



BACHELOR PROGRAMS

AT THE STOCKHOLM SCHOOL OF ECONOMICS
HANDELSHÖGSKOLAN I STOCKHOLM

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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.

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 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.

CLOSE TIES TO THE 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

BUSINESS AND ECONOMICS

The Bachelor Program in Business and Economics (180 ECTS) provides a firm foundation for a career in business, entrepreneurship, government and non-government organizations. The program covers three years of full-time studies, is taught entirely in English and leads to a BSc degree in Business and Economics.

During the first three semesters, you will build a broad factual and scientific base through courses in Economics, Finance, Accounting, Marketing, Management, Entrepreneurship, Strategy, Law and Data Analytics. You will hone your skills in problem solving and critical thinking, combined with the opportunities for showcasing your creativity and innovative ideas. We also encourage personal development in the form of reflection, self-awareness and cultural orientation.

During the fourth semester you have the opportunity to deepen your understanding by specializing in one or two of the subjects you have studied. The third year offers a number of elective courses and culminates in a written thesis on your chosen specialization.

GLOBAL CHALLENGES

Sustainability is one of the four main concerns in the strategy of SSE. Accordingly, all of our Business & Economics students take part in two Global challenges courses, during the first two years. The Global Challenges courses aim to educate our students about urgent and large-scale current issues, such as climate change, accelerating environmental damage, or the risks related to population growth, political instabilities or autonomous intelligence. Through Global Challenges, our students will acquire a holistic approach and increase their understanding of broader contexts.



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.

“To study at SSE can sometimes be challenging, but above all it’s inspiring, a great experience and so much fun! The motto “sharing is caring” is truly present at the school, so when you do find the studies challenging, there is always someone there to help you.”



Linnea Haraldsson,
Business & Economics student



BSc Business & Economics (180 ECTS credits)

YEAR 1

Fall

- Economics I
- Global Challenges I
- Data Analytics I
- Accounting I
- Management & Organization I
- Business Law I

Spring

- Marketing & Strategy I
- Data Analytics II
- Economics II
- Entrepreneurship, Innovation & Technology
- Finance I

YEAR 2

Fall

- Accounting II
- Finance II
- Management & Organization II
- Marketing & Strategy II
- Global Challenges II
- Data Analytics III

Spring

- Mandatory specialization
- Electives

YEAR 3

Fall or spring

- Bachelor Thesis
- Electives
- Exchange Semester Abroad

“We highly value the experiences and skills SSE students bring with them. We also appreciate very much the enthusiasm among the students to continuously develop and learn more across a broad range of areas.”

Sara Bernow, Partner and SSE alum, McKinsey & Company

McKinsey&Company

STUDENT EXCHANGE

We run an extensive student exchange program with over 70 top-ranked universities and business schools all around the world. Each year SSE sends over 200 students abroad on exchange and host over 180 exchange students from all over the world.

Spending a semester abroad is an exciting and challenging experience where you will grow both personally and professionally. For Business & Economics students the exchange opportunity is possible for one semester either during spring year two or during fall or spring year three.

A SMALL SCHOOL WITH A BIG IMPACT

The Stockholm School of Economics is a private university that was founded in 1909 by Swedish industry. We are a small school of about 1,650 students, which creates a sense of belonging and closeness between students and staff. We also conduct internationally outstanding research, with many of our researchers being among the leading figures in their respective fields.

We are accredited by the European Quality Improvement System (EQUIS), which certifies that our main activities – teaching as well as research – are of the highest international standards. SSE is also the only Swedish member of two collaborations among top business schools worldwide, the Global Alliance in Management Education (CEMS) and the Partnership in International Management (PIM), which together contribute to the high quality SSE is known for. CEMS membership is granted only to the leading business school in a particular country.





“I decided to study at SSE since it is a safe bet for a successful career, but also an education leading to many opportunities for me to have positive impact on society after leaving school.”

Elias Jbari,
Business & Economics student



“For 110 years, the **Bachelor Program in Business and Economics** has trained top Swedish students. In 2020 we finally opened for applications also from international students!

The program provides students with a firm academic foundation for a career in business, entrepreneurship, government, non-government organizations or academia.

