

CEU | *Universidad
San Pablo*

BUSINESS ADMINISTRATION
AND MANAGEMENT

ECONOMICS

MARKETING AND SALES
MANAGEMENT

BUSINESS INTELLIGENCE

THE
PLACE
TO "BE"

ACADEMIC YEAR
2019-2020



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Universidad CEU San Pablo

THE PLACE TO BE

Universidad CEU San Pablo

THE PLACE TO BE

Education should not only be about the chosen field of study (Social, Experimental, Health Sciences, etc.). It should be more **comprehensive**: all training should be **professionally empowering** and **allow us to grow as a person**. In order to achieve this, at Universidad CEU San Pablo we give our students solid values, which are based on Christian Humanism.

These pillars have allowed Universidad CEU San Pablo to set the standards of higher education. Today, many of our alumni are some of the most qualified and recognized professionals of our country, and are now sharing the school's values and spirit.

For these reasons, we hope and trust that, when you choose **what you want to be and the best School to get you there**, you will decide on Universidad CEU San Pablo. We look forward to starting this journey with you, being there for you along the way, and taking you to the finish line.

THE 5 PILLARS OF OUR EDUCATION

80+

YEARS TEACHING
HIGHER EDUCATION



A PRESTIGIOUS
FACULTY



INTERNATIONALLY
DRIVEN



CORPORATE
DRIVEN



TEACHING
VALUES

THE SCHOOL OF BUSINESS AND ECONOMICS

Since its founding, the purpose of Universidad CEU San Pablo has been to ensure that our graduates excel for their values, quality, and professionalism. Students are the core of our educational project. As a student, you will receive a personalized treatment from the first day, thanks to our one-on-one tutoring programs.

We bet big on internationalization. Our students have the opportunity to enjoy an international experience that will significantly enrich their education, and will set them apart from other students.

All our degrees include mandatory internships in some of the best companies and public and private institutions of our country, thus ensuring high levels of employability.

Our comprehensive education is tailored to achieving the most ambitious goals.



10 REASONS TO STUDY AT UNIVERSIDAD CEU SAN PABLO

01

TRADITION



More than 80 years
of experience.

02

QUALITY



Our study plans are
carefully designed to
ensure rigorous learning,
demanding classes,
and the highest teaching
requirements.

03

RESEARCH



We allot a great portion
of our resources to
projects seeking to
improve real problems
in today's world.

04

SCHOLARSHIPS AND FINANCIAL AID



Our university tops the list,
among private Schools
in Spain, for the number
of scholarships granted to
students.

05

SCHOOL LIFE



In addition to our academic
offer, Universidad CEU San
Pablo offers many
opportunities to participate
in various activities that
enrich and complement
your school life.

06

INTERNATIONALLY DRIVEN



Students have access to the
most prestigious universities
in the world with international
and bilingual degrees,
programs and internships
abroad, our Summer
University, and international
guest professors.

07

FACULTY



Our top-of-the-line team
includes more than
550 PhDs. All of our
professors are highly
experienced professionals
and researchers.

08

INTERNSHIPS AND CAREER PROSPECTS



We require and facilitate
that our students complete
internships before
graduating to ensure that
they learn the necessary
skills to establish a career
in the real world.

09

GRADUATE AND POSTGRADUATE PROGRAMS



Our PhD programs meet the
highest quality standards,
as certified by the Spanish
National Agency for Quality
Assessment and Accreditation
(ANECA). We also offer more
than 46 master's programs
for those seeking to become
specialized.

10

OUR FACILITIES



Students can enjoy
state-of-the-art facilities
and equipment, which
is available to them any
time.

INTERNSHIPS AND JOBS

In recent years, **92%** of Universidad CEU San Pablo undergrad students have been able to **join the work force** shortly after graduation, with the percentage rising to **94%** for graduate and postgraduate students.

These impressive numbers can be explained by our close ties to the professional world, the internships we offer at top-notch companies (more than **8,000 internship agreements**), and our individual career orientation services.

These are just some of the companies at which our **School of Business and Economics** students may complete an internship:

//ABANCA



BBVA



BNP PARIBAS

Deloitte.



MELIÁ HOTELS INTERNATIONAL



Mercedes-Benz



PagePersonnel



92%+
EMPLOYABILITY RATES
FOR UNDERGRAD STUDENTS

94%+
EMPLOYABILITY RATES
FOR GRAD STUDENTS

8,000+
INTERNSHIP
AGREEMENTS

CAREER ORIENTATION SERVICES

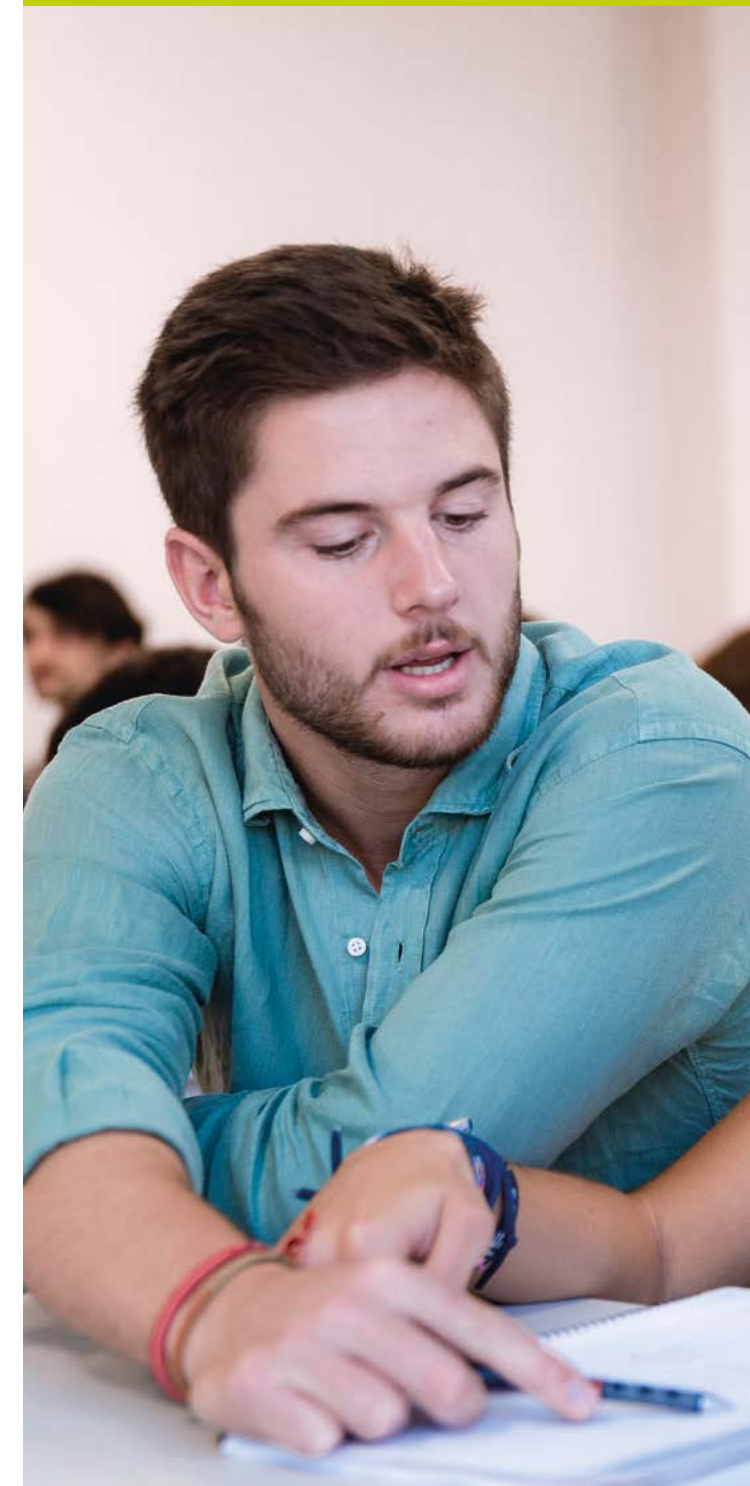
We want to be part of every step of the journey our students and alumni take when shaping their career. We provide professional orientation services not only for the immediate future but also long term.

PROPRIETARY DEGREE IN VALUES AND LEADERSHIP

We believe in comprehensive education and training. Therefore, we offer a **Proprietary Degree in Values and Leadership**.

This initiative, first in Spain, promotes the development of social skills and abilities for leadership, teamwork, persuasive communication, decision-making, change management, and the development of transversal vision and relations. Skills and abilities highly valued and required by companies.

5,500+
OFFERED
INTERNSHIPS



CORPORATE DRIVEN

One of our main goals is to offer our students an innovative education that helps set them apart, reach their full potential, and be ready for the professional world.

We are continuously making efforts to stay ahead of the curve with our academic offer and to bring our students new tools that have not only been designed to increase their employability, but also to set them apart in their fields and in society.

★ ★ ★ PROGRAMA DE EXCELENCIA Universidad CEU San Pablo

BUSINESS ADMINISTRATION AND MANAGEMENT | BUSINESS ADMINISTRATION AND MANAGEMENT + MARKETING EXCELLENCE PROGRAM

The new Business Administration and Management Excellence Program offers high-performing students from the Bachelor's Degree in Business Administration and Management and the Double Bachelor's Degree in Business Administration and Management + Marketing and Sales Management an exclusive training that enhances their skills and professional competences.

