



BACHELOR PROGRAM IN RETAIL MANAGEMENT

STOCKHOLM SCHOOL OF ECONOMICS



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PHOTOGRAPHS: JULIANA WIKLUND, UNLESS OTHERWISE STATED.



DO YOU WANT TO MAKE A DIFFERENCE? THE STOCKHOLM SCHOOL OF ECONOMICS IS THE PLACE FOR YOU

The Stockholm School of Economics (SSE) is for anyone who wants to fulfil their dreams. We provide you with the opportunity to develop your talents and abilities, and to use them for something in which you truly believe.

SSE EXCELS IN INTERNATIONAL RANKINGS

SSE has been ranked by the Financial Times as a leading business school in the Nordic and the Baltic regions for more than a decade. The school has also established itself as one of the best business schools in Europe.



by the School. Some of the people you meet here will become your close friends, and you will encounter many others during your working life. Regardless, you all have something in common: the Stockholm School of Economics.

A TRULY INTERNATIONAL EXPERIENCE



At SSE, you will meet teachers, lecturers, researchers, companies and students from many different countries. This gives studying and student life here a strong international flavor. There is also the possibility of studying languages and engaging in a variety of exciting international projects. We collaborate with top universities worldwide, often through networks like the Partnership in International Management (PIM) and CEMS – the Global Alliance in Management Education. Through partnerships with top-ranked, internationally recognized universities around the world, we also offer opportunities for students to study abroad.

AN EDUCATIONAL MISSION THAT GUARANTEES RELEVANCE

SSE's educational mission is based on the view that the decision makers of tomorrow must approach the world with curiosity and confidence. In terms of processing capacity, future decision makers will often be outperformed by artificial intelligence, robots, and other machines. But human beings' core competence is being human, and our educational mission respects this. The decision makers of the future will be those who make use of their human potential.

THE SSE EDUCATIONAL MISSION IS ABBREVIATED AS FREE:

- F**act and science-based mindset
- R**eflective and self-aware
- E**mpathetic and culturally literate
- E**ntrepreneurial and responsible

AN EXCEPTIONAL NETWORK



During your time as a student at SSE, you will meet many interesting people. Each week, you will not only meet other students, lecturers and guest speakers, but you will also meet business representatives and inspiring personalities invited

CLOSE TIES TO THE BUSINESS COMMUNITY



SSE has maintained close connections with the business community since its foundation, and these connections are unique. The SSE corporate partnership program consists of a network of more than 110 leading Swedish and international companies that financially support SSE and enjoy close cooperation within research and education. We are in continuous dialogue with these companies to ensure that our students develop the skills that the labor market requires. As an SSE student, connections with the business world are woven into your everyday life to help you transition naturally to professional life after graduating. Corporate and social partners hold guest lectures, company visits and skill seminars, as well as host live cases, sponsor business projects, mentor students and employ interns. These connections enable students to interact with some of the world's top business leaders and many students secure jobs through these meetings.

PROGRAM DESCRIPTION

The bachelor program in Retail Management is a program with a strong focus on retailing. The retail industry is currently in an era of rapid development and change. The retail landscape is being transformed, with digitalization and sustainability as two major factors. Retailers have realized that they need new business models to have a sustainable future and they are aware of the need for new talent.

SSE's BSc program in Retail Management prepares you for a successful career in retail or with companies in business with retailers, such as suppliers and management consultants. The graduates from the Retail Management program are in high demand in the retail sector and among other companies requiring retail expertise.



DISTINCT PROGRAM BUILDS ON PARTNERSHIP WITH SWEDISH RETAIL

The program is financed by the Swedish retail sector, which also participates actively in the education. Ten companies are the major partners to the Retail Management program: Accenture, Axel Johnson, Coca-Cola European Partners, Coop, H&M, ICA, IKEA, The Swedish Trade Federation, Swedish Match, and Systembolaget. They support both the Retail Management program and the retail-related research conducted at SSE.

The very close cooperation with retail companies in Sweden is manifested through the Applied Retail Track. This is designed specifically to bridge theory and practice for students during the three-year program. In addition, the Antonia Ax:son Johnson Tutorial program ensures that each student has a tutor to guide them through the program, helping them establish their objectives for their studies and future career.

