BUSINESS & MANAGEMENT
LA SALLE CAMPUS BARCELONA

Official Undergraduate Degree in:
Management of Business and Technology
We Love Challenge

Business studies for a new generation of business leaders, ready to lead digital tech companies in a global environment.

All the images used in this brochure are from real installations, projects and students of La Salle Campus Barcelona.
STUDY BUSINESS & MANAGEMENT AT LA SALLE CAMPUS BARCELONA

Business & Management studies of La Salle Campus Barcelona will give you a solid, cutting-edge grounding to help you meet the real needs for change and innovation in a constantly evolving jobs market.

Our Campus combines the world of business using the latest technology with a business incubator that allows students to understand the full potential of technology.

We are committed to offering an international outlook with a practical focus in small groups with different nationalities, perfect to help you develop the skills you need to take your place among the new 21st-century professionals.

At La Salle Campus Barcelona, our business ecosystem revolves around Technova, one of the largest startup accelerators in Spain. Students will enjoy all the benefits of studying at a university with a Technology Innovation Park on Campus, where they can take part in internships at companies or projects such as Technova Young, and all kinds of events such as 4YFN, hackathons, competitions and conferences.

LA SALLE TECHNOVA BRIDGING TALENT, STARTUPS AND CORPORATIONS.

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Why study a Business & Management degree at La Salle Campus Barcelona?

1. Importance of technology
   Our business students learn how technology can add value to a company, how customers are changing in the digital era and how organizations need to continually adapt to rapidly changing environments.

2. Innovation and creativity
   Business leaders of the future will be defined by their creativity and ability to innovate. We help our students to think differently, to be original and transform their ideas into viable business solutions.

3. Mindset entrepreneurship
   We believe in developing entrepreneurial mindsets. Our students are characterised by their desire to solve complex problems, find viable business opportunities and lead change and innovation.

4. Multicultural campus
   At our Campus, you will be working in an international environment in multicultural teams.

5. International experiences
   We offer international experiences that will help open your mind and learn about new cultures and ways of life.

6. Learning by challenge methodology
   Projects are based on challenges and allow you to apply what you are learning to real-life cases.

Some companies where our students work:

- Inditex
- Pixar
- Yandex
- Microsoft
- Deloitte
- IBM
- Oracle
- Google
- Amazon
- Cisco
- PAL Robotics
- HP

Ramón Llull University Top 130 Global Employability Ranking (Number 3 in Spain)

We maximise all our students’ potential.
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 Stages Abroad in Asia and the USA give you the chance to enjoy an international experience and get to know two of the world’s largest economies.

We offer you the chance to specialise your professional profile and choose from between five minors.

**DIGITAL MARKETING:** With this specialisation, you will study to become a specialist in the field of digital media marketing with a strategic and a global perspective.

**DIGITAL ENTREPRENEURSHIP:** You will develop your competences as an entrepreneur to identify and evaluate new business opportunities, skills which will allow you to plan and execute all phases of the creation of a new business.

**SPORTS MANAGEMENT:** The unique nature of the sports and the complexity they involve needs a differential management style. With this minor, you can prepare to manage organisations, clubs and companies in the sports sector.

**SOCIAL MEDIA:** This minor will give you the knowledge you need of both the latest trends and all the necessary tools to manage social media as the backbone of communication and marketing channels.

**DIGITAL ECONOMY:** You will specialise in microeconomics, macroeconomics, the theory of organisation and administration, with a contemporary international focus that will prepare you to lead the digital transformation of your company or sector.

**MINORS**

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**100% EMPLOYMENT RATE.**

**SYLLABUS**

**1ST COURSE**

**First Semester**
- Thought and creativity I
- Principles of Business Management
- Mathematics for Business I
- Foreign language I
- Principles of Marketing
- Business Communication Skills
- Microeconomics

**Second Semester**
- Thought and creativity II
- IT Software for Business
- Accounting Principles I
- Foreign language II
- Business Law
- Mathematics for Business II
- Macroeconomics

**2ND COURSE**

**First Semester**
- Thought and creativity II
- Principles of Finance
- Cross / Cultural Management
- Accounting Principles II
- Principles of Operations
- Marketing Management
- Management IT and Information Systems I
- Microeconomics