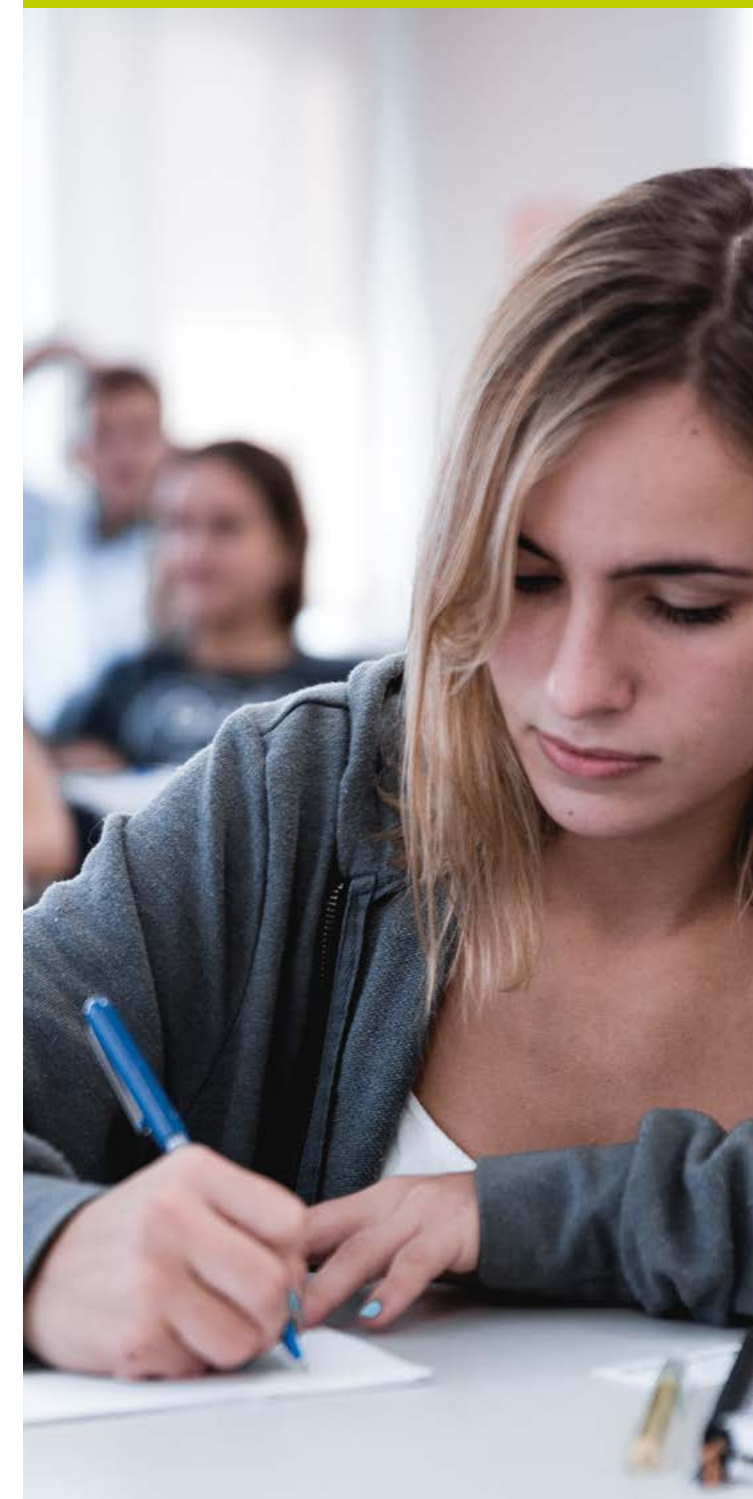
This Program uses an innovative educational methodology, based on:

- **Leadership training:** Proprietary Degree in Values and Leadership. Development of social skills and abilities, teamwork, persuasive communication, decision-making, change management, etc.
- **Advanced digital skills training:** Specific management of the essential tools for new forms of professional activity: Bloomberg, R-programming, Google Analytics, Oracle and Microsoft Excel.

- **Extracurricular internships at national and international powerhouse companies.**
- **Bilingual and international education:** We require that you complete at least three classes of your degree in English, or spend a minimum of one academic semester in a foreign university (Erasmus+ or Bilateral Exchange programs) of your choice, subject to availability. You will also learn a third language (French or Chinese).
- **Specific training in oral expression** at our Debate Club.
- **Professional development activities:** Workshops and other activities related to professional development promoted by Career Orientation Services, and volunteer opportunities in the economic field.

BACHELOR'S DEGREES THAT ARE ELIGIBLE FOR THE EXCELLENCE PROGRAM:

- Business Administration and Management
- Business Administration and Management + Marketing and Sales Management



sala

bloomberg

INTERNATIONALLY DRIVEN

STUDY-ABROAD PROGRAMS

Universidad CEU San Pablo has more than 350 bilateral exchange agreements with universities around the world.

Thanks to these programs, including the Erasmus+ Program, students could potentially enroll in several study-abroad options during their Bachelor's degree.

Visit www.uspceu.com for a list of all places where you may complete your degree.

350+
INTERNATIONAL
AGREEMENTS

LANGUAGE DRIVEN

In addition to offering most Bachelor's Degrees with bilingual or English-only options, the University has collaboration agreements in place with the **British Council** and the **Goethe Institut**, enabling students to perfect their command of the English and German languages.



ENGLISH-ONLY AND BILINGUAL BACHELOR'S DEGREES FOR STUDENTS OF THE SCHOOL OF BUSINESS AND ECONOMICS:

Internationalization is all about **expanding horizons and having a globalized vision of the world**. At Universidad CEU San Pablo you will have the chance of completing your degree in one of two modes: **bilingual (English-Spanish) or English-only**:

- Business Administration and Management (English-only)
- Business Administration and Management + Marketing and Sales Management (Bilingual)

Bilingual Degrees: Some credit units are taught in Spanish and others in English.

English: At least 90% of credit units are taught in English.



IBP

INTERNATIONAL BILINGUAL PROGRAMS

Universidad CEU San Pablo

Set yourself apart with the **exclusive international education** you will receive from professors from some of the best universities in the world with programs both in Madrid and the United States.



INTERNATIONAL BILINGUAL PROGRAM WITH BOSTON UNIVERSITY

International Business Certificate, Boston University Metropolitan College

This program will provide students with the essential knowledge they need about international business and economic and social trends that help shape today's world economy.

Students of the following Bachelor's Degrees from the School of Humanities and Communication Sciences are eligible to obtain this certificate:

- Business Administration and Management (Bilingual)
- Business Intelligence
- Business Intelligence + Business Administration and Management
- Law + Business Administration and Management (Bilingual)
- Business Administration and Management + Marketing and Sales Management (Bilingual)
- Advertising and Public Relations + Marketing and Sales Management (Bilingual)

*Bilingual Degrees: Some credit units are taught in Spanish and others in English.
English: At least 90% of credit units are taught in English.*



IBP

INTERNATIONAL BILINGUAL PROGRAMS

Universidad CEU San Pablo



INTERNATIONAL BILINGUAL PROGRAM WITH THE UNIVERSITY OF CHICAGO

International Political Economy Certificate, Graham School of Continuing Liberal and Professional Studies

The program offers multidisciplinary training that allows students to understand the world's current economic arena and the implications of globalization.

Students of the following Bachelor's Degrees from the School of Business and Economics are eligible to obtain this certificate:

- Economics (Bilingual)
- Economics + Business Administration and Management (Bilingual)
- Economics + Journalism (Bilingual)

Bilingual Degrees: Some credit units are taught in Spanish and others in English.



INTERNATIONAL BILINGUAL PROGRAM WITH UCLA EXTENSION

**Digital Media & Strategic
Communications**, UCLA Extension

This program, focused on digital environments, provides students with the necessary skills to come up with innovative communication strategies.

Students of the following Bachelor's Degrees from the School of Business and Economics are eligible to obtain this certificate:

- Advertising and Public Relations + Marketing and Sales Management (Bilingual)

Bilingual Degrees: Some credit units are taught in Spanish and others in English.



ACADEMIC OFFER

2019-2020

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR'S DEGREES AND DOUBLE BACHELOR'S DEGREES:

- Business Administration and Management [SP](#) | [EN](#) | [BI](#)
- Economics (Focus on Finance or Focus on International Business) [SP](#) | [BI](#)
- Marketing and Sales Management [SP](#)
- Business Intelligence [SP](#)
- Business Intelligence (BI) + Business Administration and Management [SP](#)
- Business Administration and Management + Marketing and Sales Management [SP](#) | [EN](#) | [BI](#)
- Economics + Business Administration and Management [SP](#) | [BI](#)
- Law + Business Administration and Management [SP](#) | [BI](#)
- Economics + Journalism [SP](#) | [BI](#)
- Marketing and Business Administration + Digital Communications [SP](#)
- Advertising and Public Relations + Marketing and Sales Management [SP](#) | [BI](#)
- Pharmacy + Business Administration and Management [SP](#)
- Computer Engineering + Business Administration and Management [SP](#)

PROPRIETARY DEGREES:

- Risk Analysis and Management [SP](#)
- Business Intelligence [SP](#)

[SP](#) - Spanish. All credit units are taught in Spanish.

[EN](#) - English. At least 90% of credit units are taught in English.

[BI](#) - Bilingual. Some credit units are taught in Spanish and others in English.



STUDY PLANS



BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

FEATURES

Language Options:

- ☒ Spanish ☒ English ☒ Bilingual

Englishs: At least 90% of credit units are taught in English.

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-Boston University Program.

About this Degree:

With our Bachelor's Degree in Business Administration and Management students develop a practical view of the corporate world and become successful in managing any type of business while leveraging the global markets of today's world.

Our alumni from this Degree will be highly qualified professionals capable of holding high-level jobs in different corporate areas, such as enterprise organization, finance, human resources, operations, marketing, accounting, tax departments, management, and corporate responsibility.

Students will receive training and education powered by the latest technological and teaching trends.

Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Marketing and Business Management
- Economics
- Business Intelligence
- Law
- Pharmacy
- Computer Engineering

CAREER PROSPECTS

- Business Analyst
- Financial Analyst
- Accountant
- Advisor
- Operations Manager
- Logistics Manager
- HR Manager
- Financial Markets' Expert
- Strategy Manager
- Entrepreneur
- Corporate Responsibility Manager
- Tax & Legal Manager
- Sales Manager
- Manager at non-profit organizations
- Manager at public agencies
- Access to a PhD program, University Professor, and Researcher

Excellence Program:

Students in this Degree may be eligible for the Excellence Program. (More information on page 12).

First Year

Business Law	6
Statistics I	6
Fundamentals of Marketing	6
History and Society	6
Information Technology	6
Fundamentals of Business Management	6
Introduction to Financial Accounting	6
Mathematics I	6
Economic Theory I	6
Economic Theory II	6

TOTAL ECTS

60

Second Year

Cost Accounting	6
Financial Accounting	6
Management and Organization I	6
Management and Organization II	6
World Economy and International Markets	6
Modern Language	6
Mathematics II	6
Economic Policy	6
Spanish Tax System I	6
Macroeconomic and Monetary Theory	6

TOTAL ECTS

60

Third Year

Analysis of Financial Statements	6
Financial Accounting	6
Social Doctrine of the Catholic Church	6
Statistics and Econometrics for Business	9
Financial Operations	6
Business Operations' Management	6
Commercial Administration and Management	9
Economic History	6
Financial Instruments	6

TOTAL ECTS

60

Fourth Year

Business Ethics	6
Human Resources Management	6
Business Strategy	6
Corporate Finance	6
Corporate Policy	6
Spanish Tax System II	6
Information Systems Management	6
Dissertation	6
Internship	12

TOTAL ECTS

60

BACHELOR'S DEGREE IN ECONOMICS

(Focus on Finance)

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-The University of Chicago Program.

About this Degree:

The Bachelor's Degree in Economics, Focus on Finance, stems from the growing demand for highly trained professionals in economic matters who are focused on the financial field, and an increasingly globalized world.

