### Introduction

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8 General structure of the range of degrees offered at the Faculty
9 Structure of the degrees
10 - Degree in Business Administration and Management
12 - Degree in Economics
14 - Degree in Finance and Insurance
16 - Degree in Taxation and Public Administration
18 - Degree in Marketing
20 Internships in companies
22 Mobility programmes
26 - Double Degree in Business Administration & Management and Law
introduction

The Faculty of Economic and Business Science is located in Bilbao, in the Sarriko Park, very well-connected both by metro and by bus to the different parts of the city and the Grand Bilbao area.

The Faculty attributes maximum importance to the formation based on the rigor and the solidity of the knowledge, as well as to the scientific development of its teaching staff, distinguishing of its competitors by its decided approach towards the quality in research and teaching. The great majority of the teaching staff is doctor and many of them by foreign universities. The educational and research personnel disputes leadership in international scientific publications of high impact, participates in programs of educative innovation, is member of research groups at national and international level, and maintains a narrow relation with public and private institutions. In addition, numerous congresses are organized by Faculty departments, and they invite professors and researchers of recognized international prestige.

Among the services offered by the Faculty, special mention should be made of the library, which houses an extensive list of titles. It also has several computer rooms which are available to students and which are equipped with high speed Internet access and teaching software, with a file printing server and 300 study places in total.

All classrooms are equipped with a full set of audiovisual resources (computers, video resources, etc.) and Internet access. All Faculty buildings are also equipped with a WiFi wireless access service.

The student has several information points at their disposal where they can enquire about matters related to their academic transcript and access the centre’s website. Our Faculty is also one of the university centres on the Bizkaia Campus that is equipped with a videoconferencing service.

RANGE OF DEGREES OFFERED
AT THE FACULTY

The Faculty of Economic and Business Science at the UPV-EHU offers the following DEGREE level qualifications:

1. BUSINESS ADMINISTRATION AND MANAGEMENT
2. ECONOMICS
3. FINANCE AND INSURANCE
4. TAXATION AND PUBLIC ADMINISTRATION
5. MARKETING
6. DOUBLE DEGREE IN BUSINESS ADMINISTRATION & MANAGEMENT AND LAW

is also available in cooperation with the Faculty of Law.
Business Administration and Management 1
Economics 2
Finance and Insurance 3
Taxation and Public Administration 4
Marketing 5
All the basic and compulsory subjects featured in each degree, as well as part of the optional ones, are offered in the two official languages of the Basque Autonomous Community – Spanish and Basque. The Bachelor Thesis may be carried out in either of these two languages.

The Faculty offers approximately 25 courses (6 ECTS each) taught in English. The updated list of courses in English is available in the Faculty website. All other courses appearing in this brochure are taught in Spanish and/or Basque.

The Faculty considers all graduates to be capable of expressing themselves suitably in an international language (preferably English). To this end, the centre has been taking an active part for some years now in the Multilingualism Plan designed by the UPV-EHU, offering a growing number of subjects in English and French on all courses.

To obtain a degree, students need to prove their capacity for communication in an international language (preferably English). They may do this via three alternative channels:
* By studying for 12 credits in subjects offered in English or French.
* By carrying out the Bachelor Thesis in an international language.
* By taking part in the mobility programmes.

The Faculty undertakes to continue moving in this direction and to offer a growing number of compulsory and optional subjects in international languages.
Each degree contains a different number of optional credits (between 18 and 60 credits). The student has three alternative channels available to them in order to gain these optional credits:

* Optional subjects that are grouped together into specialities in some degrees.
* Voluntary internships in companies, up to a maximum 18 credits.
* 6 recognition credits that may be obtained by carrying out activities of a social, humanitarian or cultural nature, programmed accordingly by the university.

### BACHELOR THESIS

Bachelor Thesis is understood as referring to specialist work that the student will carry out on an individual basis on one of the subjects featured in the syllabus under the supervision of a tutor. The work will be drafted in the form of an essay and presented orally before the relevant committee.

To be able to enrol for the Bachelor Thesis, the student will need to have successfully completed the basic subject module and have also gained a further 108 degree credits (compulsory and optional). For the work to be assessed, all the basic, compulsory and optional credits that form part of the degree qualification must have been gained.

