



# Bachelor of Science (BSc Hons) in Business Administration

## The ESE Vision

*The vision/dream for the ESE student is to have a learning experience that is intense, personal, exciting, and that firmly grounds them in the disciplines and subjects that are required for effective business leadership and in the possibility of a new reality.*

*The European School of Economics dreams of a revolution in perception....the birth of a new person who is willing to create a new reality, free from prejudice and fear, capable of harmonising the age-old apparent antagonisms between Economy and Ethics, Action and Contemplation, and Financial Power and Love.*

*Our Mission is to develop business leaders with active and creative minds, a sense of understanding of global issues and the global environment of business, and the courage to act on their dreams and beliefs.*

## The BSc in Business Administration Programme

The Bachelor of Science (Hons) in Business Administration aims to develop pro-active decision makers, managers and leaders for a variety of careers in business sectors in a global context. At ESE we nurture future leaders through our holistic approach to business education, marrying economic value with recognition of the social, ethical and environmental implications of business strategies and practices.

## Key Components of the BSc in Business Administration

- ◆ A choice of four specialisations – Management, Marketing, Finance, and Media & Communications.
- ◆ Academic credit for language modules, which will increase employability.
- ◆ Two internship placements from a choice of 1500 companies worldwide.
- ◆ Integrative workshops to provide the knowledge, skills, practice and pastoral care to ensure maximum personal and academic development.
- ◆ A degree programme offered across two continents with the possibility of transferring between campuses in London, New York, Milan, Florence, Rome and Madrid on a per term or per year basis.
- ◆ Two intakes per academic year – September and January – providing extra enrolment options.
- ◆ Small class sizes, which help faculty cultivate a supportive relationship with students and provide the individual attention needed to discover their special skills and succeed in their chosen pathway.



### **Graduates from the BSc in Business Administration Possess**

- ◆ Strong analytical skills, capable of identifying and assessing strategic opportunities that may benefit an organisation in both the domestic and international market.
- ◆ A solid understanding of the global business environment, trading systems, and geo and socio-political influences on investments, trade, and the economic landscape.
- ◆ The flexibility and creativity necessary to address challenges presented by a rapidly changing international business environment.
- ◆ Cross-cultural communication skills, capable of managing people, resources and information across cultural boundaries

### **Course Programme**

The Bachelor of Science in Business Administration (BSc Hons) is a three-year, full time course. All of ESE undergraduate bachelor degree programmes are taught in English and have a standard 360 credit structure (180 ECTS credits). Completion of the programme requires:

- ◆ Study of a foreign language
- ◆ Two internship placements
- ◆ Choice of one specialisation in either Management, Marketing, Finance, and Media & Communications
- ◆ Final Project related to the chosen specialisation
- ◆ Full time compulsory attendance

### **What Makes the BSc in Business Administration Unique?**

- ◆ The ESE international experience with students from around the world and six campuses to choose from; an invaluable opportunity to learn, network and make friends for life.
- ◆ The ESE unique business philosophy rooted in concepts of wholeness and integrity, which guide the student towards increased levels of self-awareness and confidence.
- ◆ Faculty are actively engaged in business and will help you identify your unique skills and interests so as to most effectively place you on a path to the achievement of their academic and professional goals.
- ◆ The study of business administration with a specialisation is an excellent preparation for a Master's programme.



## **Specialisations**

### **Management**

The management specialisation equips students with the knowledge and skills to commence a career within the business management arena with a full 360° understanding of how value is added, maintained, defended and increased within an organization. Subject areas expand across strategy and change management within an international context and will prepare students to be the business leaders of tomorrow.

### **Finance**

The finance specialisation provides students with the knowledge and skills necessary for success within the field of finance within the realm of business who will have a clear capacity to monitor, budget and maximize value within an organization. Subject areas examine risk management, strategy and environmental economics from a corporate, cultural and international perspective.

### **Marketing**

The marketing specialisation prepares students with the vital knowledge and skills necessary for a career within the marketing sphere with a robust aptitude to identify, classify, develop and dominate markets. Subject areas critically explore the marketing concept from buyer behaviour to branding and positioning, through to service marketing and strategy.

### **Media and Communications**

The media and communications specialisation trains students in the fundamental knowledge and skills most needed for success in the dynamic international arena of media, journalism and PR, and in the ability to communicate the message of an organisation clearly, fairly and with maximum impact. Subject areas examine the challenges, management, ethics and strategy of new media, communication and journalism with a global perspective.





**BACHELOR OF SCIENCE (HONS) IN BUSINESS ADMINISTRATION**

**YEAR ONE**

<p align="center"><u>CORE MODULES</u></p> <p>Introduction to Management          Economics for Business Quantitative Methods for Business          Introduction to Business          Introduction to Accounting and Finance          Principles of Marketing          Language          Internship</p>	<p align="center"><u>WORKSHOPS</u></p> <ul style="list-style-type: none"> <li>◆ Ethos of ESE and Integrity Workshop</li> <li>◆ Study Skills, Report Writing and Presentations</li> <li>◆ C.V. Writing and Workplace Workshop</li> </ul>
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**YEAR TWO**

<p align="center"><u>MANAGEMENT / FINANCE SPECIALISATION</u></p> <p>Business Law          Operations Management          Managing People          E-Business and E-Commerce          Management Accounting          International Business Decision Making          Language          Internship</p>	<p align="center"><u>MEDIA &amp; COMMUNICATIONS / MARKETING SPECIALISATION</u></p> <p>Business Law          Operations Management          Managing People          E-Business and E-Commerce          Cross-Cultural Marketing Communication          Market Research          Language          Internship</p>	<p align="center"><u>WORKSHOPS</u></p> <ul style="list-style-type: none"> <li>◆ Word Processing, Spreadsheets, etc.</li> <li>◆ Research Methodology</li> </ul>
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**YEAR THREE**

