



**Universidad
Europea**

Bachelor's Degrees

Global Bachelor's Degree in International Business

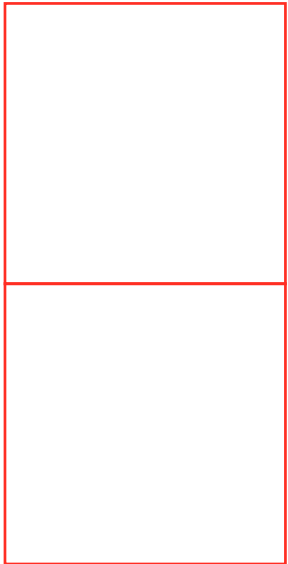
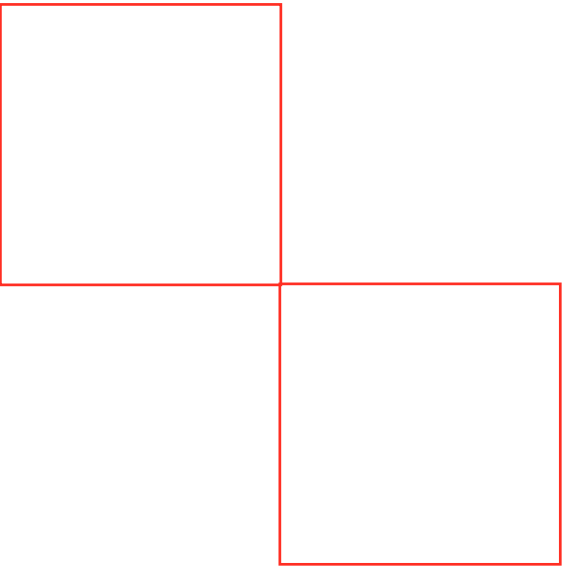
Ve más allá



Table of Contents

Campus	4
Internationally Recognized Quality	5
Area	6
Degree Programmes	
■ Global Bachelor's Degree in International Business	7

You might also be interested in...	10
Financing and Scholarships	12
Admissions Process	13



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.

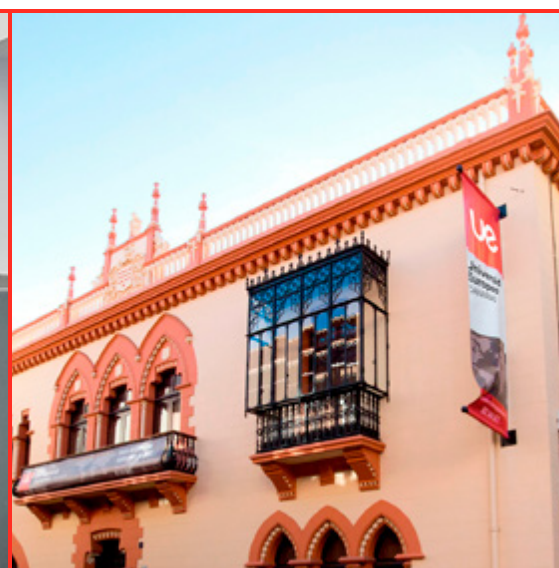
Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



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.

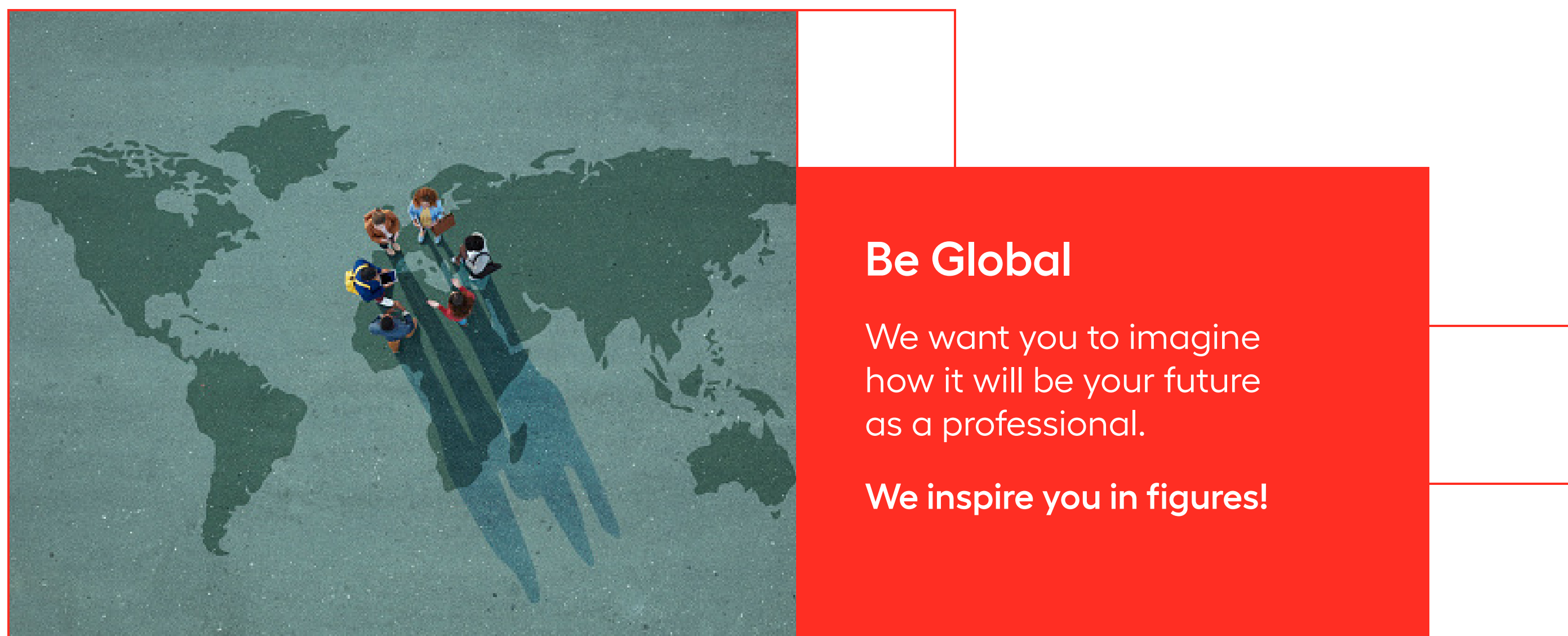
UNIVERSIDAD EUROPEA ONLINE.