We also engage guest speakers from industry, ensuring that the curriculum is up-to-date with current trends and

market developments. As a student, you will meet senior executives, specialists, and other interesting people from the retail world.

UNIQUE OPPORTUNITY TO BE PART OF CREATING A CENTER OF KNOWLEDGE

The core faculty responsible for the Retail Management program works at the SSE Center for Retailing. The goal of the Center is to create an academic hub with a focus on retail research and retail education. The Retail Management faculty consists of experienced and renowned teachers and researchers in business administration and economics. The faculty also has in-depth knowledge of retail issues.

RETAIL CLUB PARTNERS



The degree will qualify you to apply for certain specializations in Master programs at SSE or a Master program at another college or university in Sweden or abroad. All teaching is conducted in English.

During the first two years, a semester at the Retail Management program typically includes four to five courses. During the third year, students take fewer courses but write two larger reports, a company project within the Applied Retailing Track and their Bachelor thesis.

The activities in the Applied Retailing Track and the Antonia Ax:son Johnson Tutorial are run in parallel with the classroom courses over three years.

ANTONIA AX:SON JOHNSON TUTORIAL PROGRAM

The Antonia Ax:son Johnson Tutorial Program offers a transformative learning experience and facilitate connections between students, their educational program, and the world around them. The teaching format centers around individual and small group meetings between students and faculty that provide continuous reflections on course content, links between theory and practice, personal development, and future careers. In tutorials, students practice argumentation skills and are continuously challenged to see different perspectives.

THE APPLIED RETAIL TRACK

The Applied Retail Track is a course where theory and practice are combined and a unique interaction is established between students, faculty, and companies. The track comprises ten retail clubs, one for each partner company. Each retail club consists of 15–20 students from all years in the program, company representatives, and a faculty member from SSE. The core teaching formats in the Applied Retail Track include half-day workshops and company visits, in which all students in a retail club participate. Additional activities, such as theme lectures, career planning (year 2), and a company project (year 3) complement these core formats. The course gives companies and students great opportunities to get to know one another and to exchange ideas and share experiences. Read more about the retail clubs on www.hhs.se/retailclubs.

KEY THEMES EACH YEAR

- YEAR 1:** Getting to know the retail industry
- YEAR 2:** Focusing on your own career planning
- YEAR 3:** Applying your knowledge in real projects

“The best thing about being a student at SSE is that the school places a strong emphasis on making you feel that you are part of a community, which has made my transition here so much easier! I also love the culture and to study in a beautiful and dynamic city like Stockholm, which not only has all the benefits of living in a big city, but also the ready access to nature.”



Marcus Hagström, Retail Management student from the United States



THE MOST SATISFIED STUDENTS IN THE NORDIC COUNTRIES

SSE has the most satisfied business and economics students in the Nordic countries according to a yearly ranking made by Universum. It is divided into three categories: most satisfied students, best career services, and best employability focus. SSE ranks number one in all of them.



SSE also offers a Bachelor program in Business & Economics. This program is described in a separate brochure as well as on our website: hhs.se/be

BSc Retail Management (180 ECTS credits)

YEAR 1

Fall

- Introduction to retailing
- Microeconomics
- Accounting
- Marketing

Spring

- Supply chain management
- Management control
- Economic statistics
- Macroeconomics

YEAR 2

Fall

- Management and organization
- Finance
- Business law
- Retail accounting and financial management

Spring

- Marketing research
- Shopper marketing
- Marketing communications
- Sales and service management
- Retail buying and merchandising

YEAR 3

Fall

- Current issues in retailing
- Operations strategy
- Retail management control

Spring

- Brand and category management
- Innovation strategy
- Bachelor thesis



*runs during all semesters

“The Bachelor Program in Retail Management is a unique and innovative business education. Students in our program get a science-based business degree with a strong focus on subjects relevant for retail management. The program gives you a solid understanding of the key issues facing retailers today. We cover subjects such as customer behavior, marketing, strategy, accounting, management, data analytics, sustainability, economics, finance, and business law.

A strength of the program is that it is run in close collaboration with ten partnering companies. Because of that, students get many opportunities to experience how companies deal with current issues. Particularly in the



Fredrik Lange,
Retail Management
Program Director.

Applied Retail Track, students get the chance to practice what they learn in the classroom and to present their ideas for dealing with challenges that the partnering companies are facing. The frequent interaction with companies is highly valuable for students when they enter the job market after graduation.