International Bilingual Program:

In collaboration with The University of Chicago, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by University of Chicago professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Business Administration and Management
- Journalism

CAREER PROSPECTS

- Economist at financial institutions
- Strategy Consultant
- Economic Data Analyst
- Investment Banker
- Private Banker
- Government Official (Foreign Affairs, Ministry of Finance)
- Auditor and Accountant
- Official at European and international institutions (European Commission, World Bank, IMF, UN...)
- Analyst (economic, market, financial...)
- Consultant (strategic, financial, insurance...)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs
- International Business Manager
- Business Manager

First Year

Introduction to Microeconomics	6
Labor Law and Agreements	6
Mathematics for Economics I	6
Social Doctrine of the Catholic Church	6
History and Society	6
Introduction to Macroeconomics	6
Financial Accounting	6
Mathematics for Economics II	6
Statistics I	6
Fundamentals of Business Management	6

TOTAL ECTS 60

Second Year

Dynamic Systems and Optimization Theory	6
Statistics II	6
World Economy and International Markets	6
Macroeconomics I	6
Microeconomics I	6
Economy Policy I	6
Econometrics	6
Spanish Economy	6
Public Sector Economics	6
Global Economic History	6

TOTAL ECTS 60

Third Year

Financial Mathematics	6
Financial System	6
Economy Policy II	6
Tax System	6
Financial Modeling	6
Financial Instruments	6
Financial Accounting	6
Value Analysis	6
Macroeconomics II	6
Analysis of Financial Statements	6

TOTAL ECTS 60

Fourth Year

Microeconomics II	6
Fiscal-Financial Profitability of Investments	6
Monetary and Financial Policy	6
Corporate Finance	9
Applied Economics	6
International Financial Reporting Standards	6
Financial Risk Management	6
Dissertation	6
Internship	12

TOTAL ECTS 60

BACHELOR'S DEGREE IN ECONOMICS

(Focus on International Business)

FEATURES

Language Options:

- ☒ Spanish
- ☐ English
- ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-The University of Chicago Program.

About this Degree:

The Bachelor's Degree in Economics, Focus on International Business, stems from the growing demand for highly trained professionals in economic matters who are specialized in the field of investment, trade and the internationalization of companies.

International Bilingual Program:

In collaboration with The University of Chicago, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by University of Chicago professors, and a semester abroad in that university. (More information at uspceu.com/ibp)

Double Bachelor's Degrees:

- This Degree can be completed simultaneously with one of the following:
- Business Administration and Management
 - Journalism

CAREER PROSPECTS

- International Business Manager
- Official at European and international institutions (European Commission, World Bank, IMF, UN...)
- Analyst (economic, market, financial...)
- Investment Banker
- Economist at financial institutions
- Strategy Consultant
- Economic Data Analyst
- Government Official (Foreign Affairs, Ministry of Finance)
- Auditor and Accountant
- Consultant (strategic, financial, insurance...)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs

First Year

Introduction to Microeconomics	6
Labor Law and Agreements	6
Mathematics for Economics I	6
Social Doctrine of the Catholic Church	6
History and Society	6
Introduction to Macroeconomics	6
Financial Accounting	6
Mathematics for Economics II	6
Statistics I	6
Fundamentals of Business Management	6

TOTAL ECTS 60

Fourth Year

History of Economic Thinking	6
Analysis of the International Economic Environment	6
International Commercial Law	6
International Trade and Business	6
International Marketing	6
Economy of the EU	6
International Business Management	6
Disertation	6
Internship	12

TOTAL ECTS 60

Second Year

Dynamic Systems and Optimization Theory	6
Statistics II	6
World Economy and International Markets	6
Macroeconomics I	6
Microeconomics I	6
Economy Policy I	6
Econometrics	6
Spanish Economy	6
Public Sector Economics	6
Global Economic History	6

TOTAL ECTS 60

Third Year

Econometrics II	6
International Financial System	6
Theory of International Commerce	6
International Taxation I	6
Financial Mathematics	6
Economy Internacional Policy	6
Financial Accounting	6
International Financing	6
International Taxation II	6
International Macroeconomics	6

TOTAL ECTS 60

BACHELOR'S DEGREE IN MARKETING AND SALES MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☐ Bilingual

About this Degree:

The Bachelor's Degree in Marketing and Sales Management equips the students with the professional, technical, and personal skills they need to succeed in business management in the marketing field.

Carefully designed, from academic rigor and new trends, the degree offers analytical, creative, digital and competitive training to face new challenges, as well as to detect new business and innovation opportunities.

Our teaching approach is clearly practical, with a 360° perspective. Theoretical knowledge is powered by a learning methodology based on study cases, teamwork, marketing simulators, workshops with professionals and project development.

Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Business Administration and Management
- Digital Communications
- Advertising and Public Relations

CAREER PROSPECTS

- Marketing Manager
- Trade Marketing Manager
- Product Manager
- Brand Manager
- Sales Manager
- Online and Offline Marketing Advisor
- Business Distribution and Logistics Manager
- Merchandiser
- Internationalization Manager
- Manager in charge of planning, design and execution of comprehensive marketing campaigns
- Consumer Behavior Analyst, from a broad perspective that includes neuromarketing
- Expert in market research and techniques
- E-commerce Expert
- E-marketing Manager in charge of planning and strategic development of online marketing campaigns
- Brand Communication Consultant
- Market Strategy Consultant
- Point of Sale Designer
- Online and Offline Planner
- Sectoral Marketing Expert: at NGOs, political parties, sports clubs, etc.
- Entrepreneur

First Year

Fundamentals of Business Management	6
Economic Theory I	6
Mathematics I	6
Computer Science	6
History and Society	6
Introduction to Financial Accounting	6
Economic Theory II	6
Statistics I	6
Business Law	6
Basics of Marketing	6

TOTAL ECTS

60

Second Year

Business Management I	6
Modern Language	6
Economy Policy	6
Financial Accounting	6
Macroeconomic and Monetary Theory	6
Business Organization and Management II	6
Economic Structure and History	6
Spanish Tax System	6
Cost Accounting	6
Mathematics II	6

TOTAL ECTS

60

Third Year

Business Distribution	6
Marketing Research Studies I	6
Business Information and Communication	6
E-commerce	6
Business Management	6
Social Doctrine of the Catholic Church	6
Trade Logistics	6
Consumer's Behavior	6
Advertising Management	6
Merchandising	6

TOTAL ECTS

60

Fourth Year

Business Simulation	6
Strategic Marketing	6
Sales Management	6
International Marketing	6
Financial Management	6
Human Resources Management	6
Marketing Research Studies II	6
Dissertation	6
Internship	12

TOTAL ECTS

60

BACHELOR'S DEGREE IN BUSINESS INTELLIGENCE

FEATURES

Language Options:

- ☒ Spanish ☐ English ☐ Bilingual

Objectives:

- Preparing professionals for one of the professions of the future: the management of companies through the study of data.
- Developing the ability to solve problems in a creative and innovative way.
- Understanding the operation of technology.
- Providing students with the basic knowledge to continue studying or working on Big Data issues.

International Bilingual Program:

In collaboration with Boston University, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by Boston University professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Business Administration and Management

CAREER PROSPECTS

- Business Analyst
- Consultant in technology companies
- Data Analyst
- Business Intelligence Consultant
- Business Intelligence Developer
- Client Analyst
- Entrepreneur in the Digital Industry
- Expert in Online and Digital Marketing
- Social Media Expert

First Year

Fundamentals of Business Management	6
Ideas that shape the world: Economic Concepts	6
Computer Tools for Management	3
Mathematics for Business	6
Creative Thinking	6
Ethics	3
Contemporary History Foundations	6
Business Management: Marketing and Commercialization	6
Data Visualization and Presentation	3
Business Innovation	3
Probability and Statistics	6
Computer Basics	6

TOTAL ECTS 60

Fourth Year

Digital Economy Trends	6
Cybersecurity	6
Specialization Electives**	18
Deontology	3
Internship	21
Dissertation	6

TOTAL ECTS 60

Second Year

Consumer's Behavior	3
Investment and Financing	6
International Markets and Economy	3
Algorithms and Data Structures	6
Inductive Statistics	6
Business Management: Financial Accounting	6
Quantitative Analysis of the Economic Environment	6
Business Management: Taxation	6
Technology and Human Development	3
Predictive Statistics	6
Databases Management	6
Entrepreneurship	3

TOTAL ECTS 60

Third Year

Digital Marketing	6
Analysis of Financial Statements	6
Fundamentals of Data Mining and Big Data I	6
Digital Transformation of Companies	6
Elective*	6
Social Doctrine of the Catholic Church	6
Software Design Methodologies	6
Basics of Data Mining and Big Data II	6
Game and Negotiation Theory	3
Data Analysis for Digital Marketing	6
Language Processing	3

TOTAL ECTS 60

*Electives

To choose from:

- History of Innovation and Knowledge (6 ECTS)
- Economic History (6 ECTS)

**Specialization Electives

To choose from:

Specialization in Technology and Business

- Law and Regulations of Data Processing (6 ECTS)
- Mobile and Web Technologies (6 ECTS)
- Simulation (6 ECTS)

Specialization in Finance

- Financial Risk Management (6 ECTS)
- Corporate Finance (6 ECTS)
- Financial Instruments (6 ECTS)

Specialization in International Economy

- International Trade and Business (6 ECTS)
- Economy of the EU (6 ECTS)
- International Commercial Law (6 ECTS)

Specialization in Business Management

- Business Strategy (6 ECTS)
- Business Policy (6 ECTS)
- Human Resources Management (6 ECTS)



DOUBLE BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT + MARKETING AND SALES MANAGEMENT

FEATURES

Language Options:

- ☒ Spanish ☒ English ☒ Bilingual

English: At least 90% of credit units are taught in English.

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-Boston University Program.

About this Double Degree:

Nowadays, companies demand professionals highly trained in all aspects of business management and who understand how markets work. Organizations are looking for entrepreneurial profiles, capable of providing an orientation towards innovation.

The Double Degree in Business Administration and Management and Marketing and Sales Management offers that global perspective and provides the student with the necessary tools to lead teams and understand the fundamental principles of Marketing. This will allow students to think critically and creatively in an ever-changing international business environment.

Students who complete the Double Degree have the option of expanding their international mobility program to strengthen their academic training in international environments.

During the last two years, students will do internships at prestigious companies, allowing them to experience first-hand the emerging professional opportunities in different sectors.

CAREER PROSPECTS

- In addition to the career prospects of each of these degrees (Business Administration and Management + Marketing and Sales Management), graduates will be highly competitive to hold leadership positions and manage entrepreneurial activities.
- The business training that students obtain in the Business Administration and Management Degree will be complemented and enriched by the Degree in Marketing and Sales Management, which will allow them to have a broader and more solid perspective of the business world.

