



ACADEMIC EXCELLENCE



INTERNATIONALITY



EMPLOYABILITY



ABILITIES DEVELOPMENT

# WELCOME TO **UNIVERSIDAD EUROPEA**

## **UNDERGRADUATE AND GRADUATE**

PROGRAMS TAUGHT IN ENGLISH



**Universidad  
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES

# CONTENTS



**Universidad  
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES

• Laureate Network International Universities	4
• A University thought-out for the real world	6
• Why study at UE	8
• Facilities and campus	10
• Usefull information	14
<b>UNDERGRADUATE PROGRAMS:</b>	<b>18</b>
• <b>School of Health Sciences</b>	
• Bachelor's Degree in Physical Therapy	20
• <b>School of Biomedical Sciences</b>	
• Bachelor's Degree in Dentistry	22
• Bachelor's Degree in Biotechnology	24
• <b>School of Architecture</b>	
• Bachelor's and Master's Degree in Architecture	26
• <b>School of Social Sciences</b>	
• Bachelor's Degree in Marketing and Commercial Management	28
• Bachelor's Degree in International Hospitality and Tourism Management	30
• Double Degree in Business Management and Entrepreneurship + International Relations	32
• Double Degree in Business Management and Entrepreneurship + Marketing and Commercial Management	34
• Bachelor's Degree in International Relations	36
• Bachelor's Degree in Business Management and Entrepreneurship	38
• Global Bachelor's Degree in Finance	40
• Global Bachelor's Degree in Business Management and Entrepreneurship	42
• Global Bachelor's Degree in International Relations	44
• Global Bachelor's Degree in Marketing and Commercial Management	46
• <b>School of Engineering</b>	
• Bachelor's Degree in Aerospace Engineering	48
• Bachelor's Degree in Mechanical Engineering	50
<b>GRADUATE PROGRAMS:</b>	<b>52</b>
• <b>School of Social Sciences</b>	
• Master's Degree in Business Administration MBA 100% Online	54
• International Master's Degree in Business Administration	56
• <b>School of Engineering and Architecture</b>	
• Tricontinental Master's Degree In Integrated Architectural Projects	58
• <b>Real Madrid International School</b>	
• MBA Master's Degree in Sports Management	60
• Certificate Course in Sport Management- Marketing	62
• Master's Degree in Sports Marketing	64

**EE.UU.**

- Kendall College
- NewSchool of Architecture and Design
- Walden University
- Santa Fe University of Art and Design
- National Hispanic University (NHU)

**Brazil**

- Business School São Paulo (BSP)
- CEDEPE Business School (CBS)
- Centro Universitário Ritter dos Reis (UniRitter)
- Centro Universitário do Norte (UNINORTE)
- Faculdade de Desenvolvimento do Rio Grande do Sul (FADERGS)

- Faculdade dos Guararapes (FG)
- Faculdade Unida da Paraíba (UNPB)
- Centro Universitário IBMR
- Universidade Anhembi Morumbi (UAM)
- Universidade Potiguar (UnP)
- Universidade Salvador (UNIFACS)

**Chile**

- Institute for Executive Development Chile (IEDE)
- Instituto Profesional (AIEP)
- Instituto Profesional Escuela Moderna de Música (EMM)
- Universidad Andrés Bello (UNAB)
- Universidad de Las Américas Chile (UDLA)
- Universidad Viña del Mar (UVM)



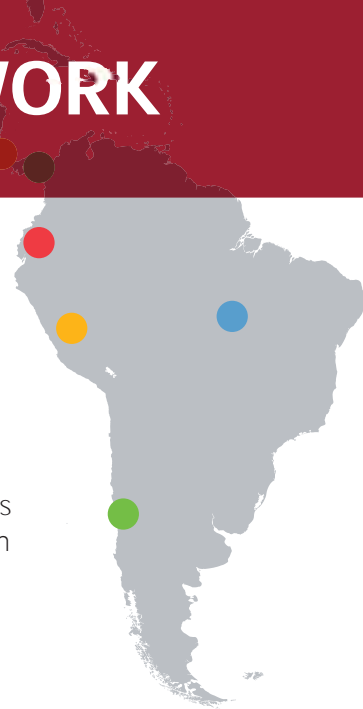
**LAUREATE**  
INTERNATIONAL  
UNIVERSITIES®



# LAUREATE NETWORK

## A distinct international perspective

We belong to the Laureate International Universities Network, worldwide leader in higher education, with more than 750,000 students throughout and more than 65 institutions spanning 29 countries.

**Costa Rica**

- Universidad Latina de Costa Rica
- Universidad Americana (UAM)

**Ecuador**

- Universidad de Las Américas (UDLA)

**Honduras**

- Universidad Tecnológica Centroamericana (UNITEC)
- Centro Universitario Tecnológico (CEUTEC)

**Mexico**

- Universidad del Valle de México (UVM)
- Universidad Tecnológica de México (UNITEC)

**Panama**

- Universidad Interamericana de Panamá (UIP)
- Universidad Latinoamericana de Ciencia y Tecnología (ULACIT)

**Peru**

- Universidad Peruana de Ciencias Aplicadas (UPC)
- CIBERTEC
- Universidad Privada del Norte (UPN)
- Instituto Tecnológico del Norte (ITN)

**Spain**

- Les Roches International School of Hotel Management (Marbella)
- Universidad Europea de Madrid
- Universidad Europea de Canarias
- Universidad Europea de Valencia
- ESTEMA Escuela de Negocios
- Escuela Universitaria Real Madrid

**Switzerland**

- Glion Institute of Higher Education
- Les Roches International School of Hotel Management
- Les Roches Gruyère, University of Applied Sciences (LRG)

**Turkey**

- Istanbul Bilgi University

**Netherlands and United Kingdom**

- University of Liverpool (in partnership with Laureate Online Education B.V.)
- University of Roehampton, London (In partnership with Laureate Online Education B.V.)

**Cyprus**

- European University Cyprus (EUC)

**France**

- Ecole Centrale d'Electronique (ECE)
- Ecole Supérieure du Commerce Extérieur (ESCE)
- Institut Français de Gestion (IFG)

**Germany**

- BiTS (Business and Information Technology School)
- BTK Group

**Italy**

- Nuova Accademia di Belle Arti (NABA)
- Domus Academy

**Portugal**

- Instituto Superior de Linguas e Administração



# INTERNATIONAL UNIVERSITIES

**Jordan**

- Royal Academy of Culinary Arts (RACA)

**Morocco**

- Université Internationale de Casablanca (UIC)

**Saudi Arabia**

- Higher Institute for Power and Water Technologies (HIWPT)
- Riyadh Polytechnic Institute (RPI)

**China**

- Blue Mountains International Hotel Management School-Suzhou Campus
- Hunan International Economics University (HIEU)
- Les Roches Jin Jiang International Hotel Management College
- Xi'an Jiaotong-Liverpool University (XJTLU)

**India**

- Pearl Academy

**Indonesia**

- INTI College Indonesia

**Japan**

- St. Thomas University (STU)

**Malaysia**

- INTI International University & Colleges

**New Zealand**

- Media Design School

**Thailand**

- Stamford International University

**Australia**

- Blue Mountains International Hotel Management School (BMIHMS)

# A UNIVERSITY THOUGHT-OUT FOR THE **REAL WORLD**

A Distinct International Perspective  
Professional Connections  
At the Forefront of 21st Century Academic Quality

On the campus students at Universidad Europea benefit from an international and multicultural environment that enhances their university training.

They coexist with international professors and students on a daily basis, attend classes and conferences in English and can complement their international training by carrying out part of their studies at highly regarded Universities in the U.S.A and Europe as well as at Laureate Network member Universities.

## **Professional connections**

We prepare students to enter the job market through an educational approach that includes four levels of practical training:

### **1** THE CLASSROOM

From the start, the objective is to provide our students with the necessary skills to successfully take on their future professional projects.

### **2** LABORATORIES AND WORKSHOPS

So that students at Universidad Europea get a feeling for their future profession, practical classes are taught in laboratories and workshops equipped with the latest technological advances.

### **3** REAL ON CAMPUS INTERNSHIPS

UE's facilities and clinics allow students to carry out internships that will help them gain experience for their future careers in a real setting that is 100% professional.

### **4** CAREER PLACEMENT

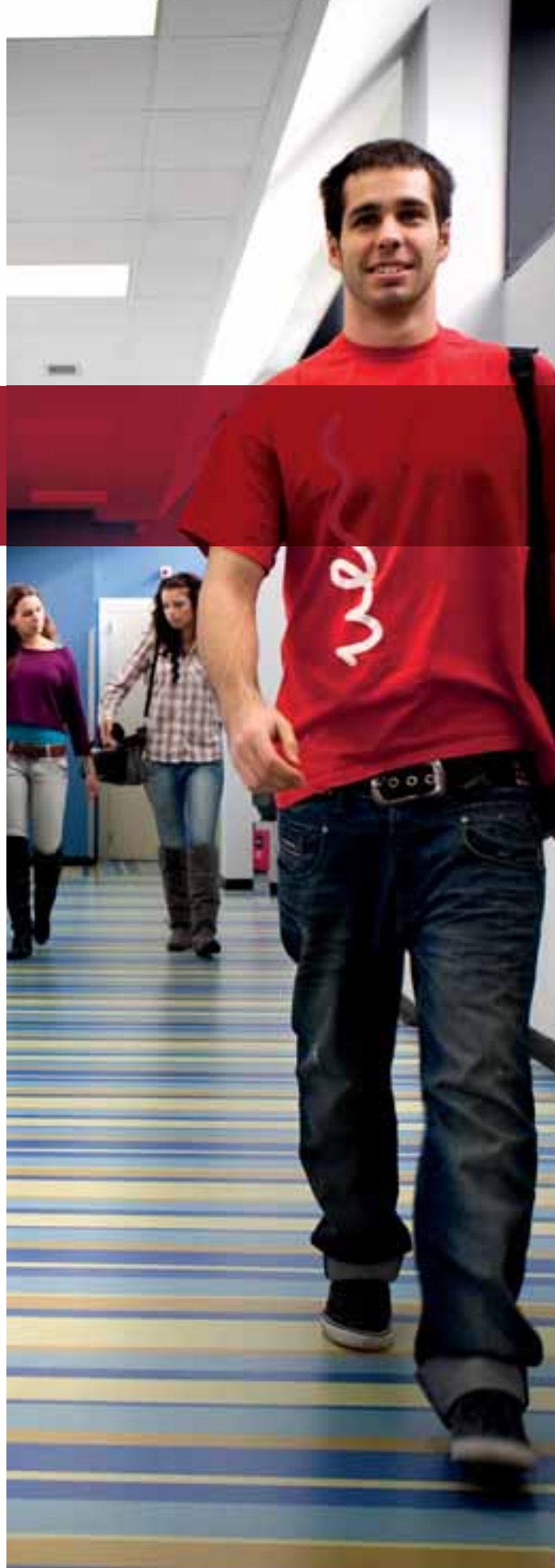
The Career and Placement Office advises students and offers internships in highly-regarded national and international companies, which will help them find their first job.

## At the forefront of 21<sup>st</sup> century academic quality

Universidad Europea's educational philosophy stands behind a holistic education for its students, complementing their educational training with the acquisition and development of personal and professional skills that will allow them to enter the professional world under the best possible conditions.

Universidad Europea is unique thanks to the following characteristics:

- Reduced class sizes, allowing constant, direct contact with professors, as well as the possibility of taking full advantage of the hands-on facilities available to each degree program.
- A personalized education: students receive personalized academic and professional guidance throughout their entire stay at the University.
- A faculty of professors who are highly qualified and have extensive teaching, professional and research experience that enrich the theoretical and practical education of our students.
- Curricula tailored to the needs of the job market; with a predominantly practical approach (more than 50% of all credits are practice related).



# WHY STUDY AT **UE**

Our principal value is academic quality, reinforced with hands-on sessions and the use of the latest technologies in the classroom.

