

Bachelor's Degrees

**Bachelor's Degree
in Business
Administration**

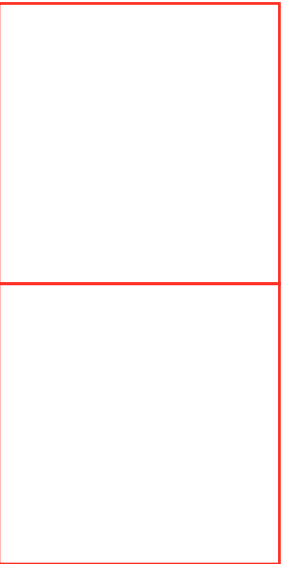
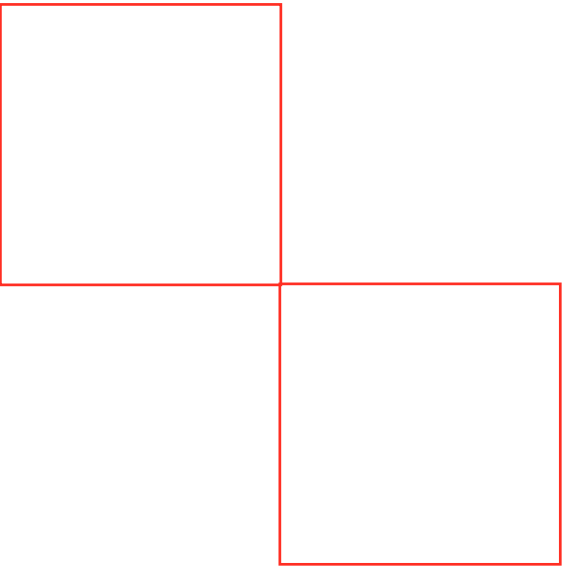
Ve más allá



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Why did you decide to go to University?

In order to prepare yourself for what comes next, the future.
And the future is the real world.

At Universidad Europea, we focus on the **professional** that you want to be and on providing you with a **practical training** that enables you to work on your future from day one.

We call for your own **progress and development**, for you to go beyond, offering you the help you need but never forgetting that you are in the driving seat.

This makes Universidad Europea **more than just a university**.
And you **more than just a student**.

Go beyond



Campus



Madrid. ALCOBENDAS

**BUSINESS AND UNIVERSITY
GO HAND IN HAND.**

A campus that brings you the reality of being a professional and helps you to get a job placement through agreements with companies.

The meeting point where new initiatives and the most curious minds find their space.



Madrid. VILLAVICIOSA

**STATE-OF-THE-ART FACILITIES
AND RESOURCES IN AN
OUTSTANDING ENVIRONMENT.**

Have a unique university experience on our biggest campus. With 33% international students and facilities equipped with cutting-edge resources and technology.



Valencia.

**CAMPUS IN THE HEART
OF VALENCIA.**

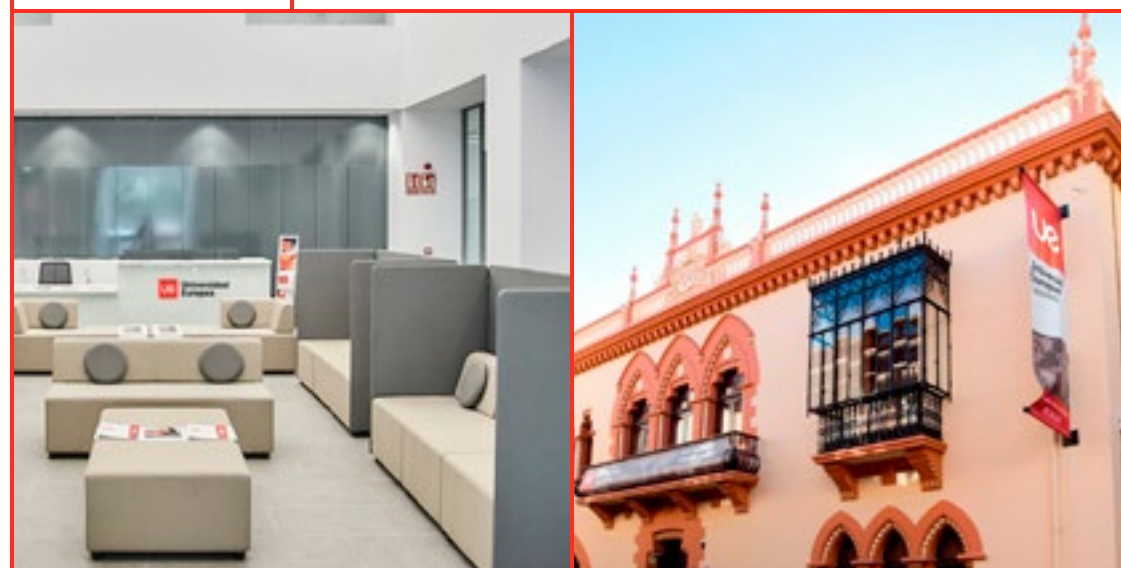
We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



Real Madrid.