Excellence Program:

Students in this Degree may be eligible for the Excellence Program. (More information on page 12)

International Bilingual Program:

In collaboration with Boston University (BU), this Double Degree gives students the chance to participate in an International Program in English with specialized classes taught in Madrid by BU professors, and a semester abroad in that university. (More information at uspceu.com/ibp)

First Year

Fundamentals of Business Management	6
Economic Theory I	6
Mathematics I	6
Computer Science	6
History and Society	6
Introduction to Financial Accounting	6
Economic Theory II	6
Statistics I	6
Fundamentals of Marketing	6
Business Law	6

TOTAL ECTS 60

Second Year

Business Management I	6
Macroeconomic and Monetary Theory	6
Modern Language	6
Financial Accounting	6
World Economy and International Markets	6
Economy Policy	6
Business Management II	6
Mathematics II	6
Cost Accounting	6
Spanish Tax System I	6
Consumer's Behavior	6

TOTAL ECTS 66

Third Year

Commercial Administration and Management	9
Financial Operations	6
Analysis of Financial Statements	6
Statistics and Econometrics for Business	9
Business Distribution	6
Marketing Research Studies I	6
Social Doctrine of the Catholic Church	6
Economic History	6
Financial Management	6
Financial Instruments	6
Business Operations Management	6
Trade Logistics	6

TOTAL ECTS 78

Fourth Year

Spanish Tax System II	6
Business Policy	6
Human Resources Management	6
Corporate Finance	6
Business Ethics	6
Business Information and Communication	6
E-commerce	6
Information Systems Management	6
Business Strategy	6
Dissertation (BAaM)	6
Advertising Management	6
Internship (BAaM)	12

TOTAL ECTS 78

Fifth Year

Business Simulation	6
Strategic Marketing	6
International Marketing	6
Marketing Research Studies II	6
Sales Management	6
Merchandising	6
Dissertation (Marketing)	6
Internship (Marketing)	12

TOTAL ECTS 54

DOUBLE BACHELOR'S DEGREE IN ECONOMICS* + BUSINESS ADMINISTRATION AND MANAGEMENT (*Focus on Finance)

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-The University of Chicago Program.

About this Double Degree:

The Double Bachelor's Degree in Economics (Focus on Finance) + Business Administration and Management, stems from the growing demand for highly trained professionals both in economic matters and in the main areas of business management.

Being a double degree, the range of possibilities for employability and professional development is significantly broadened.

In addition, this option allows students to strengthen one of the two most requested specialties in the labor market: finance and international business.

During the last two years, students will do internships at prestigious companies, allowing them to experience first-hand the emerging professional opportunities in different sectors and prestigious companies or institutions.

International Bilingual Program:

In collaboration with The University of Chicago, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by University of Chicago professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

CAREER PROSPECTS

- Investment Banker
- Strategy Consultant
- Economic Data Analyst
- Economist at financial institutions
- Private Banker
- Marketing Manager
- Economic and Financial Manager
- Government Official (Foreign Affairs, Ministry of Finance)
- Auditor and Accountant
- Official at European and international institutions (European Commission, World Bank, IMF, UN, etc.)
- Analyst (económico, de mercado, financiero, etc.)
- Consultant (strategic, financial, insurance, etc.)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs
- International Business Manager
- Business Manager

First Year

Introduction to Microeconomics	6
Labor Law and Agreements	6
Mathematics for Economics I	6
Fundamentals of Business Management	6
History and Society	6
Business Law	6
Introduction to Macroeconomics	6
Financial Accounting	6
Mathematics for Economics II	6
Statistics I	6
Social Doctrine of the Catholic Church	6
Modern Language	6

TOTAL ECTS 72

Fourth Year

Microeconomics II	6
Fiscal-Financial Profitability of Investments	6
Monetary and Financial Policy	6
Corporate Finance	6
Applied Economics	6
Spanish Tax System II	6
International Financial Reporting Standards	6
Financial Risk Hedging	6
Business Operations Management	6
Dissertation (Economics)	6
Internship (Economics)	12

TOTAL ECTS 72

Second Year

Dynamic Systems and Optimization Theory	6
Statistics II	6
World Economy and International Markets	6
Macroeconomics I	6
Public Sector Economics	6
Business Management I	6
Economy Policy I	6
Econometrics	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Business Management II	6
Fundamentals of Marketing	6

TOTAL ECTS 78

Fifth Year

Corporate Policy	6
Commercial Administration and Management	9
Business Ethics	6
Human Resources Management	6
Information Systems Management	6
Business Strategy	6
Dissertation (BAaM)	6
Internship (BAaM)	12

TOTAL ECTS 57

Third Year

Financial Mathematics	6
Financial System	6
Economy Policy II	6
Financial Modeling	6
Tax System	6
Financial Accounting	6
Financial Instruments	6
Financial Management	6
Value Analysis	6
Macroeconomics II	6
Analysis of Financial Statements	6
Cost Accounting	6

TOTAL ECTS 72

DOUBLE BACHELOR'S DEGREE IN ECONOMICS* + BUSINESS ADMINISTRATION AND MANAGEMENT (*Focus on International Business)

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-The University of Chicago Program.

About this Double Degree:

The Double Bachelor's Degree in Economics (Focus on International Business) + Business Administration and Management, stems from the growing demand for highly trained professionals both in economic matters and in the main areas of business management.

Being a double degree, the range of possibilities for employability and professional development is significantly broadened.

In addition, this option allows students to strengthen one of the two most requested specialties in the labor market: finance and international business.

During the last two years, students will do internships, allowing them to experience first-hand the emerging professional opportunities in different sectors and prestigious companies or institutions.

International Bilingual Program:

In collaboration with The University of Chicago, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by University of Chicago professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

CAREER PROSPECTS

- Strategy Consultant
- International Business Manager
- Economic Data Analyst
- Economist at financial institutions
- Investment Banker
- Private Banker
- Marketing Manager
- Economic and Financial Manager
- Government Official (Foreign Affairs, Ministry of Finance)
- Auditor and Accountant
- Official at European and international institutions (European Commission, World Bank, IMF, UN...)
- Analyst (economic, market, financial...)
- Consultant (strategic, financial, insurance...)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs
- Business Manager

First Year

Introduction to Microeconomics	6
Labor Law and Agreements	6
Mathematics for Economics I	6
Fundamentals of Business Management	6
Business Law	6
Introduction to Macroeconomics	6
Financial Accounting	6
Mathematics for Economics II	6
Statistics I	6
Social Doctrine of the Catholic Church	6
Specialized English	6
History and Society	6

TOTAL ECTS

72

Second Year

Dynamic Systems and Optimization Theory	6
Statistics II	6
World Economy and International Markets	6
Macroeconomics I	6
Public Sector Economics	6
Business Management I	6
Economy Policy I	6
Econometrics	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Business Management II	6
Fundamentals of Marketing	6

TOTAL ECTS

78

Third Year

Econometrics II	6
International Financial System	6
Theory of International Commerce	6
International Taxation I	6
Financial Mathematics	6
Financial Accounting	6
International Economic Policy	6
Financial Management	6
International Financing	6
International Taxation II	6
International Macroeconomics	6
Cost Accounting	6

TOTAL ECTS

72

Fourth Year

History of Economic Thinking	6
Analysis of the International Economic Environment	6
International Commercial Law	6
International Trade and Business	6
International Marketing	6
Analysis of Financial Statements	6
Economy of the EU	6
International Business Management	6
Financial Instruments	6
Dissertation (Economics)	6
Internship (Economics)	12

TOTAL ECTS

78

Fifth Year

Corporate Finance	6
Commercial Administration and Management	9
Business Ethics	6
Human Resources Management	6
Business Policy	6
Business Strategy	6
Information Systems Management	6
Dissertation (BAaM)	6
Internship (BAaM)	12

TOTAL ECTS

63

ECTS: European Credit Transfer and Accumulation System

DOUBLE BACHELOR'S DEGREE IN BUSINESS INTELLIGENCE + BUSINESS ADMINISTRATION AND MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☐ Bilingual

About this Double Degree:

The Double Bachelor's Degree in Business Intelligence + Business Administration and Management combines data analysis with a detailed study of business management.

This Double Degree provides the necessary statistical and programming knowledge to carry out an in-depth data analysis applied to the business environment.

At the same time, it delves into the aspects of business management. This combination of Analyst and Manager profile is one of the most demanded by companies nowadays.

International Bilingual Program:

In collaboration with Boston University, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by Boston University professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

CAREER PROSPECTS

- This Double Degree prepares students for the career prospects for each of these degrees with complementary training that provides an analytical and innovative perspective of the business world.
- Other career prospects include: Investment Banker, Economic Data Analyst, Financial Consultant, Analyst at Central Banks, etc.
- Wherever there is a need to combine numbers and business you will find a graduate of this Double Degree.

First Year

Fundamentals of Business Management	6
Computer Tools for Management	3
Creative Thinking	6
Ethics	3
Mathematics I	6
Economic Theory I	6
History and Society	6
Business Management: Marketing and Commercialization	6
Data Visualization and Presentation	3
Business Innovation	3
Probability and Statistics	6
Computer Basics	6
Economic Theory II	6
Introduction to Financial Accounting	6

TOTAL ECTS 72

Second Year

Consumer's Behavior	3
Algorithms and Data Structures	6
Inductive Statistics	6
Financial Accounting	6
Modern Language	6
Macroeconomic and Monetary Theory	6
Entrepreneurship	3
Predictive Statistics	6
Databases Management	6
Business Law	6
Political Economy	6
Cost Accounting	6
Mathematics II	6

TOTAL ECTS 72

Third Year

Basics of Data Mining and Big Data I	6
Corporate Finance	6
Commercial Administration and Management	6
Business Management I	6
World Economy and International Markets	6
Technology and Human Development	3
Software Design Methodologies	6
Fundamentals of Data Mining and Big Data II	6
Business Management II	6
Spanish Tax System I	6
Financial Accounting	6

TOTAL ECTS 66

Fourth Year

Digital Marketing	6
Digital Transformation of Companies	6
History (Elective)	6
Analysis of Financial Statements	6
Spanish Tax System II	6
Deontology	3
Game and Negotiation Theory	3
Language Processing	3
Social Doctrine of the Catholic Church	6
Quantitative Analysis of the Economic Environment	6
Business Operations Management	6
Financial Instruments	6

TOTAL ECTS 63

Fifth Year

Cybersecurity	6
Digital Economy Trends	6
Human Resources Management	6
Business Policy	6
Corporate Finance	6
Internship (BAaM)	12
Dissertation (BAaM)	6
Business Strategy	6
Data Analysis for Digital Marketing	6

TOTAL ECTS 60

Sixth Year

Internship (BI)	21
Dissertation (BI)	6

TOTAL ECTS 27

DOUBLE BACHELOR'S DEGREE IN LAW + BUSINESS ADMINISTRATION AND MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-Boston University Program.

Objectives:

- Providing a solid legal training together with the economic and business knowledge necessary for business management.
- Strengthening the most demanded skills and competencies in the labor market.

Excellence Program:

- Students in this Bachelor's Degree may be eligible for the Excellence Program of the School of Law.