- We are an international and innovative University adapted to both today's job market and the European Higher Education Area.
- We offer a wide range of officially recognized Undergraduate and Graduate academic programs.
- We have Universities in three of the main cities in Spain: Madrid, Valencia and Canarias.
- Our main value is academic quality, reinforced with hands-on sessions and the use of the latest technologies in the classroom.
- The Faculty of professors is highly qualified and benefits from extensive academic, professional and research experience that enhances the student's theoretical and practical training.
- Reduced groups ensure an on-going and direct contact with the professor and allow for the maximum benefit to be gained from the practical facilities offered under each degree program.
- We offer an internal quality control program that means we are the point of reference for academic excellence in the University sphere, guaranteed by the many quality certifications we have received.







# FACILITIES AND **CAMPUS**

Universidad Europea is aware of our future graduates' need to enter the job market with an understanding of the hands-on aspects of their field. Therefore, we offer state-of-the-art laboratories and facilities to each of the different academic areas available to students on all our Campuses, guaranteeing they receive a quality education in tune with the latest technology. At the moment there are three Universities available: Universidad Europea de Madrid with 2 campus en Villaviciosa de Odón y La Moraleja, Universidad Europea de Valencia and Universidad Europea de Canarias.

## **MADRID - VILLAVICIOSA DE ODÓN CAMPUS**

Villaviciosa de Odón is the largest of the Campuses and stands out for its facilities, which are tailored to each area of study: communication, health sciences, sports, etc. In addition, there are two student dormitories on Campus with capacity for more than 500 people.

### **University dormitories**

The dorms guarantee the comfort and well-being necessary for students while studying, in addition to offering a university atmosphere that is as relaxing as it is enriching. Each of the dorm rooms, single or double, are equipped with everything students need: bathrooms, air-conditioning, wireless Internet connection, phones, and a study area. Within the facilities there is a library, study rooms, dining rooms, a cafeteria, a theater, a computer lab, television rooms and movie rooms. Complementary services include cleaning, laundry, ironing, food shopping, on-campus health services, house-call medical insurance, psychological counseling, etc.

### **Sports facilities**

The University Sports Complex houses gyms and specialized areas for every discipline, including cutting edge mobility, exercise physiology, and biomechanics movement laboratories. The 14,000 m<sup>2</sup> that the complex dedicates to sports reflects the value placed on sports as part of a university education. These facilities boast the latest technology, including an automated management system and electronic card access, so that students can reserve courts and plan their sports activities according to what is most convenient to their schedules.

### **Facilities**

- Sports Complex
- Dulce Chacón Library
- Mock courtroom
- Language laboratory
- Engineering laboratories and workshops
- IT laboratories
- Graphic Design studio
- Film, sound and photography laboratories
- Radio and television studios
- Online newspaper and UemCom radio station
- Simulated hospital
- Dissection Rooms
- R&D+i Biopathology / Biomedicine laboratory
- Physical Therapy laboratories
- Training and motricity laboratory
- Travel agency





## MADRID - LA MORALEJA CAMPUS

La Moraleja is a new Campus located in one of the most important business areas in Madrid, in the municipal district of Alcobendas (La Moraleja).

The Campus comprises a 6,330 m<sup>2</sup> building with four floors that house: classrooms, IT labs, a faculty room, group work rooms, tutorial rooms, and open spaces. The center also has a study room with learning and research resources. It is equipped with the latest in teaching facilities and network equipment.

This Campus was originally designed for Graduate Programs and Professional Degree Programs, and now also allows Universidad Europea de Madrid students to pursue studies in areas such as Law, Business Management and Entrepreneurship, Marketing and Commercial Management, Advertising Communication, Architecture, Building Engineering, and Computer Engineering.

La Moraleja Campus has signed agreements with the major companies and stores in the area under the program

“Amigos de la Moraleja” [Friends of La Moraleja], in order to offer its students special discounts in housing, restaurants, entertainment, and other services that may be useful to them. All students have to do is show their Universidad Europea de Madrid ID card.

### **FACILITIES**

The Campus is comprised of a 6,330 m<sup>2</sup> building with four floors that houses:

- Classrooms
- IT labs
- A faculty room
- Group work rooms
- Tutorial rooms
- Multi-purpose areas



## UNIVERSIDAD EUROPEA - **VALENCIA**

Universidad Europea de Valencia offers students in the Community of Valencia fourteen Bachelor's Degree Programs that are valid under the new European Higher Education Area (EHEA), and a wide range of Graduate courses, both in the area of Business and in other academic areas. All the Bachelor's Degrees offered are officially recognized and encompass fields of study as diverse as Business Studies, Law, Communication, Architecture, Nursing and Dentistry.

The facilities are located in the city center and have been designed to offer students quality, comfort, and state-of-the-art technological features, including: group work rooms, multipurpose health sciences laboratories, dental simulation labs, simultaneous translation labs, mock court rooms and much more, allowing students to carry out their academic training in an environment comparable to that which they will find in their future career.

### **FACILITIES**

Group work rooms

Multi-purpose health sciences laboratories

Dental simulation labs

Simultaneous translation labs

Mock court rooms



## UNIVERSIDAD EUROPEA - **CANARIAS**

Since 2012 Universidad Europea has been present on the island of Tenerife with the objective of extending its unique academic model to the Canary archipelago. It offers an education of academic excellence based on reduced-size classes, a highly qualified faculty and access to the latest educational technology.

At Universidad Europea de Canarias there are 5 Bachelor's Degree, 3 Double Degree and 21 Graduate Degree programs on offer.

An education characterized by a holistic, international perspective aimed at guaranteeing the highest level of training for today's market.

# USEFUL INFORMATION

One of the commitments of Universidad Europea is to guarantee all students coming from other parts of Spain and abroad a high-quality stay at our University.

## Life in Madrid

Situated in the center of the Iberian Peninsula, Madrid has a population of some 5.5 million inhabitants living in its metropolitan area.

It is a modern capital and business center, home to the most important multinational companies which means the offer of numerous professional opportunities. Madrid is a cosmopolitan city with an intense lifestyle both by day and by night. The artistic, cultural and leisure offer is first class in terms of both quantity and quality, among which we can particularly point out the Prado or the Reina Sofía Museums.

The open personality of its inhabitants, the majority of whom come from other autonomous communities, help visitors feel at home. Madrid's geographical location means it can be easily and comfortably accessed when traveling from other Spanish and European cities.

## Life in Valencia

Valencia is one of the most avant-garde cities and one that has undergone the most development in recent years. In addition it has beauty, history, traditions and an economic fabric that has turned it into the destination of choice for millions of people every year, both for pleasure and for business.

In its gastronomy, local festivals, architecture and cultural and leisure activities of offer, we find innumerable examples among which we can name "Las Fallas" [the Fires], "La Tomatina" [the Tomato Fight] or its ubiquitous paella. The "Ciudad de las Artes y las Ciencias" [the City of Arts and Sciences], brings together exhibitions and events, combining leisure and culture and

represents the most important center of its kind in the whole of Europe.

In addition, Valencia hosts sports competitions that have a significant international following, including the European Formula 1 Grand Prix or the Tennis Open.

Its privileged location on the Mediterranean gives the city fantastic beaches that can be enjoyed all year round thanks to the temperate and pleasant climate that is characteristic of Valencia.

## Life in Canary Islands

The largest of the seven Canary Islands, Tenerife sits in the Atlantic Ocean just off the coast of North Africa and is the destination of choice for millions of tourists every year. In Tenerife one can enjoy an incredible variety of extraordinary natural landscapes, from the top of Mt. Teide, the highest point in Spain, to the sandy beaches, spectacular cliffs and forests populated with prehistoric species. The unique island boasts two World Heritage Sites, one National Park and 42 protected natural areas. In addition, Tenerife offers innumerable sport, leisure and cultural activities, including the second largest Carnival in the world.

The town of La Orotava, home to the Universidad Europea de Canarias, is one of the municipalities on Tenerife Island with the most history and tradition, offering a wide range of monuments, impressive views and gardens, festivals and popular holiday traditions.

The islands are easily accessible, with direct daily flights to most of the major European cities.



*Gran Vía, Madrid.*

# USEFUL INFORMATION

## ACCOMODATION

One of the commitments of Universidad Europea is to guarantee all students coming from other parts of Spain and abroad a high quality stay at our University.

We are aware of the difficulties involved when moving to an unknown city or country. The place where you are going to live during your years spent at University is very important for you to feel settled and to

### Madrid

University Dormitories: Universidad Europea de Madrid offers two University Dormitories on its Villaviciosa de Odón Campus (Madrid) meeting all your domestic, academic and security requirements.

UEM Accommodation Portal:

The UEM Accommodation Portal offers you a personalized service to help you search for accommodation in shared apartments, studios, rooms in family houses and so on...

<http://alojamientosuem.es/> 

Autonomous Community of Madrid:

The Autonomous Community of Madrid offers the following links to accommodation search tools:

<http://www.emes.es/VivirenMadrid/Alojamientoestudiantes/tabid/219/Default.aspx> 

[www.madrid.org/inforjoven/](http://www.madrid.org/inforjoven/) 

### Valencia

The city of Valencia offers different options for student accommodation that can be found via various agencies such as:

<http://www.universalstudents.es> 

Universal Students does not form part of the Universidad Europea de Valencia Institution, Valencia nor is it associated with any other university in Valencia.

### Canarias

La Orotava offers plenty of affordable housing within walking distance of the university campus. Students can search for shared apartments using any of the various accommodation agencies in Tenerife, such as Inmobiliaria Inmorotava:

[www.inmorotava.com](http://www.inmorotava.com) 



obtain the maximum benefit from both your studies and the university experience. Here are some of the different accommodation alternatives available to you so that you can find the one that best suits your needs, possibilities and tastes.

## COST OF LIVING

The cost of living in Madrid, Valencia or Canarias can add up to an average of 1,000 € per month including accommodation, food and other expenses.

By way of a guide, we have set out some approximate costs in the following table:

	Madrid	Valencia	Canarias
Accommodation in a shared apartment	350 € - 450 €	250 € - 300 €	140 € - 200 €
Monthly travel card (metro, bus and regional train)	54 € - 82 € Depending on the zone	38 € Zone A	20 € Zone A
Food (supermarket)	200 € - 300 €	200 €	150 €
Menu of the day in a restaurant	9 € - 12 €	9 € - 12 €	6 € - 8 €
Cinema	7 € - 9 €	7 € - 9 €	7 €

## LINKS OF INTEREST

- Ministry of the Interior – Procedures for Foreigners - <http://www.mir.es/SGACAVT/extranje/> 

### Madrid

- Ayuntamiento de Madrid [Madrid City Council] - <http://www.madrid.es> 
- Es Madrid - <http://www.esmadrid.com> 

### Valencia

- Ayuntamiento de Valencia [Valencia City Council] - <http://www.valencia.es> 
- TurisValencia - <http://www.turisvalencia.es> 

### Canarias

- Discover everything Canarias has to offer at [www.turismodecanarias.com](http://www.turismodecanarias.com) 

# UNDERGRADUATE PROGRAMS





# BACHELOR'S DEGREE IN PHYSICAL THERAPY

School of Health Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid	<input checked="" type="checkbox"/> 100% English <input checked="" type="checkbox"/> Spanish	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

The Bachelor's Degree in Physical Therapy at Universidad Europea incorporates the latest trends in the field, providing solid training in manual therapies and integrating diverse areas of specialization including Manual, Sports and Neurological Therapy, thereby equipping you to enter a competitive and versatile job market. You may choose from three specialization branches through coursing required electives as of your 2nd Year.

In short, this program gives you hands-on, personalized training that responds to the needs of today's society, focusing on your future professional success from day one.

