



Business Administration

Economics and Business Economics

What is the Bachelor's programme about?



You will learn how to manage a business as efficiently and effectively as possible.

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.

What topics are covered?



- Strategy
- Business processes
- Human resources and management
- Financing
- Marketing
- Digital business
- Research methods
- Data analysis
- Ethics
- Accounting
- Entrepreneurship

- Micro- and macroeconomics
- Accounting
- Financing
- Banking
- Econometrics
- Game theory
- Research methods
- Empirical research
- Mathematics and statistics

Which specialisations can I choose?



- Accountancy and Control
- Entrepreneurship, Innovation & Creativity
- Finance
- Management in the Digital Age

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

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.*

Pre-university (VWO) diploma with Mathematics A or B or equivalent.

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.

You are good at mathematics and you enjoy the subject. You are also inquisitive, independent, socially involved and a critical thinker.

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.

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-business-administration-en

uva.nl/bsc-economics-business-economics-en