

Bachelor in Business Administration

CEDEU
CENTER FOR UNIVERSITY STUDIES

BUSINESS
ADMINISTRATION
AND MANAGEMENT



www.cedeu.es

OUR INSTITUTION



Madrid Center Campus

CEDEU University Center is one of the entities linked to the Foundation for Training and Future, founded in 1958. It has more than 40.000 students of 50 different nationalities.

At CEDEU we base our work on innovation, social transformation, the promotion of entrepreneurship and the empowerment of talent as vital pillars of our institution.

Studying at CEDEU is to experience a prestigious education, where we train people with leadership, entrepreneurial spirit, with a creative spirit, social commitment and ethical responsibility as experts in the development of their professional future.

INNOVATION

EXPERIENCE

EXCELLENCE

CAMPUS MADRID CENTER

CEDEU is located in the heart of Madrid, in Salamanca district, one of the most important financial and business centers in the world. It has a multitude of opportunities for employment and successful entrepreneurship.

Madrid Centre Campus is very accessible by public transport, bus and metro, it's next to Diego de León metro station and Avenida de América interchange. CEDEU Campus offers students and professors a privileged environment for learning and the intercultural development. It's 100% accessible, with the best facilities and services.

Madrid is the ideal city for university studies. CEDEU is located in the heart of the Salamanca district of Madrid, at Calle José Picón, number 7, with modern facilities.

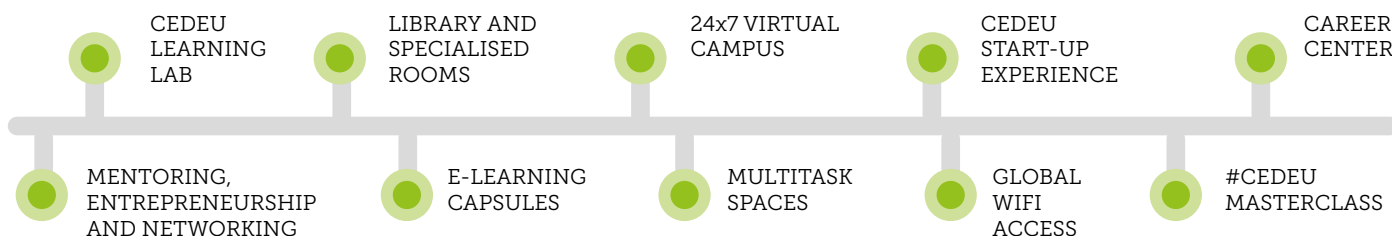
The Community of Madrid has more than six and a half million inhabitants, with Madrid being an extensive city in continuous growth. It is located in the centre of the Iberian Peninsula, with extraordinary communication networks and is connected to all national and international points thanks to its high-speed trains and international airport. Madrid is used to welcoming people from all over Spain and the rest of the world.

Madrid is the only city in the world that has nine World Heritage Sites less than two hours away, our city is one of the most important centres of art and culture in Europe and has one of the most active events schedules in the world.

It is important to know the sporting activities that are concentrated in the capital and its famous gastronomy with the best of all the villages of Spain.

It is impossible not to talk about Madrid without mentioning its Art Walk, which includes the Prado Museum, the Thyssen, the Reina Sofía, CaixaForum, ... and much more. An essential tour for all art lovers. Other places to visit includes Plaza Mayor, the Royal Palace, the Neptuno or Cibeles Fountains, Puerta del Sol or Puerta de Alcalá, or emblematic sites such as the Rastro or the Retiro, among others.

It is undeniable that, in addition to its cultural capital status, Madrid is nowadays home to the largest corporate, business and legal headquarters in our country. Being the headquarters of the Spanish Government, the Congress and the Senate, it concentrates large volumes of social, organic, structural, legal and economic decisions.



WHY TO STUDY AT CEDEU?

1. Innovation and Excellence
2. Innovative Methodologies
3. Counseling and Mentoring
4. International Programs
5. Group of teaching staff experts
6. Internships from the First Year
7. Extracurricular Training
8. Scholarships and Grants
9. Madrid Center Location
10. Leadership and Professional Skills
11. Programs
12. Innovation and Differentiation Programs
13. #CEDEU Masterclass
14. Business Startup Competition
15. IBEX Serious Game
16. CEDEU Start-Up Experience
17. University Mentoring Program
18. Social Collaboration Program
19. Leadership & Professional Skills
20. CEDEU Business Game

PROFESSIONAL WARRANTY 10 CEDEU

Commitment Experience

1 CEDEU supports the formation of leaders with the capacity to develop positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanist values.

2 The experience and extensive experience of the Board of CEDEU and the Universidad Rey Juan Carlos in high-level studies allows us to ensure the optimum levels of quality required by current university legislation.

Network

3 CEDEU maintains institutional relations with numerous ethical and international associations that guarantee the quality of our programmes. Companies and professionals can make their contributions with the certainty that our Institution will apply their recommendations for the benefit of our students.

Flexibility

4 Decentralised learning favours students with just-in-time learning methods. CEDEU adapts to fulfil the requirements of the participants in its university programmes.

Discipline

5 CEDEU's distance learning methodology demands a high level of commitment, responsibility and organisation, intrinsic qualities in today's professionals.

