



**Universidad
Europea**

Bachelor's Degrees

**Global Bachelor's
Degree in Business
Management and
Entrepreneurship**

Go beyond

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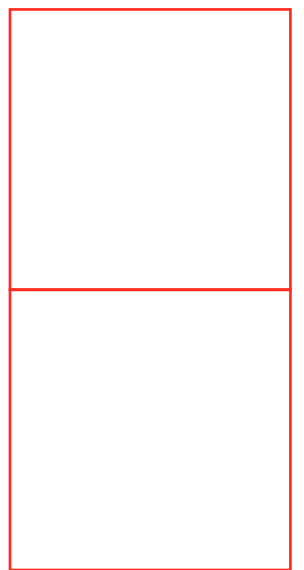
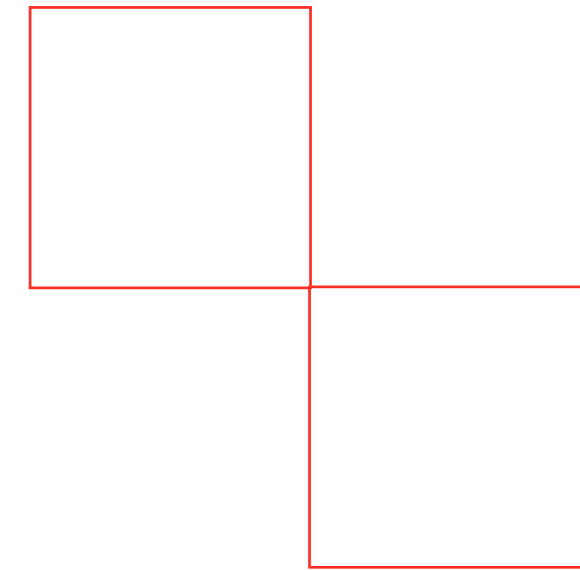
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Why did you decide to go to University?

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.



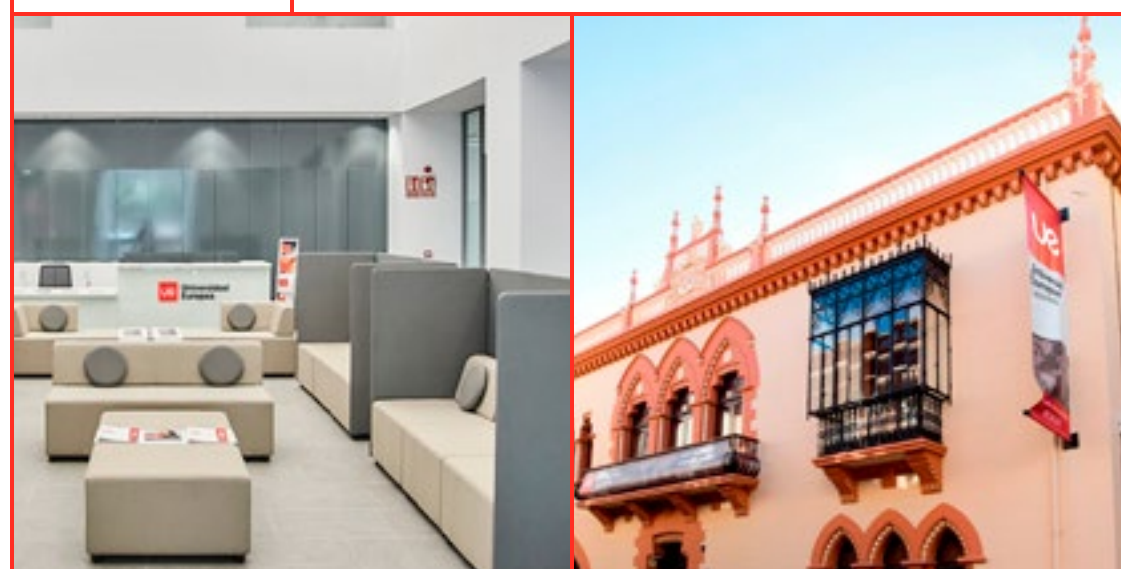
Valencia.
**CAMPUS IN THE HEART
OF VALENCIA.**

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



Be Global

We want you to imagine how it will be your future as a professional.

We inspire you in figures!

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.



Social Sciences Area

Learning by doing.

The 'Learning by Doing' methodology or Challenge Based Learning, characteristic of the Social Science and Communication Faculty of the Universidad Europea, crystallizes in the **Challenge Based School**. This school promotes a pedagogical approach that actively involves students, as well as their teachers, in a collaborative way, in a real, relevant situation, linked to the environment, which implies the definition of a challenge and the implementation of an achievable solution. In this way, the student learns by facing a challenge that he must solve, just as he will do when he exercises his profession after finishing his university studies.

