

Bachelor's Degree in Business Administration and Management

BBAM 3rd year – 2nd semester: Program with limited places.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BBAM	3-2	0872028	4,5	Management Information Systems
BBAM	3-2	0872029	6,0	Strategic Management And Corporate Politics II
BBAM	3-2	0872030	4,5	Human Resources
BBAM	3-2	0872031	4,5	Balance Analysis
BBAM	3-2	0872032	6,0	Financial Management II
BBAM	3-2	0872043	4,5	National and International Economic Environment of the Firm
DPS	3-2	AC000014	3,0	Christian Social Thought
DPS	3-2	AC000126	3,0	Creative Mindset
Total ECTS			36,0	

BBAM 4th year – 2nd semester: OPTION 1. Program with limited places.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BBAM	4-2	2201-0010	3,0	Mindlab
BBAM	4-2	2201-0011	3,0	Business Ethics
BBAM	4-2	2201-0012	3,0	Leadership
BBAM	4-2	2201-0013	3,0	My Digital Fingerprint
Total ECTS			12,0	

BBAM 4th year – 2nd semester: OPTION 2. Program with limited places.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BBAM	4-2	2202-0014	3,0	Business Ethics
BBAM	4-2	2202-0015	3,0	Leadership
BBAM	4-2	2202-0016	3,0	My Digital Fingerprint
BBAM	4-2	2202-0017	4,5	Consumer Behavior
BBAM	4-2	2202-0018	4,5	Product Marketing Management
BBAM	4-2	2202-0019	4,5	Pricing
Total ECTS			22,5	

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BBAM 5th year – 2nd semester: Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRADE	5-2	1424-0026	4,5	Business Ethics
GRADE	5-2	1424-0027	3,0	Econometrics
GRADE	5-2	1424-0028	1,5	Financing Solutions for Entrepreneurs
GRADE	5-2	1424-0030	1,5	Marketing Simulator
GRADE	5-2	1424-0031	3,0	Digital Mkt Metrics/Analytics
GRADE	5-2	1424-0032	3,0	Business Models in Digital Environment
GRADE	5-2	1424-0033	3,0	Marketing Budget and Control
GRADE	5-2	1424-0034	3,0	Project Management in Digital Environment
GRADE	5-2	1424-0035	3,0	Digital Marketing Intelligence
GRADE	5-2	1424-0036	1,5	Digital Marketing Trends
GRADE	5-2	1424-0037	3,0	Global Mindset
Total ECTS			30,0	

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Bachelor's Degree in Marketing

BDM 3rd year – 2nd semester

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BDM	3-2	0875029	6,0	Distribution Policy and eCommerce
BDM	3-2	0875030	6,0	Price And Cost Policy
BDM	3-2	0875031	4,5	Market Research II
BDM	3-2	0875032	4,5	Commercial Negotiation Techniques
BDM	3-2	0875033	4,5	Relational, Direct and Interactive Marketing
BDM	3-2	0875034	4,5	Applied Information Systems and Data Driven Marketing
DDB	3-2	AC000167	4,5	Scientific Investigation
DDB	3-2	AC000176	4,5	Trend Search and Analysis
Total ECTS			39,0	

BDM 4th year – 2nd semester: OPTION 1. Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BDM	4-2	1721-0010	3,0	Mindlab
BDM	4-2	1721-0011	3,0	Business Ethics
BDM	4-2	1721-0012	3,0	Leadership
BDM	4-2	1721-0013	3,0	My Digital Fingerprint
Total ECTS			12,0	

BDM 4th year – 2nd semester: OPTION 2. Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
BDM	4-2	1722-0014	3,0	Business Ethics
BDM	4-2	1722-0015	3,0	Teamworking
BDM	4-2	1722-0016	3,0	Self Diagnosis
BDM	4-2	1722-0017	4,5	Digital Marketing Strategies
BDM	4-2	1722-0018	4,5	Marketing Intelligence
BDM	4-2	1722-0019	4,5	Customer Marketing
Total ECTS			22,5	

