

**International Programs of Bachelor Degree
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSIDAD PÚBLICA DE NAVARRA**

Academic year 2013-2014

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INTERNATIONAL PROGRAM OF BACHELOR DEGREE IN BUSINESS ADMINISTRATION (BBA)

Since the academic year 2010-2011, the Faculty of Business and Economics at the Universidad Pública de Navarra (UPNA) offers an International Program of official Bachelor in Business Administration (BBA) under the Spanish Royal Decree 1393/2007, which implements the Bologna Declaration for a European space of higher education.

The International Program of BBA has been designed with the purpose of educating students in their ability to reach out high standards of excellence in academic and professional work developed in foreign countries. To pursue this objective, the students receive at least 50% of courses taught in English and they must also participate in a one-year international exchange program.

A special academic performance is required to all the students of the International Program of BBA, as a condition to continue in such programs:

1. At the end of the first academic year, students should have fully passed at least eight core courses.
2. In addition, students must pass each of the core courses in the semester in which they are included in the study plan, or with a maximum delay of two consecutive semesters, excluding those semesters in which students take part in the exchange program.

The European Diploma Supplement shall contain the following information in paragraph 6 of the Additional Information: "The student has completed his/her studies, with at least 50% of the teaching provided in English, in the International Program of Bachelor Degree in Business Administration."

STUDY PLAN Bachelor in Business Administration (BBA)

Course (6 ECTS per course)	Semester
FIRST YEAR (60 ECTS)	
Introduction to Economics	Fall
Business Economics	Fall
Financial business	Fall
Mathematics	Fall
Introduction to Private Law	Fall
Financial Accounting I	Spring
Statistics I	Spring
Microeconomics	Spring
Applied Economics	Spring
Business Law	Spring
SECOND YEAR (60 ECTS)	
Macroeconomics	Fall
Statistics II	Fall
Financial Accounting II	Fall
Organizational Management I	Fall
Quantitative Methods for Business Management	Fall
Marketing Management I	Spring
Business Economic History I	Spring
Econometrics	Spring
Human Resources Management	Spring
Financial Markets	Spring
THIRD YEAR (ABROAD, 60 ECTS)	
Accounting Information Analysis	Fall
Corporate Finance I	Fall
Industrial Organization	Fall
Organizational Management II	Fall
Marketing Management II	Fall
Managerial Accounting	Spring
Strategic Management	Spring
Corporate Fiscal systems	Spring
Marketing Research	Spring
Corporate Finance II	Spring

Course (6 ECTS per course)	Semester
FOURTH YEAR (60 ECTS)	
Students may choose one of the following specialization tracks:	
Management	
Business models	Fall
Production and Labor Management	Fall
Information systems	Spring
Entrepreneurship and Innovation	Spring
5 optional courses	Fall & Spring
Final project (6 ECTS)	Spring
Marketing	
Consumer Behaviour	Fall
Pricing Strategy and Product Management	Fall
Advertising and Marketing Communication	Spring
Logistics and Distribution	Spring
5 optional courses	Fall & Spring
Final project (6 ECTS)	Spring
Accounting and Auditing	
Auditing Theory	Fall
Managerial Accounting II	Fall
Advanced Financial Accounting	Spring
Financial Statement Analysis	Spring
5 optional courses	Fall & Spring
Final project (6 ECTS)	Spring
Banking and Finance	
Financial Derivatives	Fall
Corporate Asset Theory	Fall
Strategic Banking and Insurance	Spring
International Finance	Spring
5 optional courses	Fall & Spring
Final project (6 ECTS)	Spring
General Business	
9 optional courses	Fall & Spring
Final project (6 ECTS)	Spring
General Business & Internship	
5 Optional courses	Fall
External Internship (24 ECTS)	Spring
Final project (6 ECTS)	Spring

List of optional courses:

Financial Derivatives
Corporate Asset Theory
Strategic Banking and Insurance
Financial Statement Analysis
International Finance
Auditing Theory
Managerial Accounting II
Advanced Financial Accounting
Consumer Behaviour
Pricing Strategy and Product Management
Advertising and Marketing Communication
Logistics and Distribution
International Trade Management
Business models
Production and Labor Management
Information systems
Entrepreneurship and Innovation
Fiscal & Financial Planning
Corporate Taxes
SAP Modules
Sociology and Economics
Consumers Law
Labour & Social Security Law
Operations Research
Business Economic History II
Economic History II
Development Economics
International Trade
Macroeconomics II
Econometrics II

INTERNATIONAL DOUBLE PROGRAM OF BACHELOR DEGREES IN BUSINESS ADMINISTRATION AND ECONOMICS (BBA-BEC)

Since the academic year 2010-2011, the Faculty of Business and Economics at the Universidad Pública de Navarra (UPNA) offers an International Program of official Bachelor in Business Administration and Economics (BBA-BE_c) under the Spanish Royal Decree 1393/2007, which implements the Bologna Declaration for a European space of higher education.

The International Program of BBA-BE_c has been designed with the purpose of educating students in their ability to reach out high standards of excellence in academic and professional work developed in foreign countries. To pursue this objective, the students receive at least 50% of courses taught in English and they must also participate in a one-year international exchange program.

A special academic performance is required to all the students of the International Program of BBA-BE_c, as a condition to continue in such programs.

1. At the end of the first academic year, students should have fully passed at least nine core courses.
2. In addition, students must pass each of the core courses in the semester in which they are included in the study plan, or with a maximum delay of two consecutive semesters, excluding those semesters in which students take part in the exchange program.

The European Diploma Supplement shall contain the following information in paragraph 6 of the Additional Information: "The student has completed his/her studies, with at least 50% of the teaching provided in English, in the International Program of Bachelor Degree in Business Administration and Economics."

STUDY PLAN Double Bachelor in Business Administration and Economics (BBA-BEe)

Course (6 ECTS per course)	Semester
FIRST YEAR (66 ECTS)	
Introduction to Economics	Fall
Business Economics I	Fall
Introduction to Private Law	Fall
Mathematics I	Fall
Finance Business	Fall
Accounting I	Spring
Statistics I	Spring
Microeconomics I	Spring
Applied Economics I	Spring
Mathematics II	Spring
Business Law	Spring
SECOND YEAR (72 ECTS)	
Macroeconomics I	Fall
Statistics II	Fall
Accounting II	Fall
Management I	Fall
Microeconomics II	Fall
Quantitative Methods for Business Management	Fall
Macroeconomics II	Spring
Economic History I	Spring
Econometrics I	Spring
Financial Markets	Spring
Applied Economics II	Spring
Marketing Management I	Spring
THIRD YEAR (ABROAD 60 ECTS)	
Public Economics I	Fall
Corporate Finance I	Fall
Microeconomics III	Fall
Operations Management	Fall
Industrial Organization	Fall
Applied Economics III	Spring
Corporate Accounting	Spring
Corporate Finance II	Spring
Organizational Management II	Spring
Macroeconomics III	Spring

Course (6 ECTS per course)	Semester
FOURTH YEAR (66 ECTS)	
International Trade	Fall
Marketing Management II	Fall
Accounting III	Fall
Economic History II	Fall
Development Economics (Optional)	Fall
Strategic Management	Spring
Marketing Research	Spring
Public Economics II	Spring
Econometrics II	Spring
Human Resources Management	Spring
Economics of the European Union	Spring
FIFTH YEAR (72 ECTS – TO BE IMPLEMENTED IN 2014-2015)	
* Three compulsory courses:	
- International Economics	
- International Finance	
- Public Accounting	
*Seven courses to choose from the courses listed in the specialization tracks of the Bachelor on Business Administration (BBA) or the Bachelor on Economics (BEC).	
* External internship (optional)(24 ECTS)	
* Final project (12 ECTS)	

