

# Business Administration

**(B Business Administration), Bachelor's Degree (4 years), Full-time**

**Are you a born leader, eager to learn how companies function and what you can do to keep things running smoothly? Does business appeal to you? Do you see yourself being a vital addition to a company, regardless of the sector or country in which it operates? Your journey starts with Business Administration!**

- Learn to understand and improve organisations as a manager, leader or consultant.
- Expand your horizon with our Grand Tour, and spend part of your study at our campus in Bali or one of our other campuses abroad.
- Gain real-world experience: we have strong ties to the field.
- Your personal study coach offers you guidance whenever you need it.
- Top 5 programme of its kind according to the [Keuzegids Hbo 2020](#).

## Overview

### Degree

- Bachelor of Science

### Study start

- February
- September

### Location

- Leeuwarden

### Language

- English

### Standard duration

4 years

### Credits

This course amounts to a total of 240 ECTS.

### Fees

- EU students (per year) € 2,143
- NON-EU students (per year) €8,350

[View all costs](#)

### **Application deadlines**

EU: 15 August

Non-EU: 31 May

## **Career**

The Business Administration programme prepares students for positions in senior management. As business administrators, graduates are required to ensure that the part of the organisation they are responsible for performs well. Whether they work in ICT, purchasing, finance, facilities management or administration, these managers have to know what is needed and how the department can contribute successfully to the overall company objectives. A typical graduate of this programme is able to identify problems quickly and enjoys solving them effectively.

The Business Administration programme prepares students for a position in management, board or business consultancy. As a business professional, graduates are required to ensure the good performance of the organisation they are responsible for. Whether they work in ICT, purchasing, finance, facilities management or administration, these managers must know what is needed and how the department can contribute successfully to the overall company objectives. A typical graduate of this programme is able to identify problem quickly and enjoys solving them effectively.

Business Administration is an ideal all-round management programme focused on a company's internal organisation. Graduates are eligible for careers such as:

- Branch manager
- Project manager
- Business consultant
- Manager of internal organisation > Manager of a business unit
- Account manager for a company or non-profit organisation

## **Admission requirements**

### **Academic Requirements**

To be admitted to one of the bachelor programmes you have to meet certain admission requirements. NHL Stenden University of Applied Sciences recognises the following general international qualifications:

- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma

- High School diploma from an accredited institution
- Four GCSE/GCE ‘O’ level passes (final grade A, B or C) and two ‘AS’ level passes. These six passes combined must all be in different subjects.
- Associate, Bachelor or Master Degree

Furthermore, some of our bachelor programmes demand additional entry requirements. These can be found in the [list of admissible diplomas](#). If your diploma is not mentioned in this list, please contact our Information and Registration Centre.

## **21+**

If you are aged 21 or older and would like to enrol at NHL Stenden University of Applied Sciences, but do not currently meet the admission requirements, you are invited to register for the entrance examination.

Read more information regarding the [21+ entrance examination](#).

### **Language Requirements**

All non-EEA applicants are required to submit an English proficiency test with their application. Exceptions are made for students, who have had their preparatory education in a country where English is the official working and educational language. The language requirements for EEA students are the same as for Dutch students. If [your diploma is listed here](#), the additional English language test is not required.

NHL Stenden University of Applied Sciences accepts three kinds of official language tests: IELTS, TOEFL and the Cambridge Certificate of Proficiency in English.

- [Academic IELTS 6.0](#) (with a minimum of 5.0 for each skill).
- [TOEFL 550](#) (paper based), 213 (computer-based) and 80 (internet based). Original test results must be sent directly from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- Cambridge ESOL score FCE-C (169, or higher).
- [TOEIC](#) 670 (Listening and Reading) **and** 290 (Speaking and Writing).

[View the comparison](#) between the different scores.

Please note: If you do not have the appropriate level, it is possible to enrol in our [English Preparatory Language Course](#).

## **About the course**

**Do you like to take initiative and enjoy discovering where new opportunities lie? Do you want to learn about how an organisation operates and how to keep it running successfully? If so, the Business Administration course could be for you!**

### **Year 1**

Right from the start you will experience this in a Business Simulation Game.

You also get to know the operational side of management. This means learning about the day-to-day business of a company, including customer contact. Internal communications are just as important, so this area is highlighted as well. You discover the (international) field, so you know what to expect from your future line of work.

You will learn how to deal with all kinds of elements of a business, like operations, marketing, accounting, customer and employee satisfaction, law, ethics and ICT.

First-year subjects include: Human Resource Management , Marketing, Finance, and Organisational Behavior.

### **Year 2**

In the second year, you will expand on the knowledge you have gained in the first year. Tactical decisions and long-term planning are foregrounded during this stage. You will revisit a lot of the subjects from the first year, but this time around you will really dive into the specifics.

You gain in-depth knowledge of business processes and the quality of an organisation: how do you handle yourself under pressure and within a team? Additionally, you will conduct research for a company, for instance on customer satisfaction.

### **Year 3 and 4**

The final two years of the programme are geared towards your field of interest. You will choose a minor and do an internship at a company where you will further develop your skills. You also have the option to do your minor or internship in a different country, ensuring you of plenty of international experiences.

The final stage of your course is concluded with a final-year assignment for a company of your choosing. On completion, you will have proven yourself to be a valuable addition to any organisation!

### **Research unit**

This research unit collaborates with students from Human Resource Management and Business Administration. Students analyse real-world issues together with a researcher. They contribute to knowledge about value-driven professionals in organisations. The goal of this unit is to get a grasp of the ethical way in which these type of professionals work.

Results are applied in the professional field and in higher education. This unit tries to find answers to questions like:

- What is the definition of professionalism in the ‘new economy’?
- What options do organisations have to facilitate their professionals and optimise company results?
- How can professionalism be made accessible to vulnerable populations such as refugees, volunteers, and people who have lost their manual labour job to digitalisation?

## **Specialisations**

During the third year, students can choose in which area they would like to specialise in. This allows students to further develop themselves. Students can choose from a variety of minors that are offered in the Netherlands and abroad.

The minors that are available to Business Administration students are:

- Beyond Better Business
- Change and Innovation Marketing
- Communication
- Sport Management
- Event Management
- Heritage Tourism
- E-business
- International Marketing Orientation
- Financial Retail
- International HRM
- Interpersonal Communication Skills