

BSC IN ECONOMICS AND BUSINESS ADMINISTRATION*

BUSINESS IN AN INTERNATIONAL ENVIRONMENT

➤ The BSc programme offers the best of both worlds. It gives you all-round, yet profound knowledge of different business areas, and it gives you the perspective on business processes and development on a global scale. I believe such insight is extremely important as so many companies strive to operate internationally. Accreditation as one of the best universities in the world implied high-quality education, an exciting study life, a great academic environment, and the possibility to work with talented students from all over the world. I can definitely confirm that the school met those expectations 100%.

MIHAELA MIHOVA

BSc in Economics and Business Administration,
from Bulgaria



This programme aims to give students a broad introduction to a number of economic, legal and organisational issues within the field of business. In addition to business issues, the programme also considers socio-economic aspects and the interaction between economics and business administration.

In specific terms, students learn to analyse a company's financial problems and issues and to develop business strategies. Students also learn about organisation, product development, sales, project management, and innovation, and they will develop insight into the theories and methods used to understand companies' internal and external relations.

The programme brings together students who share a common interest in what goes on in companies, organisations and in society at large. Some students will be crazy about everything relating to stocks and bonds, others are mostly interested in management – but all will share a fundamental interest in business administration.

SPECIALISE WITHIN TEN PROFILES, CREATE YOUR OWN, OR STUDY ABROAD

All semesters except for the fifth include all the compulsory courses within Economics and Business Administration. In the fifth semester, students can choose to specialise within one of ten profiles, to create

their own profile by choosing electives, or to study abroad at a business school or university outside Denmark.

Students can currently choose from ten profiles:

- Business English and Culture (Aarhus)
- Corporate Communication (Aarhus)
- Business in China and Other Emerging Markets (Aarhus)
- Financial Management (Aarhus)
- Global Business (Aarhus)
- Sustainable Business (Aarhus)
- Innovation and Entrepreneurship (Aarhus)
- Strategic Human Resource Management (Herning)
- International Business (Herning)
- Global Marketing (Herning)

CAREER PROFILE

Graduates of the programme have everything they need to handle business administration issues in both multinational and international companies – whether in trade and industry, in the service sector, in financial institutions, or in accountancy or consultancy. In addition, the degree qualifies graduates for further studies at master's level in Denmark or abroad.



PLACE OF STUDY

Aarhus or Herning

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE
Others: EUR 8,500

WWW

bachelor.au.dk/en/economics-and-business-administration
bachelor.au.dk/en/economics-and-business-administration-auhe



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

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1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER	4 TH SEMESTER	5 TH SEMESTER	6 TH SEMESTER
Mathematics	Quantitative Research Methods	Qualitative Methods	Marketing Management	Profile, Electives or Study Abroad	Commercial Law
Business Statistics	Management Accounting	Business Development with Information Systems (IS)	Finance		Philosophy of Science
Financial Accounting	Business Economics	Industrial Organisation and Strategy	Operation Management		Bachelor's Thesis
Organisational Behaviour		Macroeconomics			
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS

AARHUS BSS

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University's four faculties. With approximately 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark's biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines.

LEARNING IN AN INTERNATIONAL CONTEXT

At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS's approximately 300 partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.



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