This Bachelor Thesis will account for 12 credits.
OBJECTIVES
The purpose of this degree is the comprehensive training of professionals who will be capable both of setting up their own business and running any type of business or organization, whether public or private, as well as taking responsibility for the different functional areas: Production, Marketing, Human Resources, Finance and Accounting, etc. A person who graduates in Business Administration and Management should be able to identify and anticipate opportunities for developing business activities, administering, organizing and running a company or organization, take decisions in conditions of uncertainty, manage innovation and put different managerial skills into practice. This degree provides suitable comprehensive training to enable the student to deal with specific tasks in companies and organizations by adapting to complex and changing economic, socio-political and technological environments, without forgetting the international scope of things.

PROFESSIONAL OPPORTUNITIES
Individuals who graduate in Business Administration and Management receive solid preparation in the management of companies and organization, covering different areas such as Strategic Management, Organization, Accounting and Auditing, Finance, Marketing, Human Resources and Production, etc. With it they will gain access to any job in middle or top management in either public or private organizations. Furthermore, the training received also prepares them for setting up their own business venture.

JOB PLACEMENT
The following results refer to the survey conducted in 2008 on job placements in 2005 of students who studied on the current degree course in Business Administration and Management (www.lanbide.net).

<table>
<thead>
<tr>
<th>Job</th>
<th>Job features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking agent</td>
<td>18% 4% with open-ended contracts and self-employed</td>
</tr>
<tr>
<td>Auditor, Accountant</td>
<td>13% 72% suitable employment</td>
</tr>
<tr>
<td>Financial advisor</td>
<td>6%</td>
</tr>
<tr>
<td>Technicians</td>
<td>5%</td>
</tr>
<tr>
<td>Management</td>
<td>2%</td>
</tr>
</tbody>
</table>

Graduates: 595 (67% women)
Employment rate: 91.6%
Access to employment: 5 months

PLANNING OF DEGREE STUDIES
A person who graduates in Business Administration and Management should gain 240 credits in total, of which 180 are compulsory credits, 48 are optional and 12 correspond to the Bachelor Thesis. All subjects account for 6 credits. To study for the optional credits, 33 subjects are offered in total, of which 30 are grouped together according to specialities and three of which are not attached to any speciality.
### COMPULSORY SUBJECTS

#### FIRST YEAR

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Economics I: Principles of Microeconomics</td>
<td>Introduction to Economics II: Principles of Macroeconomics</td>
</tr>
<tr>
<td>Mathematics I</td>
<td>Mathematics II</td>
</tr>
<tr>
<td>Introduction to Accounting</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Introduction to Law</td>
<td>Economic History</td>
</tr>
</tbody>
</table>

#### SECOND YEAR

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Accounting</td>
<td>Advanced Financial Accounting</td>
</tr>
<tr>
<td>Commercial Management: Introduction</td>
<td>Commercial Management: Policies</td>
</tr>
<tr>
<td>Statistics and Data Analysis</td>
<td>Statistics Applied to Business</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>Financial Management: Financing</td>
</tr>
<tr>
<td>Mathematics of Financial Transactions</td>
<td>Economic Structure</td>
</tr>
</tbody>
</table>

#### THIRD YEAR

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Analysis</td>
<td>Consolidation of Accounting States</td>
</tr>
<tr>
<td>Strategic Management: Company Policy</td>
<td>Strategic Management: Growth and Business Development</td>
</tr>
<tr>
<td>Company Tax System</td>
<td></td>
</tr>
<tr>
<td>Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>Econometrics</td>
<td></td>
</tr>
</tbody>
</table>

#### FOURTH YEAR

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Management: Investments</td>
<td></td>
</tr>
<tr>
<td>Company Law</td>
<td></td>
</tr>
<tr>
<td>Business Management Computer Systems</td>
<td></td>
</tr>
</tbody>
</table>

### OPTIONAL SUBJECTS ACCORDING TO SPECIALITY

#### General Management and Human Resources

| C1 | Transaction Management |
| C1 | Labour and Social Security Law |
| C2 | Applied Strategic Management |
| C2 | Human Resource Management |
| C2 | Strategic Management of Human Resources |

#### Business Innovation

| C1 | Operative Research |
| C1 | Company Sociology |
| C2 | Innovation Management |
| C2 | Entrepreneurship and Business Creation |
| C2 | Family Business Management |