## CAREER OPPORTUNITIES

As an expert in therapies based on physical techniques and rehabilitation, you may practice professionally in any European country:

- In hospitals, primary care centers, public or private therapy centers and sport organizations.
- In health care mutual associations, sports organizations, spa therapy centers, in-company health services, etc.
- In your own physical therapy practice as a self-employed professional.



# CURRICULUM

1st year	ECTS	Type
Structure and Function of the Human Body	12	UCR
Tissue and Cell Biology	6	UCR
Biophysics	6	UCR
Basic Physical Therapies	6	DR
Anatomy: Human Musculoskeletal System and Nervous System	6	DR
Applied Psychosocial Sciences and Communication Skills	6	UCR
Basic Manual Therapy	12	DR
Public Health. Values and Professional Ethics	6	UCR

2nd year	ECTS	Type
Biomechanics	6	UCR
Special Techniques in Physical Therapy I	6	DR
English	6	UCR
Pharmacology and Medical Pathology I	6	UCR
*Special Techniques in Physical Therapy II	6	DR
Health Care Legislation and Managerial Skills	6	UCR
Research Methodology and Clinical Documentation	6	UCR
Pharmacology and Medical Pathology II	6	DR
Clinical Period of Study I	6	DR
<b>Required Elective (choose 1)*</b>	6	

3rd year	ECTS	Type
Radiology and Surgical Pathology I	6	DR
Neurological Physical Therapy	9	DR
Osteopathic Physical Therapy I	6	DR
Physical Therapy in Surgical Medical Processes	9	DR
Radiology and Surgical Pathology II	6	DR
Osteopathic Physical Therapy II and Muscle Chains	6	DR
Clinical Period of Study II	12	DR
<b>Required Elective (choose 1)*</b>	6	

4th year	ECTS	Type
Internship	30	DR
Ortheses and Prostheses	6	DR
Physical Therapy: Manual Lymphatic Drainage	6	DR
Graduation Project	6	DR
Physical Therapy in Obstetrics and Gynecology	6	DR
<b>Required Elective (choose 1)*</b>	6	

\* New required elective courses pending authorization.

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

Some courses in the curriculum are subject to change.

# BACHELOR'S DEGREE IN DENTISTRY

School of Biomedical Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid <input checked="" type="checkbox"/> Valencia	<input checked="" type="checkbox"/> Progressively bilingual <input checked="" type="checkbox"/> Spanish	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

The Bachelor's Degree in Dentistry at Universidad Europea offers you a quality academic program focused on your future professional success from day one. Our courses offer personalized instruction by leading dentists, as well as contact with the real profession through more than one thousand hours of clinical internship.

## CAREER OPPORTUNITIES

The high level of specialization offered in the Bachelor's Degree in Dentistry will qualify you to work in a variety of professional fields, such as:

- Your own private practice.
- Private clinics and hospitals.
- Medical insurance companies.
- Spanish primary and hospital care (10% of the courses are in English) in regional health care.
- The pharmaceutical and dental industries.
- Prevention campaigns in schools.
- Specialized care in city halls.
- Penitentiary institutions and legal forensic dentistry.
- Secondary and post-secondary education.
- Research.



# CURRICULUM

1st year	ECTS	Type
Anatomy and Physiology of the Human Body I	6	UCR
Cell Biology and Human Genetics	6	UCR
Epidemiology, Public Health and Applied Biostatistics	6	UCR
Anthropology and History of Dentistry	3	UCR
Documentation and Introduction to Research Methodology in Dentistry	3	UCR
English for Health Sciences I	6	UCR
Anatomy and Physiology of the Human Body II	6	UCR
Biochemistry	6	UCR
General Microbiology and Immunology	6	DR
Introduction to the Clinic	6	DR
Psychology and Communication Skills	6	UCR

2nd year	ECTS	Type
Biomaterials and Instrumentation	6	DR
Head and Neck Anatomy	6	UCR
Applied Surgical Medical Pathology I	6	DR
Semiology and General Physiopathology I	6	DR
General Pharmacology, Human Nutrition, Anesthesia and Reanimation	6	DR
Periodontics I	6	DR
Physiology of the Stomatognathic System	6	DR
Applied Surgical Medical Pathology II	6	UCR
Semiology and General Physiopathology II	6	DR
Diagnostics in Dentistry	3	DR
Normal and Pathological Occlusion	3	DR

3rd year	ECTS	Type
Pediatric Dentistry I	6	DR
Orthodontics I	6	DR
Oral Surgical Medical Pathology I	6	DR
Restorative Dentistry I	6	DR
Stomatology Prosthesis I	6	DR
Pediatric Dentistry II	6	DR
Orthodontics II	6	DR
Oral Surgical Medical Pathology II	6	DR
Restorative Dentistry II	6	DR
Stomatology Prosthesis II	6	DR

4th year	ECTS	Type
Advanced Periodontics	4	DR
Oral Surgical Medical Pathology III	4	DR
Restorative Dentistry III	4	DR
Introduction to Clinical Practice on Adults	4	DR
Pediatric Dentistry III	3	DR
Orthodontics III	3	DR
Introduction to Clinical Practice on Children	2	DR
Stomatology Prosthesis III	6	DR
Preventive Dentistry	4	DR
Oral Surgical Medical Pathology IV	4	DR
Restorative Dentistry IV	4	DR
Introduction to Clinical Practice on Adults	4	DR
Orthodontics IV	3	DR
Pediatric Dentistry IV	3	DR
Introduction to Clinical Practice on Children	2	DR
Stomatology Prosthesis IV	6	DR

5th year	ECTS	Type
Practicum	24	DR
Graduation Project I	3	DR
EU Dentistry and Public Oral Health	6	DR
Special Patients	3	DR
Graduation Project II	3	DR
Professionalism	4	DR
Radioprotection	2	DR
Emergencies in the Office	3	DR
<b>red Elective</b>	<b>12</b>	<b>DR</b>

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

Some courses in the curriculum are subject to change.

# BACHELOR'S DEGREE IN BIOTECHNOLOGY

School of Biomedical Sciences



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

## DESCRIPTION

The Bachelor's Degree in Biotechnology at Universidad Europea offers you state-of-the-art academic and technical training. You will gain broad scientific knowledge of biological processes and their biotechnological applications in the pharmaceutical, food and agriculture, chemical or environmental industries.

In addition, you will receive specialized training in business management, take part in extracurricular activities related to your field of expertise, and perform an internship in a company in the sector. You will be a competitive and innovative professional with a high mastery of English, able to meet the challenges of a growing field in need of new experts.

## CAREER OPPORTUNITIES

The main areas that involve Biotechnology can be grouped into: research, development, innovation, sales, management, and consultancy. Organizations in which you could work professionally include:

- Public and private research centers.
- Pharmaceutical and biotechnology companies.
- The food industry.
- The chemical and environmental industries.
- Consultancies and educational institutions.





# CURRICULUM

1st year	ECTS	Type
Mathematics	9	UCR
Chemistry	12	UCR
Physics	6	UCR
Biology	6	UCR
Computer Science	6	DR
Genetics	6	DR
Biochemistry	9	UCR
English	3	DR
Organization and Management of Biotechnology Companies	3	DR

2nd year	ECTS	Type
Physiology I	6	UCR
Physiology II	6	UCR
Foundations of Biochemical Engineering	9	DR
Molecular Genetics	6	DR
Microbiology	9	DR
Basic Instrumental Techniques	6	DR
Thermodynamics and Chemical Kinetics	6	DR
Scientific English	3	DR
Statistics	6	UCR
Strategic Management	3	DR

3rd year	ECTS	Type
Bioinformatics	6	DR
Molecular Genetic Engineering	6	DR
Protein Chemistry and Engineering	6	DR
Advanced Instrumental Techniques	3	DR
Immunology	6	DR
Virology	6	DR
Cell Cultures	3	DR
Functional Genomics and Proteomics	6	DR
Pharmacology	6	DR
Financial Management of Biotechnology Companies	6	DR
Bioethics	6	DR

4th year	ECTS	Type
Internship	6	DR
Biotechnological Products and Processes	9	DR
Bioreactors	9	DR
Legal and Social Aspects of Biotechnology	6	DR
Human Resource Management	3	DR
Commercial Management	3	DR
Graduation Project	6	DR
Internship	6	RE
Required Elective 1	6	RE
Required Elective 2	6	RE

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

Some courses in the curriculum are subject to change.

# BACHELOR'S AND MASTER'S DEGREE IN ARCHITECTURE

School of Architecture



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid	<input checked="" type="checkbox"/> 100% English <input checked="" type="checkbox"/> Spanish	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Class schedules compatible with working hours

## DESCRIPTION

If you are passionate about architecture, whether it be in its artistic or technical aspects, this concurrent Bachelor's/Master's Degree is for you.

You will find it the ideal way to combine all your interests while advancing personally and professionally. From day one you will be in contact with prestigious professionals and professors who will teach you the values of effort, perseverance, planning and international projection which are keys to professional excellence.

## CAREER OPPORTUNITIES

Some of the many jobs you may choose from, apart from those of an architect or building engineer are:

- An architect in Spain or abroad.
- An architectural or engineering consultant.
- An entrepreneur in innovative and creative projects in architectural, engineering or construction companies, or in your own business projects, in fields that may or may not be linked to architecture and construction.
- A Manager of a construction company, or company related to urban planning, design or cultural management.
- A real estate consultant specializing in the management, programming, acquisition and sale of land and buildings.
- In the public sector, through state exams, at the local, regional, national and/or European level.
- As a critic of art and architecture, editor in specialized journals, or in any other work linked to the promotion of artistic activities in architecture or design.



# CURRICULUM

1st year	ECTS	Type
Introduction to Contemporary Architecture and Art	6	H
Applied Mathematics	6	S
Architectural Geometry	6	G
Architectural Drawing	6	G
Integral Drawing Workshop I	6	G
Process Physics	6	S
Communication Skills	6	L
Construction I: Systems	6	C
Urban Development Basics	6	U
Integral Drawing Workshop II	6	G

2nd year	ECTS	Type
Conditioning Techniques	6	I
Structural Mechanics	6	S
Construction II: Materials	6	C
Integral Drawing Workshop III	6	G
Design Workshop G1	6	D
Art and Architecture of the 20th and 21st Centuries	6	H
Structural Analysis	6	S
Urban Areas and Sustainable Design	6	U
Integral Drawing Workshop IV	6	G
Design Workshop G2	6	D

3rd year	ECTS	Type
Critic and analysis of Architecture (Architecture and art S. XX, S. XXI)	6	H
Business Management	6	M
Urban Planning	6	U
Design Workshop G3	6	D
Integration Workshop I	6	D
Building Facilities	6	I
Structural Dimensioning	6	S
Construction III: Structure	6	C
Design Workshop G4	6	D

4th year	ECTS	Type
General English	6	L
Architectural research and critique	6	H
Construction IV: Surround Systems	6	C
Technical Systems	6	C + S + I
City Project Workshop	6	U
Design Workshop G5	6	D
Structural and Foundation Design	6	S
Deontology and Values	6	M
Design Workshop G6	12	D

5th year	ECTS	Type
Professional Internship	12	P
Industrialization and building processes	6	U
Design Workshop G7	12	D
Technological Project Workshop	6	C + S + I
Bachelor's Degree Graduation Project	12	D

6th year	ECTS	Type
2 Required Elective courses (MASTER)	10	
Technology project workshop M1 (MASTER)	8	C + S + I
Design workshop M1 (MASTER)	12	D
Graduation project (MASTER)	30	D

G	Graphic
S	Science + Structures
L	Language
H	History of Architecture
C	Construction
U	Urbanism
D	Design Workshop
I	Installations
M	Management
P	Professional Internship

# BACHELOR'S DEGREE IN MARKETING AND COMMERCIAL MANAGEMENT

School of Social Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid <input checked="" type="checkbox"/> Valencia	<input checked="" type="checkbox"/> 100% English <input checked="" type="checkbox"/> Progressively bilingual	<input checked="" type="checkbox"/> 100% Campus-based <input checked="" type="checkbox"/> % Online - % Campus-based (possibility of 100% Online)	<input checked="" type="checkbox"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Our faculty is committed to developing the skills of our students. You will have a personal advisor to guide and direct you throughout your training, helping you to develop the skills and abilities you need, such as international vision, capacity for innovation and creativity.