The program is designed to create strong connections between theory and practice. In addition, we aim to provide students with a transformative learning experience where students get the chance to continuously reflect on themselves and their learning.

Welcome to SSE!

CAREER SUPPORT

A PROFESSIONAL PATH AS UNIQUE AS YOU

Once you graduate from SSE, you will have first-class academic qualifications. Yet, you will need more than that to land your dream job. Therefore, as a student at SSE, you gain unique professional development advantages, from the very start of your studies.

GET A TASTE FOR DIFFERENT JOBS

At SSE you get access to a professional network, no matter if you were born with one or not. There are employers that are looking specifically for SSE students and many students start their career path already during their studies, through internships or qualified part-time jobs. This gives students the opportunity to try different professional paths, that they may not even have thought were possible.

WHAT EMPLOYERS WANT

SSE is in continuous dialogue with employers, to keep up to date with what qualities they expect our graduates to have – including softer, human qualities. Several of our own researchers also focus on this topic. This is how we can guide our students in formulating CVs and other application documents that really stand out among applicants from other universities.

INTERNATIONAL OPPORTUNITIES – AND SWEDISH

Students at SSE have access to a digital platform with both local and global job openings. For students from other countries who wish to stay and work in Sweden, we offer extra guidance in seizing local opportunities.

BALANCE = PERFORMANCE

Studies are meant to challenge you. At times they can be challenging to the point of being stressful. You may even end up doubting your own capacity. This is normal. Our coaching and extracurricular courses can help you reflect on this and develop resilience, time management, self-awareness and a sense of your own boundaries. All qualities that are helpful for work-life balance, not only during your studies but for the rest of your life.

“I believe that the more digitalized the society becomes, the more human we need to be. Therefore, we encourage development of a level of maturity and resilience that employers expect from graduates.”



Mia Öhrn, Coach and Manager,
SSE Professional Development

“Through research projects and ongoing contact with the students at the Center for Retailing, there is an exciting information and knowledge exchange between SSE and retail businesses. Through our partnership, we can contribute to the school’s ability to offer one of the country’s best educations within economics.”

Caroline Berg,
Chairman, Axel Johnson AB



WHY SWEDEN AND STOCKHOLM?

WHY STUDY IN SWEDEN?

- According to the Universitas 21 ranking, Sweden ranks fourth best in the world at providing higher education. Universities are well-adapted to the needs of international students, and Sweden consistently ranks in the top three in the world for English proficiency.
- Sweden is one of the most creative countries in the world and is ranked the most innovative nation among all EU countries according to the European Innovation Scoreboard in 2019.
- Sweden is a home of trendsetters and early adopters and is one of Europe’s foremost countries for technology startups, such as Skype, Spotify, King and Klarna.
- Sweden is the birthplace of many world-shaping companies – including IKEA, TetraPak, Volvo, Ericsson, AstraZeneca, H&M and Electrolux and is home to more large international companies per capita than most other countries.
- The country has one of the highest levels of gender equality and is well known for its eco-friendly culture. It is one of the safest countries in the world and ranked as one of the best countries to live in.

WHAT IS SPECIAL ABOUT STOCKHOLM?

- High quality universities and higher education institutions make Stockholm, with its 18 universities, an attractive academic destination. More than 9,000 international students and 2,400 international doctoral students are currently living in the city. Stockholm has more than 100,000 students at bachelor, master and doctoral levels.
- Stockholm is considered to be the cleanest city in Europe and is ranked as one of the most sustainable cities in the world by Arcadis Sustainable City Index.
- The city thrives on integrity, innovation, and intellect; it is a magnet for ideas, for open minds, and for students and researchers from all over the world.
- The atmosphere in Stockholm is open and welcoming, with diversity and innovation being encouraged. Swedes have a reputation for being very friendly and reliable and most speak English fluently.
- It is easy to be active and enjoy nature in Stockholm. You will find yourself within easy reach of trails for hiking and mountain biking, lakes and beaches for swimming, ski areas, and coastlines for long distance ice skating.



AN ENGAGING STUDENT LIFE

Beyond the studies, with lectures and group work, being a student at the Stockholm School of Economics also involves becoming part of an even larger community. Many students testify to an engaging atmosphere, making SSE particularly special and fun.