**REAL MADRID GRADUATE SCHOOL
- UNIVERSIDAD EUROPEA.**

Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



Canarias.

**CAMPUS IN LA OROTAVA
AND SANTA CRUZ.**

An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.



Online.

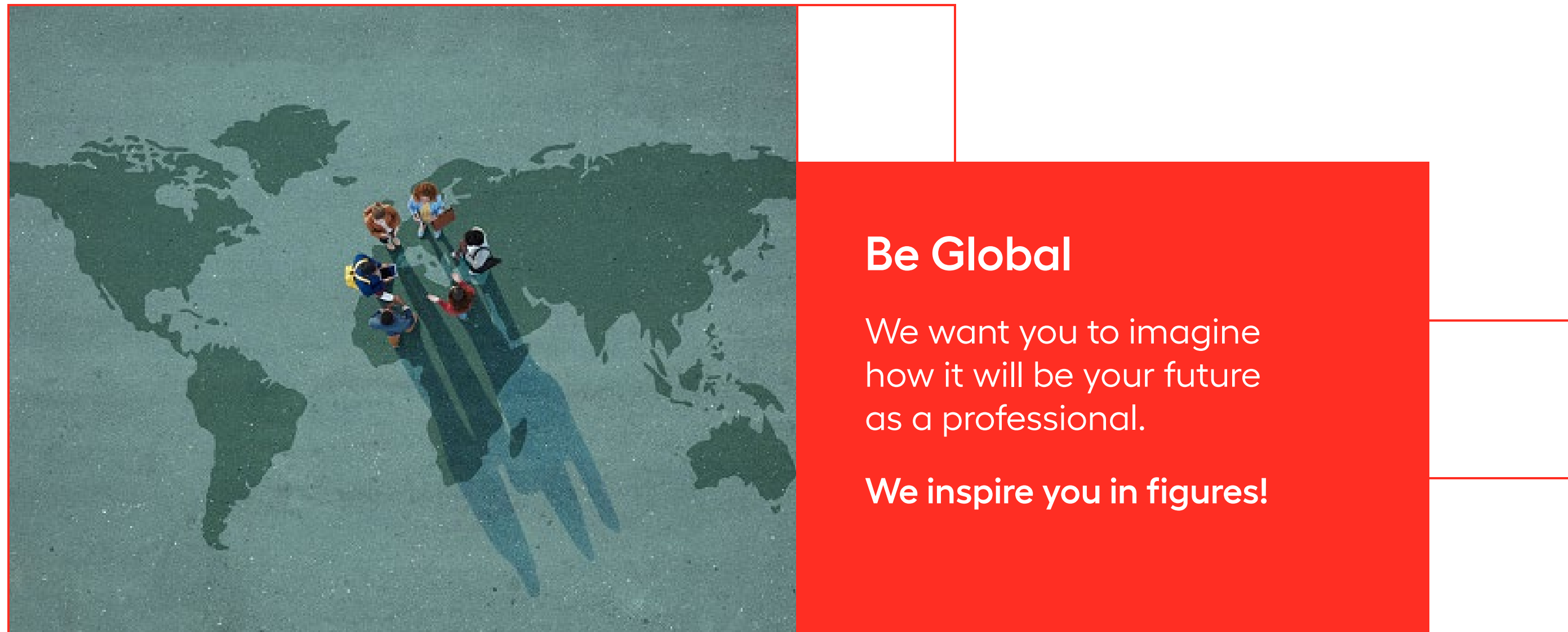
UNIVERSIDAD EUROPEA ONLINE.

100 % online programs:

The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.



Internationally Recognized Quality



30%

International Students.

You'll live in a multicultural environment with an average above other universities.

300

Agreements.

You'll be able to study abroad at prestigious universities around the world.

14,000

Agreements with companies.

You will be put to the test on campus with challenges, projects and gamification. You will also do an internship to train as a global professional.



Universidad Europea's
Certifications.



Area

Develop your business skills and achieve success.

