

Erasmus
School of
Economics

MSc Economics and Business

2025-2026

Erasmus University Rotterdam
Making Minds Matter



MSc Economics and Business

If you seek to link economic theory with practice at a leading school in its field, then Erasmus School of Economics in Rotterdam is your education of choice.

What do you learn and what do you need?

An analytical mind, creativity and an interest in the world around you are important to be successful in this programme. We offer you a combination of academic rigour and practical applicability. Regardless of the specialisation you choose, we will train you to conduct sound analyses and convert them into policy recommendations and strategies. In addition, you will learn how to assess strategic and operational issues faced by companies.

There is a wealth of options to choose from. Our programme consists of eleven specialisations in Economics, Business, and Applied Economics:

- Behavioural Economics
- Data Science and Marketing Analytics
- Economics of Markets and Organisations
- Economics of Sustainability
- Financial Economics
- Health Economics
- International Economics
- Marketing
- Policy Economics
- Strategy Economics
- Urban, Port & Transport Economics

Why choose this programme?

Our international academic staff is renowned for their research published in major academic journals, while maintaining close ties with the business community as well. This combination ensures you will have access to the latest economic insights and techniques and apply them in practice. Despite the popularity of our programmes, we make sure that you will have close personal attention from your professors. Their enthusiasm will help you bring out the best in yourself in order to build a solid foundation for a career in business, government or academia.



Deadline

1 April (Non EU/EEA nationals),
1 May (EU/EEA nationals),
1 August (students from
Erasmus School of
Economics)



Start

September



Language
English



Degree

MSc in Economics
and Business



Behavioural Economics

www.eur.nl/be

Contrary to assumptions in traditional economics, people do not automatically choose the optimal course of action, even if given proper incentives. Our Behavioural Economics programme brings you the skills to optimise strategies and policies by including the framing and context that affect people's choices.

What do you learn

This skills-based programme addresses the economics and psychology of decision-making. In both mainstream and behavioural economics courses you will acquire a deep understanding of economics as well as the skills to adapt strategies and policies to address deviations from rational behaviour. You will also learn how to run experiments in economics, for instance when testing how to best implement a policy.

You can choose between three mainstream economics tracks, corresponding with our other Economics and Business specialisations: a Financial Economics track, a Strategy Economics track and a Marketing track.

After graduation

Alumni work in many sectors, including consultancy, finance, government, and research. Assisting governments to help people make better choices or companies to identify anomalies in decision-making are common tasks.



Data Science and Marketing Analytics

www.eur.nl/dsma

By combining the computer science and statistical expertise of our renowned Econometrics Institute with business insights from top researchers of the Marketing department, we have created a programme that offers a unique mix of profound knowledge of data science and artificial intelligence with a clear view of the application of these methods in practice.

What do you learn

You will learn how to capitalise on the potential of Big Data by acquiring programming skills that allow you to collect, clean and analyse such data. Courses in computer and data science lay the groundwork for the more advanced seminars. The latter explore state-of-the-art machine learning methods and apply them to real-life business problems. Interesting cases that will be covered include the composition of a set of relevant products and the identification of the customer's stage in the buying process, which allows firms to provide the information that is most valuable at that stage to the customer.

After graduation

The growing awareness of the possibilities of exploiting data science and artificial intelligence for marketing analytics provides graduates with excellent job prospects. Our alumni are employed across a wide range of industries at companies that include Amazon, BMW, Coolblue, Deloitte, EY, ING, KPMG, KPN, Proctor&Gamble and Unilever.



Economics of Markets and Organisations

www.eur.nl/emo

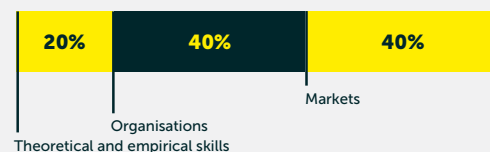
Markets and organisations are of vital importance for our wellbeing. Developments in technology, climate change, and preferences of customers and employees challenge organisations to adapt. Market structure and regulation affect whether these adaptations benefit rather than harm society.

