



# BACHELOR PROGRAMS AT STOCKHOLM SCHOOL OF ECONOMICS

- #1 BUSINESS SCHOOL IN THE NORDICS (FINANCIAL TIMES)
- FULLY TAUGHT IN ENGLISH
- 93% HAVE JOBS WITHIN 3 MONTHS OF GRADUATION
- MORE THAN 100 CORPORATE PARTNERS
- NO TUITION FEES FOR EU/EEA/SWISS/UKRAINIAN CITIZENS  
COMPETITIVE TUITION FEES FOR OTHER CITIZENS

## BSC IN BUSINESS & ECONOMICS

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

This program provides you with a broad and deep foundation for a successful career in leading positions within business, economics, finance, innovation, and entrepreneurship. The first half of the program consists of mandatory courses, while the second half gives you a lot of freedom to customize your degree through specializations and electives.

You will sharpen your strategic, analytical, problem-solving, and self-reflection skills. You will also gain in-depth understanding of the economic factors that affect society and organizations, along with a business and economics perspective on global challenges such as sustainability, climate crises, and international conflicts.



### PROGRAM STRUCTURE

SEMESTER 1-3	SEMESTER 4-6
<p><b>MANDATORY COURSES</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>Excellent opportunities for a semester at one of around 100 top partner universities.</p>

"The program unlocks international career paths and empowers you with the skills you need to flourish in global environments. I got unique opportunities to work with global engagement, such as engaging in CIVICA, doing an internship at the UN headquarters in New York, and travelling to Rwanda for the GELS scholarship project."

**Katarina Li Qiu**, Sweden  
2024 graduate, BSc in Business & Economics



"The program fosters critical thinking, innovation and global perspectives, empowering me to tackle the complex challenges of the modern world."

**Savya Gupta**, India  
Student, BSc in Business & Economics



## BSC IN RETAIL MANAGEMENT

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

This unique specialized business program has a strong focus on retail and close ties to the retail industry. After graduation, you will be highly attractive to consumer-oriented companies and organizations within for example e-commerce, fashion, CPG, and management consulting. You may take on commercial roles, financial management roles, customer insight roles, brand management roles and many more.

The courses give you a mix of general business knowledge and retail-specific knowledge. Through the Applied Retail Track, you will work with companies like H&M, Coca-Cola, ICA, and Axcel Johnson. The track includes company projects, live cases, study visits, workshops, and career planning. You also get professional development training through The Antonia Ax:son Johnson Tutorial Program.



### 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>Marketing Research</li> <li>Supply Chain Management</li> </ul>	<p><b>MANDATORY COURSES</b></p> <ul style="list-style-type: none"> <li>Business Law</li> <li>Customer Experience Management</li> <li>Data Analytics: Statistics for Retail Management</li> <li>Data science for Retail Management</li> <li>Finance</li> <li>Marketing Communications</li> <li>Organization and Leadership</li> <li>Principles of Happiness</li> <li>Retail Accounting and Financial Management</li> </ul>	<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 #1</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Fact &amp; science based mindset</p>	<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>Applied Retail Track:</b> Company #3</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Empathetic &amp; culturally literate</p>

"In the Retail Management program, you really see how the things you learn are implemented in a real business setting. I like how closely we work with retail companies and all the opportunities we get to connect with industry people. The fact that we're a tight-knit group of only 60 students is also a big bonus."

**Jonathan Horgby**, Germany  
Student, BSc in Retail Management



"I have developed a lot professionally through the great mix of courses, but I have also developed a lot as a person through the Antonia Ax:son Johnson Tutorial Program."

**Melody Blesserman**, Sweden  
Student, BSc in Retail Management



## EXCELLENT CAREER OPPORTUNITIES

Many previous students highlight how the unique way of thinking and learning at SSE will give you an edge throughout your career. A degree from SSE will open up the path to leading positions globally or in Sweden, whatever your passions and interests are. Perhaps you're a future business leader, entrepreneur or top-level manager within for example accounting, finance, HR, marketing, sustainability, retail, tech or international politics?

# 93%

Did you know that 93% of our Bachelor students have a job within three months of graduation? For more career-related stats, make sure to check out the BSc Employment Report through the QR code.



### APPLICATION REQUIREMENTS: INTERNATIONAL APPLICATION ROUND

#### 1 HIGH SCHOOL/IB DIPLOMA

- **Completed high school/IB diploma.** You may generally apply with predicted grades in your last year of studies. See excepted countries/diplomas on [hhs.se/diploma](https://hhs.se/diploma).
- **Grades should correspond to at least 17 out of 20 in the Swedish grading system (IB diploma score of 33).** Check what applies to your country/diploma on [hhs.se/diploma](https://hhs.se/diploma).  
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. Check what applies to your country/diploma on [hhs.se/diploma](https://hhs.se/diploma).
- **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 TEST SCORE FROM SAT OR ACT

Required from all applicants.  
Minimum cut-off scores: SAT: 1300, ACT: 28

#### 3 CV/RESUME

A summary of relevant education, experience, and extracurricular activities.

