

Bachelor's Degree

**Bachelor's Degree
in Economics**

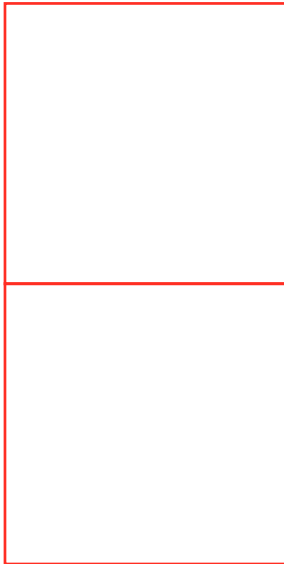
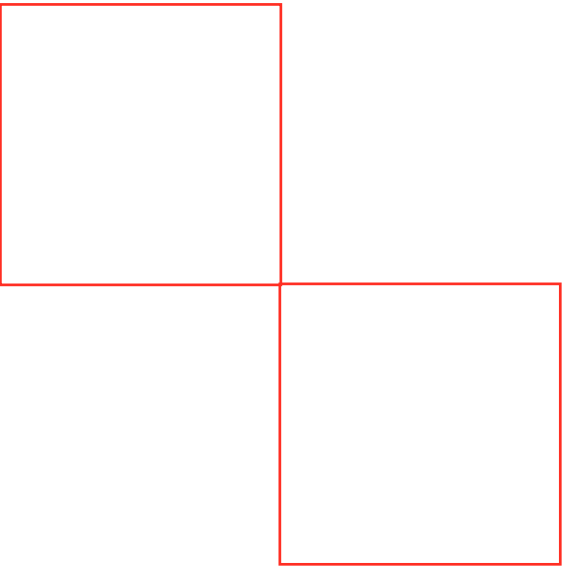
Go beyond



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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.



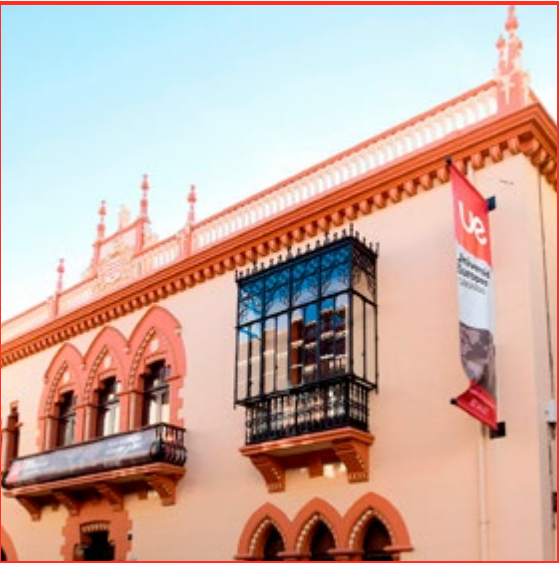
Valencia.
CAMPUS IN THE HEART OF VALENCIA.
We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



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.

