

Degree in Business Management and Administration
Course syllabus in force until 2025-2026

SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
YEAR 1				
Business	1	6	eu-es	B
Introduction to Finance	1	6	en-es	O
Law I	1	6	eu-es	B
Mathematics	1	6	eu-es	B
Microeconomics	1	6	en-eu-es	B
Accounting	2	6	eu-es	B
Business II	2	6	en-eu-es	O
Informatics	2	6	en-es	O
Macroeconomics	2	6	en-eu-es	B
Statistics	2	6	en-eu-es	B
YEAR 2				
Accounting II	1	6	eu-es	O
Cost Calculation and Management	1	6	eu-es	O
Fundamentals of Marketing	1	6	en-eu-es	B
Law II	1	6	eu-es	B
Spanish and World Economies	1	6	eu-es	B
Citizens for Social Change	2	6	es	O
Civic Engagement and Values	2	6	es	O
Critical Approaches to the Challenges of a Global World	2	6	en-eu-es	O
East and West: Great Religious Traditions	2	6	eu	O
Econometrics	2	6	en-eu-es	O
Financial Statement Analysis	2	6	eu-es	O
Introduction to International Humanitarian Aid	2	6	es	O
Marketing Management	2	6	en-eu-es	O
Strategic Management	2	6	eu-es	O
The Experience of God: A Christian Approach	2	6	es	O

SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
YEAR 3				
Company Policy I	1	6	en-es	O
Information Systems	1	6	en-eu-es	O
Management Control	1	6	eu-es	O
People Management	1	6	en-es	O
Strategy and Marketing Plan	1	6	eu-es	O
Civic and Professional Ethics	2	6	en-eu-es	O
Company Policy II	2	6	en-eu-es	O
Financial Management	2	6	en-es	O
Leadership and Managerial Development	2	6	en-es	O
Undergraduate Final Year Project	2	6	en-eu-es	3
Undergraduate Final Year Project - Dual	2	6	en-eu-es	3
YEAR 4				
Competitive Territories in the Global Economy	1	6	en	P
Entrepreneurship	1	6	en	P
International Human Resource Management	1	6	en	P
Internship	1	6	en-eu-es	E
Internships	1	24	en-eu-es	P
Management Skills Development	1	6	en	P
Marketing Strategy Simulation	1	6	es	P
Organisational Crisis and Change Management	1	6	es	P
Strategic Distribution Decisions	1	6	en	P
Sustainable Finance & Fintech	1	6	en	P
Talent Management	1	6	en	P
The Globalization Dilemma: Global Economic, Legal, Political and Social Challenges	1	6	en	P
Advanced Financial Accounting	2	6	es	P
Advanced Management Accounting	2	6	es	P
Corporate Tax Management	2	6	es	P
Digital Marketing	2	6	en	P
Distribution Management	2	6	es	P
European Union	2	6	en	P
External Analysis: Environment and foresight	2	6	es	P
Financial Management II	2	6	es	P
Innovation, leadership and entrepreneurship in the digital era	2	6	es	P
Internal Analysis: Processes and systems	2	6	es	P
International Economics	2	6	en	P

SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
International Finance	2	6	en	P
International Human Resource Management	2	6	en	P
International Marketing	2	6	en	P
Marketing Research and Consumer Behaviour	2	6	es	P
Marketing Strategy Simulation	2	6	es	P
Risk Management and Financial Markets	2	6	es	P
Strategic Communication Decisions	2	6	es	P
Strategic Control	2	6	es	P
Strategy and consultancy	2	6	es	P

ANY YEAR

C1 English level general and business certificate	1	0	en	O
---	---	---	----	---

O	Compulsory
B	Core course
P	Elective
E	External internship
3	Final Project

International Management Skills

	SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
YEAR 1					
	Language I	1º	3	chi-deu-fra	O
	In-company visits programme	2º	1	en	O
	Communication Skills	2º	2	en	O
	Language II	2º	3	chi-deu-fra	O
YEAR 2					
	Business Language I	1º	3	chi-deu-fra	O
	Cross-cultural Communication	1º	3	en	O
	Global Business Context	2º	3	en	O
	Business Language II	2º	3	chi-deu-fra	O
YEAR 3					
	Business Language III	1º	3	chi-deu-fra	O
	Negotiation Skills	1º	3	en	O
	Intercultural Immersion Programme	2º	6	en	O
	International Team Working	2º	3	en	O
	Business Language IV	2º	3	chi-deu-fra	O
YEAR 4					
	Professional Internship	2º	6	en-es	
ANY YEAR					
	B1 Chinese level certificate	1º	0	chi	
	B1 French level certificate	1º	0	fra	
	B1 German level certificate	1º	0	deu	

O	Compulsory
B	Core course
P	Elective
E	External internship
3	Final Project

Digital Business Skills

	SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
YEAR 1					
	Digital Economy and Business	1º	3	en	O
	Industry 4.0 - In Company	2º	3	es	O
	Digital Tools	2º	3	en	O
YEAR 2					
	Digital Marketing I	1º	6	es	O
	Digital Marketing II	2º	6	es	O
YEAR 3					
	Digital Marketing III	1º	6	es	O
	Summer Programme	2º	6	en	O
	Big Data and Business Intelligence I	2º	6	es	O
YEAR 4					
	Big Data and Business Intelligence II	2º	6	en	O

O	Compulsory
B	Core course
P	Elective
E	External internship
3	Final Project

Innovación y Emprendimiento

	SUBJECT	SEMESTER	ECTS	LANGUAGE	TYPE
YEAR 1					
	Experience Design Focused on People	2º	3	es	O
	Coaching, Leadership & Social Engagement	2º	3	es	O
YEAR 2					
	Personal & Business Branding	1º	3	es	O
	Innovation & Ecosystems	1º	3	es	O
	New Tendencies, Emerging Sectors &	2º	3	es	O
	Project I: Sustainable Business Models Creation	2º	3	es	O
YEAR 3					
	Internships	1º	6	es	O
	Project II: Prototyping & Lean Start-Up	2º	6	es	O

O	Compulsory
B	Core course
P	Elective
E	External internship
3	Final Project