International Bilingual Program:

In collaboration with Boston University, this Double Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by Boston University professors, and a semester abroad in that university. (More information at uspceu.com/ibp)

CAREER PROSPECTS

- Private Practice Attorney
- Legal Advisor for companies and banks
- Court Attorney
- Official at European institutions and international organizations
- Company Advisor
- Expert Technician in quality implementation and certification and health and safety in the workplace
- Government Official of the State Administration, Autonomous Communities and Local Entities
- Accountant, Manager and Internal Auditor
- Manager of Financial Departments
- Manager of International Relations Departments
- Manager of Tax Departments
- Consultant
- Financial Expert

First Year

Contemporary History Foundations	6
Theory of Law	6
Roman Law	6
Fundamentals of Constitutional Law	6
Introduction to Private Law and Civil Law	6
History of Spanish Law	6
Spanish Political System: Institutions and Basic Rights	6
Institutions and Law Principles of the European Union	6
Law and Religion in Democracies	6
Introduction to Financial Accounting	6
Business Management I	6
Mathematics I	6
Mathematics II	6

TOTAL ECTS 78

Fourth Year

Inheritance Law	3
General Ethics	3
Deontology	3
Private International Law	6
Internship (Law)	6
Economic Criminal Law	3
Law Philosophy	6
Statistics and Econometrics for Business	9
Human Resources Management	6
Financial Instruments	6
Business Policy	6
Financial Operations	6
Professional Skills	4,5
Cost Accounting	6
Tax System II	6

TOTAL ECTS 79,5

Second Year

Introduction to the Spanish Judicial System	3
History of the Administration	3
Fundamentals of Criminal Law	6
Civil Obligations and Contracts Law	6
Public International Law	6
Fundamentals of Administrative Law	6
Real Rights	6
Employer's Legal Standing	3
Human Rights and Their Protection	3
Advanced Criminal Law	6
Civil Procedural Law	6
Business Management II	6
Financial Accounting	6
Economic Theory I	6
Economic Theory II	6

TOTAL ECTS 78

Fifth Year

Strategic Management	6
Commercial Administration and Management	9
Financial Management	6
World Economy and International Markets	6
Political Economy	6
Corporate Finance	6
Economic History	6
Information Systems Management	6
Analysis of Financial Statements	6
Business Operations Management	6
Internship	12
Dissertation (BAaM)	6

TOTAL ECTS 81

Third Year

Company Law	6
Employment and Resources of Public Agencies	6
Damages and Consumers' Rights Law	6
Fundamentals of Labor Law	3
Criminal Procedural Law	6
Individuals and Families in the Social Doctrine of the Catholic Church	3
Political and International Community in the Social Doctrine of the Catholic Church	3
Financial and Tax Law I	6
Commercial Contracts	6
Administrative Procedures	3
Civil Law: Family Law	3
Work Relations System	6
Computer Science	6
Statistics I	6
Macroeconomic and Monetary Theory	6
Modern Language	6

TOTAL ECTS 81

ECTS: European Credit Transfer and Accumulation System

DOUBLE BACHELOR'S DEGREE IN ECONOMICS* + JOURNALISM

(*Focus on Finance)

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-Boston University Program.

About this Double Degree:

This Double Bachelor's Degree in Economics (Focus on Finance) + Journalism provides a solid education that will prepare students to have a professional career in any of the two fields.

It combines a robust theoretical training with an evident applied focus that will allow them to delve into the skills and competencies required of highly sought-after professionals with a financial and problem-solving profile, fully adapted to the ever-changing fields of economics and journalism.

During the last two years, students will do internships, allowing them to experience first-hand the emerging professional opportunities in different sectors and prestigious companies or institutions.

International Bilingual Program:

In collaboration with The University of Chicago, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by The University of Chicago professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

CAREER PROSPECTS

- Economist in institutions of the media industry
- Manager in multinational communication groups
- European and International Institutions (European Commission, World Bank, IMF, UN, etc.)
- Government Official (Ministry of Foreign Affairs, Ministry of Economy and Finance)
- Investment or Private Banker
- Auditor and Accountant
- Analyst (economic, market, financial...)
- Consultant (strategic, financial, insurance...)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs
- International Communication Business Manager
- Business Manager

First Year

Fundamentals of Business Management	6
Introduction to Microeconomics	6
Mathematics for Economics I	6
Labor Law and Agreements	6
Spanish Language (Annual Class)	9
Basics of Photography	6
History and Society	6
Introduction to Macroeconomics	6
Mathematics for Economics II	6
Statistics I	6
Financial Accounting	6
Basics of Art and Design	6
Basics of Advertising	6
Social Doctrine of the Catholic Church	6

TOTAL ECTS

87

Second Year

Macroeconomics I	6
World Economy and International Markets	6
Statistics II	6
Dynamic Systems and Optimization Theory	6
Public Sector Economics	6
Writing for the Media II	6
Information Architecture and Analysis	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Economy Policy I	6
Econometrics	6
Theory of Communication and Information (Annual Class)	9
Journalistic Design	6

TOTAL ECTS

87

Third Year

Financial Mathematics	6
Economy Policy II	6
Financial System	6
Tax System	6
Financial Modeling	6
Contemporary Spanish History	6
Radio	6
Financial Management	6
Macroeconomics II	6
Financial Instruments	6
Value Analysis	6
Analysis of Financial Statements	6
Technology and New Media	6
Television	6
Modern Language	6

TOTAL ECTS

90

Fourth Year

Microeconomics II	6
Fiscal-Financial Profitability of Investments	6
Monetary and Financial Policy	6
Corporate Finance	6
Applied Economics	6
Documentation and Research Techniques	6
Specialized Journalism I	6
International Financial Reporting Standards	6
Financial Risk Hedging	6
Internship	12
Dissertation	6
Journalistic Writing I	6

TOTAL ECTS

78

Fifth Year

History of Journalism	6
Journalism in Radio and TV	6
Business and Institutional Communication	6
Media Groups and Management	6
Specialized Journalism II	6
Public Opinion	6
Journalistic Writing II	6
Political Communication	6
Opinion Genre	6
Contemporary Literature	6
Ethics y Deontology	6
Dissertation	6
Internship	6
Applied Law	6

TOTAL ECTS

84

ECTS: European Credit Transfer and Accumulation System

DOUBLE BACHELOR'S DEGREE IN ECONOMICS* + JOURNALISM

(*Focus on International Business)

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English. Only available through the CEU-Boston University Program.

About this Double Degree:

The Double Bachelor's Degree in Economics (Focus on International Business) + Journalism provides a solid education that will prepare students to have a professional career in the fields of journalism, communications, and multinational business management.

It combines a robust theoretical training with an evident applied focus that will allow them to delve into the skills and competencies required of highly sought-after professionals with an international profile, and an impressive willingness to adapt to the ever-changing fields of economics and journalism.

During the last two years, students will do internships at prestigious companies, allowing them to experience first-hand the emerging professional opportunities in different sectors and prestigious companies or institutions.

International Bilingual Program:

In collaboration with The University of Chicago, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by The University of Chicago professors, and a semester abroad in that university.

(More information at uspceu.com/ibp)

CAREER PROSPECTS

- Manager in multinational communication groups
- Economist in institutions of the media industry
- Official at European and international institutions (European Commission, World Bank, IMF, UN...)
- Government Official (Ministry of Foreign Affairs, Ministry of Economy and Finance)
- Investment or Private Banker
- Auditor and Accountant
- Analyst (economic, market, financial...)
- Consultant (strategic, financial, insurance...)
- Researcher at research institutions and educational centers
- Expert in International Economic Development Programs
- International Communication Business Manager
- Business Manager

First Year

Fundamentals of Business Management	6
Introduction to Microeconomics	6
Mathematics for Economics I	6
Labor Law and Agreements	6
Spanish Language (Annual Class)	9
Basics of Photography	6
History and Society	6
Introduction to Macroeconomics	6
Mathematics for Economics II	6
Statistics I	6
Financial Accounting	6
Basics of Art and Design	6
Basics of Advertising	6
Social Doctrine of the Catholic Church	6

TOTAL ECTS 87

Fourth Year

History of Economic Thinking	6
Analysis of the International Economic Environment	6
International Commercial Law	6
International Trade and Business	6
International Marketing	6
Documentation and Research Techniques	6
Specialized Journalism I	6
Economy of the EU	6
International Business Management	6
Internship	12
Dissertation	6
Journalistic Writing I	6

TOTAL ECTS 78

Second Year

Macroeconomics I	6
World Economy and International Markets	6
Statistics II	6
Dynamic Systems and Optimization Theory	6
Public Sector Economics	6
Writing for the Media II	6
Information Architecture and Analysis	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Economy Policy I	6
Econometrics	6
Theory of Communication and Information (Annual Class)	9
Journalistic Design	6

TOTAL ECTS 87

Fifth Year

History of Journalism	6
Journalism in Radio and TV	6
Business and Institutional Communication	6
Media Groups and Management	6
Specialized Journalism II	6
Public Opinion	6
Journalistic Writing II	6
Political Communication	6
Opinion Genre	6
Contemporary Literature	6
Ethics y Deontology	6
Dissertation	6
Internship	6

TOTAL ECTS 78

Third Year

Financial Mathematics	6
International Economic Policy	6
International Financial System	6
International Taxation I	6
Econometrics II	6
Contemporary Spanish History	6
Radio	6
Financial Management	6
International Macroeconomics	6
Theory of International Commerce	6
International Taxation II	6
International Financing	6
Technology and New Media	6
Television	6
Modern Language	6

TOTAL ECTS 90

DOUBLE BACHELOR'S DEGREE IN MARKETING AND SALES MANAGEMENT + DIGITAL COMMUNICATIONS

FEATURES

Language Options:

☒ Spanish ☐ English ☐ Bilingual

About this Double Degree:

Changes in the consumption habits of the general public, as well as the demands of the new generations of clients, condition the opportunity and convenience of the products and services offered to the markets, increasingly oriented to digital environments and more familiar with co-creation.

Our university aims to train professionals capable of performing analysis and marketing projects with the use and tools provided by digital communications.

Our teaching approach is clearly practical, with a 360° perspective and a solid and versatile methodology oriented to providing students with the skills and competences required by the labor market. During the last years, students participate in professional internships in the most renowned companies in the industry.

