BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

DEVELOP THE LEADER IN YOU

LEADERSHIP
ENTREPRENEURSHIP
STEWARDSHIP

NYENRODE. A REWARD FOR LIFE
WHY NYENRODE?

FOR BUSINESS. BY BUSINESS
Nyenrode, the only private research university in the Netherlands, was founded in 1946 by prominent business leaders of corporations such as Philips, KLM, Shell and Unilever. Nowadays, our alumni and corporate network are still very powerful and spread over more than 100 countries.

DEVELOPING STRONG LEADERS
With its core values of Leadership, Stewardship and Entrepreneurship, Nyenrode develops leaders with the knowledge and necessary skillset to succeed in today’s and tomorrow’s business world.

A REWARD FOR LIFE
Combining sound theoretical knowledge, practical relevance and personal development allows our students to become responsible leaders; a foundation they can build on for a lifetime.

BEST BACHELOR IN INTERNATIONAL BUSINESS IN THE NETHERLANDS
Since its start in 2016, the BSc in Business Administration has been rated as the best “international business” program in the Netherlands (“Keuzegids universiteiten 2019”). The objective selection guide for Dutch universities said the following about the program:

“Nyenrode’s students appreciate the high number of contact hours and receive intensive guidance from their lecturers. The program also earned maximum scores for its curriculum, assessments, lecturers, academic training, practice-oriented approach, feasibility and facilities”.

ACCREDITATIONS
BSC IN BUSINESS ADMINISTRATION

The BScBA is a broad three-year academic degree that prepares young ambitious minds to play a leading role in shaping tomorrow’s business world.

SOME BSCBA HIGHLIGHTS ARE

ACADEMIC SKILLS
Students acquire solid academic capabilities as the program focuses on the development of research and analytical skills. They learn to think critically and use problem-solving techniques in challenging situations.

PERSONAL DEVELOPMENT
Our small class size (30-35 students per group) allows us to fully focus on the individual. In the course Personal Leadership Development Journey students are challenged to discover and reflect on their strengths, pitfalls and what drives them in life.

INTERNATIONAL EXCHANGE
In the third year, our students follow a semester abroad at an internationally recognized university. By doing so, they develop an international mindset and become independent and adaptable. At the same time, Nyenrode welcomes exchange students from our partner universities for a semester in Breukelen.

COMPANY PROJECT
Students turn knowledge into practice throughout their second year. During the Company Project students are supported by Nyenrode experts to develop real life solutions based on solid academic knowledge.

THE PROGRAM INCLUDES COURSES BASED ON THREE MAIN AREAS:

KNOWLEDGE BASED
Core elements of business, such as:
- Marketing
- Finance
- Strategy
- Logistics
- Organization
- Accounting

SKILL BASED
Such as:
- Innovative Thinking
- Rhetoric & Debating
- Cross Cultural Thinking

EXPERIENCE BASED
Such as:
- Fundraising & Project Management
- Company Visits
- Business Games & Start Ups

“EVERYBODY HAS A DIFFERENT NYENRODE EXPERIENCE, THE END GOAL IS THE SAME: DEVELOPING OURSELVES ACADEMICALLY, PERSONALLY AND PROFESSIONALLY”
JASPER SONSMA
BSCBA STUDENT | COHORT 2017

“IN ORDER TO IMPROVE THEIR CRITICAL THINKING, WE AT NYENRODE CHALLENGE OUR STUDENTS TO FURTHER DEVELOP THEIR REFLECTIVE AND PRESENTATION SKILLS. THESE ABILITIES ARE ENHANCED THROUGH FOR EXAMPLE A BUSINESS GAME REGARDING SUSTAINABLE GLOBAL VALUE CHAINS. STUDENTS NEED TO ANALYZE A HIGH QUANTITY OF INFORMATION IN A SHORT PERIOD OF TIME, TO DETERMINE THEIR OWN AGENDA AND THAT OF OTHER STAKEHOLDERS, TO TAKE A POSITION WHILST ALSO REVIEWING THOSE OF OTHERS, AND FINALLY TO PRESENT ALL OF THESE VIEWS IN A CONVINCING MANNER.”
DÉSIRÉE VAN GORP
PROFESSOR INTERNATIONAL BUSINESS
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