What do you learn

This applied microeconomics programme provides you with a solid foundation of theories, empirical evidence, and facts on functioning and performance of organisations and markets. You train your analytic skills by studying topical issues including the effects of leadership and diversity, how innovation affects competitiveness, the use of ESG-measures in executive pay, and the role of regulation and competition policy. You learn how to apply econometric and data science methods and you learn how to interpret the outcome of your analyses from multiple perspectives (individuals, firm, government).

After graduation

This programme prepares you for a career that requires analytic reasoning and strategic insights. You are comfortable handling questions of quantitative nature. In response to challenges faced by organizations, private and public, you are able to create and evaluate relevant information and determine the appropriate course of action. As these skills are in high demand in a wide variety of jobs, our alumni work across the economy, including in consultancy, multinationals, NGOs, and high-level government jobs.



Economics of Sustainability

www.eur.nl/es

In the Economics of Sustainability programme students are introduced to what sustainable development challenges are. For many of them, a complex combination of knowledge is necessary to develop policy interventions, while taking into account short- and long-term effects, the variety of intervention levels needed and the intertwining with other SDGs.

What do you learn

This specialisation provides students with a unique lens to economics and its role in tackling societal challenges. To tackle the interconnectedness of challenges and their complex networks of causes, knowledge from multiple economic perspectives is provided (e.g. health, urban, public economics) and at different levels (corporate, national, international). Furthermore, students gain skills to analyse the characteristics of challenges, related economic policy interventions, and consequences for stakeholders. To match personal interests, students can choose the challenge they want to focus on in assignments and thesis and select elective courses.

After graduation

Students that finish this programme can develop, implement, analyse, and evaluate policies in relation to sustainable development challenges. This expertise can be used as a policy maker, a policy expert in a nonprofit organisation, a sustainability manager at a large or medium-sized firm or researcher/consultant.



Financial Economics

www.eur.nl/fe

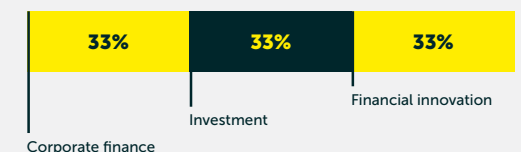
In your chosen track - Corporate Finance, Investments, or Financial Innovation and Sustainability - you will acquire a deep and systematic knowledge of the driving forces behind companies, markets, and economies.

What do you learn

You learn to analyse and solve complex financial and business problems. You acquire the latest analytical tools of corporate finance, risk management, valuation, portfolio management and asset pricing. In a wide range of electives courses, you can also obtain specialised knowledge of private equity, energy finance, corporate governance, fin-tech, or behavioural finance. Throughout the programme, our experienced teachers stimulate active student participation and put a lot of emphasis on analysing case studies from business practice and on using actual financial data.

After graduation

With a specialisation in Financial Economics, you are set to embark on an exciting career in the dynamic world of finance. Graduates become portfolio managers, consultants, traders, and financial analysts and find jobs in the Netherlands or in international financial centres such as Frankfurt, London or New York. A wide range of opportunities exists in multinationals, banks, insurance companies, private equity funds, asset management firms, and government bodies such as central banks or treasury departments.



Health Economics

www.eur.nl/he

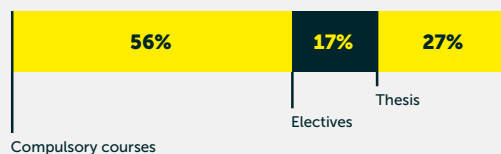
You will use economics both to analyse and address challenges in the financing and delivery of healthcare and to understand and influence health behaviour.

What do you learn

As a top centre for health economic research and teaching, we equip our students with frontier knowledge and skills in economic analysis of healthcare and health behaviour. Compulsory courses show how key economic concepts and quantitative tools can be used to help solve major health sector problems, including rising healthcare costs, population ageing, establishing cost-effectiveness of new medicines and medical technologies, designing efficient and equitable health insurance, incentivizing healthcare providers, and encouraging healthy behaviour. Hands-on experience with data analysis helps build strong quantitative skills that employers value. Electives offer opportunities to specialize in health technology assessment, organisation of health care markets, pharmaceutical pricing, or global health. A research-focused seminar gives students first-hand experience working on a problem introduced by a health sector professional.

After graduation

The outstanding international reputation of this programme together with the practical importance of the subject matter ensures that alumni are in high demand by consultancies, insurers, hospitals, pharmaceutical companies, international organisations, regulators, and government departments. Progression to academic research is also an option.