CAREER PROSPECTS

- Marketing Manager
- Trade Marketing Manager
- Product Manager
- Brand Manager
- Sales Manager
- Business Distribution and Logistics Manager
- Merchandiser
- Online and Offline Marketing Advisor
- Internationalization Manager
- Manager in charge of planning, design and execution of marketing campaigns
- Consumer Behavior Analyst
- Expert in market research and techniques
- Sectoral Marketing Expert: at the tourism industry, NGOs, political parties, sports clubs, etc.
- E-marketing Manager in charge of planning and strategic development of online marketing campaigns
- E-commerce Expert
- Expert in Digital Strategies
- Community Manager
- Multimedia Designer
- Manager of Communications' departments
- Multimedia and Web Project Developer
- Editor for the media
- Digital Publishing Producer
- Entrepreneur

First Year

Statistics I	6
Basics of Art and Design	6
Asics of Photography	6
Fundamentals of Business Management	6
Basics of Marketing	6
History and Society	6
Introduction to Financial Accounting	6
Spanish Language	9
Mathematics I	6
Technology and New Media	6
Economic Theory I	6
Economic Theory II	6

TOTAL ECTS

75

Second Year

Cost Accounting	6
Financial Accounting	6
Economic Structure and History	6
Basics of Advertising	6
Business Management I	6
Business Management II	6
Modern Language	6
Mathematics II	6
Political Economy	6
Radio	6
Spanish Tax System	6
Television	6
Theory of Communication and Information	9
Macroeconomic and Monetary Theory	6

TOTAL ECTS

87

Third Year

Information Architecture and Analysis	6
E-commerce	6
Consumer's Behavior	6
Visual Communication and the New Media	6
Business Law	6
Business Distribution	6
Social Doctrine of the Catholic Church	6
Writing for the Media II	6
Marketing Research Studies I	6
Business Management	6
Contemporary Literature	6
Trade Logistics	6
Merchandising	6
Technologies for Web Design and Programming I	6

TOTAL ECTS

84

Fourth Year

Creation and Management of Social Media	9
Human Resources Management	6
Sales Management	6
Financial Management	6
Marketing Research Studies II	6
Digital Integration of Contents	6
Strategic Marketing	6
International Marketing	6
Internship (Marketing and Sales Management)	12
Business Simulation	6
Internship (Marketing and Sales Management)	6
Technologies for Web Design and Programming II	9

TOTAL ECTS

84

Fifth Year

Political Communication	6
Online Strategic Communication	6
Development of Multimedia Projects	9
Online Content Management & Storage	6
Ethics y Deontology	6
Brand Management: Online Image and Reputation	6
Contemporary Spanish History	6
Applied Law	6
Online Marketing and Advertising	9
Dissertation (Digital Communications)	6
Internship (Digital Communications)	6
Public Opinion	6

TOTAL ECTS

78

ECTS: European Credit Transfer and Accumulation System

DOUBLE BACHELOR'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS + MARKETING AND SALES MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☒ Bilingual

Bilingual: Some credit units are taught in Spanish and others in English.

About this Double Degree:

Aimed at developing the professional, technical, and personal skills of the student that range from marketing planning and campaigns and communication strategies, to management and design of products, advertising creation, planning of audiovisual media, corporate image, or institutional communication, among others.

The study plan combines the knowledge areas of Advertising and Marketing, which are a big must to develop a successful career in any national or international company.

Our teaching approach is clearly practical, with a solid and versatile methodology oriented to providing students with the skills and competences required by the job market. During the last years, students participate in professional internships in the most renowned companies in the industry.

International Bilingual Programs:

In collaboration with Boston University and UCLA Extension, this Double Bachelor's Degree offers students the chance to study two International Bilingual Programs. They both include specialized classes taught in Madrid by Boston University and UCLA Extension professors, depending on the

CAREER PROSPECTS

- Marketing Manager
- Trade Marketing Manager
- Product Manager
- Sales Manager
- Business Distribution and Logistics Manager
- Merchandiser
- Online and offline Marketing Advisor
- Internationalization Manager
- Manager in charge of planning, design and execution of comprehensive marketing campaigns
- Consumer Behavior Analyst
- Expert in market research and techniques
- Sectoral Marketing Expert
- E-marketing Manager
- Expert in Digital Strategies
- Art Director
- Creative Copywriter
- Account Executive
- Planner
- Social Media Manager
- Protocol and Event Manager

Bachelor's Degree, and a semester abroad at one of those universities.

(More information at uspceu.com/ibp)

First Year

Anthropology	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Basics of Art and Design	6
Fundamentals of Business Management	6
Political and Cultural Thought	6
Great Books	6
Writing for the Media I	6
Basics of Photography	6
Economic Theory I	6

TOTAL ECTS 72

Fourth Year

Public Opinion	6
Political Communication	6
Applied Law	6
Integrated Communication	6
Strategic Communication	6
Media Planning	6
Communication and Culture	6
Brand Management	6
Marketing Research Studies I	6
Political Economy	6
International Marketing	6
Economic Structure and History	6
Dissertation (Advertising)	6
Internship (Advertising)	6

TOTAL ECTS 84

Second Year

Contemporary World History	6
Social Doctrine of the Catholic Church	6
Corporate Communication	6
Basics of Advertising	6
Radio	6
Introduction to Financial Accounting	6
Economic Theory II	6
Communication and Marketing	6
Contemporary Literature	6
Creative Thinking	6
Writing for the Media II	6
Television	6
Mathematics I	6
Business Management I	6
Macroeconomic and Monetary Theory	6

TOTAL ECTS 90

Fifth Year

Cost Accounting	6
Financial Management	6
Business Distribution	6
Business Simulation	6
E-commerce	6
Merchandising	6
Strategic Marketing	6
Business Law	6
Trade Logistics	6
Spanish Tax System	6
Marketing Research Studies II	6
Sales Management	6
Dissertation (Marketing)	6
Internship (Marketing)	12
Human Resources Management	6

TOTAL ECTS 96

Third Year

Modern Language	6
Technology and New Media	6
Contemporary Spanish History	6
Ethics and Deontology	6
Business and Institutional Communication	6
Statistics I	6
Business Management II	6
Structure of the Advertising and Communication Sector	6
Art Direction	6
Advertising Production	6
Market Research	6
Law	6
Mathematics II	6
Financial Accounting	6

TOTAL ECTS 84

DOUBLE BACHELOR'S DEGREE IN PHARMACY + BUSINESS ADMINISTRATION AND MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☐ Bilingual

About this Double Degree:

The Double Bachelor's Degree in Pharmacy + Business Administration and Management offers high-level training as a specialist in the health care and business management industries.

It allows students to harness the necessary skillsets for the current market, while being up-to-date with current health and pharmaceutical policies.

Students will learn leadership and entrepreneurial skills, and, at the same time, they will become experts in the fields of strategy, finance, organization, human resources, marketing, social responsibility, taxation, etc., acquiring high-level knowledge to help them create their own company, geared toward the pharmaceutical field.

CAREER PROSPECTS

- In addition to the career prospects of each of these degrees (Pharmacy and Business Administration and Management), these professionals will be specially prepared to hold management, administration, and strategy positions in pharmaceutical companies
- Senior Manager in the health and pharmaceutical industries
- Entrepreneur: highly qualified to start-up a company in the health industry
- In short, thanks to the Bachelor's Degree in Business Administration and Management, students who study the Bachelor's Degree in Pharmacy will have an excellent training in the field of business management that will allow them to develop more extensive and solid professional skills and abilities in today's economic world

First Year

General Chemistry	9
General Biology	9
History and Society	6
Mathematics I	6
Fundamentals of Business Management	6
Computer Science	6
Histology and Anatomy	6
Introduction to the Chemistry Laboratory	3
Inorganic Chemistry	6
Plant Biology	6
Physics	3
Statistics I	6
Fundamentals of Marketing	6

TOTAL ECTS 78

Fourth Year

Pharmaceutical Technology I	6
Clinical Biochemistry	6
Nutrition and Dietetics	6
Pharmacology and Pharmacotherapy	6
Pharmaceutical Chemistry II	6
Financial Operations	6
Political Economy	6
Biopharmaceutics and Pharmacokinetics	6
Scientific Methodology	3
Pharmaceutical Technology II	6
Toxicology	6
Biotechnology	3
Business Operations Management	6
Business Policy	6
World Economy and International Markets	6

TOTAL ECTS 84

Second Year

Microbiology	9
Organic Chemistry I	6
Chemical Analysis	6
Physical Chemistry	6
Kinetics	3
Economic Theory I	6
Mathematics II	6
Biochemistry	12
Organic Chemistry II	6
Instrumental Techniques	6
Economic Theory II	6
Introducción Financial Accounting	6

TOTAL ECTS 78

Fifth Year

Pharmaceutical Technology III	6
Clinical Pharmacy	6
Pharmaceutical Legislation and Ethics	3
Pharmaceutical Care	3
Public Health	3
Cost Accounting	6
Financial Instruments	6
Business Law	6
Information Systems for Management	6
Dissertation	6
Supervised Clinical Practice (Pharmacy)	30

TOTAL ECTS 81

Third Year

Parasitology	6
Physiology	6
Pharmacognosy	6
Social Doctrine of the Catholic Church	6
Immunology	3
Food Science	3
Financial Accounting	6
Business Management I	6
Modern Language	6
General Pharmacology	6
Pharmaceutical Chemistry I	6
Fisiopatología	6
Biological Analysis and Laboratory Diagnosis	6
Macroeconomic and Monetary Theory	6
Business Management II	6

TOTAL ECTS 84

Sixth Year

Human Resources Management	6
Economic History	6
Spanish Tax System I	6
Financial Management	6
Statistics and Econometrics for Business	9
Commercial Administration and Management	9
Business Strategy	6
Analysis of Financial Statements	6
Corporate Finance	6
Spanish Tax System II	6
Dissertation (BAaM)	6
Internship (BAaM)	12

TOTAL ECTS 84

ECTS: European Credit Transfer and Accumulation System

DOUBLE BACHELOR'S DEGREE IN COMPUTER ENGINEERING*+ BUSINESS ADMINISTRATION AND MANAGEMENT

FEATURES

Language Options:

☒ Spanish ☐ English ☐ Bilingual

Objectives:

Offering an education that combines, on the one hand, the most fundamental aspects of economic and business knowledge that lead to the management of a company and, on the other hand, the study of information technologies, which provide a broader approach to business management by including the design and application of information systems.

Providing a broader approach to business management by including the design and application of information systems on which students will focus their activities (operations, human resources, finance, accounting, strategy, etc.).