The Stockholm School of Economics' Student Association (SASSE) is one of the most active in the Nordic region and has existed since 1909, when the School started. Since then, SASSE has engaged actively in the university and the education it provides, working with corporate contacts and organizing social events to enhance students' time at SSE. Here, you will have opportunities to develop and to build important experience alongside your studies, and perhaps an opportunity to apply your new knowledge in practice. The Student Association enables you to make your own projects a reality and to test your ideas. If you find anything to be lacking, you can feel free to suggest something new. With active students and a high level of engagement, everything is possible!

A CHANCE TO TRY YOUR WINGS

Initiatives to launch exciting new projects are encouraged by SSE and SASSE alike. As a student at the Stockholm School of Economics, you have every opportunity to successfully influence and implement a dream project or a new idea. Almost all students participate in one project or another during their time at the School.

Some examples:

Introduction weeks – Each year, the Student Association, together with the Stockholm School of Economics, organizes a fantastic introduction period for all new students on the Bachelor and Master programs. Through daytime and evening activities, we welcome the new students. During the first weeks, a wonderful sense of community is formed.

Entrepreneurship Society – Entrepreneurship is becoming increasingly popular among the students, and thanks to the Entrepreneurship Society, various opportunities are offered. These range from inspirational meetings with entrepreneurs and panel discussions, to opportunities to convince a jury of the merits of your business concept.

Handelsdagarna – The year's largest recruitment fair with more than 75 exhibitors from different sectors. Here, you have the opportunity to listen to interesting speakers and to talk with representatives from the different companies interested in meeting our students.

Women's Finance Day – A day on which our female students are given the opportunity to meet and be inspired by representatives from the financial sector.

Sports – Each week, SASSE offers students opportunities to participate in various sports such as tennis, football, cheerleading, swimming, basketball, volleyball, floorball, MMA and running. The range varies according to student demand and it is always possible to suggest new sports.

SSE Summer Party – Over the year, many parties are organized with different themes. The SSE Summer Party is the largest party with as many as 1,000 students participating and popular artists being invited – making it one of the absolute highlights of the year.

CLOSE CONTACTS WITH EMPLOYERS

By organizing corporate presentations, fairs, and events, the Student Association has built up a broad network of contacts, both nationally and internationally. Students are actively involved in these efforts and collaborate with a large number of interesting companies.

KEY INFLUENCERS

Students are represented in decision-making bodies within the Stockholm School of Economics, meaning they play an important role in influencing the contents of the education provided, the School's focus and other important issues.

FRIENDS FOR LIFE

Engaging in student life is fun and often builds strong ties, forging friendships that last a lifetime. These connections last, forming a network that is of significance even in your later professional life.



PHOTOS: KRISTA GLÖDSTAF

AFTER GRADUATION

With a bachelor degree from SSE, you will have countless opportunities – the choice is yours! More than 95 percent of our students have accepted a job offer within three months of completing their studies. On our job portal, hundreds of opportunities from companies around the world are advertised every week.

STUDY FOR A MASTER DEGREE AT SSE

After the three-year bachelor program, many of our students choose to continue studying at SSE by taking a two-year master degree. Read more about SSE's Master programs at www.hhs.se/education/msc.

ENTER THE EMPLOYMENT MARKET

After graduation, those who want to enter the job market will have excellent, interesting employment and assignment opportunities. The Applied Retail Track gives students an inside perspective into different career opportunities within retailing and allows them to start building a network in this field. Several of the companies participating in this track offers job opportunities and careers in Sweden and internationally. Those who have graduated from the school work in a variety of industries and fields. They are, for example, brand managers, key account managers, entrepreneurs, project managers, PR consultants, marketing researchers, marketing managers, controllers, and management consultants.

Retail knowledge is not only in demand in the traditional retail sector. After your education, your skills will also be applicable to working in the manufacturing or service sector, or working as a brand, product or expansion manager. You will also be qualified to work in any business that increasingly invests in stores, such as banks, insurance companies, automotive companies, and mobile operators; the choices are many.

We are proud to say that, according to our Employment Report 2019, more than 95 percent of the students choosing to enter the labor market following graduation secured a job within three months.