**Second Semester**
- Thought and creativity III
- Modern Social Thought and Economic History
- Creativity and Innovation in Technological Organizations
- Business Law II
- Financial Management
- New Product and Service Development
- Methods of Decision Analysis
- Electives

**3RD COURSE**

**First Semester**
- Thought and creativity IV
- Principles of Technological Project Management
- Integrated Marketing Communications
- Financial Entrepreneurship for Digital Businesses
- Business Law
- Marketing Management
- Management IT and Information Systems II
- Electives

**Second Semester**
- Thought and creativity V
- Transfer of New Technologies into the Economy
- Supply Chain Management
- Marketing Simulations
- E-Business
- Information and Multimedia Technologies
- Electives

**4TH COURSE**

**First Semester**
- International Business Entrepreneurship
- Ventures Capital
- Applied Research in Management and Technology
- Sales Management
- Internship
- Business Communication Skills II

**Second Semester**
- New Technology Ventures
- Strategy Management for ICT Ventures
- Channel Management
- Leading Teams and Organizations

**Annual subjects**
- Final Thesis
- Electives

Official Degree Title: Degree in Management of Business and Technology

**AREAS OF KNOWLEDGE**

- **MANAGEMENT**
- **ECONOMY & FINANCES**
- **MARKETING**
- **FINANCIAL ANALYSIS**
- **HUMANITIES AND ETHICS**
- **TECHNOLOGY AND INNOVATION**
- **MINOR**

**MINOR IN DIGITAL MARKETING**
- Online Consumer Behavior
- Marketing Services in the Digital Age
- Digital Marketing Strategies
- Brand Management
- Digital Analysis
- International Digital Marketing

**MINOR IN DIGITAL ENTREPRENEURSHIP**
- Mobile Application Management
- Social Entrepreneurship
- Marketing Strategy for Digital Businesses
- Emerging Technologies and Smart Cities
- Digital Analysis
- Financial Entrepreneurship for Digital Businesses

**MINOR IN DIGITAL ECONOMY**
- International Economy and the Digital Era
- Financial Innovation and Investments
- Economic Growth and Innovation
- Emerging Technologies and Smart Cities
- Business Finance for E-business
- Governance and International Organizations

**MINOR IN SOCIAL MEDIA**
- Social Media environments
- Social Media strategies
- Brand management and social Media
- Digital marketing in social Media
- Digital analysis in social Media
- Cases in social Media management

**MINOR IN SPORTS MANAGEMENT**
- Sports Business
- Management of major sporting events
- Sports Marketing
- Sports Media and Public Relations
- Sports and Technology Management
- Sports facilities management

**LA SALLE’S VALUE ADDED**

- 20% Management
- 16% Economy & Finances
- 9% Marketing
- 8% Financial Analysis
- 8% Electives
- 7.5% Humanities and Ethics
- 4% Technology and Innovation
- 15% Minor
- 12.5% Minor to choose

*Subject to academic performance.*
DEGREE IN
MANAGEMENT OF BUSINESS AND TECHNOLOGY

WHAT YOU WILL LEARN WITH THIS DEGREE

You will learn how to apply your knowledge professionally to your job or vocation.

You will acquire and improve essential skills such as communication, teamwork, leadership, planning, organisation and analytical skills, allowing you to learn and grow professionally quickly within an organisation.

You will attain the skills you need to develop, maintain and defend your thinking and resolve problems in your field of specialisation.

You will be able to gather and interpret relevant data to make judgments and reflect on social, scientific or ethical issues.

You will learn to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

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CAPACITY FOR ANALYSIS
SELF-CONFIDENCE
ENTREPRENEURIAL SPIRIT

WE ARE LOOKING FOR CANDIDATES WITH:

✓ BUSINESS KNOWLEDGE
✓ SOCIAL SKILLS
✓ CREATIVE
✓ CAPACITY FOR ANALYSIS
✓ SELF-CONFIDENCE
✓ ENTREPRENEURIAL SPIRIT

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 stages abroad 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 for the active methodology we use, 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, sports management and social media.

CAREER OPPORTUNITIES

With the Degree in Business and Technology Management, you will gain a solid base of skills and knowledge in business management, leaving you perfectly placed to take up a wide range of positions.

You will be a strong candidate for positions in finance, marketing management, operations, human resources, technology and innovation management or project management.

