

laSalle

RAMON LLULL UNIVERSITY

OFFICIAL UNDERGRADUATE DEGREES


 240 ECTS

 September

 4 years

 English Group
Gradual Spanish to
English Group

 Campus Barcelona

 Study tours
included*

*Subject to academic performance.

Watch the video!

DEGREE IN MANAGEMENT OF BUSINESS AND TECHNOLOGY

WHAT MAKES THIS DEGREE UNIQUE

- 1 We place great importance on technology, innovation, creativity and an entrepreneurial mindset,** developed through cross-disciplinary work, all essential elements in business.
- 2 We have a strong focus on international experiences.** Our students go on Study tours and benefit from an extensive exchange programme at foreign Universities. You can take part in the "National Model United Nations" in New York, and go on study placements in London, Brussels, Paris and Frankfurt.
- 3 As the active methodology we use; learning by doing and learning by challenge, the theory will be continually applied to real practical realities.** You will take classes in small groups, with students and teachers from other countries, offering a multicultural experience, ideal for preparing you for the reality of managing companies.
- 4 We offer unique minors:** Digital Marketing, Digital Entrepreneurship, Digital Economy and Sports Management.

FOR THOSE WHO WANT TO BE PREPARED FOR THE NEW WORLD OF BUSINESS.

The Degree in Management of Business and Technology prepares you by **giving all the knowledge you need to compete in a global business environment.** We do this by combining business knowledge with real-life cases, technology and an international focus that we believe is the key to your personal and professional success.

This Undergraduate Degree can be taken entirely in English or Spanish or as a blended, Spanish-English course with gradual immersion. Our **Study tours in the USA and in another destination in the world** give you the chance to enjoy an **international experience.**

CAREER OPORTUNITIES

- Junior Consultant
- Project Manager
- Account Manager
- Junior positions in HR
- Accounting/Finance
- Operations/Logistics
- Digital Brand Manager
- E-Commerce Analyst
- Digital Marketing Manager
- Customer Relationship Manager
- Community Manager
- Business Intelligence

20 years
LaSalle
Degree in Management of
Business & Technology

QS STARS™
RATING SYSTEM
★★★★★
Degree in International Corporate Engineering

SYLLABUS

1ST COURSE

First Semester	ECTS
Thought and Creativity I	1
Principles of Business Management	6
Mathematics for Business I	6
Foreign Language I	5
Principles of Marketing	4
Business Communication Skills I	4
Microeconomics	4
Second Semester	
Thought and Creativity I	1
IT Software for Business	6
Accounting Principles I	6
Foreign Language II	5
Human Resources	3
Business Law I	2
Mathematics for Business II	3
Macroeconomics	4

2ND COURSE

First Semester	ECTS
Thought and Creativity II	1
Principles of Finance	6
Cross / Cultural Management	5
Accounting Principles II	6
Principles of Operations	4
Marketing Management	4
Management IT and Information Systems I	4
Second Semester	
Thought and Creativity II	1
Modern Social Thought and Economic History	6
Creativity and Innovation in Technological Organizations	3
Business Law II	4
Financial Management	3
New Product and Service Development	3
Methods of Decision Analysis	4
Electives	6

3RD COURSE

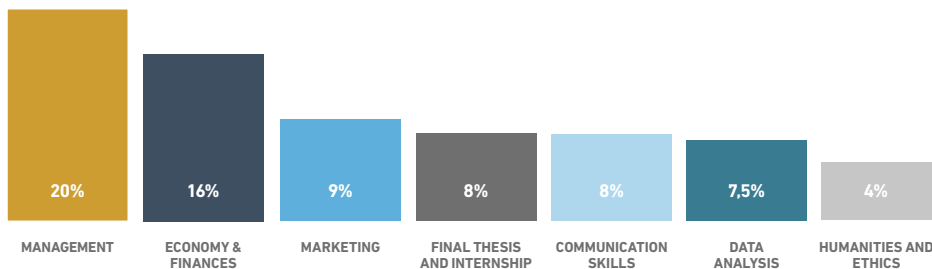
First Semester	ECTS
Thought and Creativity III	1.5
Principles of Technological Project Management	4.5
Integrated Marketing	3
Communications Corporate and International Finance	5
Budgeting, Planning and Control	4
Management IT and Information Systems II	4
Electives	8
Second Semester	
Thought and Creativity III	1.5
Transfer of New Technologies into the Economy	4
Supply Chain Management	4
Marketing Simulations	4
E-Business	4.5
Internet and Multimedia Technologies	4
Electives	8

4TH COURSE

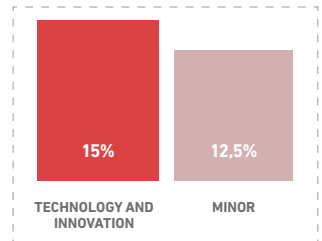
First Semester	ECTS
International Business	5
Entrepreneurship and Venture Capital	3
Applied Research in Management and Technology	5
Sales Management	4
Internship	4
Business Communication Skills II	2
Second Semester	
New Technology Ventures	3
Strategy Management for ICT Ventures	3
Channel Management	3
Leading Teams and Organisations	4
Annual Subjects	
Final Thesis	16
Electives	8

Minor to choose 30 ECTS

AREAS OF KNOWLEDGE



LA SALLE'S ADDED VALUE



MINORS

You will be able to choose between one of the **four official minors** of the Degree that will allow you to specialize:



DIGITAL MARKETING: You will become a specialist in the field of digital media marketing with a strategic and a global perspective.



DIGITAL ECONOMY: You will specialise to lead the digital transformation of your company or sector.



SPORTS MANAGEMENT: With this minor, you can prepare to manage organisms, clubs and companies in the sports sector.



DIGITAL ENTREPRENEURSHIP: You will develop your competences as an entrepreneur to identify and evaluate new business opportunities.



LA SALLE CAMPUS BARCELONA

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