#### Commercial Management

| C1 | Market Research: Introduction |
| C1 | Marketing Management |
| C2 | Commercial Distribution |
| C2 | International Marketing |
| C2 | Commercial Communication: Basic Principles and Planning |

#### Accounting Management and Financial Information

| C1 | Public Accounting |
| C1 | Accounting and Taxation |
| C2 | Advanced Accounting Analysis |
| C2 | Auditing |
| C2 | Advanced Accounting |

#### Financial Management

| C1 | Company Assessment |
| C1 | Financial Entity Management |
| C2 | International Financial Management |
| C2 | Management on Financial Markets: Fixed Income |
| C2 | Management on Financial Markets: Variable Income |

#### Taxation

| C1 | Direct Taxation on Individuals |
| C1 | Direct Taxation on Companies |
| C2 | Accounting Management of Taxes |
| C2 | Tax Procedure |
| C2 | Indirect Taxation |

### OPTIONAL SUBJECTS WITHOUT SPECIALITY

| C1 | Norms and Usage of the Basque Language |
| C2 | Regional Systems of Innovation |
| C2 | Communication in Basque: Economics, Business and Labour Relations |
OBJECTIVES
The purpose of the Degree in Economics is to train professionals who will be capable of analyzing, understanding and acting with regard to the economic situation, both on a local level and on a national or international level. To this end, the syllabus highlights several fundamental areas: knowledge of the economic situation and the instruments available for acting on it, the logic behind economic behaviour of both an individual and collective nature, and a command of the statistical mathematical tools required to formulate theories and put together diagnoses. Given the complexity of the current economic situation, the economist’s training is of an interdisciplinary nature, combining Economics with knowledge deriving from History, Administration and Law.

PROFESSIONAL OPPORTUNITIES
The professional opportunities available to the person who graduates in Economics are many, both in the private and the public sector: companies, banks and consultancy firms, international bodies (such as the OECD, the European Bank and the European Commission) and administrative bodies. Furthermore, the training received prepares graduates for setting up their own business.

JOB PLACEMENT
The following results refer to the survey conducted in 2008 on job placements in 2005 of students who studied on the current degree course in Economics (www.lanbide.net). Graduates: 215 (49% women) Employment rate: 89.6% Access to employment: 5 months

<table>
<thead>
<tr>
<th>Job</th>
<th>Job features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking Agent:</td>
<td>22% 69% with open-ended contracts and self-employed</td>
</tr>
<tr>
<td>Auditor, Accounting Technician:</td>
<td>8% 75% suitable employment</td>
</tr>
<tr>
<td>Management:</td>
<td>5%</td>
</tr>
<tr>
<td>Economist:</td>
<td>4%</td>
</tr>
<tr>
<td>Financial Advisor:</td>
<td>4%</td>
</tr>
</tbody>
</table>

PLANNING OF DEGREE STUDIES
A person who graduates in Economics should gain 240 credits in total, of which 168 are compulsory credits, 60 are optional and 12 correspond to the Bachelor Thesis. All subjects account for 6 credits.

To study for the optional credits, 20 subjects are offered in total, which are not attached to any speciality.
### Compulsory Subjects

#### First Year

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Economics I: Principles of Microeconomics</td>
<td>Introduction to Economics II: Principles of Macroeconomics</td>
</tr>
<tr>
<td>Mathematics I</td>
<td>Mathematics II</td>
</tr>
<tr>
<td>Introduction to Accounting</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Introduction to Law</td>
<td>Economic History</td>
</tr>
</tbody>
</table>

#### Second Year

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconomics</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>Intermediate Macroeconomics</td>
</tr>
<tr>
<td>Statistics and Data Analysis</td>
<td>Statistics Applied to Economics</td>
</tr>
<tr>
<td>International Economics</td>
<td>Public Economics: Expenditure</td>
</tr>
<tr>
<td>Economic History of the Contemporary Spain</td>
<td>Development Economics</td>
</tr>
</tbody>
</table>

#### Third Year

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Econometrics</td>
<td>Applied Econometrics</td>
</tr>
<tr>
<td>Public Economics: Income</td>
<td>Tax and Monetary Policy</td>
</tr>
<tr>
<td>Institutions and Economic Regulation</td>
<td>Uncertainty and Contracts</td>
</tr>
<tr>
<td>Dynamic Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>Market Power and Strategy</td>
<td></td>
</tr>
</tbody>
</table>