LIST OF COURSES OFFERED IN ENGLISH 2013-2014

Course: [Business Economics](#)

Code: 176101

Instructor: TBA

Year: First

Semester: Fall

ECTS: 6

Course: [Mathematics I](#)

Code: 176104

Instructor: María Jesús Campión Arrastia

Year: First

Semester: Fall

ECTS: 6

Course: [Financial Accounting I](#)

Code: 176201

Instructor: Fermín Lizarraga Dallo

Year: First

Semester: Spring

ECTS: 6

Course: [Statistics I](#)

Code: 176203

Instructor: Irene Paniello Alastruey

Year: First

Semester: Spring

ECTS: 6

Course: [Microeconomics I](#)

Code: 176204

Instructor: Ariadna García Prado

Year: First

Semester: Spring

ECTS: 6

Course: [Mathematics II](#)

Code: 176206

Instructor: María Jesús Campión Arrastia

Year: First

Semester: Spring

ECTS: 6

Course: [Organizational Design and Behaviour](#)

Code: 176301
Instructor: Alberto Bayo Moriones and Martín Larraza Quintana
Year: Second
Semester: Fall
ECTS: 6

Course: [Financial Accounting II](#)
Code: 176302
Instructor: Fermin Lizarraga Dallo
Year: Second
Semester: Fall
ECTS: 6

Course: [Statistics II](#)
Code: 176303
Instructor: Irene Paniello Alastruey
Year: Second
Semester: Fall
ECTS: 6

Course: [Macroeconomics I](#)
Code: 176304
Instructor: Ariadna García Prado
Year: Second
Semester: Fall
ECTS: 6

Course: [Quantitative Methods for Business/Optimization Theory](#)
Code: 176305
Instructor: Javier Faulín Fajardo
Year: Second
Semester: Fall
ECTS: 6

Course: [Business Economic History I](#)
Code: 176401
Instructor: María del Mar Rubio Varas
Year: Second
Semester: Spring
ECTS: 6

Course: [Marketing Management I](#)
Code: 176402
Instructor: Javier Cebollada Calvo
Year: Second
Semester: Spring

ECTS: 6

Course: [Econometrics I](#)

Code: 176403

Instructor: Javier Hualde Bilbao

Year: Second

Semester: Spring

ECTS: 6

Course: [Macroeconomics II](#)

Code: 176406

Instructor: Sara Martínez de Morentin Osés

Year: Second

Semester: Spring

ECTS: 6

Course: [International Trade](#)

Code: 176701

Instructor: Antonio Gómez Gómez-Plana

Year: Fourth

Semester: Fall

ECTS: 6

Course: [Marketing Management II](#)

Code: 176702

Instructor: Elena Aramendía Muneta

Year: Fourth

Semester: Fall

ECTS: 6

Course: [Business Economic History II](#)

Code: 176704

Instructor: María del Mar Rubio Varas

Year: Fourth

Semester: Fall

ECTS: 6

Course: [Development Economics](#)

Code: 176710

Instructor: Ariadna García Prado and Rebeca Echávarri Aguinaga

Year: Fourth

Semester: Fall

ECTS: 6

Course: [International Trade Management](#)

Code: 172727

Instructor: Elena Aramendía Muneta
Year: Fourth
Semester: Fall
ECTS: 6

Course: [Strategic Management](#)

Code: 176801

Instructor: Emilio Huerta Arribas

Year: Fourth

Semester: Spring

ECTS: 6

Course: [Marketing Research](#)

Code: 176802

Instructor: Ildefonso Grande Esteban

Year: Fourth

Semester: Spring

ECTS: 6

Course: [Econometrics II](#)

Code: 176804

Instructor: Javier Hualde Bilbao

Year: Fourth

Semester: Spring

ECTS: 6

Course: [Human Resources Management](#)

Code: 176805

Instructor: Ainhoa Urtasun Alonso

Year: Fourth

Semester: Spring

ECTS: 6