At the School of Social Sciences we organize conferences, seminars, forums, etc. every year, with important lecturers in the sector such as Iñigo Pastor (Managing Director of Zinkia Entertainment) and Elena García de Alcaraz (Strategy Director of Saffron).

## CAREER OPPORTUNITIES

- You will have mandatory internships at companies such as Banco Santander, Deloitte, Bassat, NH Hoteles, Ernst&Young and others through agreements with Universidad Europea.
- You will develop your entrepreneurial capacity thanks to our active methodologies in all subjects, as well as specific subjects for developing the entrepreneurial spirit, such as the Marketing Factory, where you will have to design and execute a real marketing plan for an SME.



# CURRICULUM

1st year	ECTS	Type
Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	DR
Business Administration	6	DR
Fundamentals of Marketing	6	DR
Financial Accounting II	6	DR
Consumer Behavior	6	UCR
Economic and Social Thought	6	UCR

2nd year	ECTS	Type
Business Law	6	UCR
Human Resources Management	6	DR
Cost Accounting	6	DR
Analysis of Financial Operations	6	UCR
Marketing Instruments	6	DR
English	6	UCR
Business Operations	6	DR
Tax Systems	6	DR
Industrial Organization	6	DR
Statistics	6	UCR

3rd year	ECTS	Type
Managerial Skills	6	UCR
Econometrics	6	DR
Commercial Distribution	6	DR
Strategic Marketing: "Marketing Factory"	6	DR
Business Ethics	6	UCR
Brand Marketing	6	DR
Sales Techniques	6	DR
Price Marketing	6	OB
Required Elective	12	RE

4th year	ECTS	Type
Commercial Communication	6	DR
Market Research and Techniques I	6	DR
Sales Management	6	DR
Commercial Simulation	6	DR
Market Research and Techniques II	6	DR
International Marketing	6	DR
Internship	12	DR
Graduation Project: a Marketing Plan	6	DR
Required Elective	6	RE

Required Elective	ECTS	Type
Commercial Communication II	6	RE
Innovation Management	6	RE
Commercial Distribution II	6	RE
Quality Management and Customer Service	6	RE
Consumer Behavior in Marketing	6	RE
University Activities	6	RE

Required Elective  
Choose 3 from the 6 Required Elective

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

Curricular courses may be subject to modification  
This degree is also taught 100% in English



# BACHELOR'S DEGREE IN INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

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"/> Traditional (Monday-Friday)

## DESCRIPTION

The Bachelor's Degree in International Hospitality and Tourism Management combines the most important teachings from the former Business Administration and Tourism Degree Programs.

This Degree Program is enriched by an exclusive study period during the 2nd semester of the 2nd year at Les Roches Marbella, one of the world's three most prestigious names in hospitality, where the best managers in the hospitality sector are trained: Marriott, Hyatt, Hilton, etc.

## CAREER OPPORTUNITIES

- Upon completion of the Bachelor's Degree in International Hospitality and Tourism Management you will be an executive capable of leading the strategic management of any business in the sector. Your professional competence will be backed by a solid education in which you will have shared 60% of your courses with other business-oriented Bachelor's Degrees, all of which have been specially adapted to the field of hospitality and tourism: from hotel management to any position in the industry.
- We have international study agreements with educational institutions such as Glion, Blue Mountains or Kendall College.
- You can also earn the prestigious ACP International Hospitality Management Degree from the University of California, Irvine, which includes a three-month internship at an American hotel chain and a ten-week intensive English course.



# CURRICULUM

1st year	ECTS	Type
Tourism Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	UCR
Tourism Business Administration	6	UCR
Fundamentals of Tourism Marketing	6	DR
Financial Accounting II	6	DR
Tourism Market Structure	6	UCR
Tourism Applied Statistics	6	UCR

2nd year	ECTS	Type
Tourism Business Law	6	UCR
Human Resources Management	6	DR
Foreign Language I: French, German, Chinese, etc.	6	UCR
Technology and Innovation in Tourism Companies	6	DR
Analysis of Financial Operations	6	UCR
Customer Service Techniques	6	DR
Service Concepts in Bars, Restaurants and Enology	6	DR
Kitchen Techniques and Procedures	6	DR
Culinary Concepts, Nutrition and Food Quality Management	6	DR
Accommodations Management	6	UCR

3rd year	ECTS	Type
Managerial Skills	6	UCR
Geographical Tourism Resources	6	DR
Art history and Cultural Heritage	6	DR
Foreign Language II: French, German, Chinese, etc.	6	DR
Financial Management	6	DR
Foreign Language III: French, German, Chinese, etc.	6	DR
Strategic Management	6	DR
Fundamentals of Business Ethics	6	UCR
Business Taxation	6	DR
Required Elective		

4th year	ECTS	Type
Tourism Planning	6	DR
Hospitality Management	6	DR
Tourism Intermediation and Sales	6	DR
Internship	12	DR
Graduation Project: a Business Plan	12	DR
Required Elective	18	RE

Required Elective	ECTS	Type
Tourism on the Internet	6	RE
Sales Management and Techniques	6	RE
Business Growth Strategies	6	RE
Sports and Adventure Tourism	6	RE
Cultural Destinations Management	6	RE
Foreign Language IV: French, German, Chinese, etc.	6	RE
Leisure Management	6	RE
Organization of Congresses and Fairs	6	RE
Introduction to Professional Practice	6	RE
University Activities	6	RE

Required Elective  
 Choose 4 from the 10 Required Elective  
 ECTS European Credit Transfer System  
 UCR University Core Requirement  
 DR Degree Requirement  
 RE Required Elective

Curricular courses may be subject to modification  
 100% English: All courses in the study plan are taught in English

# DOUBLE DEGREE IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP + INTERNATIONAL RELATIONS

School of Social Sciences



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

## DESCRIPTION

During your training, a skill development program will be available to you, which you can use to develop skills oriented to international conflict resolution and to improving relations between nations and organizations in every sphere: social, political, economic and sociological, as well as leadership and project management. You will have a personal advisor who will accompany you throughout your studies and you will attend workshops and seminars connected to the professional world, such as the International Negotiation Workshop, the Co-operation Projects Workshop, and the Business Factory Entrepreneurial Workshop.

Through our international agreements, you will be able to opt for a Double Degree and to spend time at universities in other countries, such as Pace University (New York) or University of California, Riverside. Also, in the final years, you will enjoy a mandatory international residence which will give you extensive knowledge and a real perspective on the ground of international relations in a global world.

You will have internships in multinational companies, international non-profits, public administrations, consultancies and embassies with which Universidad Europea has agreements.





# CURRICULUM

1st year	ECTS
Business Economics	6
Financial Accounting I	6
Communication Skills	6
Analysis of Economic Environments	6
History and Theory of International Relations	6
Business Administration	6
Fundamentals of Marketing	6
Financial Accounting II	6
Consumer Behavior	6
Economic and Social Thought	6
Documenting Sources	6

2nd year	ECTS
Business Law	6
Human Resources Management	6
Cost Accounting	6
Analysis of Financial Operations	6
Marketing Instruments	6
Concepts of International Relations: Actors and Factors	6
English	6
Business Operations	6
Tax Systems	6
Industrial Organization	6
Statistics	6
Foreign Policy and Diplomacy	6

3rd year	ECTS
Managerial Skills	6
Individual Faxation	6
SME Accounting	6
Innovation Management	6
Business Ethics	6
Communication in International Relations	6
Strategic Management	6
Financial Management	6
Strategic Planning	6
Human Rights and Development Cooperation	6
Required Elective	12

4th year	ECTS
Quality Management and Customer Service	6
Analysis and Accounting Statements	6
Sales Management and Techniques	6
Business Taxation	6
Human, Economic, and Political Geography	6
Internship	6
Internship II	6
Graduation Project: a Business Plan	6
"Business Factory" Workshop	6
Current-Day Observations	6
Required Elective	6

5th year	ECTS
Theory of State and Comparative Political Systems	6
Comparative Legal Systems	6
Foreign Language C	6
Foreign Image and Public Diplomacy	6
International Terrorism and Organized Crime	6
Defense and Security Alliances	6
Public International Law	6
The United Nations	6
Theory and Analysis of International Conflicts	6
Foreign Language C II	6
International Legal Conflicts	6
Lobbyists	6

6th year	ECTS
International Economic and Financial Organizations	6
"Business Factory" Workshop	6
Diplomatic and Consular Law	6
Internship	12
Design and Management of International Projects	3

Required Elective	ECTS
Managing a Family Business	6
Legal and Tax Obligations of the Entrepreneur	6
Mergers and Acquisitions	6
University Activities I	6
Analysis of Accounting Statements II	6
International Finance	6
Strategies for Business Growth	6
Health and Safety	6
Information Technology	6
Environmental Impact Assessment	6

Required Elective  
Choose 3 from the 10 Required Elective  
Curricular courses may be subject to modification



# CURRICULUM

1st year	ECTS
Business Economics	6
Financial Accounting I	6
Communication Skills	6
Analysis of Economic Environments	6
Business Mathematics	6
Business Administration	6
Fundamentals of Marketing	6
Financial Accounting II	6
Consumer Behavior	6
Economic and Social Thought	6
Business Law	6
English	6

2nd year	ECTS
Human Resources Management	6
Cost Accounting	6
Analysis of Financial Operations	6
Marketing Instruments	6
Business Operations	6
Tax Systems	6
Industrial Organization	6
Statistics	6
Sales Distribution	6
Product and Brand Marketing	6
Ethics	6
Price Marketing	6

3rd year	ECTS
Managerial Skills	6
Individual Taxation	6
SME Accounting	6
Innovation Management	6
Financial Management	6
Required Elective in Business Management and Entrepreneurship	12
Econometrics	6
Strategic Management	6
University Activities	6
Sales Techniques	6

4th year	ECTS
"Business Factory" Workshop	6
Business Taxation	6
Analysis and Accounting Statements	6
Quality Management and Customer Service	6
Labor Relations	6
Sales Communication	6
Market Reserch and Techniques I	6
Sales Management	6
Sales Simulation	6
Market Reserch and Techniques II	6
International Marketing	6

5th year	ECTS
Internship I	6
Internship II	6
Graduation Project: Business Plan	6

ECTS European Credit Transfer System  
Curricular courses may be subject to modification

# BACHELOR'S DEGREE IN INTERNATIONAL RELATIONS

School of Social Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid	<input checked="" type="checkbox"/> 100% English  <input checked="" type="checkbox"/> Progressively bilingual	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Class schedules compatible with working hours  <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

During your training, a skill development program will be available to you, which you can use to develop skills oriented to international conflict resolution and to improving relations between nations and organizations in every sphere: social, political, economic and sociological and skills such as international negotiation and leadership. You will have a personal advisor who will guide and direct you throughout your studies, and you will attend workshops and seminars connected to the professional world, such as the International Negotiation Workshop and the Co-operation Projects Workshop.

Through our international agreements, you will be able to opt for a Double Degree and to spend time at universities in other countries, such as Pace University (New York) or University of California, Riverside. Also, in the fourth year, you can enjoy a mandatory international residence which will give you extensive knowledge and a real perspective on the ground of international relations in a global world.

At the School of Social Sciences we have agreements for internships in multinational companies, international non-profits, public administrations, consultancies and embassies.



