



UNIVERSIDAD  
COMPLUTENSE  
MADRID



# Bachelor's Degree

Faculty of Economics and Business

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# Business Administration

# Syllabus

Option: Group in English.

TYPE OF SUBJECT	ECTS
Core Studies	60
Compulsory	138
Elective	36 *
Bachelor Thesis	6
<b>Total</b>	<b>240</b>

\* Includes 12 ECTS for Internships.

YEAR ONE	ECTS
Business Law	6
Business Mathematics I	6
Business Mathematics II	6
Business Statistics I	6
Economic History	6
Financial Accounting I	6
Introduction to Economics	6
Microeconomics	6
Principles of Business Financial Management	6
Principles of Business Management	6

YEAR TWO	ECTS
Business Statistics II	6
Commercial Law I	3
Economic Policy	6
Financial Accounting II	6
Financial Mathematics	6
Industrial and Business Sociology	3
International Economics for Business	6
Macroeconomics	6
Management Accounting	6
Organisation and Design	6
Spanish Economy	3
Tax System I	3

YEAR THREE	ECTS
Analysis and Accounting Consolidation	6
Asset Valuation and Investment Analysis	6
Decision Analysis	6
Econometrics	6
Financing Decisions	6
Human Resources Management	6
Market Research	6
Principles of Marketing	6
Production Management	6
Tax System II	6

YEAR FOUR	ECTS
Consumer Behaviour	6
Financial Analysis and Planning	6
Strategic Management	6
Nine Electives or Six Electives and Internship	36
Bachelor Thesis	6

YEAR FOUR ELECTIVES	ECTS
Business English	4
Spanish Financial System	4
External Internships	12

## Accounting Track

### Specific

Audit of Financial Statements	4
Company Accounting	4
Computer Applications for Accounting Information	4
Consolidation of Financial Statements	4

### Recommended

Commercial Contracts	4
Government, Corporate Social Responsibility and Sustainability	4
Risk Analysis and Management	4
Tax Planning	4

## Business Administration Track

### Specific

Innovation and Technology Management	4
International Business Management	4
Quality Management	4
Start-up Companies	4

### Recommended

Applied Industrial Economics	4
Employment Contract	4
Gender and Diversity in Organisations	4
Government, Corporate Social Responsibility and Sustainability	4
Tax Planning	4

## Finance Track

### Specific

Banking and Stock Exchange Operations	4
Economics and Bank Management	4
Financial Economics of Self-employment and Participative Companies	4
International and National Financial Markets	4

### Recommended

Applied Industrial Economics	4
Corporate Governance, Social Responsibility and Sustainability	4
Risk Analysis and Management	4
Tax Planning	4

## Marketing Track

### Specific

Commercial Distribution	4
Integrated Marketing Communications	4
International Marketing	4
Marketing Plan	4

### Recommended

Business Analysis with Big Data	4
Commercial Contracts	4
Data Analysis	4
Government, Corporate Social Responsibility and Sustainability	4
Sociology of Organizations	4

PARTICIPATION CREDITS	ECTS
Any course	6

## Knowledge acquired

- Administration and management of a business or any other type of organisation, with an understanding of its competitive and institutional position, while identifying its strengths and weaknesses.
- Integration in any functional area of a medium or large company or organisation, the ability to perform any management task assigned therein (production, marketing, human resources, finance, accounting...) and make and execute decisions.
- Preparation of diagnoses, with organisation improvement proposals, incentive plans and activities specific to human resources (job analysis and appraisal, hiring, compensation, career development, etc.).
- Marketing techniques and tools to meet consumer needs and/or wishes at all times.
- Investment analysis and planning, foreseeing expectations, interrelations and financing. Management and control of the company's financial plan.
- Economic-financial information (accounting statements) and its legislation.
- Relevant economic sources of information and contents. Preparation of data obtained.
- Assessment, based on relevant information records, of a company's situation and foreseeable development.
- Advice on specific business and market situations.
- General company or functional area management projects.
- National and international economic environment where the company operates.

## Professional opportunities

- Business Management and Leadership: Company manager or director, entrepreneur and/or creator of new companies, responsible for international business development.
- Finance and Accounting: Chief financial officer, financial analyst, auditor, investment manager, risk analyst.
- Marketing and Commercialization: Marketing and/or sales manager, market research specialist.
- Human Resources: Human resources director, specialist in recruitment, training and talent development.
- Production and Logistics: Chief operations officer, product development manager, logistics and/or supply chain manager, quality control manager, purchasing specialist.
- Consultancy and Advisory Services: Strategic consultant, process improvement consultant, advisor in the creation of business and startups.
- Public Sector: Public administration technician, manager and/or advisor in economic and business policy.
- Teaching and Research: Lecturer or researcher in economics and business topics.



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Grados UCM



## Bachelor's Degree in Business Administration

Field of Knowledge: Economic Sciences, Business Administration, Marketing, Commerce,  
Accounting, and Tourism

### Faculty of Economics and Business

Campus de Somosaguas

[economicasyempresariales.ucm.es](http://economicasyempresariales.ucm.es)

For further information: [www.ucm.es/estudios/grado-adeingles](http://www.ucm.es/estudios/grado-adeingles)

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