

GLOBAL BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS

School of Social Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid	<input checked="" type="checkbox"/> 100% English	<input checked="" type="checkbox"/> 100% Campus-based <input checked="" type="checkbox"/> % Online - % Campus-based (possibility of 100% Online)	<input checked="" type="checkbox"/> Traditional (Monday-Friday)

DESCRIPTION

The **Bachelor's Degree in International Business** is designed to give our students an **international approach to business management in global environments**. Students will acquire an in-depth understanding of the functions of multinational companies, developing skills for leading them with a long-term strategic approach, being flexible in establishing guidelines and methodical in implementing decisions, as the global market requires.

The **Global Bachelor's Degree in International Business** includes an **exclusive international branch of study** so students can actively enhance their knowledge of the world's different geo-economic scenarios:

- In the 2nd year they will study at **Anhembi Morumbi University, São Paulo (Brazil)**.
- In the 3rd year, as part of their Study Plan, students, will spend six months at one of the European universities with which we have an agreement.
- In the 4th year, students can choose to spend 6 months at the following Premium Universities, where they will also do an internship: **London School of Economics (London, UK) / Pace University (New York, US) / University of California, San Diego (San Diego, US)**

This Bachelor's Degree trains students to become professionals with strong **management and leadership skills**, a **holistic vision of international business management**, an international perspective on the business world of business, and a great **capacity for doing business, in order to pursue a career in multinational companies in any department, or lead their own international business enterprise in any sector**.

International Business graduates will be able to work professionally as:

- A director or manager in departments of multinational companies or organizations in any business area or sector.
- An advisor and consultant on enterprise and business development. Study and planning services.
- An entrepreneur in charge of their own business project.

There are also notable opportunities for international careers in international bodies such as the World Bank, the International Monetary Fund, the European Central Bank and the United Nations, private financial entities, or international cooperation and business development bodies.



CURRICULUM

1st Year	ECTS	Type
Accounting and Financial Analysis	6	UCR
Economic Environment	6	UCR
Environments: Cultural, Political and Legal	6	UCR
Fundamentals of International Business	6	UCR
Contemporary Geopolitics	6	UCR
Communication Skills	6	UCR
Language A I	6	DR
Introduction to Marketing	6	UCR
Mathematics	6	DR
Principles of Business Management	6	UCR

2nd Year	ECTS	Type
Competitor Analysis	6	UCR
Financial Accounting and Management Control in International Environments	6	DR
Financial Economics	6	DR
World Economics	6	DR
Statistics	6	DR
International Economics	6	DR
Sources of International Finance	6	DR
Language A II	6	DR
Business Intelligence	6	DR
International Marketing	6	UCR

3rd Year	ECTS	Type
International Law and Contracting	6	DR
International Strategic Management	6	DR
Human Resources Management	6	DR
Managerial and Negotiation Skills	6	DR
Language A III	6	DR
Commercial Research	6	DR
International Trade	6	DR
Production Management and International Operations	6	DR
Internationalization Strategies	6	DR
International Finance	6	DR

4th Year	ECTS	Type
Distribution and Logistics	6	DR
Project Management	6	DR
International Business Ethics	6	DR
University Activities	6	DR
Elective Courses	6	DR
Internship I	6	DR
Internship II	6	DR
International Business Graduation Project*	6	DR

*The Graduation Project is mandatory. It must be done online with a UEM advisor and presented at the University after you return.

ECTS European Credit Transfer System
 DR Degree Requirement
 UCR University Core Requirement
 RE Required Elective

Curricular courses may be subject to modification

100% English: All courses in curriculum are taught in English