

# Study Plan

- ✓ Strategic management, organisation and operations
- ✓ Financial management, management control and accounting
- ✓ Digital marketing
- ✓ Communication and public relations
- ✓ Market research, audience analysis and digital metrics
- ✓ Technology and design
- ✓ Human resources and people management
- ✓ Economics, law and english
- ✓ Strategic marketing and commercial management

Sem. = Semester

Mod./M = Modality

O = On-site

P = On-site Part-time

Subject	Sem.	Mod.
<b>FIRST YEAR</b>		
■ Mathematical Tools for Business Management	1	O
■ Digital Productivity Tools	1	O
■ Fundamentals of Business Management	1	O
■ Self-knowledge and Professional Development	1	O
■ Impact of the Social, Cultural and Political Environment on Business	1	O
■ Fundamentals of Data	2	O
■ Innovation and Business Sustainability	2	O
■ Impact of Technologies on Business	2	O
■ Oral and Written Communication	2	O
■ Customer-Centric Marketing	2	O
<b>SECOND YEAR</b>		
■ Análisis y Visualización de Datos	1	O
■ Gestión de Datos	1	O
■ Liderazgo y Desarrollo de Equipos	1	O
■ Impacto del Entorno Económico y Marco Legal en la Empresa	1	O
■ Herramientas de Comunicación Digital	1	O
■ Financial Accounting	2	O
■ Introduction to Finance	2	O
■ Business Law	2	O
■ Economic Analysis Applied to Business	2	O
■ Business Strategy and Management	2	O
■ Consumer Behaviour	2	P

Choose your major from the third year onwards.

## Majors

- Finance + Advertising
- Finance + Marketing analytics
- Entrepreneurship + Advertising
- Entrepreneurship + Marketing analytics
- Business analytics + Advertising

Subject	Sem.	M
<b>THIRD YEAR</b>		
■ People Management	1	O
■ Digital Marketing and Communication	1	O
■ Business Taxation	1	O
■ Brand Management	1	P
■ Analytical Accounting and Management Control ●●	1	O
■ Financial Statements Analysis ●●	1	O
■ Entrepreneurship Project I ●●	1	O
■ Innovative Business Models ●●	1	O
■ Market Research ●	1	O
■ Data Warehousing and Modelling ●	1	O
■ Sales and Commercial Management	2	O
■ Supply Chain and Operations Management	2	O
■ Fundamentals of Data Analytics in Marketing	2	P
■ Financial Markets and Instruments I ●●	2	O
■ Treasury Management ●●●	2	O
■ Corporate Finance ●●●	2	O
■ Entrepreneurship Project II ●●	2	O
■ Agile Entrepreneurship Methodologies	2	O
■ Types of Innovation and Entrepreneurship ●●	2	O
■ Programming Applied to Data Analysis ●	2	O
■ Data Mining ●	2	O
■ Temporal Data Analysis ●	2	O

Subject	Sem.	M
<b>FIFTH YEAR</b>		
■ Technological Trends in Advertising ●●●	1	O
■ Creativity and Advertising Projects ●●●	1	O
■ Advertising Metrics and Analytics ●●●	1	O
■ AI Applied to Advertising ●●●	1	O
■ Digital and Audiovisual Production ●●●	1	O
■ Predictive Analytics and Data Mining ●●●	1	O
■ Digital Marketing Metrics and Analytics ●●●	1	O
■ Marketing Mix Metrics and Analysis ●●●	1	O
■ Artificial Intelligence Applied to Marketing ●●●	1	O
■ Marketing Visualisation and Reporting ●●●	1	O
■ Advertising Agencies ●●●	1	P
■ Marketing Analytics Projects ●●●	1	P

Subject	Sem.	M
<b>FOURTH YEAR</b>		
■ International Finance ●●	1	O
■ Financial Markets and Instruments II ●●	1	O
■ Financial Management and Planning ●●	1	O
■ Technology and Innovation in Finance ●●	1	O
■ Business Valuation ●●	1	O
■ Financing, Taxation and Aid for Entrepreneurship ●●	1	O
■ Business Opportunities with AI ●●	1	O
■ Scalability and Internationalisation ●●	1	O
■ Startups and Technology-Based Companies ●●	1	O
■ Entrepreneurship and Innovation Ecosystems ●●	1	O
■ Artificial Intelligence ●	1	O
■ Predictive Analytics ●	1	O
■ Visualisation and Reporting ●	1	O
■ Business Scenarios Simulation ●	1	O
■ Business Analytics Projects ●	1	O
■ Strategic Advertising Planning ●●●	1	P
■ Data Collection and Processing in Marketing ●●	1	P
■ Products and Services Innovation and Development	2	O
■ E-Commerce and Omni-Channel Management	2	O
■ Customer Management and Loyalty Strategies	2	O
■ Business Bachelor's Thesis	2	O
■ Market Research ●●●●	2	O
■ Strategic Marketing ●	2	O

■ Marketing Bachelor's Thesis	2	O
■ Advertising Campaigns ●●●	2	O
■ Communication Media and Platforms ●●●	2	O
■ Social Media Advertising ●●●	2	O
■ Analytical Models in Marketing ●●●	2	O
■ Customer Metrics and Analysis ●●●	2	O
■ Market Trends Metrics and Analysis ●●●	2	O