# CURRICULUM

1st year	ECTS	Type
History and Theory of International Relations	6	UCR
Concepts of International Relations: Actors and Factors	6	DR
Communication in International Relations	6	DR
Human, Economic, and Political Geography	6	UCR
Foreign Language C	6	UCR
Documenting Sources	6	UCR
Foreign Policy and Diplomacy	6	DR
Human Rights and Development Cooperation	6	DR
Sociologic Research Techniques	6	UCR
Current-Day Observations	6	DR

2nd year	ECTS	Type
Theory of State and Comparative Political Systems	6	DR
Comparative Legal Systems	6	UCR
Global Economy and Foreign Trade	6	UCR
Cultural Differences and Interculturality	6	UCR
Spain's Foreign Policy	6	DR
Public International Law	6	UCR
English	6	UCR
The United Nations	6	DR
Theory and Analysis of International Conflicts	6	DR
Management of Multinational Companies	6	UCR

3rd year	ECTS	Type
Defense and Security Alliances	6	DR
International Economic and Financial Organizations	6	DR
International Public Opinion	6	DR
International Legal Conflicts	6	DR
Foreign Image and Public Diplomacy	6	DR
Foreign Language C II	6	DR
Diplomatic and Consular Law	6	DR
Lobbyists	6	DR
Required Elective	12	RE

4th year	ECTS	Type
Internship	9	DR
International Terrorism and Organized Crime	6	DR
Professional Ethics in International Relations	6	DR
Design and Management of International Projects	6	DR
Seminar on International Negotiations	6	DR
Environmental Hazards and Climate Change	6	DR
Graduation Project	6	DR
Required Elective	18	RE

Required Elective	ECTS	Type
The European Union in the World	6	RE
US Foreign Policy	6	RE
Comparative European Policies	6	RE
World Powers and Emerging Markets	6	RE
The Middle East and Maghreb	6	RE
Global Geopolitics	6	RE
Regional Integration Processes	6	RE
Community Law	6	RE
Cooperation Projects Seminar	6	RE
National Defense Structures	6	RE
Latin America in the World	6	RE
Religious Forces	6	RE
The Individual and Leadership	6	RE
Planning and Decision-Making	6	RE
University Activities	6	RE

Required Elective  
 Choose 4 from the 11 Required Elective  
 UCR University Core Requirement  
 DR Degree Requirement  
 RE Required Elective

Curricular courses may be subject to modification

# BACHELOR'S DEGREE IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

School of Social Sciences



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid <input checked="" type="checkbox"/> Valencia	<input checked="" type="checkbox"/> 100% English <input checked="" type="checkbox"/> Progressively bilingual	<input checked="" type="checkbox"/> 100% Campus-based <input checked="" type="checkbox"/> % Online - % Campus-based (possibility of 100% Online)	<input checked="" type="checkbox"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Our faculty is committed to developing the skills of our students. You will have a personal advisor to guide and direct you throughout your training, helping you to develop the skills and abilities you need, such as leadership, teamwork and project management.

Through our international agreements, you can enjoy residencies in universities abroad such as Pace (New York), London School of Economics or Irvine (California).

## CAREER OPPORTUNITIES

- You will have mandatory internships at companies such as Banco Santander, Deloitte, Bassat, NH Hoteles, Ernst&Young and others through agreements with Universidad Europea.
- You will develop your entrepreneurial skills thanks to our active methodology in all the subjects and to the development of the final thesis or the Business Factory module, in which a real actor - a company, a consultant or a business association - commissions the student to design and execute a business plan.



# CURRICULUM

1st Year	ECTS	Type
Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	DR
Business Administration	6	DR
Fundamentals of Marketing	6	DR
Financial Accounting II	6	DR
Consumer Behavior	6	UCR
Economic and Social Thought	6	UCR

2nd Year	ECTS	Type
Business Law	6	UCR
Human Resources Management	6	DR
Cost Accounting	6	DR
Analysis of Financial Operations	6	UCR
Marketing Instruments	6	DR
English	6	UCR
Business Operations	6	DR
Tax Systems	6	DR
Industrial Organization	6	DR
Statistics	6	UCR

3rd Year	ECTS	Type
Managerial Skills	6	UCR
Individual Taxation	6	DR
SME Accounting	6	DR
Innovation Management	6	DR
Business Ethics	6	UCR
Strategic Management	6	DR
Financial Management	6	UCR
Required Elective	18	RE

4th Year	ECTS	Type
Quality Management and Customer Service	6	DR
Analysis and Accounting Statements	6	DR
Sales Management and Techniques	6	DR
Business Taxation	6	DR
Labor Relations	6	DR
Internship I	6	DR
Internship II	6	DR
Graduation Project: a Business Plan	6	DR
"Business Factory" Workshop	6	UCR
Required Elective	6	RE

Required Elective*	ECTS	Type
Managing a Family Business	6	RE
Legal and Tax Obligations of the Entrepreneur	6	RE
Strategic Planning	6	RE
Mergers and Acquisitions	6	RE
University Activities	6	RE
Analysis of Accounting Statements II	6	RE
International Finance	6	RE
Strategies for Business Growth	6	RE
Health and Safety	6	RE
Information Technology	6	RE
Environmental Impact Assessment	6	RE

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

Curricular courses may be subject to modification  
 This degree is also taught 100% in English

# GLOBAL BACHELOR'S DEGREE IN **FINANCE**



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"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Our faculty is committed to developing the skills of our students through a program which you can use to develop necessary capacities and skills, such as analytical capacity, project management and strategic vision, to be a professional fully adapted to the needs of the business market, with a clear orientation to the world of national and international finance, in which you will be guided and directed by a personal advisor throughout your training.

Organization of conferences, seminars, forums, etc. every year, with important lecturers in the sector such as Joan Melé (Deputy Director General of Triodos Bank) or Sonia Pérez Betancort (Financial Director of Grupo Mahou – San Miguel).

Agreements for internships in financial institutions such as Banco Santander or banking bodies such as GREF (Grupo de Responsables de Formación de Entidades Financieras; Financial Entity Training Managers Group, in English), among others.

## CAREER OPPORTUNITIES

- As a Finance graduate, you can find professional positions as an account auditor or as an executive in company departments relating to finance and accounting: audit firms, venture capital companies and funds, strategic consultancies, private and investment banks and securities dealers and brokers.





# CURRICULUM

1st Year Universidad Europea de Madrid	ECTS	Type
Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	DR
Business Administration	6	DR
Fundamentals of Marketing	6	DR
Financial Accounting II	6	DR
Consumer Behavior	6	UCR
Economic and Social Thought	6	UCR

2nd Year Universidad Europea de Madrid	ECTS	Type
Business Law	6	UCR
Human Resources Management	6	DR
Cost Accounting	6	DR
Analysis of Financial Operations	6	UCR
Marketing Instruments	6	DR
English	6	UCR
Business Operations	6	DR
Tax Systems	6	DR
Industrial Organization	6	DR
Statistics	6	UCR

3rd Year Universidad Europea de Madrid/Pace University - NY	ECTS	Type
Managerial Skills	6	UCR
Econometrics	6	DR
Individual Taxation	6	DR
Financial Systems	6	DR
Business Ethics	6	UCR
Corporate Finance	6	DR
Consolidating Accounting Statements	6	DR
Required Elective	18	RE

4th Year Universidad Europea de Madrid/ University of California, Riverside	ECTS	Type
Global Strategies	6	DR
Analysis of Accounting Statements	6	DR
Strategic Management	6	DR
Financial Management	6	DR
Business Taxation	6	DR
Analysis of Accounting Statements II	6	DR
Internship I	6	DR
Internship II	6	DR
Required Elective	6	RE
Graduation Project: Financial Viability Plan *	6	DR

Pace University  
 London School of Economics

\*Graduation Project is mandatory and it has to be done online with a UEM tutor and be presented at the University when you come back.

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 the study plan are taught in English

# GLOBAL BACHELOR'S DEGREE IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

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"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Universidad Europea is offering the Global Bachelor's Degree in Business Management and Entrepreneurship, a program specially designed for all those students who would like to choose a 100% international education thanks to the excellent combination of university studies taught at different international establishments: Universidad Europea de Madrid (Madrid), Pace University (New York) and the University of California, Riverside or London School of Economics.

Students will receive the training and knowledge necessary to manage and administer their own future business projects in international settings, acquiring skills such as leadership, international vision or project management.

The Bachelor's Degree lasts four years and is structured as follows: The first two academic years will take place at Universidad Europea de Madrid and the last year and a half will be divided between Pace University (New York) and the University of California, Riverside or London School of Economics, where students will have a period of curricular internships. US stays will give students the opportunity to obtain a year-long visa that will allow them to work full-time in the United States\*.

*\*The work visa will only be processed for those students who have satisfactorily passed the interviews at North American companies.*



# CURRICULUM

1st Year Universidad Europea de Madrid	ECTS	Type
Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	DR
Business Administration	6	DR
Fundamentals of Marketing	6	DR
Financial Accounting II	6	DR
Consumer Behavior	6	UCR
Economic and Social Thought	6	UCR

2nd Year Universidad Europea de Madrid	ECTS	Type
Business Law	6	UCR
Cost Accounting	6	DR
Analysis of Financial Operations	6	UCR
Marketing Instruments	6	DR
English	6	UCR
Quality Management and Customer Service	6	UCR
Business Operations	6	DR
Tax Systems	6	DR
Industrial Organization	6	DR
Statistics	6	UCR

3rd Year Universidad Europea de Madrid/Pace University - NY	ECTS	Type
Managerial Skills	6	UCR
Individual Taxation	6	DR
SME Accounting	6	DR
Innovation Management	6	DR
Business Ethics	6	UCR
Strategic Management	6	DR
Financial Management	6	DR
Required Elective	18	RE

4th Year Universidad Europea de Madrid/London School of Economics	ECTS	Type
Quality Management and Customer Service	6	DR
Analysis and Accounting Statements	6	DR
Sales Management and Techniques	6	DR
Business Taxation	6	DR
Labor Relations	6	DR
Internship I	6	DR
Internship II	6	DR
"Business Factory" Workshop	6	UCR
Required Elective	6	RE
Graduation Project: a Business Plan	6	DR

4th Year California Riverside University	ECTS	Type
Quality Management and Customer Service	6	DR
Analysis and Accounting Statements	6	DR
Sales Management and Techniques	6	DR
Business Taxation	6	DR
Labor Relations	6	DR
Internship I	6	DR
Internship II	6	DR
"Business Factory" Workshop	6	UCR
Required Elective	6	RE
Graduation Project: a Business Plan *	6	DR

Pace University  
 London School of Economics  
 California Riverside University

\*Graduation Project is mandatory and it has to be done online with a UEM tutor and be presented at the University when you come back.

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 the study plan are taught in English

# GLOBAL BACHELOR'S DEGREE IN INTERNATIONAL RELATIONS

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"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Universidad Europea has created the Global Bachelor's Degree in International Relations for those students who are interested in achieving the highest possible qualification within the academic area of International Relations.

During your training you will have the opportunity to develop skills aimed at the solution of international conflicts, improving relations between nations and organizations in all areas: social, political, economic. A personal advisor will guide you throughout your studies and you will attend workshops and seminars related to the professional world such as the International Negotiation Workshop or Cooperation Projects Workshop.