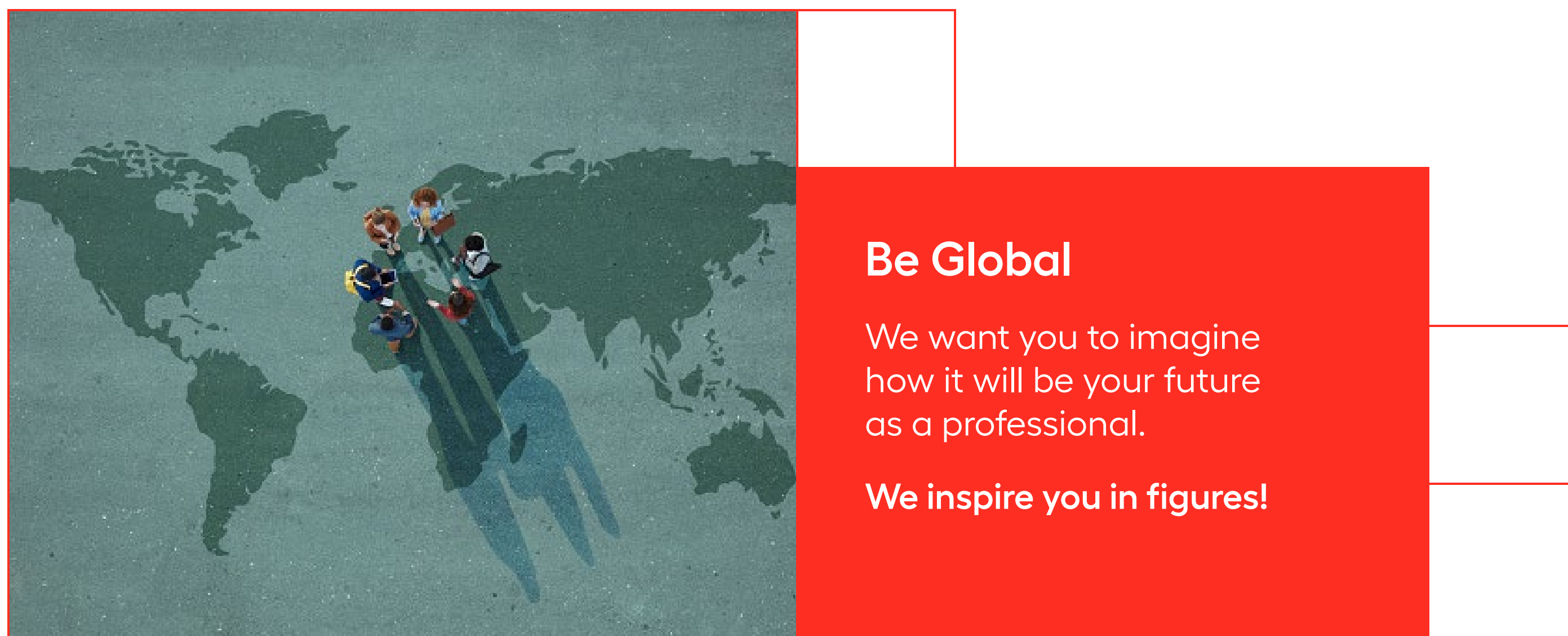


Canarias.
CAMPUS IN LA OROTAVA AND SANTA CRUZ.
An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.



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.



Área

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.



Bachelor's Degrees
Business and Technology



Àrea

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.
- 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 Economics*

Leaders in the new digital economy

Understanding the rapidly changing financial environment we are immersed in and preparing to meet the challenges of the new digital economy with learning based on technology and innovation. These are the main objectives of our bachelor's degree in Economics, a model designed to train successful professionals with skills in international markets, enabling them to make strategic decisions from an analytical and reasoned perspective.

With this curriculum, you'll have all the latest digital tools and hands-on training at your disposal to become a leader in the future of economics at any public or private sector company or organization, equipped with great skills and a global vision focused on sustainability.



LOCATION
Villaviciosa de
Odón, Madrid



FORMAT
Campus-based



START
September



DURATION
4 years



LANGUAGE
English



ECTS
240

* Degree pending verification by accrediting body.



What makes us different?

Bachelor's Degree in Economics



The economist of the future

Learn economic subjects with innovative courses such as: Business Intelligence and Programming, Sustainable and Circular Economics, Business Analytics, Neuroeconomics and Technological Innovation.



Side by side with the best

Study with high-level professors, who are active professionals with impressive academic careers, and who will help you get the best out of yourself, bringing real knowledge of the digital transformation that the economy and society are experiencing.



Learn in 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. This way of learning prepares you for the reality of companies and for your future career.

From the 4th year you carry out compulsory internships where you put into practice everything you learned during the degree.