NYENRODE.NL/BSCBA

CURRICULUM / Term 1

PRINCIPLES OF BUSINESS ADMINISTRATION
MATHEMATICS FOR BUSINESS
FUNDAMENTALS OF MARKETING
ACADEMIC SKILLS

TERM 2

PRINCIPLES OF ECONOMICS
THE EVOLUTION OF STRATEGY
BUSINESS GAMES & START-UPS
ACADEMIC SKILLS

TERM 3

FUNDAMENTALS OF FINANCE & ACCOUNTING
ORGANIZATIONAL BEHAVIOR
STATISTICS FOR BUSINESS

TERM 4

INFORMATION SYSTEMS & EMERGING TECHNOLOGIES
RESEARCH METHODOLOGY
FUNDRAISING & PROJECT MANAGEMENT

TERM 5

STRATEGIC MANAGEMENT
CRITICAL & CREATIVE THINKING
MANAGERIAL ACCOUNTING

TERM 6

DOING BUSINESS RESEARCH
OPERATIONS MANAGEMENT
SUSTAINABILITY & STRATEGIC INNOVATION

TERM 7

ADVANCED MARKETING
ENTREPRENEURSHIP & SUSTAINABILITY
MANAGERIAL FINANCE

TERM 8

INTERNATIONAL BUSINESS
BUSINESS LAW & ETHICS
CROSS CULTURAL MANAGEMENT

TERM 9 + 10

METHODS OF DATA ANALYSIS
STRATEGIC LEADERSHIP
ADVANCED FINANCE & ACCOUNTING
START THESIS

TERM 11

SUSTAINABLE ORGANIZATIONAL DEVELOPMENT
COMPANY PROJECT
OPTION
SETTING UP & RUNNING YOUR OWN COMPANY
OPTION
WORKING ON A CONSULTANCY PROJECT WITHIN THE CORPORATE WORLD
OPTION
TEAMING UP WITH A SOCIAL ENTREPRENEUR ON A PROJECT

TERM 12

PERSONAL LEADERSHIP & DEVELOPMENT JOURNEY
FOCUS ON DISCOVERING LEADERSHIP POTENTIAL, PERSONAL STRENGTHS & AMBITIONS
THROUGHOUT YEARS 1, 2 & 3

INTERNATIONAL STUDIES ABROAD

HELPING STUDENTS TO GET STARTED

NYENRODE HELPS STUDENTS TO IMPROVE THEIR ENGLISH AND DUTCH BY OFFERING A COMPLEMENTARY LANGUAGE COURSE. IN ADDITION, PERSONAL MENTORSHIP BY FELLOW STUDENTS AND PROGRAM MANAGEMENT IS PROVIDED.

“WE ARE ON A JOURNEY TO DISCOVER OUR LEADERSHIP. THIS JOURNEY IS TOUGH BUT IT WILL LIFT US UP TO A LEVEL WE COULD HAVE NOT FORESEEN.”

MAXIME LEE
BSCBA STUDENT | COHORT 2016

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The Bachelor (BSc) in Business Administration offers you the possibility to follow your studies in two unique locations: Amsterdam or Breukelen. Each location provides you with a different experience based on your preferences.

**CHOOSE YOUR LOCATION:**

**AMSTERDAM**

- Vibrant city life
- Proximity to the Business Incubator
- Join a student association: Nyenrode (JCV) or in the city (it’s up to you)

**BREUKELEN**

- Intense campus life
- Active Student Association
- Mandatory sports program to build character

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**THE NYENRODE EXPERIENCE**

- Same academic title
- Same faculty
- Same personal attention
- Same LES values
- Same alumni network

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**AMSTERDAM** study in the heart of the city along-side the historic canals. You will be surrounded by an international community of companies, startups and a business incubator. You can participate in many social and professional activities. In addition, you have the option of living at Campus Diemen Zuid.