DEVELOP YOUR OWN BUSINESS IDEA

Are you among those students who come to SSE with your own business idea? At SSE Business Lab, you will be given the opportunity to develop your business idea and your entrepreneurial talent. The business lab offers coaching, mentorship, workshops and access to a network of experts. Over 50 percent of all the business ideas developed here become profitable businesses. Since the start in 2001, numerous Business Lab startups have become highly successful, such as Klarna, Budbee, Yolibox and Voi Technology.

"Over the years, SSE has provided us with many top talents who have grown and developed into great leaders within H&M. Interaction with the students through real business cases and projects has given us numerous new insights and ideas on how to improve, although it has also been a great way for us to build relationships with talented people from an early stage."

Daniel Ervér
Country Manager Sweden, H&M



HOW TO APPLY

INTERNATIONAL STUDENTS

Please visit our webpage www.hhs.se/rm-admission for more information about the admission process for international students.

SWEDISH STUDENTS

The deadline for applications for Swedish students in Sweden is in April 2020. Admission quotas are based on grades, the Swedish Scholastic Aptitude Test, special merits, and alternative admission. More information on requirements is available at www.hhs.se/rm.

MEET US AT FAIRS AND INFORMATION SESSIONS OR VISIT OUR CAMPUS

Are you curious about studies at SSE and want to know more? You can meet us at many different education fairs, information and networking meetings as well as inspirational evenings, etc. You are also welcome to visit us for a personal consultation and a guided tour of the campus. Contact us to make an appointment, we will be happy to show you around.

"The best things about SSE are the students, the sense of community ('sharing is caring' is a big thing, everyone is so willing to help one another), the opportunities to meet, interact and learn from companies and professionals and all the wonderful Swedish banquets!"



Sanjidah Ahmed,
Retail Management student from England

"I chose to apply to SSE because of the high international standard the school offers. Furthermore, SSE offers its students a unique opportunity thanks to the close cooperation with leading companies in the business industry. Thus, an education from SSE will open many doors both nationally and internationally."



Ebba Bengtsson,
Retail Management student from Sweden

CONTACT US

For questions about the program and admission requirements, contact the admissions office at SSE: antagning@hhs.se or +46 (0)8-736 90 00.

For general information about university studies, you can also visit the Swedish Council for Higher Education: www.uhr.se or call +46 (0)771-550 720.

For applications and information, visit www.universityadmissions.se.

WHERE ARE OUR ALUMNI TODAY?

Many of our Retail Management students start their careers after they graduate, both in Sweden and abroad. The skills they obtain while studying and the relationships they build through the School's various clubs and events give them a leading edge in whatever business sector they pursue.



ERIK BAHRI, STRATEGIC ACCOUNT MANAGER, FACEBOOK

Erik attended the Retail Management Program at SSE because he knew it would provide him with a strong foundation within retail and sales and pave the way for a successful career. He particularly liked the great class diversity – cultural and educational – and the passionate discussions that it created. The demanding group work and course content taught him how to prioritize, work with different people and the importance of efficiency. Furthermore, Erik truly enjoyed writing his thesis, which was an opportunity for him to dive deep into the subject of sustainability and leave his comfort zone by traveling to Dhaka, Bangladesh.

Today Erik works at Facebook in Dublin, Ireland. As a Strategic Account Manager, he helps some of Facebook's largest advertisers to grow their businesses. The role exposes him to his client's strategic and operational challenges on a daily basis allowing him to utilize the tools he acquired from his time at SSE.

The most important challenge for the world economy according to Erik is to make people understand that achieving social and environmental impact alongside competitive financial return is possible. Erik's goal is to guide society to demand accountability and tangible, sustainable climate action.

"We need to empower companies with the tools to influence the speed at which they adapt to the sustainability goals needed to stop climate change."

*Retail Management graduate 2015,
International Business graduate 2018*



CHRISTINA ECKEROT, KEY ACCOUNT MANAGER, FAST FOOD & CANTEENS, COCA-COLA EUROPEAN PARTNERS

Christina believes that the Retail Management Program at SSE gave her a solid understanding of the retail market. She also made friends with many ambitious people, inspiring her to take on new challenges. Today an important part of Christina's job is relationship-building. As KAM, an important part of her job is to negotiate contracts with new and existing customers. Christina's driving force in life is to develop herself professionally and as a person to become better at everything she does. She thrives working at a big global company and to learn what challenges and possibilities that come with that. Christina's focus is to broaden her experience by moving into commercial development. She will continue to take on new professional challenges while making sure to find the time to take care of herself, her family and friends - something that is very important to her. In the future, Christina believes that companies must work much more actively with sustainability to remain relevant for consumers.

