

ACADEMIC YEAR 2022-2023

Bachelor's Degree in Business Administration and Management

School of Business and Economics



Academic Offer

Business Administration and Management

Bachelor's Degree:

BUSINESS ADMINISTRATION AND MANAGEMENT

✓ Spanish

✓ English

Double Bachelor's Degrees:

BUSINESS ADMINISTRATION AND MANAGEMENT + MARKETING

✓ Spanish

✓ English

English: All credit units are taught in English

Bilingual: Some credit units are taught in Spanish and others in English



Study Plan

BACHELOR'S DEGREE

BACHELOR'S DEGREE

Business Administration and Management

LANGUAGE OPTIONS:

- ✓ Spanish ✓ English

English: All credit units are taught in English.

Objectives:

With our Bachelor's Degree in Business Administration and Management students gain a practical view of the corporate world and become efficient in managing any type of business while leveraging the global markets of today's world.

Graduates of this degree will be highly qualified professionals capable of holding high-level jobs in different corporate areas, such as enterprise organization, finance, human resources, operations, marketing, accounting, tax departments, management, and corporate responsibility.

Students will receive training and education powered by the latest technological and teaching trends.

Excellence Program:

Students in this degree may be eligible for the Excellence Program.

International Bilingual Program:

In collaboration with Boston University (BU), this degree offers students the opportunity to study an International Bilingual Program.

Double Bachelor's Degrees:

This degree can be completed simultaneously with one of the following:

- Marketing
- Economics
- Business Intelligence
- Law
- Pharmacy
- Computer Engineering

Career Prospects:

- Business Analyst.
- Financial Analyst.
- Accountant
- Advisor
- Operations Manager
- Logistics Manager
- HR Manager
- Financial Markets' Expert
- Strategy Manager
- Entrepreneur
- Corporate Responsibility Manager
- Tax & Legal Manager
- Sales Manager
- Manager at non-profit organizations
- Manager at public agencies
- Access to a PhD program, University Professor, and Researcher

Study Plan:

FIRST YEAR	SECOND YEAR	THIRD YEAR
Mathematics I 6	Statistics II 6	Economic Policy 6
Statistics I 3	Business Organisation and Design 6	Operations Management 6
Creative Thinking 3	Macroeconomics 6	Analysis of Financial Statements 6
Fundamentals of Business Management 6	Usiness Financing 6	Accounting for Decision-Making 6
Keys of Contemporary History 6	Corporate Taxation for Decision-Making 6	Elective 1 6
Microeconomics 6	Statistical Analysis Tools for the Enterprise 3	Business and Entrepreneurship I 3
Company Law 6	Financial Management 3	Business and Entrepreneurship II 3
Data Analysis Tools 3	Economic and Business History 6	Econometrics 6
Fundamentals of Financial Accounting 6	Business Accounting and Taxation 6	Applied Macroeconomics 6
Ethics 3	Marketing Management 6	Valuation of Asset 6
Mathematics II 6	Social Doctrine of the Church 6	Elective 2 6
Fundamentals of Marketing 6		
TOTAL ECTS 60	TOTAL ECTS 60	TOTAL ECTS 60
FOURTH YEAR	Elective subjects - Third year:	
Supply Chain Management 3	Elective 1	Elective 2
Business Ethics 3	Asset and Portfolio Management 6	Digital Transformation of Companies 6
Optional Itinerary 6	Tecnological Finances 6	Business Reality Cases 6
Optional Itinerary 6		
Strategic Analysis of the Company 6	Elective itineraries* (Electives 3 and 4):	
Corporate Strategies at the Company 6	Business Intelligence	Economics
Economics for the 21 st Century 6	Data Analysis for Digital Marketing 6	Public Finances 6
Personnel Management 6	Data Visualization and Presentation 6	Trade and International Business 6
Dissertation 6	Trends in Digital Economy 6	Analysis of the International Economic Context 6
Internships in Companies (Annual) 12	Business English 6	Business English 6
TOTAL ECTS 60	Business Law	Business Management
	Company Law 6	Project Design and Management 6
	Comsumer and Damage Law 6	Innovation and Quality in Organisations 6
	Comercial Contracts 6	Business Model Simulators 6
	Business English 6	Business English 6
	Finance and Accounting	Marketing
	Stock Anaylisis 6	Consumer Behaviour 6
	Financial Decisions in the Company 6	Market Studies 6
	Audit of Financial Statements 6	Sales Management 6
	International Accounting 6	Business English 6
	Business English 6	

* Students will choose a single itinerary.

