

MAJOR IN
Finance
+ Advertising

Course	Sem.
FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
● Self-Knowledge and Professional Development	1
● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ International Finance	1
□ Financial Markets and Instruments II	1
□ Financial Management and Planning	1
□ Technology and Innovation in Finance	1
□ Business Valuation	1
□ Strategic Advertising Planning	1 (S)
■ Products and Services Innovation and Development	2
■ E-Commerce and Omni-Channel Management	2
■ Customer Management and Loyalty Strategies	2
■ Market Research	2
■ Business Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of the Economic Environment and Legal Framework on Business	1
■ Financial Accounting	2
■ Introduction to Finance	2
■ Business Law	2
■ Economic Analysis Applied to Business	2
■ Business Strategy and Management	2
■ Consumer Behaviour	2 (S)

Course	Sem.
FIFTH YEAR	
□ Technological Trends in Advertising	1
□ Creativity and Advertising Projects	1
□ Advertising Metrics and Analytics	1
□ AI Applied to Advertising	1
□ Digital and Audiovisual Production	1
□ Advertising Agencies	1 (S)
■ Marketing Bachelor's Thesis	2
□ Advertising Campaigns	2
□ Communication Media and Platforms	2
□ Social Media Advertising	2

Course	Sem.
THIRD YEAR	
■ People Management	1
■ Digital Marketing and Communication	1
■ Business Taxation	1
■ Brand Management	1 (S)
□ Analytical Accounting and Management Control	1
□ Financial Statements Analysis	1
■ Sales and Commercial Management	2
■ Supply Chain and Operations Management	2
■ Fundamentals of Data Analytics in Marketing	2 (S)
□ Financial Markets and Instruments I	2
□ Treasury Management	2
□ Corporate Finance	2

(P) = On-site Part-time

- Common Courses
- Business Courses
- Marketing Courses
- Major: Finance
- Major: Advertising

RECOGNITIONS

Core courses common to both degrees

- Mathematical Tools for Business Management
- Digital Productivity Tools
- Fundamentals of Business Management
- Self-Knowledge and Professional Development
- Impact of Social, Cultural and Political Environment on Businesses
- Fundamentals of Data
- Business Innovation and Sustainability
- Impact of Technologies on Businesses
- Written and Oral Communication
- Client-Centric Marketing
- Data Analysis and Visualisation
- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses

Courses completed in Business

- Business Strategy and Management (semester 4)
- Digital Marketing and Communication (semester 5)
- Sales and Commercial Management (semester 6)

Courses recognised in Marketing

- ↔ Strategic Marketing (semester 4)
- ↔ Communication and Advertising (semester 5)
- ↔ Pricing Strategies (semester 5)

Total credits: 336 ECTS

- 90 ECTS ○ Common credits
- 60 ECTS ○ Compulsory credits in Business
- 42 ECTS ○ Compulsory credits in Marketing
- 60 ECTS ○ Major credits in Business
- 60 ECTS ○ Major credits in Marketing
- 12 ECTS ○ Bachelor's Thesis (TFG) in Business
- 12 ECTS ○ Bachelor's Thesis (TFG) in Marketing

MAJOR IN
Finance
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FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
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● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ International Finance	1
□ Financial Markets and Instruments II	1
□ Financial Management and Planning	1
□ Technology and Innovation in Finance	1
□ Business Valuation	1
□ Data Collection and Processing in Marketing	1 (S)
■ Products and Services Innovation and Development	2
■ E-Commerce and Omni-Channel Management	2
■ Customer Management and Loyalty Strategies	2
■ Market Research	2
■ Business Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of the Economic Environment and Legal Framework on Business	1
■ Financial Accounting	2
■ Introduction to Finance	2
■ Business Law	2
■ Economic Analysis Applied to Business	2
■ Business Strategy and Management	2
■ Consumer Behaviour	2 (S)

Course	Sem.
FIFTH YEAR	
□ Predictive Analytics and Data Mining	1
□ Digital Marketing Metrics and Analytics	1
□ Marketing Mix Metrics and Analysis	1
□ Artificial Intelligence Applied to Marketing	1
□ Marketing Visualisation and Reporting	1
□ Marketing Analytics Projects	1 (S)
■ Marketing Bachelor's Thesis	2
□ Analytical Models in Marketing	2
□ Customer Metrics and Analysis	2
□ Market Trends Metrics and Analysis	2

Course	Sem.
THIRD YEAR	
■ People Management	1
■ Digital Marketing and Communication	1
■ Business Taxation	1
■ Brand Management	1 (S)
□ Analytical Accounting and Management Control	1
□ Financial Statements Analysis	1
■ Sales and Commercial Management	2
■ Supply Chain and Operations Management	2
■ Fundamentals of Data Analytics in Marketing	2 (S)
□ Financial Markets and Instruments I	2
□ Treasury Management	2
□ Corporate Finance	2

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- Business Courses
- Marketing Courses
- Major: Finance
- Major: Marketing analytics

RECOGNITIONS

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- Fundamentals of Business Management
- Self-Knowledge and Professional Development
- Impact of Social, Cultural and Political Environment on Businesses
- Fundamentals of Data
- Business Innovation and Sustainability
- Impact of Technologies on Businesses
- Written and Oral Communication
- Client-Centric Marketing
- Data Analysis and Visualisation
- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses

Courses completed in Business

- Business Strategy and Management (semester 4)
- Digital Marketing and Communication (semester 5)
- Sales and Commercial Management (semester 6)

Courses recognised in Marketing

- ↔ Strategic Marketing (semester 4)
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- ↔ Pricing Strategies (semester 5)

