In the Bachelor's programme in Business Administration, you will learn how social processes determine the ways in which organisations and management operate and perform. In the programme you will deal with at questions such as:

- How to manage a team with members from different backgrounds?
- What does a company have to take into account during international expansion?
- Which role does the environment play in the position of organisations in society?

Student Business Administration
‘In our globalised world, understanding cultures is the key to success’

We invite you to change perspective
Business Administration offers you a broad range of topics, with consideration not only for international management, but also for psychology, sociology, communication, economics, and law. For example, extensive consideration is given to the role of social and cultural aspects within organisations. After all, conducting good business is a job involving human interaction. You will look at the interaction between all stakeholders involved, such as managers, employees, shareholders and clients; a framework that is even more complex and interesting within international interactions.

### The study programme

The Bachelor's programme in Business Administration is a three-year programme. During the first two years, you will take courses at Radboud University to gain knowledge on all aspects of Business Administration. In the third year, you will have the possibility to study abroad for six months, where you will also gain more international experience in practice. You will be actively involved in the programme through lectures, tutorials and projects. Besides courses that are linked to Business Administration directly, courses that provide you with academic skills are also included. An example is Methods of Research and Intervention, where you will learn how to conduct research.

#### Study load

Every academic year of Business Administration consists of two semesters of twenty weeks in which you take five courses. Each semester consists of two periods of ten weeks: eight weeks of lectures and two weeks preparing for and taking exams. In each study year, you take ten courses, each course consisting of 6 ECTS credits (European Credit Transfer System).

#### Combination of theory and research

Apart from theory, you will also learn how to conduct research. The knowledge gained in the theoretical and academic courses will eventually be combined in the different project courses you take throughout your Bachelor's. In these courses, you will conduct actual research on a specific theme.

### The first year of your studies

The first year of Business Administration lays the foundation for the rest of your studies. You will learn all the basics of the international business world. The first-year courses are:

- Introduction to Business Administration
- Methods of Research and Intervention
- Academic Skills
- Introduction to Economics and Business
- Organisation Theory
- Cross-Cultural Management and Communication
- Accounting
- International Business Ethics
- Statistics
- Project: Learning Organisation

For a more elaborate description of the courses, please visit www.ru.nl/bachelors/business.

During the first year of your studies, you will receive a Binding Study Advice (BSA). To be allowed to continue your studies during the second year, you must have accumulated at least 42 out of the possible 60 credits, which means passing 7 out of the 10 courses of the first year.

After a general first year, you will have to choose from four tracks: Business Administration, Business Economics, International Business Administration or (the Dutch track) Bedrijfskunde. You will be allowed to study the track International Business Administration if you were enrolled in the first year of Business Administration and obtained a positive Binding Study Advice. In addition, it is required that you’ve obtained a combined average grade of at least 7 out of 10 for the courses Introduction to Business Administration, Academic Skills and Cross-Cultural Management and Communication.
The second and third year of your studies
In the second year of the programme, you will delve deeper into the knowledge acquired in the first year. Different aspects of Business Administration will be explained more elaborately, and you will already get a little taste of some of the Master’s programmes.
In the third year of the track International Business Administration, the academic year starts with a semester abroad at one of our partner universities. In the other tracks, studying abroad is optional. In this semester, you have the freedom to compose your own programme. You may want to take up a different discipline or specialise further in management- and organisation-related topics. In the second semester of your third year, you will take three more courses. Besides that, you will write your Bachelor’s thesis, during which you will independently and creatively apply the knowledge, insights, and skills you have acquired to a relevant scientific research topic of your choice.

Does this programme suit you?
In order to start the programme, there are some requirements regarding previous education.
You are allowed to start in the programme if you are in the possession of:
• A Dutch VWO-diagram, all profiles. Mathematics A or B is required in the case of the Culture and Society profile.
• An HBO-propsadeutic exam, only with mathematics on VWO level.

Why study Business Administration at Radboud University?
The Nijmegen School of Management (NSM) offers excellent study facilities. In addition to rooms for silent study or group discussions, there are many computers to prepare presentations and to work on assignments. These can be found in the faculty’s library, which is equipped with all the necessary study materials. Free wireless internet is available throughout the campus, providing you the opportunity to study outside and to enjoy nice weather during the summer at the same time.
Our campus is the greenest in the Netherlands. It offers all university facilities, such as lecture rooms, student organisations, a large central library, restaurants and cafés, the university hospital, the Student Chaplaincy, a book shop and a modern sports centre all located on one square kilometre.