Differential elements of Experiential Learning:

- Own laboratories and clinics: Legal Clinic, Criminalistics Workshop and International Relations Observatory.
- More than 100 partners involved between companies, institutions, offices and NGOs.

- Development of crucial skills for the professional world.
- University-Company/Institution knowledge transfer.

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





Global Bachelor's Degree in Business Management and Entrepreneurship

Professionals with competences and values.

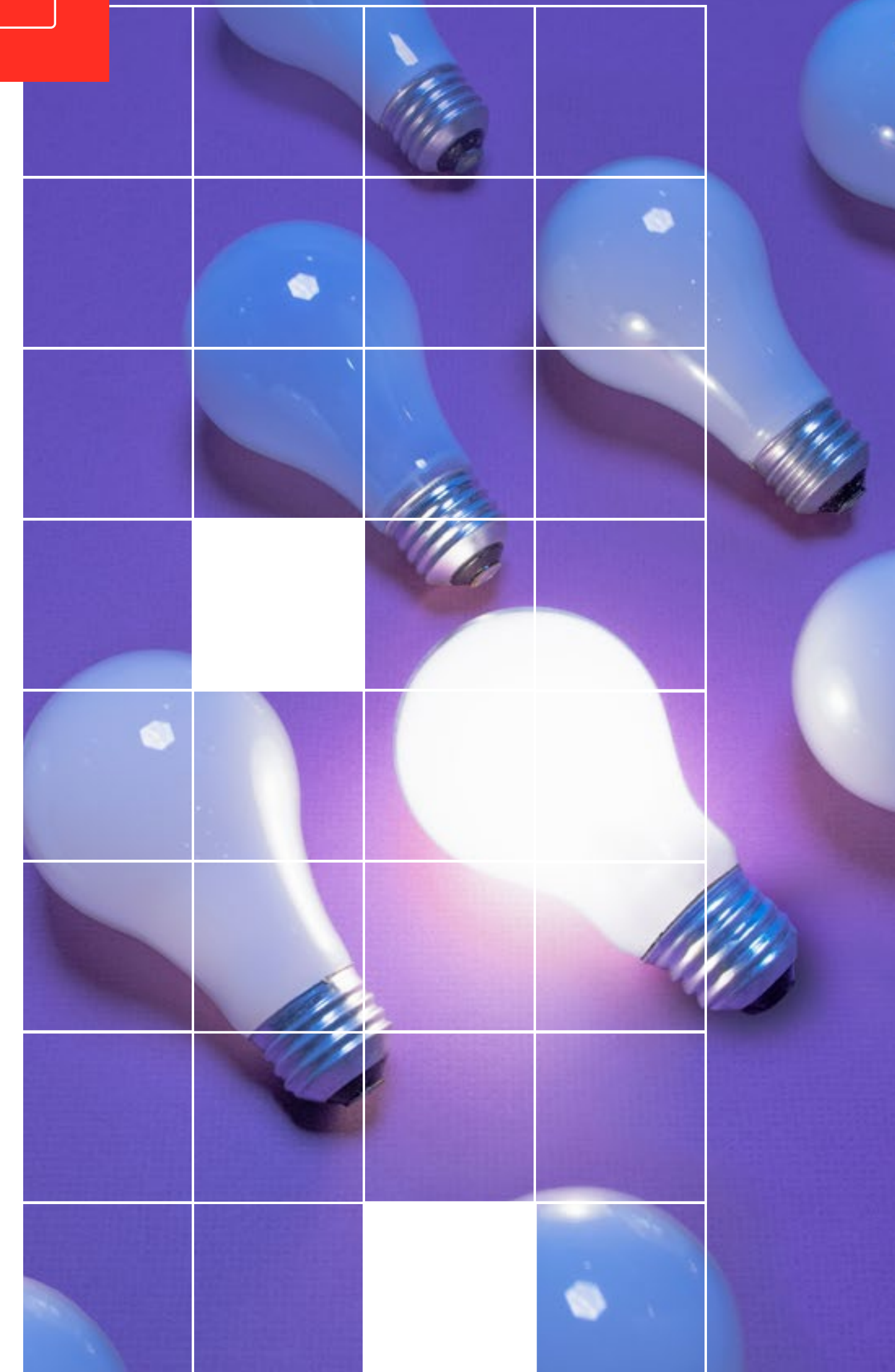
Technological changes and access to knowledge are moving so fast that businesses need professionals who can lead the changes and transformations they face to adapt to the needs of the market and society.

The Universidad Europea Bachelor's Degree in Business Management and Entrepreneurship 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 Valencia		MODALITY Campus-based
	START September		DURATION 4 years
	LANGUAGE English		ECTS 240



¿What makes us different?