Practical approach to tools and software

With the Experiential Learning Methodology, you'll become familiar with the software and tools such as BigML, SAS, Refinitiv and Python, being used today by companies and institutions, applied to real economic challenges. The degree, of a practical nature, is focused on making economic decisions based on the new digital economy, from a global and sustainable vision.



What makes us different?

Bachelor's Degree in Economics

Be part of our Crypto Club

Sign up for our Crypto Club and get specific training on cryptocurrencies, blockchain and web 3.0. Thanks to our agreement with Bit2Me, you'll get prizes in tokens and you'll have the opportunity to carry out an internship with them.



Digital Lab

You'll participate in challenges set by renowned companies and start-ups in our Digital Lab. You'll learn about and apply the most disruptive technologies and trends to provide a future-looking solution.

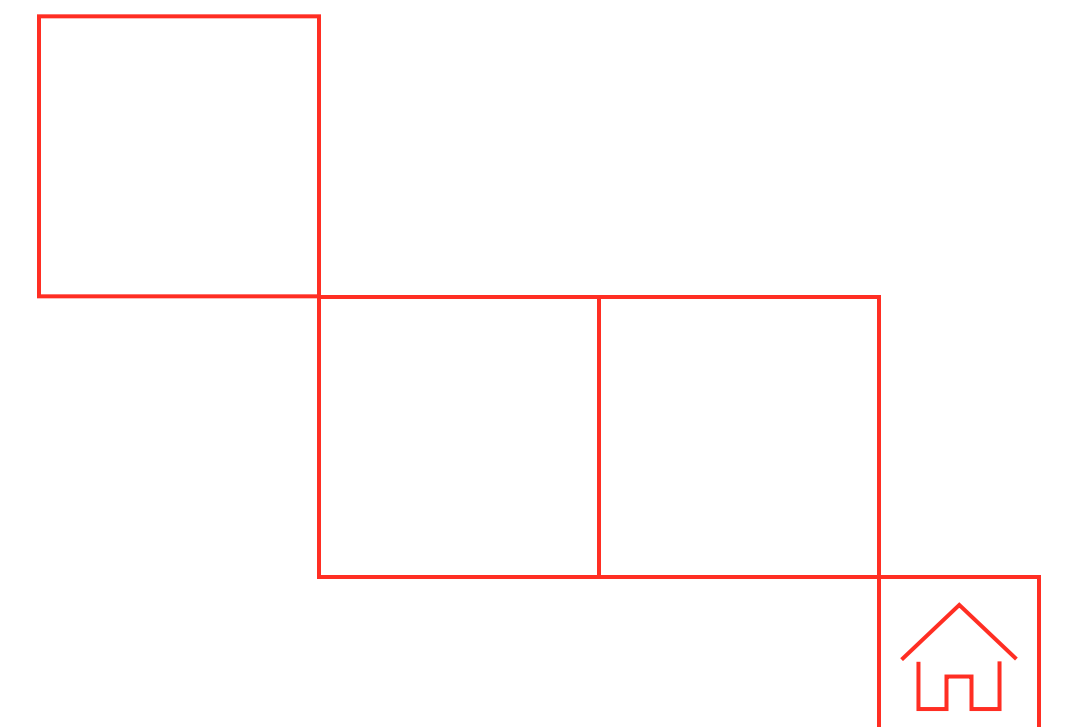
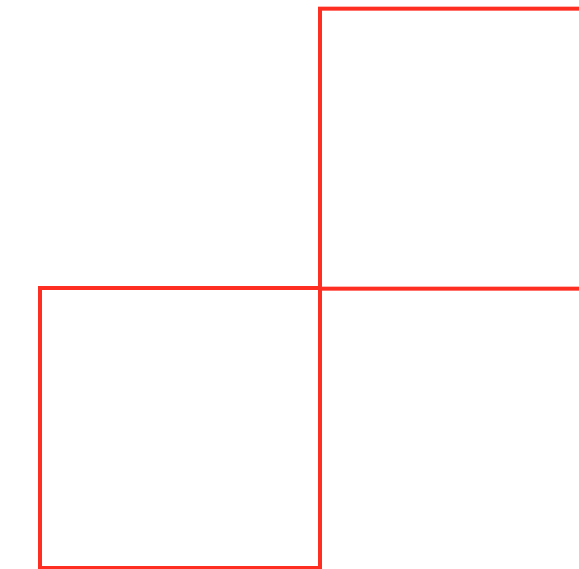
Business Lab

