Embrace the ever-changing world of management and entrepreneurship from an academic and practical perspective.

**HIGHLIGHTS**

- Essential tools to analyse the global economy
- Solid preparation for fast-developing areas (digital economy, international finance, etc.)
- Management and leadership skills
- Practical experience in developing your own business ideas
- Small and highly interactive classes
- Established programme - since 1989
- Fall & Spring intakes

**CAREER PROSPECTS**

- Global corporations
- Banking, sales and trade
- Marketing and consulting
- Entrepreneurship
- Graduate study programmes
  MBA and other Master’s degrees
- Research

“This Business BA gave me the opportunity not only to acquire a strong knowledge of economics, financial markets and management, but also to build a solid network. In addition, the small and multicultural classes were a perfect platform to exchange ideas with fellow students as well as with the faculty. If you are looking for a challenging yet highly rewarding educational journey, this programme is the perfect fit for you!”

- Andrea Gabellone (2018)
What will you study?

**ACADEMIC CORE**
- Global Ethics
- Global Ethics, Leadership and Personal Development
- Intermediate Qualitative Research Methods
- Intermediate Quantitative Research Methods
- Introduction to Academic Writing & Critical Thinking
- Introduction to Statistics
- BA Thesis in Business Seminar I & II
- Capstone Business
- Corporate Financial Management
- Financial Accounting
- Intermediate Macro-Economics
- Intermediate Micro-Economics
- Introduction to Entrepreneurship
- Introduction to Global Business
- Introduction to Economics
- International Marketing
- Mathematics for Business and Economics
- Scenario Thinking
- Social Entrepreneurship
- Strategic Management
- Big Data
- Business in China
- Business Information System
- Communication, Organisation and Economics
- E-Business
- Financial Markets and Investments
- Global Economic Governance
- Global Practice of Corporate Communication
- Intercultural Communication
- International Business Management
- International Finance
- International Political Economy
- International Trade
- Internship
- Marketing, Communication and Advertising in Global Context
- Mergers and Acquisitions
- Political and Financial Risk Analysis
- Project Management
- The European Economy

**MAJOR REQUIREMENTS**
- Introduction to Entrepreneurship
- Introduction to Global Business
- Introduction to Economics
- International Marketing
- Mathematics for Business and Economics
- Scenario Thinking
- Social Entrepreneurship
- Strategic Management
- Big Data
- Business in China
- Business Information System
- Communication, Organisation and Economics
- E-Business
- Financial Markets and Investments
- Global Economic Governance
- Global Practice of Corporate Communication
- Intercultural Communication
- International Business Management
- International Finance
- International Political Economy
- International Trade
- Internship
- Marketing, Communication and Advertising in Global Context
- Mergers and Acquisitions
- Political and Financial Risk Analysis
- Project Management
- The European Economy

**MAJOR ELECTIVES**
- Introduction to Entrepreneurship
- Introduction to Global Business
- Introduction to Economics
- International Marketing
- Mathematics for Business and Economics
- Scenario Thinking
- Social Entrepreneurship
- Strategic Management
- Big Data
- Business in China
- Business Information System
- Communication, Organisation and Economics
- E-Business
- Financial Markets and Investments
- Global Economic Governance
- Global Practice of Corporate Communication
- Intercultural Communication
- International Business Management
- International Finance
- International Political Economy
- International Trade
- Internship
- Marketing, Communication and Advertising in Global Context
- Mergers and Acquisitions
- Political and Financial Risk Analysis
- Project Management
- The European Economy

**Intake deadlines**

<table>
<thead>
<tr>
<th></th>
<th>FALL</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU citizens</td>
<td>30 June</td>
<td>30 November</td>
</tr>
<tr>
<td>Non-EU citizens</td>
<td>31 May</td>
<td>31 October</td>
</tr>
</tbody>
</table>