



# BACHELOR PROGRAMS AT STOCKHOLM SCHOOL OF ECONOMICS

- #1 BUSINESS SCHOOL IN THE NORDICS (FINANCIAL TIMES)
- FULLY TAUGHT IN ENGLISH
- NO TUITION FEES FOR EU/EEA/SWISS/UKRAINIAN CITIZENS
- 91% HAVE JOBS WITHIN 3 MONTHS OF GRADUATION
- MORE THAN 100 CORPORATE PARTNERS

APSIA

CIVICA  
THE EUROPEAN UNIVERSITY OF  
SOCIAL SCIENCES

EQUIS  
ACCREDITED

GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT

PRME

PSM  
Partnership in International Management

CEMS

## 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 consists of mandatory courses, while the second half gives you a lot of freedom to customize your degree through specializations and electives. You can apply for a 16-week internship fully in English or go for an exchange semester at other top universities around the world.

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>• Introductory course in happiness and wellbeing</li> <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, AI, business, economics, entrepreneurship, finance, health, management, languages, sustainability, and much more. You can also apply for a 16-week internship fully in English.</p> <p><b>BACHELOR'S THESIS</b></p> <p><b>EXCHANGE SEMESTER</b></p> <p>Excellent opportunities for a semester at one of around 100 top partner universities.</p>

"The focus on critical thinking, innovation, and global perspectives empowers me to tackle the complex challenges of the modern world. The internship at one of SSE's partner companies was a big highlight for me."



**Savya Gupta**, India  
2025 Graduate, BSc in Business & Economics

"The program unlocks international career paths and provides 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

## BSC IN RETAIL MANAGEMENT

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

This is the only program of its kind in the world – designed for ambitious, curious students ready to turn ideas into action. With only 60 seats per year, it offers a personalized and high-caliber experience for future business developers, problem solvers, and changemakers. Rooted in business economics, with retail as the applied area, you get a solid foundation in core subjects like marketing, financial management, and strategy – all tailored to the fast-moving world of retail, entrepreneurship, and consumer-centric business.

What truly sets the program apart is its deep integration with corporate partners. Students collaborate with leading retail companies through the Applied Retail Track, blending theory with hands-on learning and live case projects. It's where classroom insights turn into boardroom solutions.



### PROGRAM STRUCTURE

SEMESTER 1-2	SEMESTER 3-4	SEMESTER 5-6
<p><b>MANDATORY COURSES</b></p> <ul style="list-style-type: none"> <li>• Introductory course in happiness and wellbeing</li> <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>Applied Retail Track:</b> Company #1</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Fact &amp; science based mindset</p>	<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>• Management &amp; Organization</li> <li>• Principles of Happiness</li> <li>• Retail Accounting and Financial Management</li> </ul> <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>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>• Retail Operations</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 #3</p> <p><b>Antonia Ax:son Johnson Tutorial Program:</b> Empathetic &amp; culturally literate</p>

### RETAIL CLUBS



### RETAIL PARTNERS



"Building community and developing your personal self is so important for growth in an academic setting. The Retail Management program provides exactly that through opportunities to work closely with faculty and companies. Additionally, the small group setting creates strong peer relationships!"



**Sophie Nguyen**, United States  
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?

# 91%

Did you know that 91% 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 31).** 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 (for IB usually a score of 37 or above).
- **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, ACT OR ITB-BUSINESS

Required from all applicants. *SAT recommended and preferred.*  
Minimum cut-off scores: SAT: 1300, ACT: 28, ITB-Business: 112

#### HOW TO APPLY

Apply from mid-October to mid-January. Program start mid-August every year.

**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

**OBS! Högskoleprovet är avskaffat som behörighetskrav för 2026. Du behöver alltså inte göra högskoleprovet. Du kan däremot precis som tidigare bli antagen med ett högt högskoleprovsresultat.**

#### 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 (krävs endast för BSc in Business & Economics)

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

**OBS! Vi tillämpar meritpoäng (högsta meritvärde är 22.5).**

#### FYRA SÄTT ATT BLI ANTAGEN

##### 1 HÖGT MERITVÄRDE FRÅN GYMNASIEBETYG

För att bli antagen med dina gymnasiebetyg måste du uppfylla samtliga behörighetskraven ovan. Antagningsstatistik: [hhs.se/statistik](https://hhs.se/statistik)

##### 2 HÖGT HÖGSKOLEPROVSRESULTAT

Du kan bli antagen med ett högt högskoleprovsresultat. Antagningsstatistik: [www.hhs.se/statistik](https://www.hhs.se/statistik)

Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 31).

##### 3 SÄRSKILDA MERITER

För dig med framstående prestationer på hög nivå inom idrott, teknik, konst, musik, ledarskap och entreprenörskap. Måste vara genomfört parallellt med 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 31).

#### 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.

#### 4a ALTERNATIVT URVAL TILL RETAIL MANAGEMENT – WHERE EXPERIENCE MEETS AMBITION

Syftet med alternativt urval till Retail Management är att locka fler studenter som:

- Vill starta eget eller jobba för ledande konsumentföretag.
- Vill lösa verkliga affärsutmaningar och utveckla affärförståelse för att fatta kommersiella beslut som t.ex. Management Consultant, Category Manager, Customer Insight Analyst och Key Account Manager.
- Har praktisk erfarenhet från t.ex. butik, UF-företag eller e-handel med nära koppling till kunder, erbjudanden och affärsmodeller.
- Är intresserade av att skapa tillväxt genom affärsutveckling, varumärken, kundupplevelser och dataanalys, och vill bygga och utveckla verksamheter – inte enbart analysera dem.

Ansökan består av CV, motivationsbrev, analytiskt test och personlig intervju. Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 31). För att bli antagen i denna kvot måste du välja Retail Management som ditt förstahandsval.

#### 4b ALTERNATIVT URVAL TILL BUSINESS & ECONOMICS – AGAINST THE ODDS

Syftet med alternativt urval till Business & Economics är att öka mångfalden och få in fler perspektiv och erfarenheter. 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 Business & Economics-programmet.

Ansökan består av CV, motivationsbrev, analytiskt test och personlig intervju. Utöver behörighetskraven ovan måste du i ditt gymnasiebetyg ha ett jämförelsetal på minst 17.0 utan meritpoäng (IB: minst 31). För att bli antagen i den här kvoten måste du välja Business & Economics som ditt förstahandsval. Vi ser gärna fler kvinnliga sökande och sökande med utländsk bakgrund.

**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 full of natural experiences just around the corner. Swedes are active and outdoor-loving people with a big focus on eco-friendliness, sustainability, and work-life balance.

Known for a strong tradition of creativity and innovation, Sweden is home to many global companies such as IKEA, Volvo, Ericsson, H&M, Klarna, and Spotify. It 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. In fact, Stockholm produces more successful start-up companies per capita than any other European city, and our very own incubator SSE Business Lab has one of the best track-records in Europe.

Stockholm is strikingly beautiful with water and green spaces everywhere you look. It's also one of the cleanest capital cities in the world.

### STUDENT HOUSING

There's a wide range of student housing opportunities in Stockholm. 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, organizing countless events and 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.

**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 an introductory course in happiness and wellbeing.

