

INTERNATIONAL BUSINESS

Call us on

+34 917 407 272

 **Bachelor's
Degree**



**Universidad
Europea Madrid**

LAUREATE INTERNATIONAL UNIVERSITIES

Promoting critical thinking so you learn to think and not just study. To keep you going, doing, growing and experimenting. **That's the essence of the university.**

Activating your talent is the best way to evolve, learn and train.

Curiosity is that spark that moves you and brings out the best in you, time and time again. **Because being demanding means having the ambition to find something you're passionate about** and, when you know what that is, wanting to discover new things.

QUESTION
EVERYTHING



Talent in a globalized world



The Global Bachelor's Degree in International Business, delivered entirely in English, will make you a versatile professional, able to adapt to any area of a company or institution that operates at an international level.

Universidad Europea's curriculum meets market needs, and is designed with the help of the most relevant companies and institutions in International Business, adapting to the needs of the professional world, be it business-related, legal, sociological or environmental.

Boost your analytical skills through international economics and language learning, which will equip you with management and leadership qualities, together with an overall view of the company and an international outlook when conducting business.

Added value

of studying International Business at Universidad Europea

▶ **The world's most important international network**

Enjoy a 100% international experience thanks to agreements in place between Universidad Europea de Madrid and leading universities in Europe, North America and Asia, as well as it being part of Laureate International Universities, the world's most important international university network.

▶ **Challenge-based learning: a practical methodology based on overcoming challenges**

Learning by doing, following a groundbreaking practical and applied methodology, based on challenges that will shape you as a professional from day one. You will also spend internships with leading public and private institutions: companies, international organizations, NGOs, etc.

▶ **A program adapted to the real professional world**

Because our curriculum meets market needs, and is designed with the help of the most relevant companies and institutions in International Business, adapting to the needs of the professional world.

▶ **Respected faculty**

Because our faculty combine professional and academic experience. They are respected experts in all fields of knowledge.

Curriculum

International Business

	SUBJECT	TYPE	LANGUAGE	ECTS
FIRST YEAR	■ Accounting and Financial Analysis	UCR	EN	6
	■ Economic Environment	UCR	EN	6
	■ Environments: Cultural, Political and Legal	UCR	EN	6
	■ Fundamentals of International Business	DR	EN	6
	■ Contemporary Geopolitics	UCR	EN	6
	■ Communication Skills	DR	EN	6
	■ Language A I	DR	EN	6
	■ Introduction to Marketing	UCR	EN	6
	■ Mathematics	UCR	EN	6
■ Principles of Business Management	UCR	EN	6	
SECOND YEAR	■ Competitor Analysis	UCR	EN	6
	■ Financial Accounting and Management Control in International Environments	DR	EN	6
	■ Financial Economics	DR	EN	6
	■ World Economics	UCR	EN	6
	■ Statistics	DR	EN	6
	■ International Taxation	DR	EN	6
	■ Sources of International Finance	DR	EN	6
	■ Language A II	DR	EN	6
	■ Business Intelligence	DR	EN	6
	■ International Marketing	UCR	EN	6
THIRD YEAR	■ International Law and Contracting	DR	EN	6
	■ International Strategic Management	DR	EN	6
	■ Human Resources Management	DR	EN	6
	■ Managerial and Negotiation Skills	DR	EN	6
	■ Language A III	DR	EN	6
	■ Commercial Research	DR	EN	6
	■ International Trade	DR	EN	6
	■ Production Management and International Operations	DR	EN	6
	■ Internationalization Strategies	DR	EN	6
■ International Finance	DR	EN	6	
FOURTH YEAR	■ Distribution and Logistics	DR	EN	6
	■ Project Management	DR	EN	6
	■ International Business Ethics	DR	EN	6
	■ Elective Courses	RE	EN	6
	■ Internship I	DR	EN	6
	■ Internship II	DR	EN	6
■ International Business Graduation Project*	DR	EN	6	

ECTS European Credit Transfer System **RE** Required Elective
UCR University Core Requirement **SP** Spanish
DR Degree Requirement **EN** English

*The Graduation Project is mandatory. It must be done online with a UEM advisor and presented at the University after you return. Curricular courses may be subject to modification. Full English: All courses in the curriculum are delivered in English.

An international experience

Moreover, you can enjoy a unique experience by studying at different universities in Europe, America or Asia, such as the prestigious London School of Economics, University of California, Berkeley, or those forming part of the Laureate International Universities network, of which our institution is a member, and which consists of 70 universities and higher education centers around the world.

In the third year, you will have the opportunity to spend six months at one of our partner universities in Europe or the United States, such as Appalachian State, San Diego State University (USA), Carleton (Canada) and Hunan (China).

During the fourth year you will be able to spend six months at the following Premium Universities, where you will also carry out an internship: London School of Economics (London, United Kingdom) / Pace University, New York (USA), McGill University (Montreal, Canada).

Time spent abroad is a great addition which will help you develop the global outlook required by companies both in Spain and abroad.