### Optional Subjects

#### First Semester

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-variant Analysis</td>
<td>Economic Growth</td>
</tr>
<tr>
<td>International Trade</td>
<td>Decentralization and Basque Public Sector</td>
</tr>
<tr>
<td>Strategic Management: Business Policy</td>
<td>Experimental Economics</td>
</tr>
<tr>
<td>Information Economics</td>
<td>Financial Economics of the Company</td>
</tr>
<tr>
<td>Economics of the Environment and Natural</td>
<td>Communication in Basque:</td>
</tr>
<tr>
<td>Labour Economics</td>
<td>Economics, Business and Labour Relations</td>
</tr>
<tr>
<td>Regional Economics</td>
<td>Urban Economics</td>
</tr>
<tr>
<td>Direct Taxation on Individuals</td>
<td>Globalization from the Historical Perspective</td>
</tr>
<tr>
<td>Norms and Usage of the Basque Language</td>
<td>Time Series Models in Economics</td>
</tr>
<tr>
<td>Mathematical Programming and Games Theory</td>
<td>International Economic Organization</td>
</tr>
</tbody>
</table>

#### Second Semester

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Town and Country Planning</td>
</tr>
</tbody>
</table>
FINANCE AND INSURANCE

OBJECTIVES
Generally speaking, financial activity has experienced considerable advances in recent times. This is considered as being a response to the demand for professionals that has been generated by such activity, without overlooking basic comprehensive training in all aspects related to economics and business management in general. The degree in Finance and Insurance provides suitable training to enable the student to be able to manage in different areas of finance and the world of insurance, with a special emphasis being placed on the actuarial field and the assessment of financial risks.

PROFESSIONAL OPPORTUNITIES
Persons who graduate in Finance and Insurance receive solid basic training in the management of companies and organizations, also acquiring specialist expertise and skills in financial management, financial markets, the management of financial entities and insurance companies, analysis of financial risks and actuarial analysis, etc. With this they will gain access to jobs with responsibility involving the financial management of companies, and in financial markets and entities and insurance companies – both in management posts and in posts involving the analysis and management of risks. Furthermore, thanks to the general training received, they will be able to perform tasks involving the management of companies and organizations in general – both public and private.

JOB PLACEMENT
The following results refer to the survey conducted in 2008 on job placements in 2005 of students who studied on the current degree course in Actuarial and Financial Science (www.lanbide.net).

<table>
<thead>
<tr>
<th>Job</th>
<th>Job features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematicians and actuaries</td>
<td>17% 69% with open-ended contracts and self-employed</td>
</tr>
<tr>
<td>Bank Agent</td>
<td>17% 75% suitable employment</td>
</tr>
<tr>
<td>Management</td>
<td>8%</td>
</tr>
<tr>
<td>Auditor and Accounting Technician</td>
<td>8%</td>
</tr>
<tr>
<td>Insurance Agent</td>
<td>4%</td>
</tr>
</tbody>
</table>

PLANNING OF DEGREE STUDIES
A person who graduates in Finance and Insurance should gain 240 credits in total, of which 180 are compulsory credits, 48 are optional and 12 correspond to the Bachelor Thesis. All subjects account for 6 credits. To study for the optional credits, 16 subjects are offered in total, of which 10 are grouped together according to specialities and six of which are not attached to any speciality.
# COMPULSORY SUBJECTS

## FIRST YEAR

### 1st semester
- Introduction to Economics I: Principles of Microeconomics
- Mathematics I
- Introduction to Accounting
- Introduction to Law
- Business Economics: Introduction

### 2nd semester
- Introduction to Economics II: Principles of Macroeconomics
- Mathematics II
- Financial Accounting
- Economic History
- Business Economics: Organization and Management

## SECOND YEAR

### 1st semester
- Cost Accounting
- Commercial Management: Introduction
- Statistics and Data Analysis
- Microeconomics
- Mathematics of Financial Transactions

### 2nd semester
- Actuarial Biometrics
- General Theory of Insurance
- Actuarial Statistics: Regression
- Financial Management: Financing
- Financial Mathematics: Bank and Stock-market Transactions

## THIRD YEAR

### 1st semester
- Accounting Analysis
- Strategic Management: Company Policy
- Company Tax System
- Macroeconomics
- Actuarial Mathematics: Introduction