Global Bachelor's Degree in Business Management and Entrepreneurship

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.

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 an ambitious program to become a global professional capable of holding a business position in any country and under any socioeconomic environment, all within distinguished surroundings, with leading professional tools.

Professional internships abroad

You will complete required internships at leading businesses and organizations, with the possibility of completing this work experience abroad for up to a year. For example, students may complete internships in California, with its famous Silicon Valley, or in other interesting countries and ecosystems of key innovation which provide students with the chance to enhance their resume and career.

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; entrepreneurship and innovation and compulsory internships that allow you to live and learn about the profession.

With over 100 international destinations

During the 3rd year, you will have the chance to choose from multiple destinations around the world to study abroad for one or two semesters - which forms a key part of your global training. In the 4th year, the international trips are to a world class university, such as University of California, Pace University of New York, Kendall College of Chicago, Queen Mary University of London and Dublin Business School. In the 2nd year, you can request other trips. There are hundreds of different university agreements available throughout the world.



Curriculum

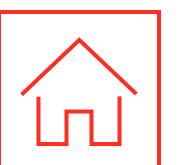
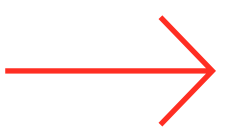
Global Bachelor's Degree in Business Management and Entrepreneurship

Subject	Type	ECTS
FIRST YEAR		
▪ Economic and Social Thought	DR	3
▪ Business fundamentals	UCR	6
▪ Consumer and corporate behaviour	UCR	6
▪ Introduction to economics	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 Efficiency	DR	6
SECOND YEAR		
▪ Internet-data Analysis	DR	6
▪ Macroeconomics	DR	6
▪ Tax Systems	DR	6
▪ Finance II	DR	6
▪ Statistics	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
▪ Commercial management	DR	6
▪ Econometrics	DR	6
▪ Cost Accounting	DR	6
▪ Financial Management	DR	6
▪ Taxation	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

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
▪ Big data introduction	RE	6
▪ Business analytics	RE	6
▪ Business intelligence	RE	6
▪ Managing a family business	RE	6
▪ Advanced statistics	RE	6
▪ Business workshop	RE	6
▪ Financial analysis and planning	RE	6
▪ Risk analysis and management	RE	6
▪ International finance	RE	6
▪ Mergers and acquisitions	RE	6
▪ Financial statement analysis	RE	6
▪ Finance workshop	RE	6
▪ Market intelligence	RE	6

ECTS: European Credit Transfer System. DR: Degree Requirement. RE: Required Elective.
UCR: University Core Requirement. LANGUAGE: English.