STUDY MODE: Campus-based
CAMPUS: Madrid-Villaviciosa de Odón
LANGUAGE: Spanish / English

DURATION: 4 years
CREDITS: 240 ECTS

Universidad Europea | +34 917 407 272



Curriculum

International Business + International Relations

	SUBJECT	TYPE	LANGUAGE	ECTS
FIRST YEAR	■ Accounting and Financial Analysis	DR	EN	6
	■ Economic Environment	DR	EN	6
	■ Environments: Cultural, Political and Legal	DR	EN	6
	■ Fundamentals of International Business	DR	EN	6
	■ Contemporary Geopolitics	DR	EN	6
	■ Communication Skills	DR	EN	6
	■ Language A I	DR	EN	6
	■ Introduction to Marketing	DR	EN	6
	■ Mathematics	DR	EN	6
	■ Principles of Business Management	DR	EN	6
	■ History and Theory of International Relations	DR	EN	6
	■ Human Rights and Development Cooperation	DR	EN	6
SECOND YEAR	■ Competitor Analysis	DR	EN	6
	■ Financial Accounting and Management Control in International Environment	DR	EN	6
	■ Financial Economics	DR	EN	6
	■ World Economics	DR	EN	6
	■ Statistics	DR	EN	6
	■ International Taxation	DR	EN	6
	■ Sources of International Finance	DR	EN	6
	■ Language A II	DR	EN	6
	■ Business Intelligence	DR	EN	6
	■ International Marketing	DR	EN	6
	■ Human, Economic, and Political Geography	DR	EN	6
	■ Concepts of International Relations: actors and factors	DR	EN	6
THIRD YEAR	■ International Trade	DR	EN	6
	■ International Law and Contracting	DR	EN	6
	■ International Strategic Management	DR	EN	6
	■ Internationalization Strategies	DR	EN	6
	■ International Finance	DR	EN	6
	■ Human Resources Management	DR	EN	6
	■ Managerial and Negotiation Skills	DR	EN	6
	■ Language A III	DR	EN	6
	■ Commercial Research	DR	EN	6
	■ Production Management and International Operations	DR	EN	6
	■ Documenting Sources	DR	EN	6
	■ Current Affairs Observatory	DR	EN	6
FOURTH YEAR	■ Distribution and Logistics	DR	EN	6
	■ International Business Ethics	DR	EN	6
	■ Project Management	DR	EN	6
	■ Emerging Powers and Markets	DR	EN	6
	■ International Negotiation and Diplomacy	DR	EN	6
	■ University Activities	DR	EN	6
	■ Environmental Hazards and Climate Change	DR	EN	6
	■ Internship I	DR	EN	6
	■ Internship II	DR	EN	6
	■ Graduation Project: Global Bachelor's Degree in International Business	DR	EN	6
	■ Theory of State and Comparative Political Systems	DR	EN	6
	■ Comparative Legal Systems	DR	EN	6

ECTS European Credit Transfer System
UCR University Core Requirement
DR Degree Requirement

RE Required Elective
SP Spanish
EN English

*The Graduation Project is mandatory. It must be done online with a UEM advisor and presented at the University after you return. Curricular courses may be subject to modification. Full English: All courses in the curriculum are delivered in English.

Curriculum

International Business + International Relations

	SUBJECT	TYPE	LANGUAGE	ECTS
FIFTH YEAR	■ International Public Law	DR	EN	6
	■ Cultural Differences and Interculturality	DR	EN	6
	■ Spain's Foreign Policy	DR	EN	6
	■ International Terrorism and Organized Crime	DR	EN	6
	■ The United Nations	DR	EN	6
	■ Theory and Analysis of International Conflicts	DR	EN	6
	■ Diplomatic and Consular Law	DR	EN	6
	■ Defense and Security Alliances	DR	EN	6
	■ Image Abroad and Public Diplomacy	DR	EN	6
	■ International Legal Conflicts	DR	EN	6
	■ Lobbying	DR	EN	6
	■ Graduation Project: Global Bachelor's Degree in International Relations	DR	EN	6

STUDY MODE: Campus-based
CAMPUS: Madrid-Villaviciosa de Odón
LANGUAGE: Full English

DURATION: 5 years
CREDITS: 360 ECTS



You may also be interested in...

BACHELOR'S DEGREES

- Bachelor's Degree in Business Administration
- Bachelor's Degree in Business Analytics
- Bachelor's Degree in Marketing

ADVANCED CAREER AND TECHNICAL EDUCATION

- Advanced Diploma in Administration and Finance
- Advanced Diploma in Tourism Accommodations Management

Plan your career from the start

As a student starting your time at university you have a wide range of academic courses from the outset and, once you've finished your degree, you can specialize with an innovative graduate degree, adapted to the real professional world:

GRADUATE DEGREES IN BUSINESS

- Master's Degree in Business Management MBA* - campus-based and online
- Master's Degree in Human Resources Management
- Master's Degree in Foreign Trade and Internationalization of Companies*
- Master's Degree in Marketing
- Master's Degree in Business Analytics. - campus-based and online



**Universidad
Europea Madrid**

LAUREATE INTERNATIONAL UNIVERSITIES



universidadeuropea.es

ads@universidadeuropea.es

Campus de Villaviciosa de Odón

C/Tajo, s/n 28670, Madrid

Campus Alcobendas

Avda. Fernando Alonso, 8

28108 Alcobendas (Madrid)

(+34) 91 740 7272

Download the Univ. Europea App and connect with Universidad Europea no matter where you are