**BREUKELEN**: live on a beautiful thirteenth century estate in the center of the Netherlands. Enjoy an intimate campus setting while joining an active student association rooted in Dutch business traditions (NCV) with numerous social and professional committees. In addition, the mandatory (4 hours a week) and supplementary sports activities help build character.
CAMPUS LIFE OR CITY LIFE?

PARTNER UNIVERSITIES

EU PARTNERS

- CZECH REPUBLIC: University of Economics, Prague
- FRANCE: EDHEC Business School, IÉSEG | School of Management, NEOMA | Business School
- NORWAY: BI Norwegian Business School
- PORTUGAL: Nova School of Business and Economics
- SPAIN: IE Business School

NON-EU PARTNERS

- AUSTRALIA: SP Jain School of Global Management
- CANADA: Universite de Quebec a Montreal, Universite laval, Bishop's University
- CHINA: RENMIN University of China
- MALAYSIA: University of Malaya
- SOUTH KOREA: Sogang Business School
- HONG KONG: Hong Kong Baptist University
- URUGUAY: Universidad de Montevideo
BUSINESS EXPERIENCE

IN PREPARING STUDENTS FOR THEIR (PROFESSIONAL) FUTURE WE OFFER THEM, BESIDES PERSONAL GUIDANCE, THE FOLLOWING:

- Meet the CEO Sessions: get a chance at Nyenrode to interact with executives of top companies
- Business exposure: link with companies like O’Neill, ING, Pink Elephant, Tovertafel and Sensity during company visits, company projects and guest speaker sessions.

AFTER COMPLETING THE BSCBA JOURNEY, OUR STUDENTS CAN CHOOSE FROM A BROAD RANGE OF OPPORTUNITIES INCLUDING:

MASTER’S DEGREE IN BUSINESS
A CAREER IN BUSINESS LIFE
MASTER’S DEGREE IN A DIFFERENT FIELD*
START THEIR OWN COMPANY

*Requirements vary per university

CLASS PROFILE

Our students are ambitious, proactive, inquisitive and strive for personal development. Our small class size allows us to pay special attention to each and every one of our students.
PRACTICAL INFORMATION

INVESTMENT

- Yearly tuition fee: € 19,950 fee*
  (including readers and case materials)
- Accommodation**:
  Breukelen*** approx. 320 per month
    (furnished shared room)
  Amsterdam approx. 800 per month
- Application fee: € 275

For talented students with limited financial resources there are a number of possibilities to (partly) finance your studies. Unfortunately, no full scholarships are available. Contact us for more information.

** The prices might fluctuate due to the inflation.
*** Students who choose the Breukelen location are required to live on campus.

APPLICATION PROCESS

1. SUBMIT YOUR APPLICATION PACKAGE
   Complete and submit the application form including the motivation letter and list of grades. The application form is available on our website.

2. ASSESSMENT AND INTERVIEW
   Based on your application package you will be invited to complete the Nyenrode admissions test (LTP) and personal interview. This will determine your admittance to the program.

3. FINAL DECISION
   Feedback on the final decision with regards to your application to the program will depend on the date on which we received your complete application package.

EVENTS

Learn more about the BScBA during one of our upcoming events:

- Open Day / Evening
- Personal Information Session
- Day with a student
- Experience Weekend - visit Nyenrode for a weekend and experience life as a BScBA student

MORE EVENT DETAILS ON NYENRODE.NL/BSCBA

REQUIREMENTS

A STRONG ACADEMIC PROFILE INCLUDING:

- Dutch high school vwo diploma or hbo-propedeuse (including sufficient mathematics result)
- IB Diploma or international equivalents (evaluated by Nuffic and including sufficient mathematics result)

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KEY DATES

- 1 MARCH 2020: First application deadline.
  Higher chance of being selected for your first choice of preference (Amsterdam or Breukelen).

- 1 JULY 2020: Final application deadline.

- MID-AUGUST 2020: Start of the program.

CONTACT US FOR MORE INFORMATION
AND UPCOMING EVENTS

ANNE-MARIE HOUTEN | MONICA WINKEL
PROGRAM ADVISORS

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