

Bachelor's Degree in Business Administration and Management

Program	Year/Semester	Code	Subjects	ECTS
BBAM	3-1	0872018	Analytical Accounting	4,5
BBAM	3-1	0872022	Corporate Taxation	4,5
BBAM	3-1	0872023	Strategic Management and Corporate Politics I	6,0
BBAM	3-1	0872025	Commercial Management	4,5
BBAM	3-1	0872026	Financial Management I	6,0
BBAM	3-1	0872027	Corporate Decision Methods	4,5
TOTAL ECTS				30,0

Program	Year/Semester	Code	Subjects	ECTS
BBAM	4-1	0872041	Academic Recognition of Credits	6
BBAM	4-1	0872046	Corporate Assessment And Acquisition	4,5
BBAM	4-1	0872040	Entrepreneurship	4,5
BBAM	4-1	0872037	Global And International Marketing	4,5
BBAM	4-1	0872049	International Economic Analysis	4,5
BBAM	4-1	0872036	Labour Law	6,0
TOTAL ECTS				30,0

Program	Year/Semester	Code	Subjects	ECTS
BBAM - DGMM	5-1	AC000115	Business Communication	4,5
BBAM - DGMM	5-1	AC000131	Digital Marketing Metrics & Analytics	4,5
BBAM - DGMM	5-1	AC000132	Digital Marketing Strategies	4,5
BBAM - DGMM	5-1	AC000133	Digital Reality	3
BBAM - DGMM	5-1	AC000152	Marketing Intelligence	4,5
BBAM - DGMM	5-1	AC000166	Sales Forecasting	4,5
BBAM - DGMM	5-1	AC000173	Trade & Retail Marketing	4,5
TOTAL ECTS				30,0

NOTE: This is a **TENTATIVE** information, it can suffer updates or changes. ESIC reserves the right to cancel or modify any course should unforeseen circumstances arise.

Bachelor's Degree in Marketing

Program	Year/Semester	Code	Subjects	ECTS
BDM	3-1	0875023	Communication Policy and Digital Advertising	6,0
BDM	3-1	0875024	Product Policy	6,0
BDM	3-1	0875025	Market Research I	4,5
BDM	3-1	0875026	Sales Management	4,5
BDM	3-1	0875027	Consumer Behaviour	4,5
BDM	3-1	0875028	Industrial and Services Marketing	4,5
TOTAL ECTS				30,0

Program	Year/Semester	Code	Subjects	ECTS
BDM	4-1	0875036	Academic Recognition of Credits	6
BDM	4-1	0875035	Marketing Plan	6
BDM	4-1	0875051	New Trends in Marketing & Sales	4,5
BDM	4-1	0875043	Marketing & Communication Management	4,5
BDM	4-1	0875053*	Digital Marketing Strategies	4,5
BDM	4-1 ELECTIVE	0875042*	Sectorial Marketing	4,5
BDM	BLOCK 1	0875044*	Global Marketing & International Trade	4,5
TOTAL ECTS				30

Elective Block - You can choose one subject from block 1.

Program	Year/Semester	Code	Subjects	ECTS
BDM - DDB	5-1	AC000177	Advanced Digital Analytics	4,50
BDM - DDB	5-1	AC000179	Advanced Digital Marketing Strategies	4,50
BDM - DDB	5-1	AC000180	Advanced E-commerce	6,00
BDM - DDB	5-1	AC000189	Dashboarding	6,00
BDM - DDB	5-1	AC000199	Digital Talent Managment	4,50
BDM - DDB	5-1	AC000207	Enterprise Resource Planning ERP	6,00
BDM - DDB	5-1	AC000239	Machine Learning	4,50
TOTAL ECTS				36,0

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Bachelor's Degree in Digital Business

Program	Year/Semester	Code	Subjects	ECTS
GRDB	3-1	0873023	Sales Management in a Digital Environments	6,0
GRDB	3-1	0873024	E-Commerce	6,0
GRDB	3-1	0873025	Digital Client Management	4,5
GRDB	3-1	0873026	Digital Project Management	4,5
GRDB	3-1	0873027	Management Information Systems	4,5
GRDB	3-1	0873028	Information Architecture and Usability	4,5
TOTAL ECTS				30,0

Program	Year/Semester	Code	Subjects	ECTS
GRDB	4-1	0873040	Academic Recognition of Credits	6
GRDB	4-1	0873035	Strategic Management	6
GRDB	4-1	0873037	Digital Creativity	4,5
GRDB	4-1	0873044	Digital B2B Strategies	4,5
GRDB	ELECTIVE BLOCK 1	0873043	Digital Business & Internacionalization	4,5
GRDB	4-1	0873038	Digital Customer Experience Management	4,5
GRDB	4-1	0873048	Digital Business Trends	4,5
TOTAL ECTS				30

Elective Block - You can choose one subject from block 1.

Program	Year/Semester	Code	Subjects	ECTS
GRDB	5-1	AC000128	Data Driven Marketing	4,5
GRDB	5-1	AC000129	Decision Making	4,5
GRDB	5-1	AC000133	Digital Reality	3,0
GRDB	5-1	AC000149	MarkCom	4,5
GRDB	5-1	AC000152	Marketing Intelligence (On & Off)	4,5
GRDB	5-1	AC000153	Marketing Management	4,5
GRDB	5-1	AC000166	Sales Forecasting	4,5
TOTAL ECTS				30,0

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Bachelor's Degree in International Business

Program	Year/Semester	Code	Subjects	ECTS
BIB	3-1	0877021	Cross Cultural Management	6,0
BIB	3-1	0877022	Strategies to Access International Markets	6,0
BIB	3-1	0877023	International Financing	6,0
BIB	3-1	0877024	International Macroeconomics	6,0
BIB	3-1	0877025	International Product and Pricing Policy	6,0
TOTAL ECTS				30,0

Degree in Entrepreneurship and Innovation

Program	Year/Semester	Code	Subjects	ECTS
DEI	5-1	AC000196	Digital Production I	6
DEI	5-1	AC000212	ESIC GARAGE: Coach in Teams	12
DEI	5-1	AC000226	Global Innovation: Processes, Product and Structure.	4,5
DEI	5-1	AC000203	Elective Subject 1: SEO, SEM y ASO: GOOGLE TOOLS, SEMRUSH, SISTRIX	3
DEI	5-1	AC000204	Elective Subject 2: Advanced Digital Marketing Strategies	4,5
TOTAL ECTS				30,0

Language courses (optional)

Code	Subject	ECTS
ESP	Español	3,0
ING	Inglés	6,0

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