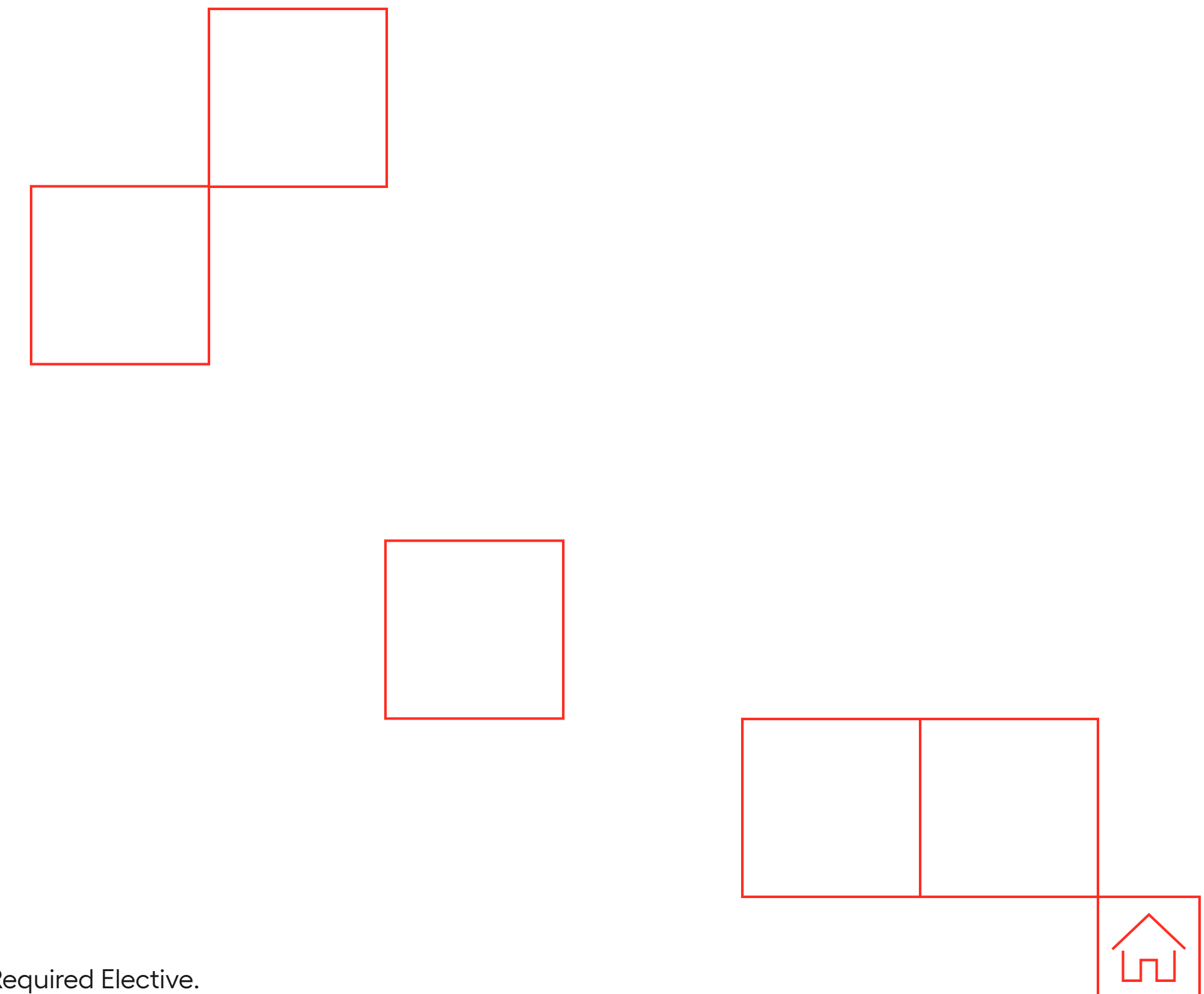


Curriculum

Global Bachelor's Degree in Business Management and Entrepreneurship

Subject	Type	ECTS
▪ Commercial simulation	RE	6
▪ Brand management	RE	6
▪ Marketing workshop	RE	6
▪ Startup management	RE	6
▪ Social entrepreneurship	RE	6
▪ Entrepreneurial workshop	RE	6
▪ Digital economy ecosystem	RE	6
▪ Business models	RE	6
▪ Data protection and law	RE	6
▪ Industry 4.0	RE	6
▪ Fundamentals of applied programming	RE	6
▪ Data visualization and communication	RE	6
▪ Games Theory	RE	6
▪ Auditing	RE	6
▪ Business operations	RE	6
▪ Management Control	RE	6
▪ Consolidation of accounting	RE	6
▪ Auditing workshop	RE	6
▪ Tourism market structure	RE	6
▪ University activities	RE	6
TOTAL		240

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



You might also be interested in

Plan your carrer from the start

Now that you are starting your university stage, you have your provision of a great academic offer from the beginning that allows you, on completion of your degree, the oportunity to specialize through a complete offer of masters and postgraduate courses adapted to professional reality.

Do you know the Plan AVANZA?

From the University we bet on our students and we are committed to supporting their growth and personal and professional development.

For this reason we launched the Plan AVANZA, a program specific study aid for Degree students from the Universidad Europea who want to continue your professional delvelopment advancing to the next level, pursuing a Master or Postgraduate with us.

AVANZ [^]

You can get more information by consulting the web, with your Bachelor's advisor
and on the phone: **+34 961 043 883.**



You might also be interested in...

From the best professionals



Carla de Paredes
Director of the Social Sciences and
Communication Faculty.

“ The center of the Academic Model of the European University is the ‘Learning by doing’ methodology and technology; one of the main pillars are the simulated settings and professional environments, given that we bring the profession closer to the classroom and the classroom to the profession”.

What our students think



Hannah Pedlar
Global Bachelor's Degree in Business
Management and Entrepreneurship's Student.

“ Studying at Universidad Europea de Valencia has been one of the best decisions I made this year. The atmosphere is very welcoming and international. I was able to meet wonderful people and to realize that I am capable of fulfilling all the objectives that are I propose, no matter how complicated they may be. Clearly, I would choose over and over to live my university experience at Universidad Europea de Valencia”.



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.

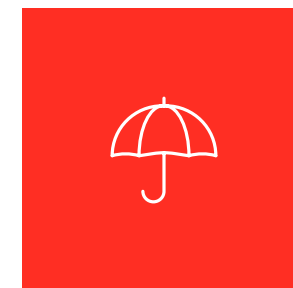
We have a complete system of financial aid available to you:



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 universidadeuropea.com or by calling (+34 961 043 883).

After getting more information, you must submit your DNI/Passport copy.

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.valencia@universidadeuropea.es






Place Reservation

You are advised to reserve your place within the set deadline in your 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



[universidadeuropea.com](https://www.universidadeuropea.com)