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Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRMK	5-2	1422-0027	3,0	Global Mindset
GRMK	5-2	1422-0028	1,5	Marketing Simulator
GRMK	5-2	1422-0029	3,0	Digital Mkt. Metrics and Analytics
GRMK	5-2	1422-0030	3,0	Business Models in Digital Environments
GRMK	5-2	1422-0031	3,0	Operations Management and Technology
GRMK	5-2	1422-0032	4,5	Business Creation
GRMK	5-2	1422-0033	3,0	Economic Environment
GRMK	5-2	1422-0034	3,0	Project Management in Digital Environments
GRMK	5-2	1422-0035	3,0	Digital Marketing Intelligence
GRMK	5-2	1422-0036	1,5	Digital Marketing Trends
Total ECTS			28,5	

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Bachelor's Degree in Digital Business

GRDB 3rd year – 2nd semester

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRDB	3-2	0873029	4,5	Human Resources Management
GRDB	3-2	0873030	4,5	ICT Governance and Technology Management
GRDB	3-2	0873031	6,0	Financial Management
GRDB	3-2	0873032	4,5	Business Models in a Digital Economy
GRDB	3-2	0873033	6,0	Integrated Marketing Plan
GRDB	3-2	0873034	4,5	Company Creation in a Digital Environment
DPS	3-2	AC000014	3,0	Christian Social Thought
DPS	3-2	AC000126	3,0	Creative Mindset
Total ECTS			36,0	

GRDB 4th year – 2nd semester: OPTION 1. Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRDB	4-2	2101-0010	3,0	Mindlab
GRDB	4-2	2101-0011	3,0	Business Ethics
GRDB	4-2	2101-0012	3,0	Leadership
GRDB	4-2	2101-0013	3,0	My Fingerprint
Total ECTS			12,0	

GRDB 4th year – 2nd semester: OPTION 2. Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRDB	4-2	2102-0014	3,0	Leadership
GRDB	4-2	2102-0015	3,0	My Fingerprint
GRDB	4-2	2102-0016	4,5	Marketing of Product
GRDB	4-2	2102-0017	4,5	Pricing
GRDB	4-2	2102-0018	4,5	Trade & Retail Marketing
GRDB	4-2	2102-0019	3,0	Commercial Negotiation
Total ECTS			22,5	

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GRDB 5th year – 2nd semester: OPTION 1. Program with limited availability.

Program /Programa	Year/Semester /Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRDB	5-2	1512-0023	3,0	Corporate Image Management
GRDB	5-2	1512-0024	3,0	Digital Advertising
GRDB	5-2	1512-0025	3,0	Digital Marketing Intelligence
GRDB	5-2	1512-0026	3,0	Digital Marketing Trends
GRDB	5-2	1512-0027	3,0	Econometrics
GRDB	5-2	1512-0028	3,0	Economical Environment
GRDB	5-2	1512-0029	4,5	International Marketing Management
GRDB	5-2	1512-0030	1,5	Marketing Simulator
GRDB	5-2	1512-0031	3,0	Sector Marketing
GRDB	5-2	1512-0032	3,0	Strategic Brand Management
Total ECTS			30,0	

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Bachelor's Degree in Advertising and Public Relations

GRPUB 5th year – 2nd semester

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
GRPUB	5-2	1423-0025	3,0	Relational and Direct Marketing
GRPUB	5-2	1423-0026	6,0	Strategic Management
GRPUB	5-2	1423-0027	3,0	Sales Teams Management
GRPUB	5-2	1423-0028	3,0	Digital Marketing Strategies
GRPUB	5-2	1423-0029	3,0	Investment and Financing Decissions
GRPUB	5-2	1423-0030	3,0	Digital Advertising
GRPUB	5-2	1423-0031	3,0	Digital Communication
GRPUB	5-2	1423-0032	4,5	Marketing Plan
Total ECTS			28,5	

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Degree in Global Marketing Management

TSDMG 4th year – 2nd semester: Program with limited availability.

Program /Programa	Year/Semester Año/Semestre	Code/Código	ECTS	Subjects/Asignatura
TSDMG	4-2	TSMK18-0059	4,5	Business Innovation & Entrepreneurship
TSDMG	4-2	TSMK18-0061	4,5	Company Cration
TSDMG	4-2	TSMK18-0062	4,5	Business With A Global Cause
TSDMG	4-2	TSMK18-0063	4,5	Mindlab and Digital Tech Reality
TSDMG	4-2	TSMK18-0064	4,5	Transformation and change
Total ECTS			22,5	

Language courses (optional)

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

It is not mandatory to choose language courses, you can choose Spanish or/and English class.

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