Here are just some of the opportunities our students find when they finish their studies:

- Junior consultant
- Project Manager
- Account Manager
- Junior positions in HR
- Accounting / finance
- Operations / logistics
- Digital Marketing Manager
- Customer Relationship Manager
- Digital Brand Manager
- Community Manager
- E-Commerce Analyst
- Business Intelligence

Taking part in the City StartUp Challenge project has allowed me to make part of my dream come true: to work with people from other countries and cultures and gain valuable knowledge for my future career.”

Albert Ricart, Degree in Management of Business and Technology with minor in Sports Management.
We love Business challenges

LA SALLE TECHNOVA BARCELONA

PROJECTS CARRIED OUT BY OUR STUDENTS AND STAGES ABROAD

New Product Development Demo Day 2019 with the sponsoring of SEAT and Manchester City Stadium.

Sports Tech Study Tour in Madrid.

Conference in the Chamber of the General Assembly of the United Nations.

Stage in San Francisco.

Stage in Europe.

Stage in Shanghai.
LA SALLE, A GLOBAL EDUCATION NETWORK

We are part of a worldwide organisation with more than 300 years of history.

65 Universities worldwide
80 Countries La Salle Presence
90,000 Educators
350,000 Students University Education
650,000 Students Primary & Secondary Education

LA SALLE CAMPUS BARCELONA

Our university centre has a history spanning over 110 years, and we are proud to offer undergraduate, graduate and master’s programmes, PhDs and specialisation courses.

16 Official undergraduate Degrees
4,748 Students
6 Double Degrees
31% International students
66 Master’s, Postgraduates and Executive Programmes
73 Nationalities
6 Research groups

HIGH EMPLOYABILITY AND AN EXCLUSIVE INTERNATIONAL NETWORKING

+ 4,500 Job offers per year
96% Employability of students
+ 800 Corporate agreements

LA SALLE’S DNA

We train professionals with values, with innovative spirit and entrepreneurial capacity, who dominate technology and have an international global vision.

LA SALLE, EXPERTS IN TECHNOLOGY

We have been experts in Technology for more than 50 years, and it is present across all Degrees as a transversal axis.

RAMON LLULL UNIVERSITY RANKINGS

8th Best-performing university in Spain 2019 (CYD Ranking)
3rd Spanish University and 38th in Europe (Multirank Ranking 2018)
Top Worldwide & Top 25 Europe, Best Business and Management studies 2019 (QS World University Rankings)
Ranked 76/100 Best Universities for Teaching in Europe (University Teaching Ranking 2019)
Top 150 Business administration ranking of the Shanghai Academic World Universities Ranking

At La Salle, we provide quality training in the areas of Architecture and Building Engineering, ICT Engineering and Technology, Computer Sciences, Business & Management and Digital Art, Animation & VFX.
These 5 areas of knowledge are also mixed through research, a close relationship with the business world and a unique, cutting-edge methodology.

Founding member of the Ramon Llull University and one of the 3 Campus of International Excellence in Spain.
THE ADMISSIONS PROCESS

The admissions process begins every year on 1st December. We recommend you begin the process on our website, filling in the requested information and attaching the necessary documentation, before finishing your studies.

BEGIN YOUR APPLICATION ONLINE
FILL IN THE FORM
ATTACH THE DOCUMENTATION
HAVE ON CAMPUS OR ONLINE INTERVIEW
RECEIVE THE RESOLUTION OF YOUR APPLICATION
BOOK YOUR PLACE

BEGIN THE PROCESS ON OUR WEBSITE TO BOOK YOUR PLACE.

SCHOLARSHIPS AND GRANTS

At La Salle, people come first, and our scholarship programme means young people with the knowledge and skills can study with us, regardless of their economic, family, geographical or cultural background. On average, 49% of undergraduate students at La Salle - URL benefit every year from scholarships awarded by La Salle.

EACH APPLICATION IS ANALYSED ON A CASE-BY-CASE BASIS.

TYPES OF SCHOLARSHIPS

More information: www.salleurl.edu/en/admissions/degrees/scholarship-program

More information: www.salleurl.edu/en/admissions/admissions/admission-process

SIGN UP FOR OUR INFORMATION SESSIONS at www.salleurl.edu
See you on Campus!
We love technology

We love entrepreneurship

We love global thinking

We love innovation