CAREER PROSPECTS

- In addition to the career prospects for each of these degrees (Information Systems Engineering and Business Administration and Management), graduates will be highly competitive in higher level positions for management jobs at technological companies
- Students will learn leadership and entrepreneurial skills
- Entrepreneur in the technology industry
- Senior Manager in technology companies

First Year

Introduction to Computer Science	6
Mathematical Foundations of Computer Science I	6
Physical Foundations of Computer Science I	6
Programming I	6
Fundamentals of Business Management	6
Economic Theory I	6
Mathematical Foundations of Computer Science II	6
Physical Foundations of Computer Science II	6
Programming II	6
Introduction to Financial Accounting	6
Economic Theory II	6
Basics of Marketing	6

TOTAL ECTS 72

Second Year

Computer Architecture	6
Methodology and Technology of Programming	6
Statistics	6
Databases I	6
Business Management I	6
Financial Accounting	6
Models of Computation	6
Databases II	6
Operating Systems	6
Business Management II	6
Macroeconomic and Monetary Theory	6
World Economy and International Markets	6
Cost Accounting	6

TOTAL ECTS 78

Third Year

Computer Networks I	6
Artificial Intelligence and Knowledge Engineering	6
Information Systems in Business I	6
Information Systems Infrastructures	6
Political Economy	6
Financial Operations	6
Computer Networks II	6
Information Systems Management	6
Information Systems in Business II	6
History and Society	6
Business Operations Management	6
Information Systems Management	6
Business Ethics and Deontology	6

TOTAL ECTS 78

Fourth Year

Business Policy	6
Web Systems I	6
Modern Language	6
Social Doctrine of the Catholic Church	6
Cyber Security and Data Protection	6
Financial Management	6
Web Systems II	6
Software Engineering	6
Programming in Distributed Environments	6
Analysis of Financial Statements	6
Dissertation (ISE)	12
Internship (ISE)	6

TOTAL ECTS 78

Fifth Year

Statistics and Econometrics for Business	9
Commercial Administration and Management	9
Human Resources Management	6
Economic History	6
Financial Instruments	6
Spanish Tax System I	6
Business Law	6
Spanish Tax System II	6
Corporate Finance	6
Business Strategy	6
Dissertation (BAaM)	6
Internship (BAaM)	12

TOTAL ECTS 84



PROPRIETARY DEGREE IN RISK ANALYSIS AND MANAGEMENT

OBJECTIVE

The peculiarity and complexity of the insurance industry requires additional and specific training on insurance companies, financial products, and risk management. In this regard, the Proprietary Degree that Universidad CEU San Pablo offers in collaboration with the insurance company Mutua Madrileña allows students to:

- Acquire specific knowledge about the insurance sector and its regulatory framework.
- Learn to plan and decide an investment and even design financing operations, assessing their potential risks.
- Quantify insurance premiums.
- Estimate the amounts that insurance companies and banks have available to them for safe risk management.
- Determine the risks of pension funds, as well as those assumed by the Social Security.
- Analyze and evaluate complex financial operations.
- Advise on the investment of insurance premiums.
- Assess the profitability and tax implications of the various financial investment instruments and of insurance companies.

ELIGIBILITY CRITERIA

Being a former or current student of the Bachelor's Degree in Economics or Business Administration and Management or any Double Degree at the School of Business and Economics.

CAREER PROSPECTS

This Proprietary Degree becomes the perfect supplement for students of the Degrees in Business Administration and Management and in Economics who wish to develop their professional careers in the following fields:

- Private insurance companies
- Social Security
- Consulting and auditing in insurance and finance matters
- Banking
- Reinsurance and risk management entities

CLASSES

Accounting of Financial Institutions and Insurance Companies	4,5
Assessment of Financial and Insurance Instruments	4,5
Financial and Insurance Investments	4,5
Legal Regime of Insurance Activity	4,5
Internships in financial or insurance companies	12

TOTAL ECTS

30

PROPRIETARY DEGREE IN BUSINESS INTELLIGENCE

OBJECTIVE

The business environment is characterized by a constant change that requires the adaptation of all the agents involved.

Digitization, the abundance of information available, and the need to study it to satisfy the client are generating a large number of professional opportunities in the field of data analytics and business intelligence.

In this regard, the Proprietary Degree offered by Universidad CEU San Pablo allows students to:

- Understand new ways of thinking and develop ideas within the company.
- Learn new methodologies of innovation applied to business.
- Study the latest advances in digital matters such as artificial intelligence, Blockchain, the Internet of Things, or information technologies applied to the financial sector (Fintech), among others.
- Acquire basic knowledge for data analysis.
- Analyze large amounts of information using the most current programming languages.

ELIGIBILITY CRITERIA

Being a former or current student of the Bachelor's Degrees in Economics, Business Administration and Management, Information Systems Engineering, Marketing and Sales Management or any Double Degree at the School of Business and Economics.

CAREER PROSPECTS

This Proprietary Degree becomes the perfect supplement for students who wish to develop their professional careers as:

- Business Intelligence Consultant
- Data Analyst
- Client Analyst
- Product Manager
- Business Analyst

CLASSES

Creativity and Innovation	4
Entrepreneurship	3
Digital Transformation	6
Data Processing and Communication	4
Big Data and Mining Data	4
Internships	9

TOTAL ECTS

30

UNIVERSITY LIFE

The Student Affairs and University Services Office manages extracurricular activities aimed at enriching the school's life.


We would love for you to turn to your hobbies in a university environment and to develop new interests and relationships to complement your education.



EXTRACURRICULAR ACTIVITIES

CULTURAL ACTIVITIES

Gastronomy, theater, music, movies, opera, traveling, debate forums, creativity contests, etc.

 @CulturalesCEU

 @USPCEU.Actividades.Culturales

SPORTS ACTIVITIES

We host internal competitions and participate in local and national inter-university tournaments.

 @DeportesUSPCEU

 @DeportesUSPCEU

PASTORAL ACTIVITIES

Open discussion communities, cultural visits, retreats, pilgrimage routes, seminars, debates, etc.

VOLUNTEERING OPPORTUNITIES

Non-profit and awareness campaigns, activities to help those in need, the poor, or marginalized groups.

 @USPCEU.Voluntariado

YOUR CAMPUS

BUSINESS SIMULATION PRACTICES

With the help of simulation software, students create their own companies and make business decisions and check, through the operating account, if these decisions were appropriate. This is how they learn to work as a team, to negotiate and to be strong in the face of adversity.

COMPLEMENTARY TRAINING PLAN

We offer specialization activities and seminars. Some of these activities, to name a few, are:

- **Deloitte Financial Challenge:** Solving financial cases according to the International Accounting Standards.
- **KPMG International Case Competition:** Solving business cases.
- **Auditor for a Day:** Working with a real team of auditors.

STATE OF CURRENT BUSINESS AND FINANCIAL AFFAIRS

Participatory talks, lectures and conferences open to distinguished speakers from the professional field, to address matters of interest related to the economy and the business world.

BLOOMBERG TERMINALS

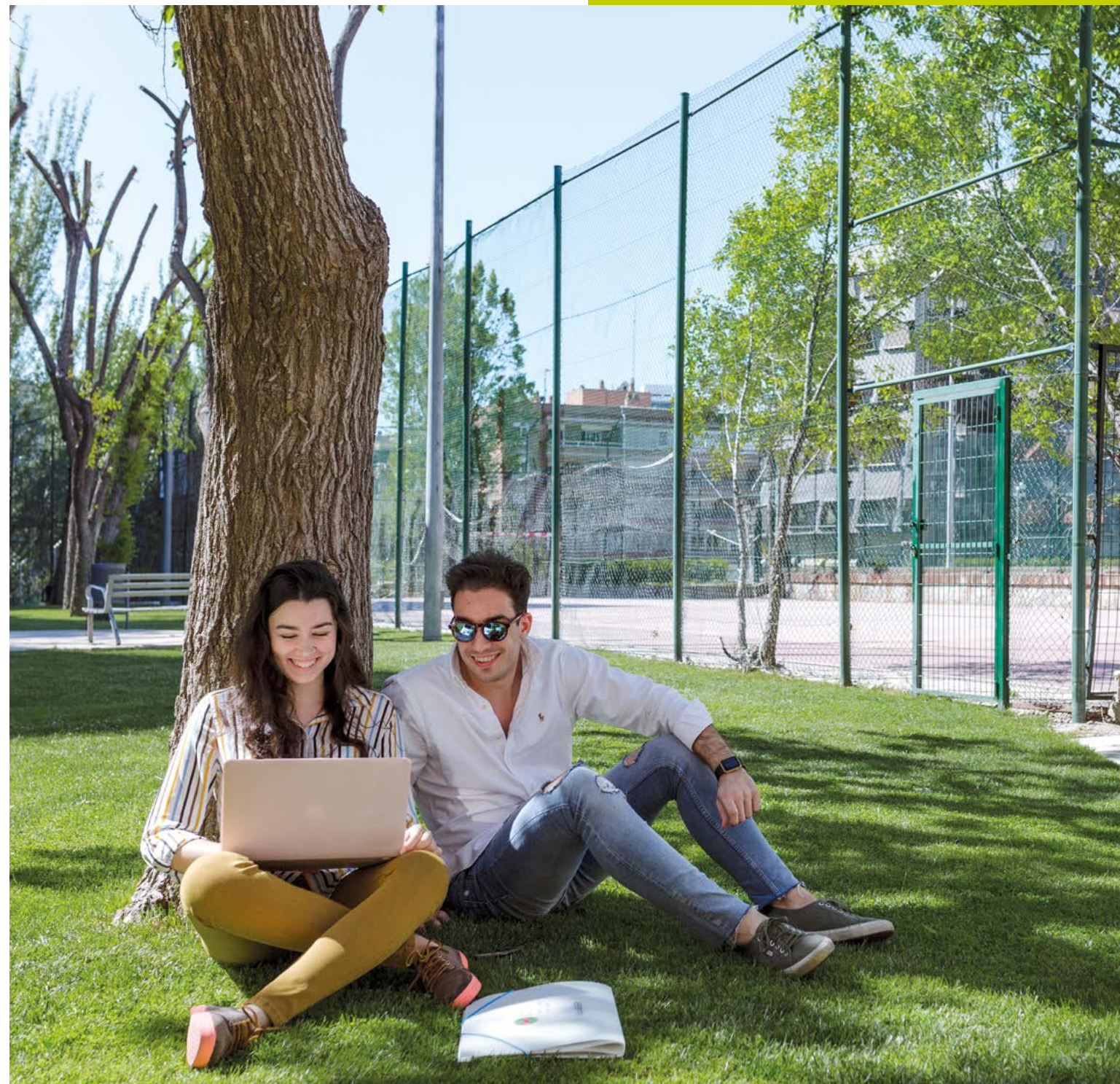
All students can apply for free to the Bloomberg Aptitude Test, the aptitude test created by the news and financial analysis agency Bloomberg L.P., aimed at students and graduates who wish to pursue a professional career in the financial industry.

PROFESSIONALS AT THE CLASSROOMS

Talks and discussions with managers and executives of large companies to learn first-hand about their professional work, and to receive information and advice from these experts.

SPSS LABORATORIES

At the SPSS laboratories, students are trained in the use of one of the most well-known statistical programs used by market research companies, which enables them to work with large databases.



SCHOLARSHIPS AND FINANCIAL AID

The Universidad CEU San Pablo Foundation is the private educational entity with the highest amounts allotted for scholarships and financial aid in all of Spain. It is founded on the belief that no student should ever have to drop out of school because of financial reasons.

The Universidad CEU San Pablo is committed to those who put in the effort and continuously fight to reach their full potential. We believe in giving everyone who fights for a goal the opportunity to achieve it.

Every student's application is considered carefully and individually taking into account their personal situation, as well as their socioeconomic and family circumstances.

A committee is assigned to each application and the aid is distributed according to the needs and circumstances of every student.

Our goal is that no student is left out of the Degree they want to pursue due to financial reasons.

Specific criteria can be found in:
www.uspceu.com/becasyayudas

CEU MERIT PROGRAM AND CEU MERIT PROGRAM 100

CEU MERIT PROGRAM 100

This program awards scholarships to students with outstanding GPAs covering all costs of the Bachelor's Degree except enrollment. To be eligible, freshman students are required to have had an "A" (*sobresaliente*, in the Spanish system) average in high school. The scholarship can be renewed annually as long as the student keeps their "A" average.