You will build a broad factual and scientific base in Economics, Finance, Accounting, Marketing, Management, Entrepreneurship, Strategy, Law and Data Analytics.



PHOTO: HANNA HELISTRÖM

Karin Fernler and Maria Frithz-Warg,
Business & Economics Program Directors.

You will develop your skills in problem solving and critical thinking as well as your creativity. We also encourage personal development such as reflection, self-awareness and cultural orientation.

The program is designed to attract talented and ambitious students who want to contribute to the development of society in general as well as the development of individual corporations

and organizations. We welcome you to SSE and look forward to your application!

PROGRAM DESCRIPTION

RETAIL MANAGEMENT

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

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

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. 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.

RETAIL CLUB PARTNERS





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 Retail Track and their Bachelor thesis.

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

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.

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.

“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
Global Business Unit Director, H&M



“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



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

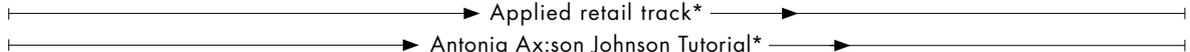
Fall

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

Spring

- Brand and category management
- Innovation strategy
- Bachelor thesis

YEAR 1



YEAR 3

**runs during all semesters*



“I chose to study at SSE because of SSE’s formidable reputation throughout Europe and the World. As an international student, I found that students in the Retail Management program are a family-like bunch, with a “sharing is caring” attitude, where no one is left behind in their studies. The dynamic academic environment is complemented with a vibrant social scene spearheaded by SASSE, the student association at SSE.”



Udendra Arachchi
Retail Management student

“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!

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

With a BSc degree from SSE you will have a good base for either continuing with master level studies, or beginning a career in the Swedish or international business community.

Those who want to enter the job market will have excellent and interesting employment opportunities. Graduates from SSE are highly sought after in the labour market and work in a variety of industries and fields such as banking and finance, management consulting, advertising, PR and communication, retail, consumer products, telecom or accounting. Some graduates choose professions as administrators in the public sector, or within journalism, while still others become senior managers, researchers, or start their own businesses.

We are proud to say that 95 percent of all BSc graduates in 2019 found employment within three months of completing their studies. Nearly a third of all graduates choose jobs abroad, which shows that a degree from SSE holds international weight. Every door is open and you have the opportunity to shape your own future.

If you want to find out more about where our graduates work today please visit our LinkedIn alumni page: www.linkedin.com/school/stockholm-school-of-economics/

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.

“Goldman Sachs has recruited from SSE for almost three decades, which is testimony to the quality of the School's students. SSE graduates are not only highly educated, they also actively drive change with a creative approach and show engagement and responsibility on a broader scale.”

Magnus Hardeberg
Managing Director,
Goldman Sachs

Goldman
Sachs

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.

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.

STAND OUT TO FUTURE EMPLOYERS

SSE is in continuous dialogue with employers, to keep up to date with what qualities they expect our graduates to have – including mental, human qualities. Several of our own researchers also focus on this topic. In addition, we have SSE Career Hub with online resources that will improve your CV, help you practice for job interviews, work on cases and other dimensions of the job application process. All this is provided for free and helps you as a student at SSE to 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



“When we meet SSE students in projects and as interns, our experience is that they are well-prepared, engaged and able to contribute to our operations even when spending a limited period with our company. Through our collaboration with SSE, we gain access to top-level talent.”

Liselotte Duthu
Vice President Group
Controller, Atlas Copco





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!

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.

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.



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 has the cleanest air of all European capitals, according to PWC's Cities of Opportunity Report. Stockholm is also 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.

HOW TO APPLY

INTERNATIONAL STUDENTS

The application period for international students opens each year in October and the deadline to apply is in January. Please visit our webpage www.hhs.se/en/bsc for more information about the admission process for international students.

TUITION FEES

Citizens of an EU/EEA country or Switzerland are not required to pay tuition fees. For students outside of EU the tuition fees are 100 000 SEK per year (approximately 10 300 dollar/year). Scholarships for non-EU students are available.