Companies are facing a new paradigm in which they must transform and adapt to a new era of constant, sometimes very significant, change. Reinventing yourself, finding niches or new markets are challenges that require a change of mindset rather than strategy.

Not only is an excellent academic profile and command of different languages important but so are creativity, innovation and smart use of technology, understood as “new ways of doing things”, flexibility, adaptability to change, responsibility, commitment, social awareness and leadership.

Choose comprehensive business training that allows you to specialise in any of the essential business areas and guarantees you become the professional you want to be. In this context, we apply our Experiential Learning methodology to your training. We work with all types of companies; multinationals, SMEs, start-ups, etc., with whom we have agreements, so that you face real cases and solve situations by implementing your solutions.

Many of these will be recognised and rewarded on countless occasions.

Experiential learning.

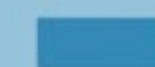
The Experiential Learning or Challenge-Based Learning methodology, which characterises the Social Sciences and Communication Faculty at the European University, takes shape in the **Challenge Based School**. This school fosters a teaching approach that actively involves the student and their lecturers, working in collaboration and with the participation of companies that present students with real challenges associated to their context, tutored by our lecturers, to work and suggest viable solutions. By doing this, students learn by being faced with a challenge they must solve, just as they will when they enter the world of work after graduating.

Differential factors of Experiential Learning:

- Our own laboratories and clinics: Consulting Lab, Financial Hub, Europea Media, Legal Clinic, Moot Center, Courtroom, Edu Lab, XR Lab, Forensic Science Workshop and International Relations Observatory.



Bachelor's Degrees
Business and Technology



Area

- More than 100 partners involved from companies, institutions, offices and NGOs.
- Develop vital skills for the professional world.
- Knowledge transfer University-Company/Institution.

Be the lead in your own learning! Work and solve real and current challenges in the ***Challenge Based School***.



Bachelor's Degree in Business Administration

Professionals with competences and values.

Technological changes and access to knowledge are moving so fast that businesses need professionals who can lead the changes and transformations they face to adapt to the needs of the market and society.

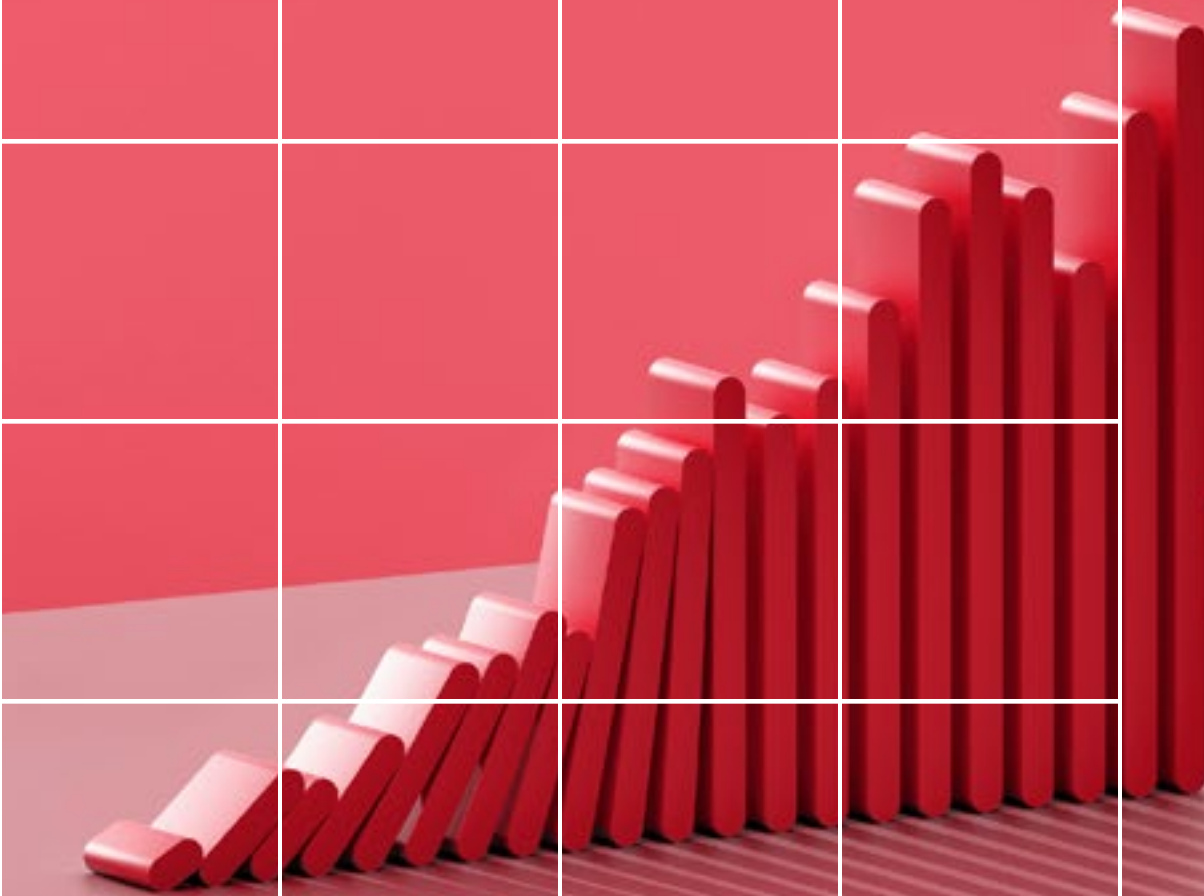
The Universidad Europea Bachelor's Degree in Business Administration (BA) will prepare you with knowledge (finance, accounting, sales, human resources, marketing, digital transformation, etc.), competences and skills to respond to the challenges that companies and institutions demand, giving you the tools you need to innovate and build your own business.