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MAJOR IN
Entrepreneurship
+ Advertising

Course	Sem.
FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
● Self-Knowledge and Professional Development	1
● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ Financing, Taxation and Aid for Entrepreneurship	1
□ Business Opportunities with AI	1
□ Scalability and Internationalisation	1
□ Startups and Technology-Based Companies	1
□ Entrepreneurship and Innovation Ecosystems	1
□ Strategic Advertising Planning	1 (S)
■ Products and Services Innovation and Development	2
■ E-Commerce and Omni-Channel Management	2
■ Customer Management and Loyalty Strategies	2
■ Market Research	2
■ Business Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of the Economic Environment and Legal Framework on Business	1
■ Financial Accounting	2
■ Introduction to Finance	2
■ Business Law	2
■ Economic Analysis Applied to Business	2
■ Business Strategy and Management	2
■ Consumer Behaviour	2 (S)

Course	Sem.
FIFTH YEAR	
□ Technological Trends in Advertising	1
□ Creativity and Advertising Projects	1
□ Advertising Metrics and Analytics	1
□ AI Applied to Advertising	1
□ Digital and Audiovisual Production	1
□ Advertising Agencies	1 (S)
■ Marketing Bachelor's Thesis	2
□ Advertising Campaigns	2
□ Communication Media and Platforms	2
□ Social Media Advertising	2

Course	Sem.
THIRD YEAR	
■ People Management	1
■ Digital Marketing and Communication	1
■ Business Taxation	1
■ Brand Management	1 (S)
□ Entrepreneurship Project I	1
□ Innovative Business Models	1
■ Sales and Commercial Management	2
■ Supply Chain and Operations Management	2
■ Fundamentals of Data Analytics in Marketing	2 (S)
□ Entrepreneurship Project II	2
□ Agile Entrepreneurship Methodologies	2
□ Types of Innovation and Entrepreneurship	2

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- Major: Entrepreneurship
- Major: Advertising

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- Mathematical Tools for Business Management
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- Fundamentals of Business Management
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- Fundamentals of Data
- Business Innovation and Sustainability
- Impact of Technologies on Businesses
- Written and Oral Communication
- Client-Centric Marketing
- Data Analysis and Visualisation
- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses



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FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
● Self-Knowledge and Professional Development	1
● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ Financing, Taxation and Aid for Entrepreneurship	1
□ Business Opportunities with AI	1
□ Scalability and Internationalisation	1
□ Startups and Technology-Based Companies	1
□ Entrepreneurship and Innovation Ecosystems	1
□ Data Collection and Processing in Marketing	1 (S)
■ Products and Services Innovation and Development	2
■ E-Commerce and Omni-Channel Management	2
■ Customer Management and Loyalty Strategies	2
■ Market Research	2
■ Business Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of the Economic Environment and Legal Framework on Business	1
■ Financial Accounting	2
■ Introduction to Finance	2
■ Business Law	2
■ Economic Analysis Applied to Business	2
■ Business Strategy and Management	2
■ Consumer Behaviour	2 (S)

Course	Sem.
FIFTH YEAR	
□ Predictive Analytics and Data Mining	1
□ Digital Marketing Metrics and Analytics	1
□ Marketing Mix Metrics and Analysis	1
□ Artificial Intelligence Applied to Marketing	1
□ Marketing Visualisation and Reporting	1
□ Marketing Analytics Projects	1 (S)
■ Marketing Bachelor's Thesis	2
□ Analytical Models in Marketing	2
□ Customer Metrics and Analysis	2
□ Market Trends Metrics and Analysis	2

Course	Sem.
THIRD YEAR	
■ People Management	1
■ Digital Marketing and Communication	1
■ Business Taxation	1
■ Brand Management	1 (S)
□ Entrepreneurship Project I	1
□ Innovative Business Models	1
■ Sales and Commercial Management	2
■ Supply Chain and Operations Management	2
■ Fundamentals of Data Analytics in Marketing	2 (S)
□ Entrepreneurship Project II	2
□ Agile Entrepreneurship Methodologies	2
□ Types of Innovation and Entrepreneurship	2

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- Fundamentals of Business Management
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- Impact of Technologies on Businesses
- Written and Oral Communication
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- Data Analysis and Visualisation
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● Data Analysis and Visualisation	1
● Data Management	1
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■ Economic Analysis Applied to Business	2
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■ Consumer Behaviour	2 (S)

Course	Sem.
THIRD YEAR	
■ People Management	1
■ Digital Marketing and Communication	1
■ Business Taxation	1
■ Brand Management	1 (S)
□ Market Research	1
□ Data Warehousing and Modelling	1
■ Sales and Commercial Management	2
■ Supply Chain and Operations Management	2
■ Fundamentals of Data Analytics in Marketing	2 (S)
□ Programming Applied to Data Analysis	2
□ Data Mining	2
□ Temporal Data Analysis	2

Course	Sem.
FOURTH YEAR	
□ Artificial Intelligence	1
□ Predictive Analytics	1
□ Visualisation and Reporting	1
□ Business Scenarios Simulation	1
□ Business Analytics Projects	1
□ Strategic Advertising Planning	1 (S)
■ Products and Services Innovation and Development	2
■ E-Commerce and Omni-Channel Management	2
■ Customer Management and Loyalty Strategies	2
■ Market Research	2
■ Business Bachelor's Thesis	2

Course	Sem.
FIFTH YEAR	
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□ Creativity and Advertising Projects	1
□ Advertising Metrics and Analytics	1
□ AI Applied to Advertising	1
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