



## Grade statistics for the MSc in Business & Management, specialization in Marketing & Media Management program at the Stockholm School of Economics

The table below shows Grade Point Average<sup>1</sup> (GPA) statistics for students who graduated from the Master of Science in Business & Management, specialization in Marketing & Media Management program during different academic years.

Academic year	Median (50%) GPA	Top 25% GPA	Number of graduates
2010/2011	4.00	4.25	20
2011/2012	4.13	4.50	32
2012/2013	3.71	4.14	42
2013/2014	3.92	4.19	44
2014/2015	3.83	4.25	55
2015/2016	3.88	4.17	47
2016/2017*	3.89	4.22	45

\* Preliminary statistics

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<sup>1</sup> The Grade Point Average (GPA) is calculated for all passed courses with a letter grade (A – E) in the following way: for each course the letter grade is converted to a numeric value using A = 5.00, B = 4.00, C = 3.00, D = 2.00 and E = 1.00. Then the values are weighted by the ECTS credits for each course. This is done by multiplying the value by the ECTS credits for each course and then calculating the sum of the products. This sum is then divided by the sum of the ECTS credits to give the GPA as shown in the formula below:

$$GPA = \frac{\sum(\text{Grade number}) \cdot (\text{ECTS credits})}{\sum \text{ECTS credits}}$$

The GPA for a student can range from 1.00 – 5.00, with 5.00 being the highest. The GPA also includes any complementary courses taken beyond the 120 ECTS degree requirement. It does not include courses taking during student exchange, as grades on these courses are not converted to SSE grades.

ECTS credits: 1.5 credits corresponds to one full week of studies. 60 credits is equal to a full academic year.