### 2nd semester
- Actuarial Mathematics: Life
- Financial Management: Investments

## FOURTH YEAR

### 1st semester
- Financial Mathematics: Advanced Analysis
- Insurance, Banking and Stock-market Law
- Economics and Social Security Techniques

### 2nd semester
- Financial Mathematics: Advanced Analysis
- Insurance, Banking and Stock-market Law
- Economics and Social Security Techniques

## OPTIONAL SUBJECTS ACCORDING TO SPECIALITY

### Insurance Management
- C1 Actuarial Statistics: Estocastical Models
- C1 Development of the Insurance Market
- C2 Actuarial Mathematics: Non-life
- C2 Social Security Schemes
- C2 Financial Risk Assessment of Assets and Portfolios

### Financial Management
- C1 Company Assessment
- C1 Management of Financial Entities
- C2 International Financial Management
- C2 Management on Financial Markets: Fixed Income
- C2 Management on Financial Markets: Variable Income

## OPTIONAL SUBJECTS WITHOUT SPECIALITY

### C1
- Norms and Usage of the Basque Language
- Applied Regression Techniques
- Informative Systems of Actuarial Transactions

### C2
- Marketing of Financial Services
- Computer Developments in Financial Transactions
- Communication in Basque: Economics, Business and Labour Relations
TAXATION AND PUBLIC ADMINISTRATION

OBJECTIVES
The purpose of the degree in Taxation and Public Administration is to provide general economic training which, by being versatile, gives the student specific training in management, analysis and public regulations. The student will learn what the public sector is, what its economic policies are, and how to analyze these policies. They will also learn about the relevant legal regulations, with special emphasis being placed on tax regulations. On this degree are studied the policies of all levels of government ranging from the European Union to that on a municipal level, including both regional and central forms of government. The Basque Public Sector is subject to special attention across the syllabus.

PROFESSIONAL OPPORTUNITIES
Professional opportunities include posts in public administration (civil servants on both a national and international level, Banco de España, the diplomatic service, management of public bodies, etc.), private companies (management and consultancy work in relations with Public Administration, taxation, etc.), international bodies (European Commission, European Central Bank, OECD, etc.) and the free exercising of the profession (business, tax, labour and other consultancy work, etc.). The graduate may also work in teaching (secondary or tertiary level) and research. Furthermore and owing to the versatility of the training received, there will be other options open to them which are not linked to the specific content of this degree course.

PLANNING OF DEGREE STUDIES
A person who graduates in Taxation and Public Administration should gain 240 credits in total, of which 180 are compulsory credits, 48 are optional and 12 correspond to the Bachelor Thesis. All subjects account for 6 credits.

To study for the optional credits, 16 subjects are offered in total, of which 10 are grouped together according to specialities and six of which are not attached to any speciality.
COMPULSORY SUBJECTS

FIRST YEAR

1st semester
- Introduction to Economics I: Principles of Microeconomics
- Mathematics I
- Introduction to Accounting
- Introduction to Law
- Business Economics: Introduction

2nd semester
- Introduction to Economics II: Principles of Macroeconomics
- Mathematics II
- Financial Accounting
- Economic History
- Business Economics: Organization and Management

SECOND YEAR

1st semester
- Cost Accounting
- Commercial Management: Introduction
- Statistics and Data Analysis
- Microeconomics
- Mathematics of Financial Transactions

2nd semester
- Public Expenditure Programmes
- Management of Financial Markets
- Statistics and Introduction to Econometrics
- History of the Public Sector
- Assessment of Business Assets

THIRD YEAR

1st semester
- Accounting Analysis
- Strategic Management: Company Policy
- Company Tax System
- Macroeconomics
- Administrative Law

2nd semester
- Economic Effects of Taxes
- Information Technologies

FOURTH YEAR

1st semester
- Decentralization and Basque Public Sector
- International Taxation
- The European Union

2nd semester

OPTIONAL SUBJECTS ACCORDING TO SPECIALITY

Public Administration
- C1 Management of the Public Company and Public Bodies
- C1 Tax Policy
- C2 Economic Analysis of the Tax System
- C2 Budget and Public Accounting
- C2 Economics and Social Security Techniques