The transformative power of business.

Companies hold the key to changing the world in their hands. We will guide you in your learning experience, identifying your competences and discovering the area of

the business in which you would like to work professionally. All through innovative proposals that respond to the challenges of the business and society.

	LOCATION Villaviciosa de Odón, Madrid		FORMAT On-campus
	START September		DURATION 4 years
	LANGUAGE English		ECTS 240



¿What makes us different?

Bachelor's Degree in Business Administration

Learn BA a different way

Using a methodology that evolves as you learn, putting the focus on you. First you learn about the realities of business, attending talks, conferences, visits to companies and workshops. Then you work in virtual simulation environments and, after acquiring the knowledge and skills you need, you work on real projects for companies guided by a professor in our professional Consulting Lab.

Internationally recognized quality

Study the only Spanish BA (Business Administration) Bachelor's degree recognized with American accreditation from the ACBSP (Accreditation Council for Business Schools and Programs), which values excellence in training and the quality of the academic programs and professors.

With an innovative curriculum

Learn about the latest trends in business and enjoy a curriculum with innovative subjects such as a Business Workshop, Innovation Management, Sales Simulation and Marketing Workshop that favor internships in the business world. You will study in distinguished surroundings, with leading professional tools. Our finance classroom, the Financial Hub, offers Refinitiv technology to enable you to make business decisions based on real data from the companies.

More than 400 hours of internship

You will complete required internships at leading businesses and organizations, such as Leroy Merlin, Repsol, KIA, KPMG, Manos Unidas, Bankinter, Campofrío, Accenture, etc., always under the supervision of an advisor in the company and an academic advisor. Both will provide follow-up on your progress and will evaluate your learning during that period.

With over 100 international destinations

Round out your studies with the right level of English to work both inside and beyond Spain in national and multinational companies. You can take part in any of over 100 international programs with premium stays abroad: UC Riverside; UC Irvine; DBS. Dublin Business School; Canada-Vancouver Island University, and China-Hunan International Economics University, USA-Kent State University; USA-State University of New York at Oswego. Once you have completed your Bachelor's degree, you will have the language level the job market demands.



Curriculum

Bachelor's Degree in Business Administration

Subject	Type	ECTS
FIRST YEAR		
▪ Economic and Social Thought	DR	3
▪ Fundamentals of Business	UCR	6
▪ Microeconomics I	UCR	6
▪ Macroeconomics I	UCR	6
▪ Finance I	UCR	6
▪ Financial Accounting I	UCR	6
▪ Business Mathematics	UCR	6
▪ Marketing	UCR	6
▪ Business Law	DR	6
▪ Management Technologies	DR	3
▪ Personal and Professional Efficacy	DR	6
SECOND YEAR		
▪ Microeconomics II	DR	6
▪ Macroeconomics II	DR	6
▪ Tax Systems	DR	6
▪ Finance II	DR	6
▪ Statistics I	UCR	6
▪ Financial Accounting II	DR	6
▪ Strategic Management I	UCR	6
▪ Business Administration	UCR	6
▪ Language	DR	6
▪ Influence and Personal Impact	DR	6