Student life
Study association Synergy provides both professional and social guidance during your studies for both students of the Dutch- and English-taught tracks of Business Administration. They organise various formal and informal activities, such as drinks, parties, skiing trips, but also company visits, workshops, and an annual conference.
Furthermore, Nijmegen offers many sports clubs and student associations you can join, to meet new people and get the most out of your student years. Also, Nijmegen is the city with the highest number of terraces per inhabitant of all cities in the Netherlands, has loads of shops, restaurants and bars.
Do you want to bring your academic knowledge into practice? The Career Service of the Nijmegen School of Management can help you find an internship that fits your interests.

Faye Wasser
Student Business Administration
"The track International Business Administration (IBA) of the Business Administration programme was the perfect choice for me, since I’m interested in how businesses work, especially those in the international market. The functioning of a company, whether good or bad, has its influence on the local, the national and the international economy. The study covers many subjects and teaches you to have a broad scope to look at (international) corporations. Where at first a ‘business’ was a vague concept, I’ve now learnt how to analyse it and how to look at it from an international perspective. IBA teaches you how to combine different cultures effectively through synergy. The classes in IBA are small, you enjoy a close interaction with your fellow students, study advisor and with your professors. Another great feature of IBA is the compulsory half year abroad. I’m really looking forward to this semester; it is going to be an awesome learning experience."

www.ru.nl/bachelors/business
After your Bachelor's

After finishing your Bachelor's programme, you can immediately start working in the field of business administration. However, most students choose to continue with a Master's programme.

Continue with your Master's

After completing your Bachelor's programme in Business Administration, you can start with one of our seven Master's specialisations. You will have guaranteed direct admission to these Master's specialisations after completing your Bachelor's. The specialisations are: International Management; Strategic Management; Marketing; Strategic Human Resource Management; Organisational Design and Development; Innovation and Entrepreneurship; Business Analysis and Modelling. In addition, we offer the Erasmus Mundus European Master in System Dynamics. You will finish your Master's with a Master's thesis on a self-chosen subject within the specialisation. These specialisations and programmes consist of full-time intensive education, fully in English. You will delve into various theories and methods through writing papers, delivering presentations and commenting on research results and policy documents. The skills and knowledge you will gain during your Master's studies are useful during your future career. Intense interaction takes place between you, fellow students and your lecturer during your study, and in particular between you and your thesis supervisor. By completing the Master's programme, you will earn a Master of Science (MSc) degree.

Future professions

About 80 per cent of Master's graduates find a job within six months after graduation. Graduates of Business Administration often find employment all over the world, in fields varying from financial institutions and the business world to non-profit organizations and governments. Graduates are well-qualified for filling managerial positions in the international business world, at consultancies, and in government. Many graduates combine consultancy and research tasks into one career. One graduate becomes an entrepreneur, whereas another may opt for a career as a policy advisor, manager, or business consultant.

Visit us!

You can visit the university during the following activities:
- Open days, where all of Radboud University's Bachelor's programmes are presented. The next open day will take place on 25 March 2017.
- Study try-outs, which give you the opportunity to try the programmes for a day. A current student will take you to a lecture and a seminar (depending on the schedule) and he or she will guide you around our campus. The next study try-outs in 2017 are on 17 Februari and April 13.
- Individual meeting, to discuss admission requirements and application procedures. You can combine a study try-out with an individual meeting, or plan an individual meeting only.

You can register for these activities at www.ru.nl/bachelor/voorlichting.

Additional and contact information

Visit www.ru.nl/bachelors/business for an extensive description of this bachelor's programme.

If you have any questions, please contact us:
T: 024-3611275
WA: 06-51442013 (working days from 9.00 AM to 5.00 PM)
E: business@fm.ru.nl
I: www.ru.nl/bachelors/business
C: www.ru.nl/nsm/chat

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Daniela Patru (Romania)
Master's degree in Business Administration
(current PhD candidate at Radboud University)

“I earned a Bachelor's degree in Business Administration in Romania. When I decided to study abroad for my Master’s degree, Radboud University's Strategy programme offered the socially oriented curriculum that appealed most to me. It addresses strategy from the perspective of the organisation as a social entity: a strategy that recognises the reality that strategic decisions are made and implemented by people with all their biases and foibles. Looking back, I have very fond memories of my studies in Nijmegen: an intensive, satisfying study programme, a research trip to Morocco and, of course, the biking experience. I couldn't ride a bike before coming to the Netherlands!”