Taxation
- C1 Direct Taxation on Individuals
- C1 Direct Taxation on Companies
- C2 Accounting Management of Taxes
- C2 Tax Procedure
- C2 Indirect Taxation

OPTIONAL SUBJECTS WITHOUT SPECIALITY

C1 Norms and Usage of the Basque Language
C2 Labour and Social Security Law
C2 Analysis of Indicators regarding the Economic Situation

C2 Sectorial Public Management
C2 Assessment of Public Investments
C2 Communication in Basque: Economics, Business and Labour Relations
OBJECTIVES
Marketing is the discipline that studies commercial relations between organizations and their markets. It concerns functions such as sales, advertising, market research, price setting, development of products and customer relations. The rapid advances made in technology and the globalization of markets demand in-depth knowledge of basic principles so as to enable companies to stand out above the rest and be competitive. The purpose of this degree is the suitable comprehensive training of professionals who are capable of carrying out activities and performing duties in marketing and market research. A person who graduates in this subject will also need to be familiar with the interdisciplinary nature of the specific areas of Marketing and Market Research and the relationship existing with other functional areas of Economics and Business, and social and other sciences, thus contributing with the activity they carry out to the smooth running of their organization and to an improvement in results.

PROFESSIONAL OPPORTUNITIES
Those persons who graduate in Marketing will gain access to jobs with responsibility in middle and top management in departments of Marketing, Market Research, Advertising, Communication, Purchases, Customer Service, Commercial Distribution and Sales, Consultancy and also General Management, both in private and public organizations, and in different territorial areas.

JOB PLACEMENT
The following results refer to the survey conducted in 2008 on job placements in 2005 of students who studied on the current degree course in Market Research and Techniques (www.lanbide.net).

Graduates: 42 (60% women)
Employment rate: 96.8%
Access to employment: 5 months

<table>
<thead>
<tr>
<th>Job</th>
<th>Job features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research Technician</td>
<td>17% 73% with open-ended contracts and self-employed</td>
</tr>
<tr>
<td>Market Manager-Technician</td>
<td>13% 87% suitable employment</td>
</tr>
<tr>
<td>Bank Agent</td>
<td>13%</td>
</tr>
<tr>
<td>Marketing Dept. Manager</td>
<td>7%</td>
</tr>
<tr>
<td>Technician in Marketing and Advertising</td>
<td>7%</td>
</tr>
</tbody>
</table>

PLANNING OF DEGREE STUDIES
A person who graduates in Marketing should gain 240 credits in total, of which 210 are compulsory credits, 18 are optional and 12 correspond to the Bachelor Thesis. All subjects account for 6 credits. To study for the optional credits, 8 subjects are offered in total, which are not attached to any speciality.
# COMPULSORY SUBJECTS

## FIRST YEAR

### 1st semester
- Introduction to Economics I: Principles of Microeconomics
- Mathematics I
- Introduction to Accounting
- Introduction to Law
- Business Economics: Introduction

### 2nd semester
- Introduction to Economics II: Principles of Macroeconomics
- Mathematics II
- Financial Accounting
- Economic History
- Business Economics: Organization and Management

## SECOND YEAR

### 1st semester
- Cost Accounting
- Commercial Management: Introduction
- Statistics and Data Analysis
- Microeconomics
- Mathematics of Financial Transactions

### 2nd semester
- Decisions regarding Product and Price
- Consumer Sociology
- Commercial Distribution
- Commercial Communication: Basic principles and Planning
- Statistics applied to Marketing and Market Research

## THIRD YEAR

### 1st semester
- Accounting Analysis
- Strategic Management: Company Policy
- Company Tax System
- Macroeconomics
- Market Research: Introduction

### 2nd semester
- Market Research Applications
- Commercial Communication: Decisions
- Techniques for Forecasting Demand
- International Marketing
- Financial Management for Marketing
- Management and Foreign Trade

## FOURTH YEAR

### 1st semester
- Innovation and Business Creation
- Marketing Management
- Marketing of Services and Other Intangibles
- Sales Management and Market Negotiation
- Operative Research for Logistics and Distribution

### 2nd semester

## OPTIONAL SUBJECTS

- C1 Norms and Usage of the Basque Language
- C2 Commercial Law
- C2 Consumer Law
- C2 Marketing Simulation Games

- C2 Consumer Behaviour
- C2 Industrial Marketing
- C2 Internal Marketing and Management skills
- C2 Communication in Basque: Economics, Business and Labour Relations
INTERNSHIPS in companies
An attempt is made via voluntary internships in companies to ensure that students gain direct contact with organizations in which they may later pursue their professional work, by acquiring experience that will prove to be of great use in their future careers. Students will apply their technical knowledge in the professional field via this activity and will also work on the independent learning of new knowledge and techniques in order to then apply them to real situations.

