

Study Plan

- ✓ Data intelligence
- ✓ Business and entrepreneurship
- ✓ Global environment
- ✓ Business skills
- ✓ Business management and technology fundamentals
- ✓ Economics and finance
- ✓ Business analytics

Sem. = Semester

In the fourth year, you can choose between taking elective subjects, participating in an international mobility programme, or doing curricular internships. These three options can be combined.



Subject	Sem.	ECTS
FIRST YEAR		
■ Mathematical Tools for Business Management	1	6
■ Digital Productivity Tools	1	6
■ Fundamentals of Business Management	1	6
■ Self-knowledge and Professional Development	1	6
■ Impact of the Social, Cultural and Political Environment on Business	1	6
■ Fundamentals of Data	2	6
■ Innovation and Business Sustainability	2	6
■ Impact of Technologies on Business	2	6
■ Oral and Written Communication	2	6
■ Customer-Centric Marketing	2	6
SECOND YEAR		
■ Data Analysis and Visualisation	1	6
■ Data Management	1	6
■ Team Leadership and Development	1	6
■ Digital Communication Tools	1	6
■ Impact of the Economic Environment and Legal Framework on Business	1	6
■ Financial Accounting	2	6
■ Introduction to Finance	2	6
■ Business Law	2	6
■ Economic Analysis Applied to Business	2	6
■ Business Strategy and Management	2	6
THIRD YEAR		
■ People Management	1	6
■ Marketing and Digital Communication	1	6
■ Business Taxation	1	6
■ Major	1	6
■ Major	1	6
■ Sales and Commercial Management	2	6
■ Supply Chain and Operations Management	2	6
■ Major	2	6
■ Major	2	6
■ Major	2	6
■ Major	2	6

Choose your major from the third year onwards.

Majors

- Finance
- Entrepreneurship
- Business analytics

Subject	Sem.	ECTS
THIRD YEAR		
■ Analytical Accounting and Management Control •	1	6
■ Financial Statements Analysis •	1	6
■ Entrepreneurship Project I •	1	6
■ Innovative Business Models •	1	6
■ Market Research •	1	6
■ Data Warehousing and Modelling •	1	6
■ Financial Markets and Instruments I •	2	6
■ Treasury Management •	2	6
■ Corporate Finance •	2	6
■ Entrepreneurship Project II •	2	6
■ Agile Entrepreneurship Methodologies •	2	6
■ Types of Innovation and Entrepreneurship •	2	6
■ Programming Applied to Data Analysis •	2	6
■ Data Mining •	2	6
■ Temporal Data Analysis •	2	6
FOURTH YEAR		
■ International Finance •	1	6
■ Financial Markets and Instruments II •	1	6
■ Financial Management and Planning •	1	6
■ Technology and Innovation in Finance •	1	6
■ Business Valuation •	1	6
■ Financing, Taxation and Aid for Entrepreneurship •	1	6
■ Business Opportunities with AI •	1	6
■ Scalability and Internationalisation •	1	6
■ Startups and Technology-Based Companies •	1	6
■ Entrepreneurship and Innovation Ecosystems •	1	6
■ Artificial Intelligence •	1	6
■ Predictive Analytics •	1	6
■ Visualisation and Reporting •	1	6
■ Business Scenario Simulation •	1	6
■ Business Analytics Projects •	1	6
■ Elective*	2	6
■ Elective*	2	6
■ Elective*	2	6
■ Bachelor's Thesis	2	12