCHANGE SEMESTER</b></p> <p>A few spots available at top partner universities.</p> <p><b>Applied Retail Track:</b> Company #3</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Empathetic &amp; culturally literate</p>



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## APPLICATION REQUIREMENTS: INTERNATIONAL STUDENTS

### 1) HIGH SCHOOL/IB DIPLOMA

- Completed in 2025 or before. You may apply with predicted grades.
- Grades should correspond to at least 17 out of 20 in the Swedish grading system (IB diploma score of 33). Admission is highly competitive and normally requires higher grades than the minimum requirement.
- Subject requirement: Mathematics  
Should correspond to at least Mathematics 3B/3C in the Swedish system.
- Subject requirement: English  
Should correspond to at least English 6 in the Swedish system.  
We also accept test scores from IELTS, TOEFL, Cambridge, and Pearson.

Check what applies to your country/diploma on [hhs.se/diploma](https://hhs.se/diploma)

### 2) UNIVERSITY ADMISSION TEST SCORE

Required from all applicants. Test score from SAT or ACT.  
No cut-off minimum score.

### 3) CV/RESUME

Relevant education, experience, and extracurricular activities.

### APPLICATION PERIOD

Apply from mid-October to mid-January for the fall intake. If you already have a complete diploma (gap year student) you may apply as an early bird in November and receive your offer in December.

More info: [hhs.se/howtoapply](https://hhs.se/howtoapply) or send an email to [bsc.admissions@hhs.se](mailto:bsc.admissions@hhs.se)