Methodology

6 CEDEU has developed a teaching methodology in which all the formative activities have been designed to meet the needs of students who want to study while facing their professional and family obligations.

Cost

7 CEDEU offers costs and a flexible financing system perfectly adapted to the reality of the environment to which our programmes are directed

Excellence

8 The official university programmes offered by CEDEU have the favourable opinion of the National Agency for Quality Assessment and Accreditation (ANECA).

Personalisation Interactivity

9 The professor controls at any time the level of the student's participation, being able to detect his/her particular needs with a much more personalised attention.

10 CEDEU is committed to the exchange of ideas, experiences and opinions by providing forums, chats, social networks and other participation and interaction tools for professionals.



TEACHING STAFF

CEDEU's teaching staff is formed by a team of professional experts with degrees and specialized professionals, both PhDs and business people with extensive experience in university education and in their professional activity.



Innovative methodologies: Just in Time Teaching, Case Studies, Simulators. All to enhance the learning of our students in class. Teaching staff of Accredited Doctors, Doctors and Graduates, linked to the company and professional world.

An Excellent teacher-student relationship and its application in internships in companies and public-private institutions. Implementation of innovative online learning tools thanks to the integration of the Virtual Campus in the training process.

BACHELOR IN BUSINESS ADMINISTRATION

- Global Program
- 3 years
- 180 ECTS
- Onsite
- Madrid

Studying the Bachelor in Business Administration and Management at CEDEU trains and qualifies students to develop a professional activity in the field of business management, auditing and consultancy of consulting organizations, both public and private.

The BBA by CEDEU was born from the need to approach a professional reality where the employability of our students increases considerably with a formation training in skills, abilities and competencies for success in the professional world. With a training of excellence and innovation in the field of business management.

STUDY PLAN

First Year	Second Year	Third Year
Introduction to Business I	Strategic Management and Business	Production Management
Introduction to Marketing and Communication in the Company	Commercial Management	Organisation's Valuation and Acquisition
Spanish I	Introduction to Economics	Operation's Management in Service Companies
Corporate Responsibility & Governance	Business Startup	International Marketing
Global Business	Financial Management I	Business Game
Fintech. Introduction to Financial Innovation	Internet Business	Counseling and Professional Development
Introduction to Business II	Business Statistics	International Business
Management Skills	Financial Management II	External Internships
Spanish II	Marketing Management	Final Degree Project
Stock Exchange and Capital Markets	Project Management	
Global Marketing	The National and International Economic Environmental of the Company	
Operational Marketing	International Relations	
TOTAL	TOTAL	TOTAL
60,0	60,0	60,0
		Global Program
		180



Bachelor's Degree in Business Administration



General Management
Management of all types of companies, including financial institutions.



Entrepreneurship
The ADE degree provides the perfect type of knowledge for the start-up of new businesses.



Logistics and Distribution
Design and execution of the action plan, fulfillment of objectives, and supervision of the department.



Human Resources
Job analysis, personnel selection, and promotion of employee training.



Judicial Administration
Management and defense of assets, material and effective conservation of the same, and asset management.



Economics and business teachers
Both in secondary and university education, and/or research in public or private institutions.



International Organizations
Professional development in European and international institutions.



Audit, Control and Intervention
Review, examination and evaluation of financial management.



Accounting
Positions of responsibility in the functional area of accounting.



Communication Management
Planning and strategy of communication, responsibility and corporate image and reputation.



Finance and Financial Business analysis and planning.
Business analysis and planning.



Internationalization
The challenge of international expansion of companies.



Advisory and Consulting
Analysis and implementation of investment, financing and hedging recommendations.



State Administration
Civil servant position in the higher bodies of the Spanish State Administration, prior competitive examination.



Independent advisers
Planning, appointment and dismissal, and management control of companies.



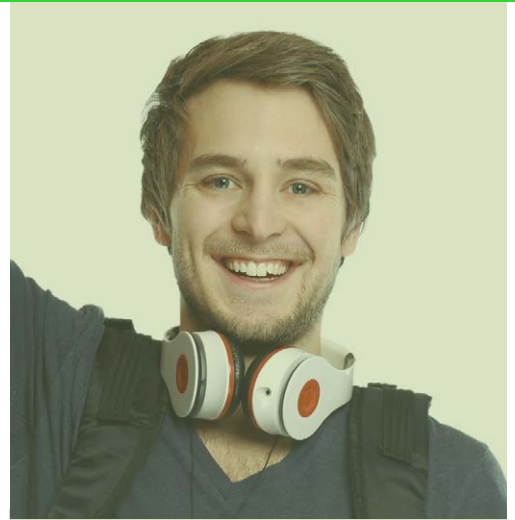
Commercial Management
Planning and Commercial Management of the company.



Marketing
Implementation and management of marketing strategies.

Bachelor in Business Administration

BUSINESS
ADMINISTRATION
AND MANAGEMENT



CEDEU
CENTER FOR UNIVERSITY STUDIES

T. + 34 91 725 44 39

+ 34 618 20 99 75

info@cedeu.es

MADRID CENTER CAMPUS
José Picón 7
28028 Madrid



L4 L5 L6

Diego de León

12-26-43-48-56-61-72-73-74-C1-C2

www.cedeu.es