The BSc in Economics and Business Administration provides you with the knowledge and capabilities needed to understand business management on national and global scale. It is structured to reflect the dynamic interplay of business and economics with sustainable company growth and social development.

The Bachelor degree reflects the complexity of the evolving business environment, and maintains the philosophy of the Danish University education in business and economics; that prospective business leaders need a solid understanding of economics and management to be able to ensure sustainable social prosperity.

The Bachelor’s degree in Economics and Business Administration is a 3 year full-time program and will provide you with the foundation required to study further at a business economics Master’s degree (MSc.)

**ACADEMIC CONTENT**

**1st year**
This year will introduce you to PBL and project writing at Aalborg University, as well as provide you with insight in different contexts a company may find itself in, such as business economics, socio-economic and international.

**2nd year**
This year will be about internal business processes and the external environment. The focus will be on theories and models, and in-depth knowledge of the tools that can be used to solve economic challenges. On the 4th semester is the possibility of studying abroad.

**3rd year**
This year the focus will be on applying theories from the 1st and 2nd year in practice, through a project in collaboration with a specific company. The last semester makes it possible to specialize in a specific area through two electives and a Bachelor thesis.

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**ABOUT THE PROGRAMME**

**ADMISSION REQUIREMENTS**
- Upper secondary school exam
- English B or an acceptable IELTS or TOEFL or Cambridge score
- Mathematics B
- History B or History of Ideas B or Contemporary History B or Social Science B or International Economy B

**ADMISSION**
The programme has limited study places

**CITY**
Aalborg

**LANGUAGE**
English

**MASTER OPTIONS**
- Innovation, Knowledge and Economic Dynamics (Economics)
- Innovation, Knowledge and Entrepreneurial Dynamics (Economics and Business Administration)
- International Business Economics (Economics and Business Administration)
- International Marketing (Economics and Business Administration)

**JOB POSSIBILITIES IN**
- Retail management
- Financial services
- Accountancy
- Management consultancy
- Pharmaceuticals

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**FURTHER INFORMATION**

Website:
[www.aau.dk](http://www.aau.dk)

Student Counsellor:
[eba-counseling@business.aau.dk](mailto:eba-counseling@business.aau.dk)

General Student Guidance:
[studentguidance@aau.dk](mailto:studentguidance@aau.dk)
(+45) 9940 9440

How to apply:
[www.apply.aau.dk](http://www.apply.aau.dk)
**WORKING WITH INDUSTRY**

Our strong links with industry means that the rigorous undergraduate academic study is combined with real practical focus. The projects that you will undertake as part of your studies, are based on Problem Based Learning, also known as ‘The Aalborg Model’. It requires students to identify real-life challenges faced by firms and apply a multidisciplinary approach in solving them. The integrated company project on the fifth semester reflects the commitment of the programme to cohesive business-university interaction.

**JOB & CAREER**

Most of our students continue on to a Master’s program. Other students find employment in areas as diverse as:

- Retail management
- Financial services
- Accountancy
- Management consultancy
- Self-employment

With a BSc in Economics and Business Administration, you will be able to describe, formulate and communicate business problems and results in a scientific context, and conduct economic and business administration-related analyses using scientific methods.

The Bachelor’s degree will enable you to employ methods in the subject area of economics and business administration, and to develop capabilities in its central disciplines, theories and concepts. After the successful completion of the programme, you will have acquired practical qualifications in analyzing concrete operational and strategic problems in a professional business context, enabling you to exercise and substantiate professional decisions.

**IMPROVED BUSINESS SKILLS**

Aalborg University’s teaching style combines academic studies at the university with the needs of real businesses. As a student in Aalborg University, I get many chances to expand my knowledge and improve my business skills. Hard work results into many possibilities during the semester and your work can get evaluated by real companies.

**CAROLINE STIGAARD (DENMARK), EBA STUDENT**

**DEVELOPING CREATIVITY AND GROUP-PERFORMANCE**

Creativity and group-performance is crucial in most organizations and management. But how do we develop these skills? Theoretical understanding will probably only get us part of the way. Through experiential action learning inspired by design firms we try to address team work, team management, group communication, idea generation and concept development in new ways in order to challenge and enhance our creative ability.

**RUNE F. OSMUNDESEN, ASSISTANT PROFESSOR**