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<th>What is the Bachelor's programme about?</th>
<th>You will learn how to manage a business as efficiently and effectively as possible.</th>
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| What topics are covered?              | • Strategy  
• Business processes  
• Human resources and management  
• Financing  
• Marketing  
• Digital business  
• Research methods  
• Data analysis  
• Ethics  
• Accounting  
• Entrepreneurship |
| Which specialisations can I choose?   | • Accountancy and Control  
• Entrepreneurship, Innovation & Creativity  
• Finance  
• Management in the Digital Age |
| Admission requirements                | Pre-university (VWO) diploma with Mathematics A or B or equivalent. This programme has an enrolment restriction. Please visit the website for more information. |
| Who is a good fit for this programme? | You are ambitious and internationally oriented. You are also open minded and able to work both independently and in a team. You enjoy working across disciplines such as economics, psychology, computer science and mathematics to solve problems. |
| Career prospects                      | The possibilities are endless. Think of: marketer, strategic consultant, communication adviser, business analyst, account manager, management consultant, financial analyst, HR adviser or entrepreneur. |
| More information                      | uva.nl/bsc-business-administration-en |

**Business Administration**

Economics is about making choices under scarcity conditions and understanding the impact those choices have on society and our daily lives. Business Economics focuses on economic events that occur in and around businesses.

| Which specialisations can I choose?   | In the second year, you choose to major in either Economics or Business Economics. If you choose Business Economics, you can specialise in:  
• Accountancy and Control  
• Finance  
• Organisational Economics |
| Career prospects                      | There are many possibilities, such as: stock trader, investment specialist, financial analyst, accountant, controller, consultant, policy adviser, data analyst or researcher. |
| More information                      | uva.nl/bsc-economics-business-economics-en |