"The new generation is much more aware and demand a change. I think new companies with a sustainable agenda will take market shares from established players unless they successfully drive change themselves."

BSc in Retail Management, 2014



ANDRÉ HEDBERG, CONSULTANT, BUSINESS SWEDEN DUBAI

André wanted to learn more about the world of business and management and ended up applying to SSE's Retail Management Program. He was thrilled about its focus on the behavioral aspects of retail and business, as well as its interesting mixture of learning both in theory and practice. His expectations were high – André wanted to get high quality education and meet a lot of inspiring people. Both of his wishes were fulfilled.

Since his graduation from SSE, André has been employed by Business Sweden, which he got in contact with via Handelsdagarna at SSE. First, he was admitted to Business Sweden's Global Trainee Program. After completing the program, André was offered the opportunity to work for Business Sweden's Middle East hub in Dubai, supporting Swedish companies in growing their international revenue and business in the region. After a couple of months in Dubai, he was promoted to the second level of Business Sweden's career path and became a Consultant.

André strives to develop and challenge himself to be the best version he can possibly be. This mentality has so far pushed him towards new experiences and achievements that he never could have imagined just a few years back. He is forever grateful to his parents who have always encouraged him to test his limits.

"Having people around you that support you no matter what, is key for personal development and leaving your comfort zone now and then."

*BSc Retail Management Graduate 2015,
MSc Business Management and
International Development Graduate 2017*



ANNIE KLOSER, SUPPLY CHAIN MERCHANDISER, H&M

In my role as Supply Chain Merchandiser for Austria, Slovenia, Croatia and Serbia, I am responsible for the allocation of products with the goal of maximizing sales and minimizing costs. In cooperation with other departments, I implement short- and long-term product allocation strategies. I need to be flexible to work with many different people and teams in my position, so it includes a lot of traveling.

I got in contact with H&M through the retail club during my studies, where I was the head of the club at the time. I had the opportunity to proceed with my project and meet many inspiring people. I decided that I wanted to give working life a chance after my bachelor's degree and applied for a position at H&M abroad. At SSE I learned to seize opportunities and work hard. The program also gave me an excellent base in Retail Management theory, which I definitely use regularly.

BSc in Retail Management, 2012



ERIK SIGBLAD, SNACKING AND RETAIL ENVIRONMENTAL DEVELOPMENT MANAGER, MONDELEZ INTERNATIONAL

My job at Mondelez is to drive a long-term growth agenda for our customers in the snacking product market across the UK & Ireland. I'm part of the sales department and work with all of our customers and categories to help shape the strategic plans of the business. On a daily basis I do a lot of market analysis and research to bring fresh insights and knowledge to the organization, with the goal of finding new ways of working and becoming an adaptive and leading organization.

The Retail Management program was just the program I needed to take the right steps in my career. It's unique composition of business-adapted courses and real-life company case studies gave me a head start when I entered the workforce. The research component plays a central role in everything at SSE, and the fact that you have excellent professors that really want to see you succeed in your career definitely helps. SSE opened my eyes to the interesting FMCG business and is the reason that I work for Mondelez International today.

Now, six years later, I have had five different positions in the company, both in Sweden and in the UK. I use knowledge from my education on a daily basis, especially within shopper/consumer research and how to tackle market data. The presentation skills I learned in almost all of my courses has taught me how to convince people and bring them on the journey with me – which is the key to success in business.

BSc in Retail Management, 2011

STOCKHOLM SCHOOL OF ECONOMICS

The Stockholm School of Economics is rated as a top business school in the Nordic and Baltic countries and enjoys a strong international reputation. World-class research forms the foundation of our educational offering, which includes bachelor, master, PhD, MBA, and Executive Education programs. Our programs are developed in close cooperation with the business and research communities, providing graduates substantial potential to attain leading positions in companies and other organizations.

The School is accredited by EQUIS, certifying that all of its principal activities – teaching as well as research – maintain the highest international standards. The Stockholm School of Economics is also the only Swedish member institution of CEMS and PIM, which are collaborations between top business schools worldwide, contributing to the level of quality for which our school is known.



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