SWEDISH STUDENTS

The deadline for applications for Swedish students in Sweden is each year in April. Admission quotas are based on grades, the Swedish Scholastic Aptitude Test, special merits, and alternative admission.

MEET US AT FAIRS AND INFORMATION SESSIONS, CHAT WITH OUR STUDENTS 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. If you are curious to find out more about how it is to be a student at SSE you can easily start a chat with some of our current students. Just visit www.hhs.se/unibuddy to find out more. 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 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

CONTACT US

For questions about the program and admission requirements, contact the admissions office at SSE: bsc.admissions@hhs.se or call +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 bachelor 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.



ELSA BERNADOTTE, COO AND CO-FOUNDER, KARMA

Elsa Bernadotte is thankful for her time at SSE for helping her develop the business skills needed to pave the way to successful entrepreneurship. Utilising her studies,

she was able to apply, in a real business setting, her understanding of accounting, financial statements and how to make decisions based on reports and numbers, while working quickly. This knowledge is essential for entrepreneurs.

As a serial entrepreneur, Elsa's previous venture Pop Fruits (a healthy ice cream alternative) was grown out of the confidence gained from attending SSE and taking part in the Business Lab Incubator. The support provided in this program helped Pop Fruits flourish and expand in four different geographical markets, gaining credibility among investors and raising Elsa's profile within start up community.

Today, Elsa is the CEO of Karma, a company she co-founded in 2016. Karma is an app helping restaurants and grocery stores solve food waste by selling unsold food directly to consumers for half price. Available nationwide in Sweden where five percent of the population use Karma, the app has also expanded into London and Paris. To date, Karma has saved 485 tonnes of food and 725 tonnes of CO₂.

"The key to our success is having a cause. At Karma, we have a strong purpose and our mission is to become the first zero food waste generation. We get to make a positive impact on the planet which is not only rewarding but also profitable."

BSc Business & Economics graduate 2012



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.

*BSc Retail Management Graduate 2015
MSc Business & Management graduate 2017*



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.

BSc Retail Management graduate 2014



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.

*BSc Retail Management graduate 2015
MSc International Business graduate 2018*



FABIAN BOLIN, CEO AND CO-FOUNDER, WARONCANCER AB

After being diagnosed with Leukemia in 2015, Fabian Bolin began documenting his cancer battle in a blog that quickly gained global attention. By recognizing the potential of storytelling and combining it with a strong urge to empower others affected, the idea of WarOnCancer was born. The company is developing a social network for patients, survivors, and loved ones – a niche community for cancer designed to improve the mental health of its members.

Fabian has a strong entrepreneurial drive, which is one of the reasons he aimed for SSE. However, when he was admitted he was studying film acting in the US and had to face a choice: acting or business? Fabian chose SSE – a decision he has never regretted. The school made him believe that everything is possible, and his driving forces are based on these beliefs: follow your passion, make an impact, and build something that lasts.

BSc Business & Economics graduate 2011



MIRJAM MEDELLI, CORPORATE FINANCE, ERIK PENSER BANK

I work as an analyst in Corporate Finance at Erik Penser Bank in Stockholm. We operate primarily in the Swedish market with a focus on the Small Cap segment, which

means that I work with very interesting growth companies in a number of sectors. Since our team is small, I had a great deal of responsibility right from the start. I take part in the process from the very first or second meeting with the client, and often work together with a project manager to shape an offer and prepare the investment prospectus, which must be registered with Sweden's financial supervisory authority, Finansinspektionen. I have contact with potential investors and prepare press releases and other materials. I strongly recommend working in a small company after graduation; despite being employed for only a year, I received a lot of responsibility and insight into every corner of the working process.

I am very happy and proud of my choice to study at SSE. During my time there I learned a great deal about different career paths and have met many wonderful people. Most importantly, some became my best friends. What I gained from my education has been a way of thinking analytically, being able to learn quickly and being able to process much information in a short time frame. A degree from SSE means that people rely on you to do a good job, and thus give you much responsibility.

BSc Business & Economics graduate 2016

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.



Stockholm School of Economics · Sveavägen 65 · P.O. Box 6501 · 113 83 Stockholm
Phone +46 (0)8-736 90 00 · info@hhs.se · www.hhs.se