The degree program lasts four years and is structured as follows:

The first two academic years will take place at Universidad Europea de Madrid and the last year and a half will be divided between Pace University (New York) and the University of California, Riverside, where students will have a period of curricular internships, as well as the opportunity to obtain a year-long visa that will allow them to work full-time in the United States.\*

*\*The work visa will only be processed for those students who have satisfactorily passed the interviews at North American companies.*



# CURRICULUM

1st Year Universidad Europea de Madrid	ECTS	Type
History and Theory of International Relations	6	UCR
Concepts of International Relations: actors and factors	6	DR
Communication in International Relations	6	DR
Human, Economic, and Political Geography	6	UCR
Foreign Language C	6	UCR
Documenting Sources	6	UCR
Foreign Policy and Diplomacy	6	DR
English	6	UCR
Sociologic Research Techniques	6	UCR
Current-Day Observations	6	DR

2nd Year Universidad Europea de Madrid	ECTS	Type
Theory of State and Comparative Political Systems	6	DR
Comparative Legal Systems	6	UCR
Global Economy and Foreign Trade	6	UCR
Cultural Differences and Interculturality	6	DR
Spain's Foreign Policy	6	DR
Public International Law	6	DR
International Terrorism and Organized Crime	6	DR
The United Nations	6	DR
Theory and Analysis of International Conflicts	6	DR
Management of Multinational Companies	6	UCR

3rd Year Universidad Europea de Madrid/Pace University - NY	ECTS	Type
Defense and Security Alliances	6	DR
International Economic and Financial Organizations	6	DR
International Public Opinion	6	DR
International Legal Conflicts	6	DR
Foreign Image and Public Diplomacy	6	DR
Foreign Language C II	6	DR
Diplomatic and Consular Law	6	DR
Lobbyists	6	DR
Required Elective	12	RE

4th Year Universidad Europea de Madrid/ University of California, Riverside	ECTS	Type
Internship	6	DR
International Terrorism and Organized Crime	6	DR
Professional Ethics in International Relations	6	DR
Design and Management of International Projects	6	DR
Seminar of International Negotiations	6	DR
Environmental Hazards and Climate Change	6	DR
Required Elective	18	RE
Graduation Project *	6	RE
Required Elective	6	RE
Graduation Project: Financial Viability Plan *	6	DR

Pace University  
 California Riverside University

\*Graduation Project is mandatory and it has to be done online with a UEM tutor and be presented at the University when you come back.

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 the study plan are taught in English

# GLOBAL BACHELOR'S DEGREE IN MARKETING AND COMMERCIAL MANAGEMENT

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"/> Class schedules compatible with working hours <input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

Our faculty is committed to developing the skills of our students. You will have a personal advisor to guide and direct you throughout your training, helping you to develop the skills and abilities you need, such as international vision, capacity for innovation and creativity.

At the School of Social Sciences we organize conferences, seminars, forums, etc. every year, with important lecturers in the sector such as Íñigo Pastor (Managing Director of Zinkia Entertainment) and Elena García de Alcaraz (Strategy Director of Saffron).

Agreements for mandatory internships in companies like Banco Santander, Deloitte, Bassat, NH Hoteles, Ernst&Young, and more.

# CURRICULUM

1st Year Universidad Europea de Madrid	ECTS	Type
Business Economics	6	UCR
Financial Accounting I	6	DR
Communication Skills	6	UCR
Analysis of Economic Environments	6	DR
Business Mathematics	6	DR
Business Administration	6	DR
Fundamentals of Marketing	6	DR
Financial Accounting II	6	DR
Consumer Behavior	6	UCR
Economic and Social Thought	6	UCR

2nd Year Universidad Europea de Madrid	ECTS	Type
Business Law	6	UCR
Human Resources Management	6	DR
Cost Accounting	6	DR
Analysis of Financial Operations	6	UCR
Marketing Instruments	6	DR
English	6	UCR
Business Operations	6	DR
Tax Systems	6	DR
Industrial Organization	6	DR
Statistics	6	UCR

3rd Year Universidad Europea de Madrid/Pace University - NY	ECTS	Type
Managerial Skills	6	UCR
Econometrics	6	DR
Commercial Distribution	6	DR
Strategic Marketing: "Marketing Factory"	6	DR
Business Ethics	6	UCR
Brand Marketing	6	DR
Sales Techniques	6	DR
Price Marketing	6	DR
Required Elective	12	RE

4th Year Universidad Europea de Madrid/ California Irvine University	ECTS	Type
Commercial Communication	6	DR
Market Research and Techniques I	6	DR
Sales Management	6	DR
Commercial Simulation	6	DR
Market Research and Techniques II	6	DR
International Marketing	6	DR
Internship	12	DR
Required Elective	6	RE
Graduation Project: a Marketing Plan *	6	DR

Pace University  
 California Irvine University

\*Graduation Project is mandatory and it has to be done online with a UEM tutor and be presented at the University when you come back.

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 the study plan are taught in English

# BACHELOR'S DEGREE IN AEROSPACE ENGINEERING

School of Engineering

## DESCRIPTION

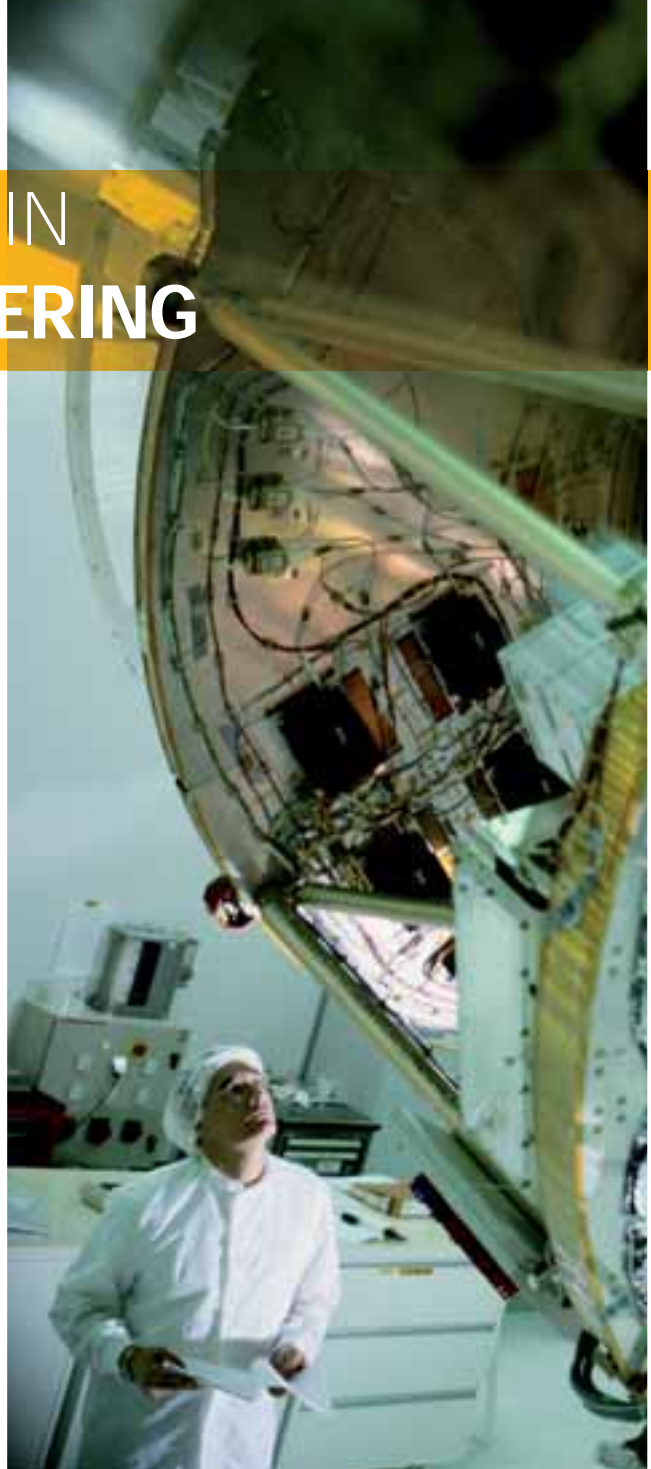
The Bachelor's Degree in Aerospace Engineering, a four year program, will give you all the skills needed to be a Technical Aviation Engineer. When you finish, if you wish, you may complement your studies with a Master's Degree which will qualify you to work as an Aeronautical Engineer.

Aeronautical and Aerospace engineers work internationally, so this degree is taught entirely in English as of the second year. The first year is taught almost exclusively in Spanish in order to smooth the transition to college life. You will have the opportunity to enroll in specific English courses at the university that will enable you to continue studying in English without difficulty. For the 2011/2012 academic year, one group will be taught 100% in English from day one.

If you are fascinated by the world of aircraft, love high technology, have good grades in high school and want to earn an internationally recognized engineering degree, don't pass up the opportunity to enroll in the Bachelor's Degree in Aerospace Engineering at Universidad Europea de Madrid.

## CAREER OPPORTUNITIES

- After earning your degree in Aerospace Engineering, you will be ready to assume the duties of a professional aeronautical engineer and will be regarded as a high-tech engineer with expertise in business management obtained at Universidad Europea de Madrid, a university with close ties to the business world.



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid	<input checked="" type="checkbox"/> 100% English <input checked="" type="checkbox"/> Bilingual (80% English, 20% Spanish)	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Instruction (Monday-Friday)



# CURRICULUM

1st year	ECTS	Type
Calculus I	6	UCR
Physical Foundations of Engineering	6	UCR
Computer Science for Engineering	6	UCR
Graphic Expression	6	UCR
Chemistry for Engineering	6	UCR
Algebra	6	UCR
Aerospace Technology	6	DR
Navigation Systems I	6	DR
Materials Science	6	DR
Communication Skills for Engineering	6	DR

2nd year	ECTS	Type
Calculus II	6	UCR
Foundations of Business Organization	6	UCR
Navigation Systems II	6	DR
Thermodynamics and Propulsion	6	DR
Mechanics	6	DR
Fluid Mechanics I	6	DR
Statistics	6	UCR
Management of Aerospace Companies	6	UCR
Materials Resistance and Elasticity	6	DR
Air transport	6	DR

3rd year	ECTS	Type
Managerial Skills	6	DR
Aerospatial Production and Projects	6	DR
Fluid Mechanics II	6	DR
Mechanic and Graphic Design	6	DR
Aeronautical Structures and Vibrations	6	DR
Flight Mechanics	6	DR
Vehicles and Missiles Space	6	DR
History, Professional Ethics and Deontology	6	DR
Maintenance and Certification of Aerospace Vehicles	6	DR
Aerodynamics and Aeroelasticity	6	DR

4th year	ECTS	Type
Aircraft Design	6	DR
Satellite Design	6	DR
Aerospace Ecology (or Budgetary Control)	6	RE
Aerospace Production Systems (or Entrepreneurship)	6	RE
English	6	DR
Internship I	6	DR
Internship II	6	DR
Graduation Project	6	DR

Required Elective  
 Choose 4 from the 11 Required Elective  
 UCR University Core Requirement  
 DR Degree Requirement  
 RE Required Elective

Courses in the curriculum are subject to change

# BACHELOR'S DEGREE IN MECHANICAL ENGINEERING

School of Engineering

## DESCRIPTION

Thanks to a predominantly hands-on approach, Universidad Europea de Madrid will prepare you for the best possible career in an industrial company as a mechanical engineer, equipped with skills in the design, manufacture, improvement and maintenance of products, machines and industrial facilities. In addition, you will further your development by working on a number of technical projects chosen for their specific and pragmatic approach, as well as a wide range of technical and managerial competences, giving you the most sought-after profile by companies as a mechanical engineer.

## CAREER OPPORTUNITIES

As a graduate in Mechanical Engineering you will be equipped to work in a wide range of industrial sectors – mechanical, metalworking, electricity, gas, transport, construction, etc. – in both the public and private sectors. You will be fully qualified to work in the following fields:

- Product design and industrial equipment engineering.
- Maintenance engineering.
- Process consultancy.
- Installations and structural engineering.



