

GLOBAL BACHE LOR'S DE GREE IN INTERNATIONAL BUSINESS



📍 MADRID

GLOBAL BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS

DIFFERENTIAL RATIOS

◆ 100% INTERNATIONAL EXPERIENCE

You will complete two international placements that will be able to choose in your third year from more than 100 destinations thanks to the agreements we have with the best universities in Europe, North America and Asia. In your fourth year, as a student of the Degree in International Business, you will study in exclusive destinations for our Global students such as Heriot-Watt University (UK), McGill University (Canada) or UC Berkeley (USA) –three of the most prestigious universities in the world– and be able to complete your professional internship in these countries.

◆ WITH A PRACTICAL, CHALLENGE-BASED METHODOLOGY: CHALLENGE-BASED SCHOOL

With our methodology you will apply the knowledge you have learned to real cases or assumptions throughout your studies. You will use different laboratories such as the Consulting Lab or the International Relations Observatory and collaborate with students from other areas; just as you will in a company with colleagues from other departments.

◆ IN A SIMULATION ENVIRONMENT

You will use simulators like Thomson Reuters' Eikon in class for analysis, research and financial simulation in the area of international business. In addition, we will help you to prepare so that you can obtain certification for this tool commonly used in the financial market.

You will study in different environments and have access to the best tools used by professionals today. Our dedicated financial classroom, Financial Hub, puts Refinitiv technology at your disposal so you can make business decisions based on real business data.

◆ WITH A CURRICULUM DESIGNED AS A GLOBAL TRAINING PROGRAM

You will study an ambitious program to become a global professional capable of holding a business position in any country and under any socioeconomic environment. You will gain a work profile with a great capacity for management and leadership, an integral vision of the company and an international perspective.

◆ AND IN TOUCH WITH THE PROFESSIONAL WORLD

You will be connected to a professional reality from day one: curriculum designed in collaboration with the company; faculty made up of practicing professors in banking, business or international trade; and compulsory internships that allow you to live and learn about the profession.

GLOBAL BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS CURRICULUM

	SUBJECTS	TYPE	ECTS
FIRST YEAR	◆ Financial Accounting I	UCR	6
	◆ Economic Environment	UCR	6
	◆ Environments: Cultural, Political and Legal	UCR	6
	◆ Fundamentals of International Business	DR	6
	◆ Contemporary Geopolitics	UCR	6
	◆ Communication Skills	DR	6
	◆ Language A I	DR	6
	◆ Introduction to Marketing	UCR	6
	◆ Mathematics	UCR	6
	◆ Principles of Business Management	UCR	6
SECOND YEAR	◆ Competitor Analysis	UCR	6
	◆ Financial Accounting II	DR	6
	◆ Financial Economics	DR	6
	◆ World Economics	UCR	6
	◆ Statistics	DR	6
	◆ International Taxation	DR	6
	◆ Sources of International Finance	DR	6
	◆ Language A II	DR	6
	◆ Business Intelligence	DR	6
	◆ International Marketing	UCR	6
THIRD YEAR	◆ International Law and Contracting	DR	6
	◆ International Strategic Management	DR	6
	◆ Human Resources Management	DR	6
	◆ Managerial and Negotiation Skills	DR	6
	◆ Language A III	DR	6
	◆ Commercial Research	DR	6
	◆ International Trade	DR	6
	◆ Production Management and International Operations	DR	6
◆ Internationalization Strategies	DR	6	
◆ International Finance	DR	6	
FOURTH YEAR	◆ Distribution and Logistics	DR	6
	◆ Project Management	DR	6
	◆ International Business Ethics	DR	6
	◆ Elective Courses	RE	24
	◆ Internship I	DR	6
	◆ Internship II	DR	6
◆ International Business Graduation Project*	DR	6	
TOTAL 240 ECTS			

	ELECTIVE SUBJECTS	TYPE	ECTS
	◆ University Activities	RE	6
	◆ Language B I	RE	6
	◆ International negotiation and diplomacy	RE	6
	◆ Powers and emerging markets	RE	6
	◆ Environmental impact assessment	RE	6
	◆ Innovation Management	RE	6
	◆ Language B II	RE	6
	◆ How to do business in America	RE	6
	◆ How to do business in Asia	RE	6
	◆ How to do business in Europe	RE	6
	◆ How to do business in MENA	RE	6
	◆ Mergers and Acquisitions	RE	6
	◆ Language A IV	RE	6
◆ Language B III	RE	6	
◆ Digital Business	RE	6	

If you wish, you can study a double degree in International Business + International Relations, thus increasing your professional opportunities.

ECTS	DURATION	MODALITY	LANGUAGE	LOCATION
240	4 years	On-site class	English	UEM
DR	Degree Requirement		ECTS	European Credit Transfer System
UCR	University Core Requirement		UEM	Univ. Europea de Madrid
RE	Required Elective			
Curricular courses may be subject to modification. All courses in the curriculum are delivered in English.				