#### HOW TO APPLY

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 information:** [hhs.se/howtoapply](https://hhs.se/howtoapply)

**Contact us:** [bsc.admissions@hhs.se](mailto:bsc.admissions@hhs.se)

### APPLICATION REQUIREMENTS: SWEDISH APPLICATION ROUND

#### BEHÖRIGHETSKRAV

##### 1 GYMNASIEBETYG MED MINST C I FÖLJANDE KURSER

- Svenska 3 eller Svenska som andraspråk 3
- Engelska 6
- Matematik 3B/3C
- Samhällskunskap 1B eller 1a1+1a2,
- Historia 1B eller 1a1+1a2
- Moderna Språk 3 (endast nödvändigt för BSc in Business & Economics)

Motsvarighet för IB: [hhs.se/ib](https://hhs.se/ib)

**OBS! Från 2025 tillämpar vi meritpoäng i beräkningen av gymnasiebetyg.**

##### 2 HÖGSKOLEPROVSRESULTAT PÅ MINST 1,25

Det spelar ingen roll om du har högre resultat, såvida du inte vill ha chansen att bli antagen enbart genom ett väldigt högt högskoleprovsresultat. Söker du med utländska betyg kan du istället för Högskoleprovet göra något av testerna SAT (minst 1300) eller ACT (minst 28).

#### FYRA SÄTT ATT BLI ANTAGEN

##### 1 HÖGT MERITVÄRDE FRÅN GYMNASIEBETYG

För att bli antagen med dina gymnasiebetyg måste du uppfylla samtliga behörighetskrav ovan. OBS! Från 2025 inkluderas meritpoäng i beräkningen av dina betyg.

##### 2 HÖGT HÖGSKOLEPROVSRESULTAT

Alla sökande måste göra högskoleprovet och få ett resultat på minst 1,25 oavsett hur man ansöker. Du kan dock även bli antagen med ett väldigt högt högskoleprovsresultat. 2024 var lägsta resultat för antagning i den här kvoten 1,85 för Business & Economics och 1,8 för Retail Management.

Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 33).

##### 3 SÄRSKILDA MERITER

För dig med framstående prestationer på hög nivå inom idrott, teknik, konst, musik, ledarskap, entreprenörskap. Måste vara genomfört parallellt med dina gymnasiestudier. Ansökan består av personligt brev med beskrivning av meriten, verifierat intyg samt minst en referens.

Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 33).

##### 4 ALTERNATIVT URVAL

Syftet med alternativt urval är att öka mångfalden i studentpopulationen och få in fler olika perspektiv och livserfarenheter. Ansökan består av CV, motivationsbrev, analytiskt test och personlig intervju.

Vi tror att du som söker inte har haft de bästa förutsättningarna för att få de allra högsta betygen. Vi söker främst dig med icke-akademisk bakgrund (ingen av dina föräldrar har universitetsexamen) men du kan även ha haft försvärande omständigheter under din gymnasietid. Du är ambitiös, motiverad och har en stark drivkraft att studera just på Handelshögskolan.

Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 33).

**Vi ser gärna fler kvinnliga sökande och sökande med utländsk bakgrund.**

#### SÅ ANSÖKER DU

Ansök via [antagning.se](https://antagning.se) mellan mitten av mars och mitten av april. För särskilda meriter och alternativt urval gör du även en separat ansökan till oss.

**Mer information:** [hhs.se/howtoapply](https://hhs.se/howtoapply)

**Kontakta oss:** [bsc.admissions@hhs.se](mailto:bsc.admissions@hhs.se)



## WELCOME TO YOUR NEW HOME!

### SWEDEN

Sweden is a country full of natural experiences just around the corner. Swedes are active and outdoor-loving people with a big focus on eco-friendliness and sustainability. It's a progressive country with a big emphasis on gender equality, LGBTQ+ rights, and work-life balance.

There's a strong tradition of creativity and innovation, with many global companies such as IKEA, Volvo, Ericsson, H&M, Klarna, and Spotify. Did you know that Sweden is also the third-largest music exporter in the world?

### STOCKHOLM

Stockholm is vibrant, international and a major hub for culture, music, tech, innovation, and entrepreneurship. Did you know that Stockholm produces more successful start-up companies per capita than any other European city? In fact, our very own incubator SSE Business lab has the best track-record in Europe. Stockholm is strikingly beautiful with water and green spaces everywhere you look. It's one of the cleanest capital cities in the world and easily walkable.

### STUDENT HOUSING

There's a wide range of student housing opportunities in Stockholm. SSE's housing unit can help guiding you through the different options.

If you are an international student, you may apply for an apartment directly through SSE.

**More information:** [hhs.se/housing](https://hhs.se/housing)

### STUDENT LIFE AT SSE

With around 2,000 students, SSE is a small business school with a familiar, friendly, and international vibe.

SASSE is one of the most active student associations in the Nordics. You get to take part in countless events, banquets and other fun activities. Did you know that SASSE also co-organize the official Nobel Prize afterparty? Furthermore, they organize corporate events and career fairs, helping you grow your professional network.

No matter if you're interested in music, art, sustainability or something else, you will find something to engage in. If you're into sports, there's plenty to choose from, such as basketball, bouldering, cheerleading, football, and volleyball. Or why not try Tough Viking? You can also take part in competitions abroad and go for surf trips and ski trips.

There's an International Committee ensuring that the student life at SSE is indeed international. You can also connect with a big number of other internationals from other universities through the Erasmus Student Network.

**More information:** [www.sasse.se](https://www.sasse.se)

### UNIQUE STUDY ENVIRONMENT

FREE is our educational mission. It stands for Fact and science based mindset, Reflective and self aware, Empathetic and culturally literate, Entrepreneurial and responsible.

One manifestation of FREE is the fact that many classrooms are refurbished by artists to create a truly inspiring study environment. Another example is the Literary Agenda book circle with more than 300 participants every year. Additionally, all new students are offered a 24 hour crash course in what economics is fundamentally about – contributing to welfare, wellbeing, and happiness.