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"/> Traditional (Monday-Friday)

# CURRICULUM

1st year	ECTS	Type
Calculus I	6	UCR
Physical Foundations of Engineering	6	UCR
Chemistry in Engineering	6	UCR
Computer Science in Engineering	6	UCR
Communication Skills in Engineering	6	DR
Algebra	6	UCR
Extended Physics	6	DR
Materials Science	6	DR
Elasticity and Resistance of Materials	6	DR
Graphic Expression	6	UCR

2nd year	ECTS	Type
Calculus II	6	UCR
Foundations of Business Organization	6	UCR
Thermodynamics and Heat Transmission	6	DR
Theory of Circuits and Electrical Machines	6	DR
Foundations of Electronics	6	DR
Statistics for Engineering	6	UCR
Organization of Businesses and Industrial Production Systems	6	DR
Fluid Mechanics	6	DR
Theory of Machines and Mechanisms	6	DR
Automatic Systems and Control	6	DR

3rd year	ECTS	Type
Computer Aided Design (CAD-CAE)	6	DR
Thermal and Fluids Engineering	6	DR
Materials Technology	6	DR
Elasticity and Resistance of Materials II	6	DR
Thermal Machines	6	DR
Machine Design	6	DR
Manufacturing Process I	6	DR
Required Elective	18	RE

4th year	ECTS	Type
Industrial Buildings and Structures	6	DR
Professional Ethics and Practice	6	DR
Projects	6	DR
Required Elective	6	RE
Total Quality and Environmental Management	6	DR
English	6	DR
Graduation Project I	12	DR
Internship	12	DR

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

Courses in the curriculum are subject to change  
 Course taught exclusively in English



**GRADUATE** PROGRAMS





# MASTER'S DEGREE IN BUSINESS ADMINISTRATION MBA 100% ONLINE

School of Social Sciences

## DESCRIPTION

The competitive environment that surrounds businesses today requires professionals able to deal with complex situations, take on new challenges, stimulate innovation and demonstrate a high level of interpersonal management skills with both, teams and stakeholders.

For this reason, the **Master's Degree in Business Management - MBA** promotes a unique profile among its students that represents an added value for the business: value in terms of management, innovation, personnel management and, in short, value in terms of results.



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



# CURRICULUM

The program examines the six areas that make up business and optimal management in depth, strengthening the professional's personnel management skills.

<b>Module I. Environment, Strategy and Competition</b>
Economic and legal environments
Strategy and competition
Foreign trade: internationalization strategies
<b>Module II. General Management</b>
Organizational structures
Managerial skills
Human resources management
Human behavior in innovation
Ethics and corporate social responsibility
<b>Module III. Strategic Marketing</b>
Market research
Introduction to marketing
Strategic marketing management
<b>Module IV. Sales and Communication</b>
Sales management
New trends in advertising
Corporate communication
<b>Module V. Accounting and International Finance</b>
Accounting and consolidation
Management control
International finance
<b>Module VI. Corporate Finance</b>
Financial management
Financial taxation
Products and operations in financial markets
The securities market and forms of payment

<b>Module VII. Operations Management</b>
Operations strategies for management
Operations in practice
Operations in competitive environments
<b>Module VIII. Technology and Innovation</b>
Quality and innovation
Technological environment and information systems
Strategic innovation
<b>Module IX. Master's Thesis</b>
<b>Module X. Internship</b>

## MASTER'S THESIS

The Master's Thesis is the culmination of all the knowledge gained throughout the program. It is an entrepreneurial project **based on an innovative and feasible idea** that the student will develop in the Master's Degree. The process involves the creation, start-up and operational analysis of all the decision-making areas concerned, as well as the financial budget and risks analysis for a real-life business initiative.

The final part of the Master's Thesis is its defense before a panel comprised of a Committee of Experts that assume the role of a Managing Board. During the presentation, students will be required to communicate well, explain their ideas in a convincing manner and respond to all questions posed.

## INTERNSHIP

The internship **forms an essential part of the program** and is assessed as part of the student's managerial training. It represents a unique opportunity for the student to demonstrate everything they have learned with in a national or multinational business. This experience gives the student an advantage in a situation of potential advancement.



**Escuela de Postgrado**  
**Universidad Europea**  
LAUREATE INTERNATIONAL UNIVERSITIES

**IEDE** Business  
 School



# INTERNATIONAL MASTER'S DEGREE IN BUSINESS ADMINISTRATION

School of Social Sciences

CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Madrid <input checked="" type="checkbox"/> Beijing <input checked="" type="checkbox"/> Shanghai <input checked="" type="checkbox"/> San Diego	<input checked="" type="checkbox"/> 100% English	<input checked="" type="checkbox"/> 100% Campus-based	<input checked="" type="checkbox"/> Traditional (Monday-Friday)

## DESCRIPTION

### Semester in Madrid

The **International Master's Degree in Business Administration** encompasses complete executive training that reinforces the future manager's strategic vision.

It begins in Madrid with 300 hours of intensive training over four months, providing the core material in a professional MBA: management strategy, finance, operations, marketing and communication, personnel management and management skills.

At the same time, students complete an **Online Introduction Course in Project Management** given by U.C. Irvine, IEDE's partner campus in California during this period. This provides the student with valuable management knowledge to apply throughout the course.

### Semester in Beijing and Shanghai

During the four-month Beijing and Shanghai stay, learning focuses on the economy, management and business in Asia.

Students learn the rules, techniques and values of administration and management in China: the role of government in business, the rules of finance, marketing and sales, the regulations and international agreements promoting international trade, talent and personnel management with multicultural teams.

The semester in Beijing and Shanghai complements the first part of the program, as students continue to develop their management skills through case studies. At the same time, students learn to apply these skills to the unique aspects of the Asian business market, a market governed by distinct negotiation strategies. The stay will take place in the Business School of Beijing Foreign Studies University.

### Semester in California

The final part of the **International Master's Degree in Business Administration** takes place on the campus of the University of California, Irvine (U.C.I.) in the United States.

Since U.C.I.'s creation in 1965, it has achieved an extraordinary reputation due to its professors, graduates and in-class and online training methods. U.C.I. is a member of the Western Association of Schools and Colleges (WASC) and is accredited by the WASC Steering Committee.

## CAREER OPPORTUNITIES

The students of this **International MBA** will have the chance to participate in two courses: Global Operations and Project Management, in which they learn about the following:

- Professional opportunities in international business and international trade.
- Specific skills in the areas of international finance, stock markets, financial negotiation and commerce and strategic international marketing.
- Strategies and policies required to run international businesses.
- Assessment of international projects in any area: imports and exports, marketing, investment, finance, etc.

Students who successfully complete this part of the program will receive a **Certificate in Global Operations and Management** from the University of California, Irvine.



**Escuela de Postgrado**  
Universidad Europea

LAUREATE INTERNATIONAL UNIVERSITIES

**IEDE** Business School



# CURRICULUM

## MADRID General Management

Managerial Skills
Political and Regulatory Environment in the EU
Information Technology for Business
Economic Analysis for Management
Strategy and Competition
<b>Marketing</b>
Market Research
Strategic Marketing
Marketing, Management & Sales
Branding & Corporate Communication
<b>Operations</b>
Operations Management
Total Quality
Process Management
Supply Chain Management
Innovation
<b>Human Resources</b>
Corporate Social Responsibility
Organizational Behavior
Human Resources Management
Organizational Structures
<b>Finance</b>
Financial Accounting
Management Control Leadership
Financial Management

## BEIJING - SHANGHAI General Management



Chinese Culture and Values
Asian Economies
Trade Agreements in Asia
Chinese Foreign Trade Relations
Economic Environment in China
Public Policy and Regulation in China

Internationalization Decisions
Business and Environment
Technological Development in China
<b>Marketing</b>
Promotion and Advertising in China
Market Research
Channel Management

<b>Human Resources Management in China</b>
The Role of a Manager in China
The Cost of the Workforce
Human Resources Practices in China
Particularities of Recruiting and Hiring
Personnel Training in China
The Internal Communication Process
<b>Chinese Accounting and Financial System</b>
China's Accounting and Financial System
Taxation in China
Foreign Currency

## IRVINE (CALIFORNIA) Global Operations Management (certificate program):

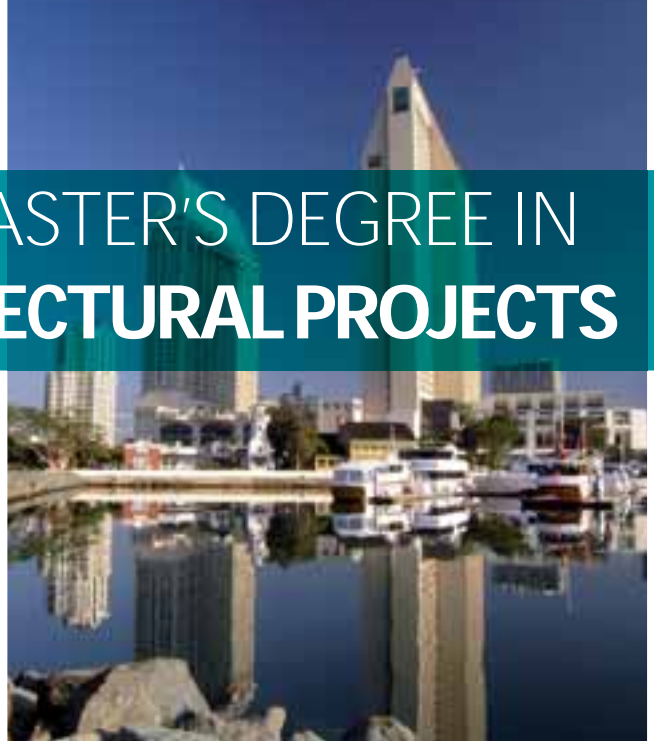


Expanding Internationally: Structuring for Global Business
International Finance
Import/Export: International Logistics and Supply Chain Management
Global Marketing in the Electronic Business Environment
International Business Negotiations
International Business Planning for your Product or Service
<b>Project Management</b>
Introduction to Project Management Principles and Practices (Online)
Earned Management Value Project
Project Risk Management
Cost Management and Capital Budgeting

Length of study: 90 ECTS credits

# TRICONTINENTAL MASTER'S DEGREE IN INTEGRATED ARCHITECTURAL PROJECTS

School of Engineering and Architecture



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

The Master's program offers its students a platform, which in the space of one year, combines the knowledge, experience and abilities of an architect with an international perspective and sound theoretical and hands-on knowledge, something that the traditional approach to architecture cannot offer. Upon conclusion of the Master's program, the extensive exposure of its students to intercultural contexts within favorable economic conditions, including the networks of personal contacts they will have created with important figures in the international professional community, will provide graduates with access to top level positions in any international engineering company or architecture studio, within both the public and private sectors. Today, there is no other graduate program available in Spain that achieves as much as this Tricontinental Master's Degree in Integrated Architectural Projects from the School of Architecture at Universidad Europea de Madrid. This program has been designed, developed and taught by prominent professionals and specialists with real-life experience of the international market and architectural projects, with the additional support of highly prestigious university institutions and businesses.

## DESCRIPTION

**Spain: UE MADRID-SA (Universidad Europea de Madrid. School of Architecture, Madrid)**

Universidad Europea de Madrid is one of the most prestigious private institutions in Spain. It is a member of the Laureate International Universities Group, world leader in higher education. The School of Architecture offers a strong international profile with the goal of connecting our students' education with the professional world, for which it has already become a reference of academic excellence.

**China: TJAD (Architectural Design and Research Institute of Tongji University, Shanghai)**

Founded in 1958, TJAD is one of the main design groups in China with

the most extensive range of disciplines available in the country, thereby allowing students to carry out a wide variety of design projects. The Institute has 993 professionals including 112 firstclass architects and 146 first-class structural engineers. Both professions receive certification by the State.

**USA: NSAD (NewSchool of Architecture + Design, San Diego)**

NSAD is one of the Centers of Excellence for international universities in the Laureate Group in the field of architecture, art and design. It offers an international setting in which faculty and students exchange studies, including joint degree program opportunities. The NewSchool of Architecture + Design, located in San Diego, California, is a leader in architectural education.



# CURRICULUM

The content of the Master's program is divided into three trimesters to be studied on a consecutive basis in the different host countries (20 ECTS credits per trimester):

## ESPAÑA: UEM-SA / January-March

### FOUNDATIONS OF ARCHITECTURAL DESIGN

Theory-based sessions are structured into complementary workshops in which the students learn to integrate the technological, artistic and contextual parameters that are part of the complexity of architectural and urban planning projects.

The learning process is structured around a series of short-term assignments within the framework of a common concept through which the students carry out a variety of different project strategies.

