### Bachelor’s Degree in Business Administration (Cycle 1.2)

The BSc in Business Administration at the RU School of Business is organised as a three-year programme (six semesters). To finish the programme, students need to complete 180 ECTS; 144 ECTS in core courses (24 courses, each worth 6 ECTS); 24 ECTS in elective courses (4 courses), and a final project worth 12 ECTS. On campus students take 5 courses each semester. In this way, students can complete a BSc degree in 3 years.

Students can also complete a BSc in Business Administration with a minor in law or a minor in computer science.

On completing the Bachelor of Science in Business Administration, students have achieved the learning outcomes shown below.

#### Learning Outcomes for the BSc in Business Administration

**Bachelor’s Degree Cycle 1.2 180 – 240 ECTS**

A Bachelor’s degree provides access to further studies at cycles 2.1 and 2.2. Higher education institutions or individual faculties may require a minimum grade for admission to studies at cycles 2.1 and 2.2. The admission requirements are a matriculation examination or a comparable level of education. Higher education institutions or individual faculties can set specific requirements regarding the composition of the matriculation examination.

**Knowledge**

Degree holders possess knowledge such that holders:

1. have acquired general understanding and insight into main theories and concepts
2. are aware of the latest knowledge in the relevant field
3. can apply the basic elements of information technology
4. can use computer equipment and software tools that are relevant in the field of business
5. can interpret and evaluate independently the methods applied within the field of business administration
6. can research and evaluate independently the methods applied within the field of business administration
7. can understand the role of all the core areas of business administration, such as international business, financial markets, human resource studies including work psychology, negotiating techniques and leadership studies, consumer behaviour, business law, entrepreneurship studies, and business ethics

**Skills**

Degree holders can apply the methods and procedures such that holders:

1. can use the relevant equipment, technology and software
2. can apply critical analytic methods
3. can rationalise their decisions
4. can interpret and evaluate independently the methods applied
5. can use reliable data- and information-resources in the relevant scientific field
6. can critically assess data and information resources in the field of business administration
7. have acquired an open-minded and innovative way of thinking

**Competences**

Degree holders can apply their knowledge and skills in a practical way in their profession and/or further studies, such that holders:

1. have developed the competences and independence needed for further studies within the field
2. can work in an independent and organised manner, set goals for their work, devise a work schedule and follow it
3. can participate actively and lead work groups
4. are capable of interpreting and presenting scientific issues and research findings
5. can critically assess data and information resources in the field of business administration
6. can evaluate critically the methods applied
7. have acquired an open-minded and innovative way of thinking

#### National Qualification Framework for Iceland

The learning outcomes for the BSc in Business Administration state that degree holders can apply the methods and procedures of knowledge within business administration, as follows:

1. Understand the role of all the core areas of business administration, such as mathematics, statistics, management accounting and financial accounting, economics, finance, information technology, management, and marketing.
2. Can define and describe the latest knowledge in various more specialised areas of business administration and related disciplines, such as international business, financial markets, human resource studies including work psychology, negotiating techniques and leadership studies, consumer behaviour, business law, entrepreneurship studies, and business ethics.
3. Can explain the basic elements of search and information technology.
4. Know the methods used to analyse and process information concerning the disciplines.
5. Can rationalise how theoretical knowledge in business administration is created and know the scientific approaches and technical methods used in the field.