

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

DEVELOP THE LEADER IN YOU



LEADERSHIP,
ENTREPRENEURSHIP,
STEWARDSHIP



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 (LES), 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 launch in 2016, the BSc in Business Administration has been rated by the Keuzegids Universiteiten 2020 as the best 'international business' program in the Netherlands. This 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 Bachelor in Business Administration (BScBA) is a broad three-year academic degree that enables young, ambitious students to play a leading role in shaping tomorrow's business world.

BScBA HIGHLIGHTS

ACADEMIC SKILLS

Students acquire solid academic capabilities as the program focuses on the development of research and analytical skills. Students 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 Personal Leadership Development Journey course students are challenged to discover and reflect on their strengths, weaknesses 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 translate knowledge into practice throughout their second year. During the Company Project Nyenrode experts help students to develop real-life solutions based on solid academic know-how.



SPORTS

Students play sports at least two times a week, as we believe that having sports integrated in our program stimulates teamwork, learning from peers and a healthy body and mind; in short, it builds character.



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:

- Critical and creative thinking
- Cross cultural thinking
- Personal Leadership & Development Journey

EXPERIENCE BASED



Such as:

- Fundraising & Project Management
- Company Visits
- Business Games & Start Ups



“EVERYBODY HAS A DIFFERENT NYENRODE EXPERIENCE, THE ULTIMATE GOAL IS THE SAME: DEVELOPING OURSELVES ACADEMICALLY, PERSONALLY AND PROFESSIONALLY.”

JASPER SONSMMA
BScBA STUDENT | COHORT 2017



“IN ORDER TO IMPROVE THEIR CRITICAL THINKING, AT NYENRODE WE 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



HELPING STUDENTS TO GET STARTED

NYENRODE HELPS STUDENTS TO DEVELOP & IMPROVE THEIR ACADEMIC WRITING. FOR THE INTERNATIONAL STUDENTS, NYENRODE OFFERS A COMPLEMENTARY DUTCH LANGUAGE COURSE. IN ADDITION, PERSONAL MENTORSHIP AND PROGRAM MANAGEMENT IS PROVIDED.



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

MAXIME LEE
BScBA STUDENT | COHORT 2016

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

CURRICULUM 2020-2021*



NYENRODE.NL/BSCBA

YEAR 1	YEAR 2	YEAR 3
60 ECTS TERM 1 15 ECTS PRINCIPLES OF BUSINESS ADMINISTRATION MATHEMATICS FOR BUSINESS FUNDAMENTALS OF MARKETING ACADEMIC SKILLS TERM 2 15 ECTS PRINCIPLES OF ECONOMICS THE EVOLUTION OF STRATEGY BUSINESS GAMES & STARTUPS ACADEMIC SKILLS TERM 3 15 ECTS FUNDAMENTALS OF FINANCE & ACCOUNTING ORGANIZATIONAL BEHAVIOR STATISTICS FOR BUSINESS TERM 4 15 ECTS INFORMATION SYSTEMS & EMERGING TECHNOLOGIES RESEARCH METHODOLOGY FUNDRAISING & PROJECT MANAGEMENT	60 ECTS TERM 5 15 ECTS STRATEGIC MANAGEMENT CRITICAL & CREATIVE THINKING MANAGERIAL ACCOUNTING TERM 6 15 ECTS DOING BUSINESS RESEARCH OPERATIONS MANAGEMENT SUSTAINABILITY & STRATEGIC INNOVATION TERM 7 15 ECTS ADVANCED MARKETING ENTREPRENEURSHIP & SUSTAINABILITY MANAGERIAL FINANCE TERM 8 15 ECTS INTERNATIONAL BUSINESS BUSINESS LAW & ETHICS CROSS CULTURAL MANAGEMENT	60 ECTS TERM 9 + 10 30 ECTS INTERNATIONAL STUDIES ABROAD**  TERM 11 15 ECTS METHODS OF DATA ANALYSIS STRATEGIC LEADERSHIP ADVANCED FINANCE & ACCOUNTING START THESIS TERM 12 15 ECTS THESIS SUSTAINABLE ORGANIZATIONAL DEVELOPMENT
PERSONAL LEADERSHIP & DEVELOPMENT JOURNEY THROUGHOUT YEARS 1, 2 & 3  FOCUS ON DISCOVERING LEADERSHIP POTENTIAL, PERSONAL STRENGTHS & AMBITIONS	COMPANY PROJECT THROUGHOUT YEAR 2  OPTION 1 SETTING UP & RUNNING YOUR OWN COMPANY OPTION 2 WORKING ON A PROJECT WITHIN THE CORPORATE WORLD OPTION 3 TEAMING UP WITH A SOCIAL ENTREPRENEUR ON A PROJECT	SPORTS THROUGHOUT YEARS 1, 2 & 3  MANDATORY 4 HOURS PER WEEK INTEGRATED IN THE PROGRAM

*Curriculum is subject to change. ** Meeting the academic performance criteria is required.



NYENRODE
BUSINESS UNIVERSITEIT
AMSTERDAM



CHOOSE YOUR LOCATION: AMSTERDAM OR BREUKELEN

The BScBA offers you the possibility to follow the program in two unique locations: Amsterdam or Breukelen. Each location provides you with a different experience based on your preferences.