Test your knowledge in the business simulator, where you'll have the most advanced software for simulating projects related to analysing the economic impact of companies.

International outlook

Learn about international economic organisations, immersed in a totally international atmosphere, with 40% foreign students.

Complete your education at universities in different countries such as Germany, Hungary, Italy and the United Kingdom, through our bilateral agreements or the Erasmus Programme.



Curriculum

Bachelor's Degree in Economics

Subject	Type	ECTS
FIRST YEAR		
▪ Fundamentals of macroeconomics	BA	6
▪ Mathematics for economics I	BA	6
▪ Fundamentals of business law	BA	6
▪ Fundamentals of business administration	BA	6
▪ Financial accounting I	BA	6
▪ Fundamentals of microeconomics	BA	6
▪ Mathematics for economics II	BA	6
▪ International areas and markets	DR	6
▪ Economic history and economic thought	BA	6
▪ Financial accounting II	BA	6
SECOND YEAR		
▪ Macroeconomics	DR	6
▪ Microeconomics	DR	6
▪ Communication and negotiation skills	DR	6
▪ Statistics	BA	6
▪ Practical research - Digital tools - LAB	DR	6
▪ Dynamic macroeconomics	DR	6
▪ Game theory	DR	6
▪ Econometrics I	DR	6
▪ Financial products and risk management	DR	6
▪ Business analytics	DR	6

Subject	Type	ECTS
THIRD YEAR		
▪ New economy I - Sustainable and circular economy	DR	6
▪ Financial management	DR	6
▪ Econometrics II	DR	6
▪ International economic law	DR	6
▪ Business intelligence and programming	DR	6
▪ New economics II. Neuroeconomics	DR	6
▪ Strategic management	DR	6
▪ Fundamental and technical analysis of investments	DR	6
▪ Spanish taxation	DR	6
▪ Technological innovation - EconomicLAB	DR	6
FOURTH YEAR		
▪ International economic organisations	DR	6
▪ Economic growth	DR	6
▪ International taxation	DR	6
▪ Public economics	DR	6
▪ Foreign trade	DR	6
▪ Models and time series in economics	DR	6
▪ Required elective 1	RE	6
▪ Required elective 2	RE	6
▪ Academic internships	DR	6
▪ Graduation project	DR	6

Subject	Type	ECTS
ELECTIVE		
▪ Ethics in international business	RE	6
▪ Digital marketing	RE	6
▪ Theory and analysis of international conflicts	RE	6
▪ Company assessment	RE	6
▪ People management	RE	6
▪ Logistics and operations	RE	6
TOTAL		240

*This curriculum may be subject to changes. This degree is taught in Spanish and English.





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.**

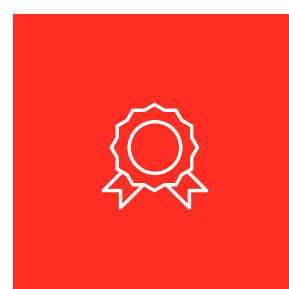


Financing and Scholarships

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.

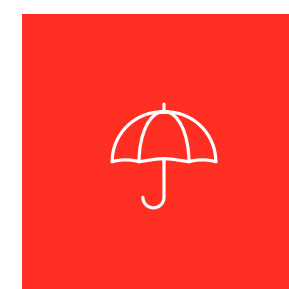
We have a complete system of financial aid available to you:



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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