These internships are formalized by means of Education Partnership Agreements entered into by each student, company and the Faculty. These agreements contain the terms and conditions for carrying out the internship without any working relationship deriving from this agreement under any circumstances. The internship is monitored both by the teacher who is appointed as tutor and the instructor at the company, similarly appointed for such purpose.

The Faculty has gained many years’ experience in this voluntary company internship programme. Agreements have been signed with a good number of companies which are firmly established within the social-economic fabric of the Basque Autonomous Community, among others these being: Bahía de Bizkaia Gas, S.L., Iberdrola, Bridgestone Hispania, S.A., Idom, Lejarza S.A., Siemens, Seguros Bilbao, Seguros Orbota, Accenture Outsourcing Services, Attest Consulting, PriceWaterhouse Coopers, DHL, Ondeo Degremont, Evo-bus Iberica, Vodafone, Euskaltel, Grupo Gesnor Integral and Manpower team, as well as a great number of banks (BBK, Ipar Kutxa, Banco Guipuzcoano, Santander, Bankinter, BBK Gestión SGIC, Caja de Ahorros de Navarra, Cajamadrid, Banco Vitalicio de España and Deutsche Bank, etc.).

A limited number of internship places are offered on each course, according to the internship agreements in force each year. They are of an optional nature and are broken down into blocks of 6, 12 or 18 ECTS credits. The equivalence of each credit during the student’s internship hours will be according to the regulations applied by the UPV/EHU and the Faculty of Economic and Business Science for such purpose in order to regulate tutored external internships.
MOBILITY PROGRAMMES

The Faculty – via the Vice-dean’s office of International Relations – is currently promoting and administering three bilateral programmes in partnership with the Vice-rector’s office of International Relations, in order for students to be able to carry out a period of study at universities in Spain, elsewhere in Europe or Latin America, and welcome students from those same universities:

SPAIN:
SICUE programme

EUROPE:
ERASMUS+ programme (studies)
ERASMUS+ (internships)

LATIN AMERICA:
LATIN AMERICA programme (UPV/EHU-AL)

UNITED STATES, CANADA and ASIA:
OTHER DESTINATIONS programme

Further information is provided below about the two best-known and most-used mobility programmes.

LLP-ERASMUS+ PROGRAMME

The Permanent Learning chapter devoted to Higher Education is known as ERASMUS, the specific aims of which are to lend support to a European Higher Education Area and to reinforce the contribution made by higher education and advanced vocational training to the innovation process. This European mobility programme for degree, post-graduate and PhD students enables them to study for a semester or a whole school year at a university in another European country.

To implement the ERASMUS programme, the Faculty of Economic and Business Science has signed agreements with a good number of European universities, among them being: Fachhochschule für Wirtschaft Berlin, Universität Regensburg, Universität Karlsruhe, Eberhard-Karls-Universität Tübingen, Université Pierre Mendès Frances Grenoble, Univ. des Sciences et Technologies de Lille, Université de Versailles, Université Montesquieu Bordeaux IV, Université Jean Moulin - Lyon III, Göteborg Universitet, Blekinge Tekniska Högskola, Katholieke Universiteit Leuven, Université degli studi di Roma “Tor Vergata”, Università degli studi di Milano-Bicocca, Technical University of Ostrava, VSE University of Economics Prague, University of Copenhagen, and Instituto Superior de Economia e Gestão in Lisbon.

SICUE PROGRAMME

This is an exchange programme for degree students between Spanish universities, which enables them to study for a semester or a whole school year at another Spanish university, obtaining full validation for their studies. Students of Spanish universities may via this system carry out a part of their studies at another university other than their own, with guarantees that these studies will be officially recognized and full advantage will be taken of the study period, as well as suitable adaptation to their curricular profile. The Ministry of Education and Science lends support to SICUE via the awarding of SÉNECA grants.

