Business Administration
www.ru.nl/bachelors/business
Business Administration at Radboud University offers you a broad range of topics, which include not only management, but also psychology, sociology, communication, and economics. For example, you will learn about 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 in international business.

The study programme

The first year of Business Administration lays the foundation for the rest of your studies. 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.

Business Administration

The track Business Administration provides you with all the necessary tools and knowledge to run a company successfully. You will be trained in all aspects of Business Administration, such as strategy, marketing, organisational structures, human resource management, accounting and corporate finance. You will study change in organisations and combine the theoretical foundations with researching real-life case studies.

Business Economics

After having completed the track Business Economics, you will be able to guide managers in making the right decisions when it comes to investing and acquiring money. You will study the effects of accounting and control on human behaviour. In addition to studying topics in Business Administration, you will also study financial management. This track also gives access to the Master’s specialisation Accounting and Control (of Economics).

International Business Administration

The track International Business Administration provides you with a knowledge pertaining to all aspects of Business Administration, with a focus on international business and management. You will learn how doing business differs across the world and in which ways the management of organisations has to take cultural differences into account. During the first semester of the third year, you are required to study abroad at one of our partner universities across the globe. Not all students who will have started the Bachelor’s programme in Business Administration will be allowed to study this track: you need to meet so-called ‘referral criteria’ which can be found at our website.

‘Business Administration gives you a broad social knowledge on organisations which operate nationally and/or internationally.’

Study advisor Charissa van Mourik, MSc
After your Bachelor’s

Choose a Master’s programme
- Business Analysis and Modelling
- Gender Equality, Diversity and Inclusion in Management
- Innovation and Entrepreneurship
- International Business
- Marketing
- Strategic Management
- Strategic Human Resources Leadership
- Organisational Design and Development

After your studies
- Managerial positions in the international business world, at consultancies, and in governmental institutions
- Consultant
- International business policy officer
- Management trainee

Working towards your dream job
As a student, there are many opportunities for an orientation to the labour market. Our Career Service officer can help you find an internship that suits your interests. Study association Synergy also organises formal activities at which you can get in touch with potential employers.

Year 1

Broad introduction
During the first year, you will explore the content of the field of business administration. You will learn how the scientific field is related to the real world and you will get acquainted with research methods.

Year 2

Delve deeper
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.

Year 3

Electives and Bachelor’s thesis
During the third year, you have the possibility to study abroad and compose your own programme by selecting the electives of your interest. Within the second semester, you write your Bachelor’s thesis.

Check the complete study programme at ru.nl/bachelors/business

"The business world is a dynamic and interacting world. I think that the field of business administration is relevant because it makes us more aware of the world. During this programme, you are often taught in small groups of students that dare to challenge each other and the lecturer."

Eva, student Business Administration

Read Eva’s complete story at ru.nl/bachelors/business
Come to the Open Day
Visit us to taste the atmosphere and ask your questions during the Open day on 2 and 3 November 2018, and 30 March 2019. Check www.ru.nl/bachelors/openday.

Study Try-out
Go to lectures, meet students and professors and get a campus tour on 16 November, 14 December, 15 February or 12 April. Check www.ru.nl/proefstuderen.

Student-for-a-day activity
Do you want to know how the study really is? Accompany a student! You can register via www.ru.nl/bachelors/studentforaday.

Do you want more information?

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