Subject	Type	ECTS
THIRD YEAR		
▪ Strategic Management II	DR	6
▪ Production and Operations	DR	6
▪ Statistics II	DR	6
▪ Econometrics	DR	6
▪ Cost Accounting	DR	6
▪ Financial Management	DR	6
▪ Sales Management	DR	6
▪ Human Resources Management	DR	3
▪ Creativity and Innovation	DR	3
▪ Entrepreneurial Leadership	DR	6
▪ Internship I	DR	6
FOURTH YEAR		
▪ Electives	DR	36
▪ Internship II	DR	6
▪ Internship III	DR	6
▪ Graduation Project	DR	12

Subject	Type	ECTS
ELECTIVES		
▪ Innovation Management	RE	6
▪ Project Management	RE	6
▪ Marketing Strategy	RE	6
▪ Digital Marketing	RE	6
▪ E-Commerce	RE	6
▪ Marketing Workshop	RE	6
▪ Digital Workshop	RE	6
TOTAL		240

Some subjects included in the curriculum may be subject to modifications.





You might also be interested in...

Plan your degree from the start.

Now that you are starting university, you have an excellent academic offering from the outset, one that, once you have finished your bachelor's degree, gives you the option of specialising through a comprehensive offering of Postgraduate courses adapted to the reality of the professional world.

The university is dedicated to our students and we undertake the commitment to support their personal and professional growth and development.

For this reason we launched the AVANZA Plan, a specific study grant programme for undergraduate students at the Universidad Europea who want to continue their studies by advancing to the next level and enrolling on a Master's or Postgraduate degree with us.

Postgraduate degrees in the Business and Technology area:

- Master's in Business Administration (MBA).
- Master's in Business Management.
- Master's in Business Analytics.
- Master's in Marketing.
- Master's in Logistics.
- Master's in Industry 4.0: Digital Transformation and Strategy.
- Master's in International Business and Economic Relations.
- Master's in Human Resources Administration and Management.

AVANZ[^]

More information is available on the website, from your Degree advisor or on: **+34 917 407 272.**



You might also be interested in...

From the best professionals



Luana Gava
Business Analytics Degree Lecturer

“The capacity to interpret data is a highly valuable asset in an environment in which Big Data is extremely important”.

What our students think



Julia Faura
Business Administration and Management Degree Student

“I got a more global vision to survive in an environment as competitive as today's”.

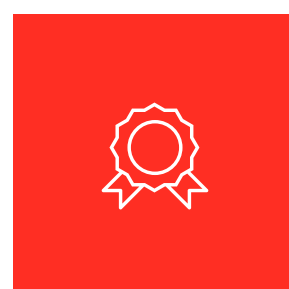


Financing and Scholarships

Finance your studies in a flexible way

Here at Universidad Europea, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

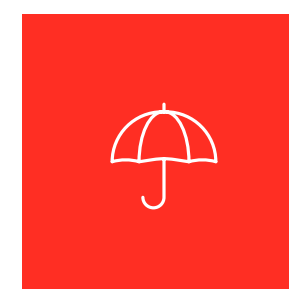
We have a complete system of financial aid available to you:



SCHOLARSHIP
PROGRAM



DISCOUNTS



FINANCIAL
BANKING

Knowledge without barriers

Education is one of the
best investments you
can make in life.

Do not let anything stop you!

Go beyond



Admissions Process

Documentation

To start the admissions process, reserve an appointment at: universidadeuropea.com or by calling (+34 917 407 272).

After getting more information, you must submit the required documentation:

- Passport.
- Payment of the admissions fee on or before the day of your appointment.

What does the entrance exam involve?

- Test to evaluate competencies and skills.
- Language assessment test.
- Motivational survey.

When will you know if you've been admitted?

You'll get the results of the entrance exam in an Admissions Letter that will be sent to you via email. If you have any questions, you can speak to our New Students Admissions Department. ads@universidadeuropea.es






Place Reservation

You are advised to reserve your place within 7 calendar days from receiving the admissions letter.

Enrollment

All students enrolling for the first time at Universidad Europea for a Bachelor's degree program must open a student file.

The Students Admissions Department will provide the candidate with all of the documents and forms they need to complete their enrollment.

	Personalized Guidance
	Send application and documentation
	Admissions Test
	Confirmation of Admission
	Formal Reservation of a place and enrollment





Universidad
Europea

How far
can you go?
As far as you want.

Go beyond

Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Phone number: (+34) 91 740 72 72

Students: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Phone number: (+34) 96 104 38 83

Students: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Phone number: (+34) 92 209 70 91

Students: (+34) 92 298 50 06

Santa Cruz de Tenerife Facilities

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Phone number: (+34) 92 244 26 31

Students: (+34) 92 244 26 34

English and Spanish phone number:

(+34) 91 740 72 72



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