To implement this programme, the Faculty of Economic and Business Science has signed agreements with some Spanish universities, among them being: University of Alicante, Autonomous University of Barcelona, Autonomous University of Madrid, Carlos III University of Madrid, Complutense University of Madrid, Public University of Navarra, University of Santiago de Compostela, University of Valencia, and University of Zaragoza.

POSTGRADUATE OFFER

The Faculty offers to post-graduate students the possibility of extending their professional skills by means of an ample offer of 15 postgraduate courses, including official masters (as much with access to Doctorate as of professional character) and own titles of the UPV/EHU. Also, its supply of Doctorate programs is very ample.
FOR FURTHER INFORMATION, PLEASE CHECK THE FACULTY WEBSITE:

www.ehu.eus/eu/web/ekonomia-enpresa-fakultatea
Business Administration & Management and Law

DEGREE
DOUBLE DEGREE IN BUSINESS ADMINISTRATION & MANAGEMENT AND LAW

OBJECTIVES
The Double Degree in Business Administration & Management and Law seeks to train students for a future as specialists in both economics and law. Graduates from this degree are capable of identifying and anticipating opportunities to engage in legal and business activities, managing, organising and heading companies, making decisions in conditions of uncertainty, managing innovation and applying a range of top-management skills. They are also trained to work in the field of law.

This double degree provides the all-round training required to tackle specific tasks in companies and organisations and to work in legal, economic, socio-political and complex, changing technological environments in Spain and elsewhere.

POTENTIAL CAREER PATHS
Students who complete the Double Degree in Business Administration & Management and Law have a sound grounding in:

- Management and leadership of companies and organisations in a range of fields including strategic management, organisation, accounting & auditing, finance, taxation, marketing, human resources, etc. They can access middle- and high-responsibility jobs in public and private organisations alike, and have the training required to start up their own businesses.
- Legal advisory services (attorneys at law, trade advisors, tax advisors, employment consultants, etc.), business consultancy, banking, finance & insurance and public administration.

The multi-disciplinary training provided helps graduates to find job placements.

PLANNING OF STUDIES ON THE DOUBLE DEGREE
Graduates from the Double Degree in Business Administration & Management and Law must obtain a total of at least 390 credits, 360 of them for compulsory subjects, 12 for work experience in Law (also compulsory) and 18 for the two Bachelor Thesis (one for each degree). The Double Degree is subject to specific regulations, and is designed so that Business Administration and Management and Law are studied simultaneously. The course duration is 11 semesters.
## COMPULSORY SUBJECTS

### FIRST YEAR

- Constitutional Law I
- Roman Law
- Business Economics: Introduction
- History of Law
- Introduction to Economics I: Principles of Microeconomics
- Mathematics I
- Constitutional Law II
- Civil Law I
- History of Economics Economic History
- Theory of Law
- Introduction to Economics II: Principles of Macroeconomics
- Mathematics II

### SECOND YEAR

- Introduction to Accounting
- EU Law
- Civil Law II
- Constitutional Law III
- Mathematics for Financial Operations
- Microeconomics I
- Financial Accounting
- Administrative Law I
- International Public Law I
- Criminal Law I
- Procedural Law I
- Business Economics: Organisation & Management

### THIRD YEAR

- Cost Accounting
- Civil Law III
- International Public Law II
- Criminal Law II
- Business Management: Introduction
- Statistics & Data Analysis
- Higher Financial Accounting
- Administrative Law II
- Mercantile Law I
- Business Management: Policies
- Statistics Applied to Business

### FOURTH YEAR

- Administrative Law III
- Financial Law II
- Criminal Law III
- Econometrics
- The Business Taxation Framework Corporate Tax
- Macroeconomics
- Consolidation of Accounting Statements
- Civil Law IV
- Mercantile Law II
- Economic Structure
- Financial Management: Financing

### FIFTH YEAR

- Account Analysis
- Labour & Social Security Law I
- International Private Law I
- Procedural Law II
- Strategic Management: Corporate Policies
- Financial Management: Investment
- Labour & Social Security Law II
- International Private Law II
- Procedural Law III
- Strategic Management: Corporate Growth & Development
- IT Systems for Business Management

### SIXTH YEAR

- Compulsory External Work Experience Internship (Law)
- End-of-course Project Bachelor Thesis (Law)
- End-of-course Project Bachelor Thesis (Business Admin. & Mgmt)