CEU MERIT PROGRAM

This program awards scholarships covering 65% of the costs of the Bachelor's Degree. To be eligible, a "B" (*notable*, in the Spanish system) average is required. These scholarships also take into consideration the family income and household size (income/household members). The scholarship can be renewed annually as long as the student keeps the required average.

SCHOLARSHIPS FROM THE ASOCIACIÓN CATÓLICA DE PROPAGANDISTAS

The *Asociación Católica de Propagandistas* (Catholic Association of Propagandists, ACdP) will award one "**Padre Ángel Ayala**" (**Father Angel Ayala**) scholarship to the winner candidate who wishes to complete the Bachelor's Degree in Humanities, and one "**Beato Luis Belda**" (**Blessed Luis Belda**) to the winner candidate who wishes to complete the Bachelor's Degree in History or Art History. These two scholarships cover 90% of the total costs of the School.





TEACHING-BENEFIT AID

The Universidad CEU San Pablo Foundation, with a mission to support teaching-benefit and social causes, facilitates access to the degrees offered by the Universidad CEU San Pablo to students after taking into consideration their academic performance and their socioeconomic and family situation.

A special committee is appointed by the General Directorate of the Foundation to review all submitted applications and award financial aid according to the needs and circumstances of each applicant. Eligibility criteria remain the same after the initial approval for subsequent years.



PUBLIC AND PRIVATE SCHOLARSHIPS AND FINANCIAL AID

Students from Universidad CEU San Pablo can apply to scholarships and financial aid as regulated by the Royal Decree 1721/2007, dated December 21, and by the Ministerial Decree published yearly by the Ministry of Education, Culture and Sports.

There are similar options offered by the Autonomous Communities and other public and private entities.



SCHOLARSHIPS FOR UNIVERSITY CLASSES AND CHOIR

This scholarship is designed to have permanent choir at the University. The scholarship requires participation in all events where the choir is required by the Universidad CEU San Pablo or the bodies and works of the Asociación Católica de Propagandistas (ACdP), as well as in other artistic events related to the choir activities themselves.

The application process has two screenings: one artistic-vocal, and the other academic. Both screenings must be passed in order to receive this scholarship.



CEU TALENT BRIDGE

The Universidad CEU San Pablo has a financial aid program for students who have completed pre-university classes abroad and have enrolled for the first year at our School.

The program offers up to 50% discount in tuition. Eligibility criteria include having a good GPA. The student's profile and language proficiency will also be considered.

The financial aid can be renewed for all subsequent years, as long as the same eligibility criteria are met.

INSURANCE AND LOANS

The Universidad CEU San Pablo has an agreement with Banco Santander to support students by facilitating their access to university.

In addition, all students at Universidad CEU San Pablo, regardless of their Degree, automatically receive an Education Continuity Insurance upon enrollment, at no cost to them, which ensures that they will be able to finish their education at the University in the event of the decease of their father, mother, or person legally responsible for payment of tuition fees.

RECTOR SCHOLARSHIPS FOR ACADEMIC EXCELLENCE

This scholarship for academic excellence recognizes and awards students with the best academic records at the University. They give a 50% discount toward tuition fees for a given school year. To apply, the following eligibility criteria are observed: a minimum average score of 8.5/10 for Bachelor's Degrees pertaining to Legal, Human, and Social Sciences; and a minimum average score of 8/10 for Bachelor's Degrees pertaining to Experimental, Health and Technical Sciences. The scholarship is awarded for the following school year, although the student may reapply in subsequent years.

MASTER'S AND DOCTORATES PROGRAMS

We offer a wide range of Master's and Doctorate's Degrees which have been carefully designed to maximize the appeal of their students in the job market.

Our PhD programs are a one-of-a-kind opportunity for researchers of all fields who have access to our world-class facilities, making the doctorate programs worthy of ANECA's Quality Accreditation.

CEU's International Doctorate School (CEINDO) brings together an array of research teams made out of PhD holders with accredited research experience.

The university upholds the highest levels of education and academic excellence, with one-on-one mentoring programs in place.

GRADUATE AND POSTGRADUATE

- 1 We are an accredited, prestigious school with over 80 years of **experience**.
- 2 We have **collaboration agreements** with private and public businesses and institutions.
- 3 Our rich network of **CEU Alumni** and our **Scholarships and Financial Aid Policies** are one of a kind.

MASTER'S DEGREES

- **Accounts Audit**
- **Financial Markets and Heritage Management** (certified by the Spanish National Securities Market Commission according to MIFID II regulations)
- **International Relations**
- **Trade Marketing and E-commerce**
- **Actuarial and Financial Sciences** (in collaboration with Mutua Madrileña)*

PROPRIETARY MASTER'S DEGREES

- **Digital Marketing and Social Networks**

DOCTORATE PROGRAMS

LAW AND ECONOMICS

Training of researchers in Law and Economics based on the concepts and research methodologies of the different areas of Economics and Finance.

Lines of research:

1. Economics and Finance
2. Law, Economics and Environment
3. Law and Economics of the Information Society
4. Company Restructuring and Competitive Markets
5. European Studies and International Relations
6. Globalization and Law: Philosophical, Historical and Dogmatic Foundations and Future Prospects

**Currently pending verification*

RESEARCH AND FACULTY

Good professors attract good students, and vice versa.

For this circle to work, the professor must have a double vocation: training students, and a commitment to society with contributions such as new discoveries, inventions, or creations.

74

RESEARCH
PROJECTS

€7,541,149

IN FUNDING
FOR RESEARCH

RESEARCH

Research is both a means and an end for success at San Pablo CEU University. We are proud to have a team of **prestigious researchers** and we provide them with **world-class facilities** to ensure the best possible conditions for the development of their projects.

The true essence of research — that is, to discover and generate knowledge in order to improve society — is a value that Universidad CEU San Pablo strives to make its own.

FACULTY

Our team of professors are not only renowned for their extensive research experience. Many of our faculty members have been accredited by national quality assurance agencies, and go the extra mile when it comes to supporting the student community.

More than 550 professors have PhDs. In addition, many of them work in businesses outside the school, enabling them to bring a practical, hands-on approach to their students.

GOOGLE CHAIR ON PRIVACY, SOCIETY AND INNOVATION

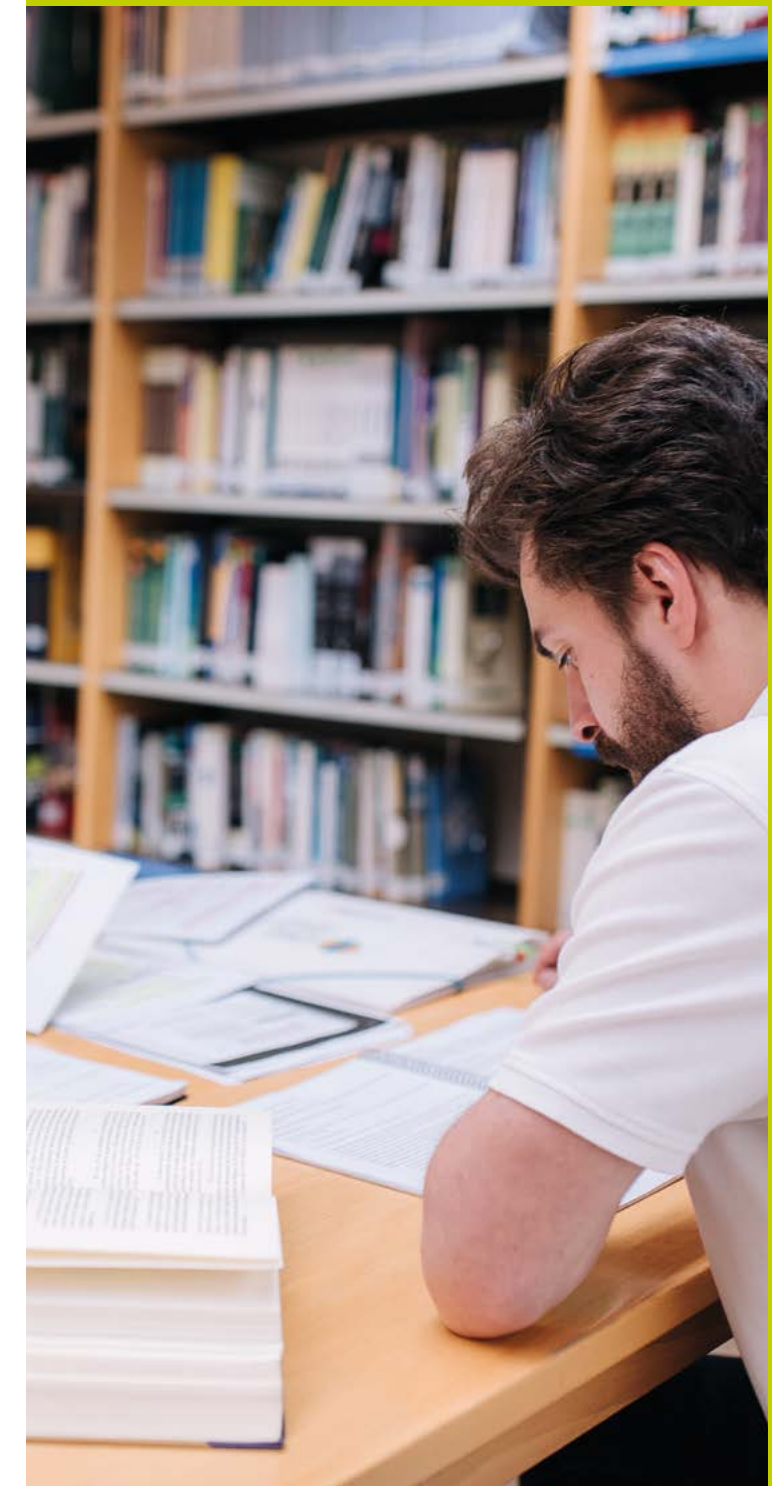
Created in 2012, it is the first Chair of its kind in Europe and aims to study the ethical and legal limits of technologies that deal with personal data.

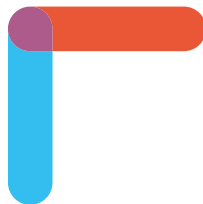
Since its creation, it has been established as an international forum for debate on the main current and future challenges posed in society by the relationship between technological innovation and privacy.



MUTUA MADRILEÑA CHAIR

The Universidad CEU San Pablo-Mutua Madrileña Chair stems from the will to promote teaching and research in the field of Actuarial Sciences with two important strategic objectives: on the one hand, to contribute to the training of qualified professionals in business risk management; and on the other hand, to promote the transfer of knowledge about risk management and insurance from the University to society.





STUDENT ADMISSION'S OFFICE

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 [universidad_ceu_sanpablo](https://www.instagram.com/universidad_ceu_sanpablo)

 [uspceu](https://www.facebook.com/uspceu)