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.
- 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 Degrees
Business and Technology



Global Bachelor's Degree in International Business

In a global environment, it's time to rethink everything, are you ready?

Are you someone who sees yourself working in an international environment? Would you like to learn how to identify the challenges of globalization that businesses must take into account in their decision making and how to face them? And how to apply diplomacy in international negotiations? Are you thinking of working for a multinational? Why not participate in the SME internationalization process?

Few challenges focus on the objective of developing in a complex, globalized and interdependent environment.

If you question all this, come study the Global Bachelor's Degree in International Business with us. It is designed for you.

Taught entirely in English, you will learn how to identify and use the key levers that facilitate business success in an international environment.

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



What makes us different?

Global Bachelor's Degree in International Business

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 socio-economic 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.



Curriculum

Global Bachelor's Degree in International Business

Subject	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

Subject	Type	ECTS
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

Subject	Type	ECTS
REQUIRED ELECTIVE		
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 & Acquisitions	RE	6
Language A IV	RE	6
Language B III	RE	6
Digital Business	RE	6
TOTAL		240

All courses in the curriculum are delivered in English. Curricular courses may be subject to modification.





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

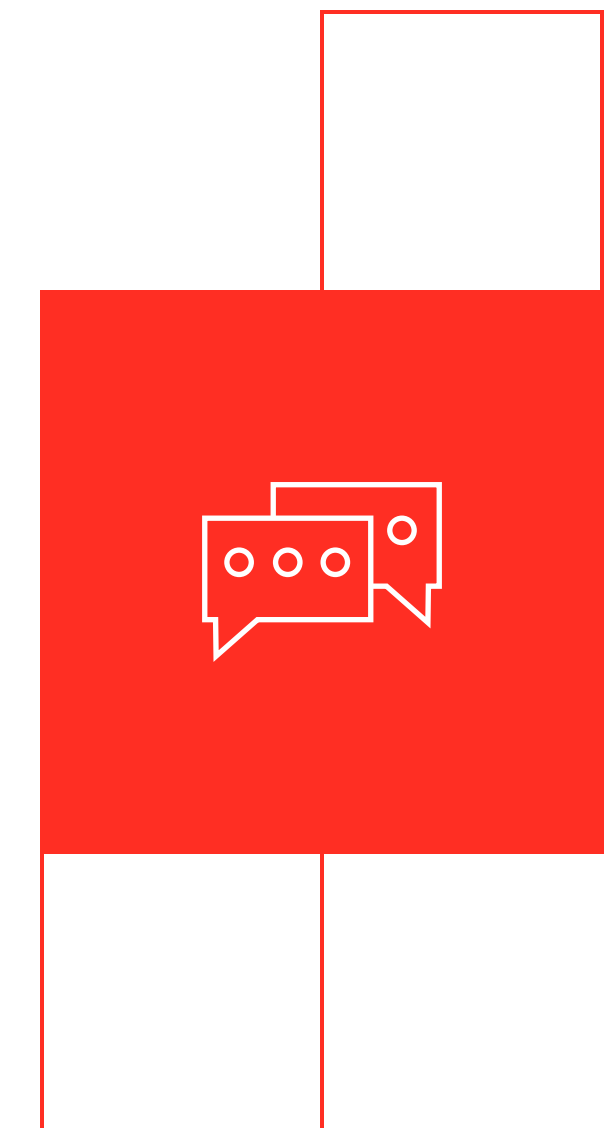
“The capacity to interpret data is a highly valuable asset in an environment in which Big Data is extremely important”.

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”.

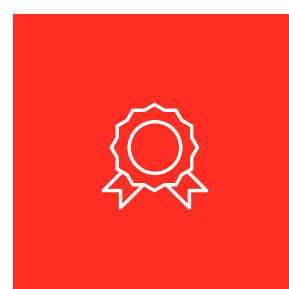


Financing and Scholarships

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.

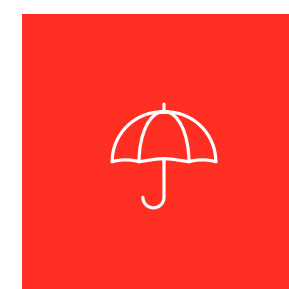
We have a complete system of financial aid available to you:



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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