



## BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT – BBAM\*



## DEGREE IN MARKETING AND COMMERCIAL MANAGEMENT – DMCM

### 1st year

6.0	S1	BE	ECONOMIC HISTORY
6.0	S1	COM	CORPORATE MATHEMATICS
6.0	S1	BE	INTRODUCTION TO CORPORATIONS I
6.0	S1	BE	PROFESSIONAL ETHICS, BASIC PRINCIPLES OF LAW AND EQUALITY (PROFESSIONAL ETHICS)
6.0	S1	BE	HISTORY OF SPANISH INSTITUTIONS (HUMANITIES)
6.0	S2	BE	INTRODUCTION TO ECONOMICS
6.0	S2	COM	FINANCIAL MATHEMATICS
6.0	S2	COM	INTRODUCTION TO CORPORATIONS II
6.0	S2	BE	MERCANTILE LAW
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO CORPORATIONS
60			ECTS FIRST YEAR

### 2nd year

6.0	S1	BE	INTRODUCTION TO MARKETING AND COMMUNICATION IN THE FIRM
6.0	S1	COM	FINANCIAL ACCOUNTING I
4.5	S1	COM	MICRO-ECONOMICS
6.0	S1	COM	CORPORATE STATISTICS I
6.0	S1	BE	CORPORATE SOCIOLOGY
4.5	S2	COM	FINANCIAL ACCOUNTING II
6.0	S2	COM	PRODUCTION MANAGEMENT
4.5	S2	COM	MACRO-ECONOMICS
6.0	S2	COM	CORPORATE STATISTICS II
4.5	S2	COM	MARKETING MANAGEMENT
6.0	A	BE	MODERN LANGUAGE (ENGLISH)
60			ECTS SECOND YEAR

### 3rd year

4.5	A	COM	CORPORATE TAXATION
6.0	S1	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
4.5	S1	COM	ANALYTICAL ACCOUNTING
4.5	S1	COM	COMMERCIAL MANAGEMENT
6.0	S1	COM	FINANCIAL MANAGEMENT I
4.5	S1	COM	CORPORATE DECISION METHODS
4.5	S1	COM	MANAGEMENT INFORMATION SYSTEMS
6.0	S2	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
4.5	S2	COM	HUMAN RESOURCES
6.0	S2	COM	FINANCIAL MANAGEMENT II
4.5	S2	COM	BALANCE ANALYSIS
4.5	S2	COM	NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM
60			ECTS THIRD YEAR

### 4th year

6.0	S1	COM	LABOR LAW
4.5	S1	EL	CORPORATE ACCOUNTING
4.5	S1	EL	CORPORATE ASSESSMENT AND ACQUISITION
4.5	S1	EL	OPERATIONS MANAGEMENT IN SERVICE CORPORATIONS
4.5	S1	EL	ENTREPRENEURSHIP
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
2.4	A	COM	INTERNSHIP PLACEMENT
6.0	A	COM	END OF DEGREE PROJECT
60			ECTS FOURTH YEAR

### 1st year

6.0	S1	TS	MODERN LANGUAGE I
3.0	S1	TS	SALES TECHNIQUES
6.0	S2	TS	MODERN LANGUAGE II
3.0	S2	TS	THEORY AND STRUCTURE OF COMMUNICATION
18			CREDITS FIRST YEAR

### 2nd year

6.0	S1	TS	MODERN LANGUAGE III
3.0	S1	TS	COMPUTING II
3.0	S2	TS	CHRISTIAN SOCIAL THOUGHT
3.0	S2	TS	THE DIGITAL ECOSYSTEM
15			CREDITS SECOND YEAR

### 3rd year

3.0	S1	TS	MODERN LANGUAGE IV
3.0	S2	TS	CONSUMER BEHAVIOR
6.0			CREDITS THIRD YEAR

### 4th year

3.0	S2	TS	COMMERCIAL NEGOTIATION
4.5	S2	TS	ADVERTISING PLANNING AND MANAGEMENT
3.0	S2	TS	SALES METHODS AND FORECASTING
4.5	S2	TS	PRODUCT MANAGEMENT
3.0	S2	TS	COMMERCIAL DISTRIBUTION
3.0	S2	TS	PRICE MANAGEMENT
21			CREDITS FOURTH YEAR

### 5th year

3.0	S1	TS	DIGITAL MARKETING STRATEGIES
3.0	S1	TS	DIGITAL ADVERTISING
3.0	S1	TS	DIGITAL COMMUNICATION
4.5	S1	TS	MARKETING PLAN
3.0	S1	TS	E-COMMERCE
3.0	S1	TS	CORPORATE IMAGE MANAGEMENT
3.0	S1	TS	STRATEGIC BRAND MANAGEMENT
4.5	S1	TS	MARKET RESEARCH I
3.0	S1	TS	RELATIONAL AND DIRECT MARKETING
4.5	S2	TS	BUSINESS ETHICS
3.0	S2	TS	ECONOMETRICS
3.0	S2	TS	BUDGETS AND MARKETING CONTROL
1.5	S2	TS	FINANCING SOLUTIONS FOR ENTREPRENEURS
3.0	S2	TS	INTERCULTURAL NEGOTIATION
1.5	S2	TS	MARKETING SIMULATOR
3.0	S2	TS	DIGITAL MARKETING. METRICS & ANALYTICS
3.0	S2	TS	NEGOTIATION MODELS IN THE DIGITAL ENVIRONMENT
3.0	S2	TS	PROJECT MANAGEMENT IN DIGITAL ENVIRONMENTS
3.0	S2	TS	DIGITAL MARKETING INTELLIGENCE
1.5	S2	TS	DIGITAL MARKETING TRENDS
60			CREDITS FIFTH YEAR

120

TOTAL CREDITS ESIC DMCM

240

TOTAL CREDITS URJC BBAM

360

BBAM + ESIC DMCM TOTAL CREDITS

ESIC students enrolled on the Degree in Business Administration and Management (240 credits) will in turn be able to obtain a Degree in Marketing and Commercial Management (120 additional credits).

**BE:** Basic Education

**COM:** Compulsory

**EL:** Elective

**TS:** Specific

\*Pending verification