<p align="center"><u>MANAGEMENT SPECIALISATION</u></p> <p>International Project Management          Supply Chain Management          Strategy and Strategic Dilemmas          International Strategic Management          Organisational Change          Elective Module  <b>Final Business Plan / Project</b></p>	<p align="center"><u>FINANCE SPECIALISATION</u></p> <p>Financial Risk Management          Corporate Finance          Strategy and Strategic Dilemmas          International Trade and Financial Markets          Environmental Economics          Elective Module  <b>Final Business Plan / Project</b></p>
<p align="center"><u>MARKETING SPECIALISATION</u></p> <p>Buyer Behavior          Branding and Positioning          Strategy and Strategic Dilemmas          Services Marketing          International Marketing          Elective Module  <b>Final Business Plan / Project</b></p>	<p align="center"><u>MEDIA &amp; COMMUNICATIONS SPECIALISATION</u></p> <p>Crisis and Communications          Global Communications Challenges          Strategy and Strategic Dilemmas          New Media Management          Ethics of Journalism          Elective Module  <b>Final Business Plan / Project</b></p>
<p><u>WORKSHOPS</u></p> <ul style="list-style-type: none"> <li>◆ Creative Thinking</li> <li>◆ Business Plan/Project Development Workshop</li> </ul>	



The European School of Economics online system is the easiest way to apply to our programmes.

**APPLY ONLINE:** <http://apply.eselondon.ac.uk/>

### **Application Requirements**

Entrance into one of the bachelor programmes at ESE requires the submission of the following documents to the Admissions Office at the ESE centre of interest:

- Completed Application Form
- Official copy of your entry qualifications
- Official copy of any Transcripts
- English Language requirement: 6.0 IELTS, 79 iBT TOEFL or 213 CBT TOEFL
- One letter of recommendation
- Photocopy of Passport / ID document
- Four photographs (passport-sized)
- Registration fee

Applications arriving without the appropriate fee will not be considered.

Please note:

1. All non-English documents must be officially translated
2. ETS Codes for the European School of Economics (for the TOEFL exam) vary by location: ESE London is 5977. ESE New York is 5978, ESE Rome is 1610, ESE Milan is 5974, ESE Florence is 5976 and ESE Madrid 8833

### **English Proficiency**

Candidates who have completed their studies in the English language (at least 2 years) are not required to present a language qualification (TOEFL or IELTS).



## Programme Fees

Please visit the [ESE website](#) for a list of programme fees.

## Scholarships

The ESE accepts applications for scholarships from candidates for the bachelor programme, with the aim of assisting exceptional and motivated students in achieving their personal and professional dreams. The scholarship is awarded as a partial deduction from the annual tuition fee, and each student profile is considered individually. This award is based on both the academic merit and needs of the student applicant. It is therefore important that scholarship applications provide a complete profile of the student's personal, professional and/or academic merits.

Students interested in applying for a scholarship to attend an ESE bachelor programme may complete the scholarship application form, taking special care to address not only their reason for applying for the scholarship, but also why they wish to attend the European School of Economics, extra-curricular activities and experiences that have had particular impact on their personal and/or professional growth, and most importantly what they hope to achieve by attending ESE.

To apply for a ESE Scholarship students may send the completed scholarship application form together with the bachelor's application form and documents, including a financial statement, to the ESE admissions office where they wish to study. To maintain their scholarship award students must demonstrate continued academic excellence throughout their studies at ESE. For more information about the scholarships, please contact the ESE centre of interest.

<p><b>ESE London</b></p> <p>8/9 Grosvenor Place, London SW1X 7SH - UK Tel: +44 207 245 61 48 Fax: +44 207 245 61 64 Email: <a href="mailto:info@eselondon.ac.uk">info@eselondon.ac.uk</a></p>	<p><b>ESE New York</b></p> <p>Trump Tower 725, 5th Avenue - 19th Floor New York, NY 10022 Tel: +1 (212) 759 1000 Fax: +1 (212) 759 1188 E-mail: <a href="mailto:info@ese.edu">info@ese.edu</a></p>	<p><b>ESE Madrid</b></p> <p>Calle Velázquez 57. Bajo Interior 28001 Madrid Tel: +34 .91 435 11 23 Fax: +34 91 431 56 05 E-mail: <a href="mailto:ese.madrid@uese.es">ese.madrid@uese.es</a></p>
<p><b>ESE Rome</b></p> <p>Via Sant' Erasmo, 2 00184 Roma - Italia Tel: +39 06 48 90 66 53 Fax: +39 06 48 98 90 05 E-mail: <a href="mailto:ese.roma@uniese.it">ese.roma@uniese.it</a></p>	<p><b>ESE Milan</b></p> <p>Via Tortona, 7 20144 Milan - Italy Tel: + 39 02 365 04 235 Fax: + 39 02 365 04 236 E-mail: <a href="mailto:ese.milano@uniese.it">ese.milano@uniese.it</a></p>	<p><b>ESE Florence</b></p> <p>Borgo SS. Apostoli, 19 50123 Florence Tel: +39 055 217050 Fax: +39 055 26 47 515 E-mail: <a href="mailto:ese.firenze@uniese.it">ese.firenze@uniese.it</a></p>