International Economics

www.eur.nl/ie

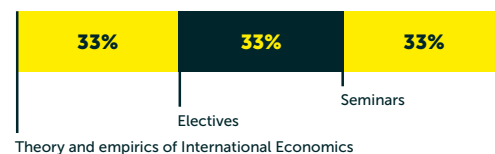
In this wide-ranging, practice oriented programme you explore and analyse the progressive integration of international goods, labour and capital markets and the decline of national barriers that separated them in the past. You address the effects that increased interdependence of economies has on governments, firms, their managers and employees.

What do you learn

You will learn how to best allocate resources, organise businesses and make recommendations based on first-rate analyses. Core courses and electives help you to get acquainted with a wide range of topics that are essential to international economics and business studies. These range from modern dynamic macroeconomic models and the so-called new trade theories to the empirics of international economics and from the instruments of trade policies to international financial markets. This provides a solid foundation for the seminars. For these intensive courses, active participation and commitment are a must.

After graduation

This specialisation prepares you for a wide range of positions and equips you with the practical and analytical tools to work and excel in the field of international economics. Our alumni work as consultants, managers in multinationals, policy advisors, bankers, researchers and employees of government or international organisations.



Marketing

www.eur.nl/ma

Harnessing detailed customer insights, you explore innovative marketing tactics to create value for customers, your firm and society at large. Our methodology will allow you to innovate and offer unparalleled customer experiences, distinguishing your business from competitors. Evidence-based decisions are at the heart of the program, acting as a catalyst for your company's growth and increased profitability.

What do you learn

Our curriculum is designed to develop expertise in three key areas: marketing management, customer insights, and customer experience. You will learn about various methods for collecting and analyzing customer data, and how to develop and implement powerful marketing strategies. This includes making optimal use of various channels and tactics like advertising, social media, and content marketing. You can expect frequent group assignments, asking you to combine your group's creativity and efforts to solve cases, compile and analyze data, and formulate conclusions and recommendations.

After graduation

Graduates from our program are making significant contributions across various types of companies today, be it multinationals, consulting firms, start-ups, or any other kind of organization. Whether you want to work in the Netherlands or abroad, your skills and insights from this marketing master's program will be in high demand.



Policy Economics

www.eur.nl/pe

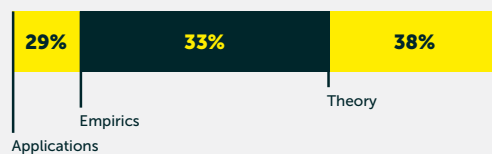
The Policy Economics programme at Erasmus School of Economics is unique in the Netherlands and has been developed in close collaboration with leading policy economists. It is explicitly designed to educate future policy makers.

What do you learn

The curriculum prepares you for a career as a policy economist who is able to apply the most appropriate theory and empirical methods to solve real-world policy problems all over the world. This involves public economics, macroeconomics, microeconomics, econometrics and several electives. There are two intensive seminars in which you will become familiar with applied research techniques and analysing policy issues related to key societal problems.

After graduation

Good policy economists are scarce and your career perspectives will be excellent. After graduating you are able to work as an applied policy economist at ministries, applied research institutes, bureaus for policy analysis, and international institutions.



Strategy Economics

www.eur.nl/se

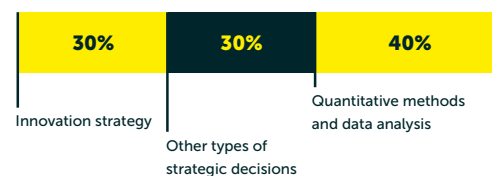
The Strategy Economics programme builds on the idea that successful strategic decisions of firms and entrepreneurs are what make economies thrive. As a student you will focus on underlying economic principles that help to successfully innovate and enter new markets, to achieve sustainability ambitions, and to make the right decisions on location, investments and how to compete. You acquire insight in how the internal and the external organisational environment shape successful strategic firm decisions.

What do you learn

The programme provides you with the analytical tools that are necessary for making the right strategic decisions to improve economic performance in a highly dynamic environment. You gain knowledge of relevant economic theories and apply this to real-life problems and data in highly interactive courses and seminars. You will analyse strategic decisions of different types of firms including multinationals as well as start-ups. We offer a timely programme that focuses on current economics and business issues.