ECTS: European Credit Transfer and Accumulation System.

Study Plan

DOUBLE BACHELOR'S DEGREE

DOUBLE BACHELOR'S DEGREES

Business Administration and Management + Marketing

LANGUAGE OPTIONS:

✓ Spanish ✓ English

English: All credit units are taught in English.

Objectives:

Nowadays, companies are looking for professionals who are highly trained in all aspects of business management and who understand how markets work. In today's corporate world, having an entrepreneurial and innovative spirit is key.

The Double Degree in Business Administration and Management + Marketing and Sales Management offers that global perspective and provides the student with the necessary tools to lead teams and understand the fundamental principles of Marketing. This will allow students to think critically and creatively in an ever-changing international business environment.

Students of this double degree will have the option to extend their study-abroad program to enhance their training while abroad.

During the last two years, students will do internships at prestigious companies, allowing them to experience first-hand diverse professional opportunities in different sectors.

Excellence Program:

Students in this degree may be eligible for the Excellence Program.

International Bilingual Program:

In collaboration with Boston University (BU), this degree offers students the opportunity to study an International Bilingual Program.

Career Prospects:

- In addition to the career prospects of each Degree (Business Administration and Management + Marketing), graduates will be highly competitive to hold leadership positions and manage entrepreneurial activities.
- The business training that students obtain in the Business Administration and Management Degree will be complemented and enriched by the Degree in Marketing, which will allow them to have a broader and more solid perspective of the business world.

Study Plan:

FIRST YEAR	SECOND YEAR	THIRD YEAR
Mathematics I 6	Statistics II 6	Economic Policy 6
Statistics I 3	Business Organisation and Design 6	Accounting for Decision-Making 6
Creative Thinking 3	Macroeconomics 6	Elective I 6
Fundamentals of Business Management 6	Business Financing 6	Trade y Retail Marketing 6
Keys of Contemporary History 6	Corporate Taxation for Decision-Making 6	Market Studies I 6
Microeconomics 6	Product and Brand Development 6	Business and Entrepreneurship I 3
Company Law 6	Consumer Behaviour 6	Business and Entrepreneurship II 3
Data Analysis Tools 3	Statistical Analysis Tools for the Enterprise 3	Applied Macroeconomics 6
Fundamentals of Financial Accounting 6	Financial Management 3	Valuation of Asset 6
Ethics 3	Economic and Business History 6	Multivariate Statistics 6
Mathematics II 6	Business Accounting and Taxation 6	Market Studies II 6
Marketing Communication Techniques 3	Social Doctrine of the Church 6	
Introduction to Marketing 6	Integrated Marketing Communication 6	
	Price Management 6	
TOTAL ECTS 63	TOTAL ECTS 78	TOTAL ECTS 60
FOURTH YEAR	FIFTH YEAR	
Financial Statement Analysis 6	Business Simulation 3	
Operations Management 6	Marketing Audit 3	
Business Ethics 3	Relationship Marketing 3	
Strategic Analysis of the Company 6	Elective - Business itinerary 6	
Predictive Statistics 6	Sales Management 6	
Corporate Strategies at the Company 6	International Marketing 6	
Economics for the 21st Century 6	Digital Marketing 6	
Personnel Management 6	Internship in Companies (Marketing) (annual) 12	
Internships in Companies (annual) 12	Final Degree Project (Marketing) 6	
Dissertation 6	Competition and Advertising Law 3	
Logistics and Physical Distribution 6	Sustainable Development 3	
Elective II 6		
TOTAL ECTS 75	TOTAL ECTS 57	

ECTS: Sistema Europeo de Transferencia y Acumulación de Créditos



Student Admissions Office

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