THE NYENRODE EXPERIENCE

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

AMSTERDAM

- Vibrant city life
- Proximity to the Business Incubator
- The opportunity to join a student association: Nyenrode (JCV) or in the city (it's up to you)

BREUKELEN

- Intense campus life
- Active Student Association (NCV)
- Participate in NCV numerous committees while practicing your business and social skills

CITY LIFE: Nyenrode Amsterdam is located at the historical building 'De Vijf Keizers' (The five emperors) in the heart of the city alongside one of the main canals (Keizersgracht). This location offers you an international focus and stimulates students and businesses to connect. Study in Amsterdam means enjoying flexibility to the fullest.

CAMPUS LIFE: the Nyenrode campus in Breukelen is situated on a historical estate with a thirteenth century castle at its heart. You can enjoy everything this unique setting has to offer. It is the perfect environment to dedicate three years to your own development.






PARTNER UNIVERSITIES*



EU PARTNERS

	CZECH REPUBLIC	University of Economics, Prague
	FRANCE	EDHEC Business School
	FRANCE	IESEG, School of Management
	ITALY	LUISS University
	PORTUGAL	NOVA School of Business and Economics
	SPAIN	IE Business School
	SWEDEN	Lund University School of Economics and Management
	SWEDEN	Stockholm School of Economics

NON-EU PARTNERS

	AUSTRALIA	SP Jain School of Global Management
	BRAZIL	Inspier
	BRAZIL	SKEMA Business School, Belo Horizonte campus
	CANADA	BCI Consortium, Bishop's University
	CANADA	BCI Consortium, Université Laval
	CANADA	BCI Consortium, Université du Québec à Montréal
	CHINA	RENMIN University of China
	CHINA	SKEMA Business School, Suzhou campus
	HONG KONG	Hong Kong Baptist University
	MALAYSIA	University of Malaya
	NORWAY	BI Norwegian Business School
	SOUTH KOREA	Sogang Business School
	THAILAND	Thammasat Business School
	URUGUAY	Universidad de Montevideo
	USA	University of South Carolina
	USA	SKEMA Business School, Raleigh campus

*Nyenrode's partnerships are in constant expansion.

BUSINESS EXPERIENCE

APART FROM OFFERING STUDENTS PERSONAL GUIDANCE AS PREPARATION FOR THEIR FUTURE (PROFESSIONAL) CAREER, WE ALSO PROVIDE THE FOLLOWING:

- Meet the CEO sessions: a chance to interact with top-company executives at Nyenrode.
- Business exposure: a 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:

A MASTER'S DEGREE IN BUSINESS

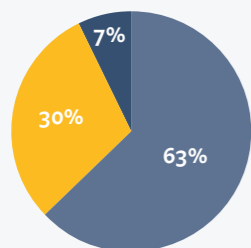
A CAREER IN BUSINESS LIFE

A MASTER'S DEGREE IN A DIFFERENT FIELD*

STARTING A COMPANY

**Requirements vary per university*

CAREER AFTER GRADUATION



■ University Master's degree ■ Job or traineeship ■ Other



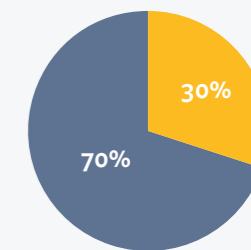
CLASS PROFILE

Our students are ambitious, proactive and inquisitive, with a strong need for personal development. Our small class size allows us to pay special attention to each and every one of our students.



59%

41%



DUTCH DIPLOMA

INTERNATIONAL DIPLOMA

** Based on statistics of the last cohort.*

PRACTICAL INFORMATION

REQUIREMENTS

A STRONG ACADEMIC PROFILE INCLUDING:

- Dutch high school vwo diploma or hbo-propedeuse (with a pass grade in Mathematics).
- IB Diploma or international equivalents (evaluated by Nuffic and including sufficient mathematics result).

VISIT [NYENRODE.NL/BSCBA](https://nyenrode.nl/bscba) TO READ MORE ABOUT THE ADMISSION REQUIREMENTS

APPLICATION PROCESS

1 SUBMIT YOUR APPLICATION PACKAGE

Complete and submit the application form including the motivation letter and grades' list. The application form is available on our website.



2 ASSESSMENT AND INTERVIEW

Depending on your application package you will be invited to complete the Nyenrode admissions test (LTP) and personal interview. This will determine your admission to the program.



3 FINAL DECISION

Feedback on the final decision with regard to your application to the program will depend on the date on which we receive your complete application package.



KEY DATES

- **1ST OF FEBRUARY 2021:** First application deadline. Higher chance of being selected for your first choice of preference (Amsterdam or Breukelen).
- **1ST OF MAY 2021:** Final application deadline.
- **MID-AUGUST 2021:** Start of the program.



INVESTMENT



- Tuition fee:
 - Year 1 € 20.500
 - Year 2 € 20.500
 - Year 3 € 21.000
- Course materials: costs range from € 750,- to € 900,-
- Accommodation at Breukelen*: approximately € 320 per month (furnished shared room)
- Application fee: € 310

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

* Students are required to live on campus. Prices may fluctuate due to inflation.

EVENTS



Learn more about the BScBA program 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](https://nyenrode.nl/bscba)



PLEASE CONTACT US FOR MORE INFORMATION AND PERSONAL ADVICE

ANNE-MARIE HOUTEN | MONICA WINKEL
PROGRAM ADVISORS

BScBA@NYENRODE.NL



SCAN THIS NAME TAG
ON INSTAGRAM
TO FOLLOW NYENRODE

NYENRODE BUSINESS UNIVERSITEIT
STRAATWEG 25, 3621 BG BREUKELN | KEIZERSGRACHT 285, 1016 ED AMSTERDAM
THE NETHERLANDS

+31 (0)346 295 735 | BScBA@NYENRODE.NL

NYENRODE.NL/BScBA