After graduation

The Strategy Economics programme is an excellent preparation for a career in strategy consulting or for a strategy role in a company (such as corporate strategy lead or analyst). Our students are also well prepared to become business or data analysts, government officials or policy makers (Ministry of Economic Affairs or Finance) and economic researchers (f.i. economic research departments in firms or research companies like Ecorys or SEOR).



Urban, Port & Transport Economics

www.eur.nl/upte

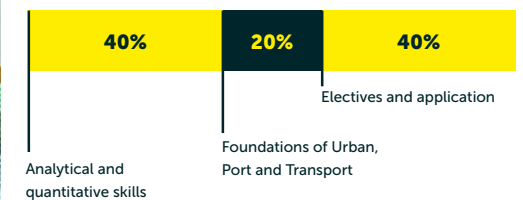
State of the art transport, efficient logistics, and well-functioning cities are essential for the modern economy. The Urban, Port & Transport Economics programme focuses on how to optimise these key elements of modern society.

What do you learn

Our lecturers are actively involved in the latest developments in international economic research, consultancy and advice. Through interactive lectures, challenging assignments and lively debates they will show you how to apply a range of modern methods when dealing with pressing real-life issues. How do we find smart ways to deal with congestion and pollution? How do multinationals and supply chains spread around the world? What is the future of ports in the logistics chain? This programme teaches you to look at such important issues in a way that is both scientific and practical.

After graduation

Our graduates end up in big multinationals (Nike, ING, Unilever), big logistics firms (the largest shipping and logistics companies), as well as public jobs (Port of Rotterdam, agencies for economic development) and consultancies. They deal with varying topics ranging from optimising supply chains and logistics networks, to making large real estate decisions and devising city growth strategies.



What do you learn?



'The main reason to choose this programme is that I have the feeling it teaches me something very practical, next to the economic theories that were taught during the bachelor. Besides, I firmly believe the future is in this field, since markets are getting overcrowded with lots of variations of the same product. In my view, coupling data science with marketing offers the best combination, one that is hard to find in other master programmes.'

Alycia Colijn
Data Science and Marketing Analytics



'Rotterdam faces many global developments on a micro scale. I was curious how the city with the biggest port in Europe handles issues like globalisation, migration and global warming.'

Fabian Duelfer
Strategy Economics

'Since behavioural economics elaborates on standard economic theory you need to have mathematical skills. Your creativity and problem-solving capacity will be tested in the seminars, as you work on real life cases for actual customers. Furthermore, there are a lot of group projects in this master, so you need to cooperate with others.'

Paulien Makkinga
Behavioural Economics



Admission and application

Admission requirements

Depending on your previous education, specific admission requirements may apply. For detailed information about the admission requirements for each master programme, please check our website: eur.nl/en/ese/education/master

Prior education	Application deadline
Students with an international diploma	1 April (Non EU/EEA nationals) or 1 May (EU/EEA nationals)
Students with a Dutch research university degree (WO)	1 May
Students with a Dutch university of applied sciences degree (HBO)	1 May
Students from Erasmus School of Economics	1 August

More information

Chat with a student

Have a chat with one of our student ambassadors to get a first-hand account of what it's like to study and live in Rotterdam. Visit eur.nl/en/ese/chat-our-students

Information desk

Monday to Thursday
09:30 – 16:00
Friday
09:30 – 12:30

Location:
E-Building, ground floor
Campus Woudestein
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands

Phone: +31 (0)10 408 13 80

Practical information

Tuition fees

For the academic year 2025-2026 tuition fees of Erasmus School of Economics are as follows:

MSc programmes	
EU/ EEA nationals	€ 2.601
Non EU/ EEA nationals	€ 19.950

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Please note that tuition fees are subject to annual change.

Visit our website for the latest information:

eur.nl/en/education/practical-matters/registration/tuition-fee

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Why Erasmus School of Economics

34% of the **Erasmus School of Economics**
student population is international, representing
93 different nationalities

Academic Ranking of World Universities 2023 - subject Economics



Master enrolments
Erasmus School of
Economics


Total
35.140

student enrolments
Erasmus University
Rotterdam





Total
7.066


student enrolments
Erasmus School of
Economics

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