

# BACHELOR'S DEGREE IN Business, Innovation and Technology

Choose your **major** from the third year onwards...

## Study plan

### FIRST SEMESTER

SUBJECTS	ECTS	TYPE
Mathematical Tools for Business Management	6	FB
Digital Productivity Tools	6	FB
Impact of the Social, Cultural and Political Environment on Business	6	FB
Fundamentals of Business Management	6	FB
Self-Knowledge and Professional Development	6	FB

### SECOND SEMESTER

SUBJECTS	ECTS	TYPE
Fundamentals of Data	6	FB
Innovation and Business Sustainability	6	FB
Impact of Technologies on Business	6	FB
Oral and Written Communication	6	FB
Customer-Centric Marketing	6	FB

SUBJECTS	ECTS	TYPE
Data Analysis and Visualisation	6	FB
Data Management	6	FB
Team Leadership and Development	6	FB
Impact of the Economic Environment and Legal Framework on Business	6	FB
Digital Communication Tools	6	FB

SUBJECTS	ECTS	TYPE
Financial Accounting	6	OB
Introduction to Finance	6	OB
Business Law	6	OB
Economical Analysis Applied to Business	6	OB
Business Strategy and Management	6	OB

SUBJECTS	ECTS	TYPE
People Management	6	OB
Digital Marketing and Communication	6	OB
Business Taxation	6	OB
Major	6	OP
Major	6	OP

SUBJECTS	ECTS	TYPE
Sales and Commercial Management	6	OB
Supply Chain and Operations Management	6	OB
Major	6	OP
Major	6	OP
Major	6	OP

### FIRST SEMESTER

SUBJECTS	ECTS	TYPE
Analytical Accounting and Management Control	6	OP
Financial Statements Analysis	6	OP

### SECOND SEMESTER

SUBJECTS	ECTS	TYPE
Financial Markets and Instruments I	6	OP
Treasury Management	6	OP
Corporate Finance	6	OP

### Major in BUSINESS ANALYTICS

SUBJECTS	ECTS	TYPE
Market Research	6	OP
Data Warehousing and Modelling	6	OP
Programming Applied to Data Analysis	6	OP
Data Mining	6	OP
Temporal Data Analysis	6	OP

### Major in ENTREPRENEURSHIP

SUBJECTS	ECTS	TYPE
Entrepreneurship Project I	6	OP
Innovative Business Models	6	OP
Entrepreneurship Project II	6	OP
Agile Entrepreneurship Methodologies	6	OP
Types of Innovation and Entrepreneurship	6	OP

SUBJECTS	ECTS	TYPE
International Finance	6	OP
Financial Markets and Instruments II	6	OP
Financial Management and Planning	6	OP
Technology and Innovation in Finance	6	OP
Business Valuation	6	OP

SUBJECTS	ECTS	TYPE
Optional*	18	OP
Bachelor's Thesis	12	TFG

SUBJECTS	ECTS	TYPE
Artificial Intelligence	6	OP
Predictive Analytics	6	OP
Visualisation and Reporting	6	OP
Business Scenario Simulation	6	OP
Business Analytics Projects	6	OP

SUBJECTS	ECTS	TYPE
Financing, Taxation and Aid for Entrepreneurship	6	OP
Business Opportunities with AI	6	OP
Scalability and Internationalisation	6	OP
Startups and Technology-Based Companies	6	OP
Entrepreneurship and Innovation Ecosystems	6	OP

\*These optional credits can be obtained in different ways:

- Taking optional subjects of another major different from the one chosen by the student.
- Undertaking curricular external academic internships.
- Participating in a mobility program at another university.
- Applying for transfer of subjects passed in other university studies in the same field.
- Carrying out extracurricular activities during the studies (maximum 6 ECTS).

Type of subject:  
 FB: Core Curriculum  
 OB: Compulsory  
 OP: Optional

FIRST YEAR

SECOND YEAR

THIRD YEAR

THIRD YEAR

FOURTH YEAR