#### Module I. Design Architectural Workshop

#### Module II. Technical integrated systems in Architecture

#### Module III. Sustainable systems in Architecture and Landscape

#### Module IV. Communication and Marketing

#### Module V. Society and contemporary cultures

## CHINA: TJAD / April-June

### INTERNSHIPS

A selection of specialized internships will allow students to experience the different stages of architectural project development in real-life situations, using representative works in Shanghai. During this period, the working methodology for those taking part in this Master's program will be that of collaborating in multidisciplinary teams:

#### Development of technical documentation

Schematic Design, Design Development, Construction Drawings

Workshop Drawing

Media Publications

#### Field work

Meetings with Internal Teams

Project Management

Site Visits

#### Relations with external project agents

Presentation to Clients

Meetings with Technical Consultants

Visits to Suppliers

## USA: NSAD / July-September

### MASTER'S THESIS

The Master's Thesis will be a synthesis linking the knowledge and skills acquired during the preceding theoretical and hands-on phases as part of a common theme. Under the supervision of a team coordinated by the professors, the students will have to undertake a comprehensive, real-life interest project for the city in which they are based, from the preliminary contextual study and fact-finding to the presentation made to the corresponding client, developer or planning office.

#### Pre-production

Context Research and Analysis

Creative Process Methodology

Individual Work and Group Dynamics

#### Production

Urban and Architectural Strategies

Full Technological Integration

Professional Document Formats

#### Post-production

Project Management Planning

Marketing Material

Public Exhibition of the Project

# MBA MASTER'S DEGREE IN SPORTS MANAGEMENT

Real Madrid International School



## DESCRIPTION

The objective of the MBA - Master's Degree in Sports Management is to train management professionals in the world of sports, especially graduates who wish to focus their professional careers on sports management, professionals in the field of sports who wish to update their knowledge, professionals from other fields of knowledge who wish to enter the sports world, or professional athletes who, having reached the end of their playing career, aspire to continue in the sports arena as managers.

CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Madrid</li><li><input checked="" type="checkbox"/> Santiago Bernabéu Stadium</li><li><input checked="" type="checkbox"/> Real Madrid Ciudad Deportiva</li></ul>	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> 100% English</li></ul>	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Campus-based</li><li><input checked="" type="checkbox"/> 100% Online</li></ul>	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Class schedules compatible with working hours</li></ul>



# CURRICULUM

## Module I. General Management in Sports Organizations

Economic Analysis of the Sports Industry  
 Strategic Planning. Analysis of Sports Environments and Competition  
 Business Management Models and Economic Aspects

## Module II. Economics

Annual Accounts for Sports Clubs and Organizations  
 Planning and Control in Sports Organization Management  
 Financial Management

## Module III. Management and Operation of Sports Venues

Infrastructure Management within a Sports Entity  
 Production of Sporting Events  
 Quality and Incident Management

## Module IV. Marketing and Communication

Strategic and Operational Marketing  
 Sponsorship in Sports  
 Audiovisual Rights  
 Sports and Society  
 Sports and the Media

## Module V. Managerial Skills

People Management and Teamwork  
 Coaching Applied to Sports  
 Motivational Leadership of Teams  
 Communication: Public Speaking in Professional Environments  
 Emotional Intelligence in Sports Organizations

## Module VI. Specialization Branch A: Marketing and Communications

The Media  
 Advertising Agencies  
 Official Organizations  
 Sports Rights  
 Sporting Events and Brand Profitability  
 Sports Clubs  
 Sponsorship  
 Brand and Identity Management  
 Practical Application of a Communication Plan  
 Social Network and the Community Manager  
 Sports Content in the New Digital World

## Module VII. Specialization Branch B - Entrepreneurship and Sports for Development

Strategies for Starting a Sports Business  
 The Business Plan and Financing  
 International Organizations in Sports for Development  
 Corporate Social Responsibility and Sports  
 Social Entrepreneurship in Sports  
 Keys to Success and Failure

## Module VIII. Specialization Branch D - Sports Facility Operation

Management of Sports Facility Operations  
 Security and Technology at Sports Facilities  
 Municipal Operations and Management  
 The Fitness and Wellness Market  
 Large Parks  
 Golf Course Management  
 Organization of Sporting Events  
 Management of Leisure and Non-Conventional Spaces

## Module IX. Internship

## Module X. Master's Thesis

Length of study: 60 ECTS credits



**Escuela Universitaria  
 Real Madrid**  
 Universidad Europea

# CERTIFICATE COURSE IN SPORT MANAGEMENT - MARKETING

Real Madrid International School



## DESCRIPTION

This Certificate Course is particularly suited to anyone who would like to focus their professional career on the world of sports management: professionals in the field who want to update their knowledge; professionals from other fields who would like to enter the world of sports; and professional athletes who, having retired from competition, set their sights on continuing their sporting career as managers. The program is also geared towards anyone who would like to work in the world of marketing, not only in a sports organization, but also in businesses dedicated to the expanding field of sports communication.

CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Virtual Campus	<input checked="" type="checkbox"/> 100% English	<input checked="" type="checkbox"/> <i>Universidad Personal</i> (part Online - part Campus-based); possibility of 100% Online training	<input checked="" type="checkbox"/> 100% Online training



# CURRICULUM

The program comprises five modules worth 6 ECTS credits each.

## Module I. General Management of Sports Organizations

Economic Analysis of the Sports Industry

Strategic Plans. Analysis of the Environment and Competition

Business Management Models and Economic Aspects

The objective of the **first module** is to learn about strategic analysis tools in order to evaluate the impact of major global economic areas and business activity. Students will acquire knowledge and put it into practice in economic, technological, socio-cultural and legal situations, allowing them to anticipate and undertake medium and long-term strategic assessment and planning.

Students will also acquire knowledge about foreign trade to help define the best internationalization strategies for different stages within the market in any sector.

## Module II. Economics

Annual Accounts for Sports Clubs and Organizations

Planning and Control in Sports Organization Management

Financial Management

The **second module** aims to teach the student how to measure and assess the economic impact of activities on corporate results. The student will be equipped to prepare balance sheet analyses and calculations regarding financial operations, in addition to applying financial assessment procedures to investments and analyzing different financing methods.

## Module III. Managerial Skills

People Management and Teamwork

Coaching Applied to Sports

Motivational Leadership of Teams

Communication: Public Speaking in Professional Environments

Emotional Intelligence in Sports Organizations

The primary objective of the **third module** is to provide students with managerial competences and skills, which will be honed throughout the academic program. This module will give the student fundamental tools to efficiently manage working teams.

## Module IV. Sports Facility Management and Operation

Infrastructure Management within a Sports Entity

Sports Event Management

Quality and Incident Management

The **fourth module** is designed to train students in the management of operational procedures for different types of facilities. It also tackles the possibilities and impact of the latest technologies as well as different operational strategies for sports venues and events.

## Module V. Marketing and Communication

Strategic and Operational Marketing

Patronage and Sponsorship in Sports

Audiovisual Rights

Sports and Society

Sports and the Media

The **fifth and final module** aims to reinforce the students' knowledge regarding strategic and operational marketing. Students will be able to analyze, establish and recommend the best tools for market research, market segmentation and positioning, as well as the operational planning of marketing tools together with their implementation and control. Special emphasis will be placed on best practices for building brands with corporate values that are closely linked to an ethical ideology and social responsibility.

From October to July.

The Program comprises 750 hours of study, 30 ECTS credits.



Escuela Universitaria  
Real Madrid  
Universidad Europea

# MASTER'S DEGREE IN SPORTS MARKETING

Real Madrid International School



CAMPUS	LANGUAGE	STUDY OPTION	SCHEDULE
<input checked="" type="checkbox"/> Virtual Campus	<input checked="" type="checkbox"/> 100% English	<input checked="" type="checkbox"/> Campus-based	<input checked="" type="checkbox"/> Monday to Thursday, evenings

## DESCRIPTION

The sports sector is growing exponentially all over the world. It is also a hugely global industry.

There is a double connection between sports and the world of marketing and sales. On the one hand, there are an increasing number of companies whose business relates to sports, and which need an in-depth understanding of the right marketing and sales tools to achieve success in their competitive environment; and on the other hand, sports are by nature an excellent communications platform for companies in any economic sector, thanks to their extraordinary reach in the media and the values they transmit, and they can provide great added value to any company or brand associated with them.

Alongside more traditional marketing tools, concepts such as city marketing, community management of athletes and brands in social networks, new channels for exploiting sports rights, corporate social responsibility, and ever more varied forms of sponsorship define the profile

of modern sports marketing.

Spain is one of the world centers of sports marketing and has some of the leading athletes and teams in the world's most popular sports. In recent decades the country has also organized many world-level sports events, leveraging the impetus of the Barcelona Olympics. Meanwhile, some of the most important individual and group sports rights contracts involve Spanish agents.

The Master's Degree in Sports Marketing, offered by Escuela Universitaria Real Madrid and Universidad Europea, is a pioneering international program in the field of sports marketing, designed to give international or Spanish students with a global and multicultural outlook the training they need to take advantage of professional opportunities in the combined fields of marketing and sports.

The Master's degree also offers the possibility of an internship in the Marketing Department of Real Madrid C.F. for the best-performing students in the program.



# CURRICULUM

## Module I. The Characteristics of Sports Marketing

The Conceptualization and Categorization of Sports Marketing

The Function of Marketing Within Sports Companies

Sports as a Marketing Tool

The History and Evolution of Sports Marketing

## Module II. The Image of Sports and Sports Sponsorship

Sports in the Traditional Media

Sports on the Internet and Social Networks. Community Management for Teams and Athletes

Sports Sponsorship: Conceptualization and Categorization

Sports Sponsorship: Corporate Sponsorship Policies and Activation of Sponsorship

Sports and Corporate Social Responsibility

Personal Image Management for Professional Athletes

## Module III. Market Research in Sports

Analysis of the Sports Sector and Competitors

Analysis of Clients

Market Research Tools. Main Studies

Big Data Applications in the World of Sports

## Module IV. Consumer Behavior

Typical Characteristics of Sports Consumption

The Behavior of Consumers of Sports Products and Services

The Behavior of Consumers of Sports Events

Sports Consumption in the Hierarchy of Needs

## Module V. Sports Marketing Strategy

Strategy in Sports Products and Services

Price Strategy in Sports Products and Services

Distribution Strategy in Sports Products and Services

Media Strategy in Sports

Marketing-mix Strategy Applied to Sports

## Module VI. The Sports Marketing Plan

The Sports Marketing Planning Process

Definition of the Marketing Plan: Stages, Structure, Format and Development

The Sports Company Marketing Plan

## Module VII. International Sports Marketing

Internationalizing Sports Companies

International Sports Events

City Marketing

International Marketing Strategies

Sports Marketing in Professional Leagues and the Olympics

## Module VIII. Sports Marketing and Communication

Strategic and Operational Marketing

Sponsorship and Patronage in Sports

Sports Rights

Sports and Society

Sports and the Media

## Module IX. Professional Internships

## Module X. Final Thesis



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LAUREATE INTERNATIONAL UNIVERSITIES

For additional information:

+34 91 740 72 72

[www.uem.es](http://www.uem.es)

[ueminternational@uem.es](mailto:ueminternational@uem.es)



UNIVERSIDAD EUROPEA  
DE MADRID  
Campus La Moraleja  
Avda. de Bruselas, 14  
28108 Alcobendas  
Madrid

UNIVERSIDAD EUROPEA  
DE MADRID  
Campus Villaviciosa de Odón  
C/ Tajo, s/n  
28670 Villaviciosa de Odón  
Madrid

UNIVERSIDAD EUROPEA  
DE VALENCIA  
C/ General Elio, 2, 8 y 10  
46010 Valencia

UNIVERSIDAD EUROPEA  
DE CANARIAS  
Campus de La Orotava  
C/ Inocencio García, 1  
38300 La Orotava  
Tenerife