

Bachelor in Business Administration



With the bright lights of the big city
always within reach and history
literally at your fingertips, you
experience a rich cultural and social
environment. The best of both worlds!



The IE University campus is housed in the **Convent of Santa Cruz la Real in Segovia**. Declared a world heritage site by UNESCO in 1985, the city of Segovia is located just 25 minutes away from Madrid by high speed train. Covering over 18,000 m², this privileged location comprises lecture theatres, work rooms, laboratories, conference rooms and common areas, where new technologies have been seamlessly integrated into a **historical backdrop dating back to the 15th century**.



IE University's education model is focused on academic excellence, new technologies and international mobility coupled with practical experience.



Academic Portfolio

IE University offers an exclusive academic portfolio adapted to the norms of the European Higher Education Area. The new degree programs are taught in English and Spanish versions, specifically designed to train global leaders by equipping them with the kinds of skills and human values that will shape 21st century society. Our flexible curriculum fosters a multidisciplinary education which is the hallmark of IE programs.

The IE Model

The IE University approach is an extension of the IE model. IE has over thirty years' experience in educating top professionals through IE Business School, recognized as being among the top 15 in the world and the top 5 in Europe.

Our learning process encourages entrepreneurship and humanistic approaches in our students through the core **IE Module**, which covers four key areas: **business leadership, interpersonal skills, ethics and humanities**.

According to IE's innovative and participative teaching methods, all our degree programs are available in a blended format, combining online and onsite sessions. New technologies and resources such as online discussion forums, simulation, and video conferencing are widely used to support the learning experience.

IE University graduates will form part of a network (IE Communities) comprising more than **37,000 alumni in over 100 countries worldwide**.



Business influences every facet of your life. From managing a successful band to creating your own company, from designing your own fashion label to giving micro credits to the poor, business is about changing the world. Whatever you want to do in life, understanding business will get you there. Studying the Bachelor in Business Administration (BBA) at IE Business School will give you the business knowledge to analyze problems, create solutions and make smart decisions.

IE's **Bachelor in Business Administration (BBA)** encourages you to shape your own education and follow additional personal and professional interests. You can either focus your studies strictly on business or select from a large variety of courses from the different schools which make up IE University. Learn new fields and make an **interdisciplinary connection**.

You can even pursue a **dual-degree program**. These programs provide you with the unique challenge of studying two undergraduate degrees at the same time. You will have the opportunity to study biology, communication, law, and psychology in addition to business.

The curriculum includes the **IE Module** designed to equip you with knowledge of contemporary cultures and societies, train your ethics and interpersonal skills, and the ability to work successfully in a team.



Bachelor in Business Administration



At IE we train you to make things happen.



IE Business School is truly global, cutting-edge, innovative, and multidisciplinary. Studying business at IE is about making an impact by gaining insight and reaching out to the world. It is intellectually rigorous, challenging, high-tech, practical, and fun.

Make Things Happen

Making things happen is all about working in teams, and that's how we structure our program. Nearly every learning experience incorporates one or more ways that requires you to be a good teammate and enable you to put leadership theories into practice. Achieving results becomes a team matter.

Experience Business Hands-On

With IE's strong connections with businesses and public policy organizations you frequently get to hear directly from the world's business leaders. In

addition to presentations on campus, executives mentor students during course projects providing insights into the management issues faced today by business leaders in all parts of the world. Internships and exchange programs round-off the practical experience of a truly great learning process.

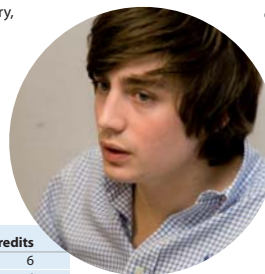
Our international faculty works directly with global businesses, public policy organizations, non-profit organizations and government agencies. Therefore they bring the marketplace directly into the classroom making their classes very practical, challenging and interactive.

Reach Out to the World

Business decisions nowadays are made on a global scale. We will provide you with the skills you will need to face this challenge and take full advantage of the opportunities this presents. At IE you can learn several languages and have the opportunity to intern in another country, studying abroad at one of our international partner universities or doing social work in a foreign country. Moreover, you'll become part of a global community on our campus and our virtual network of alumni in more than 100 countries.

Benefit from Learning 2.0

In our mission of making business education as relevant as possible, we employ a host of innovative learning tools that redefine how business is studied and how business insights are shared. From our multimedia simulations to our virtual case study discussions, you will be exposed to new information technologies which shape how business is being done now and in the future. In addition, you will experience what business situations are really like, instead of just reading about them in a textbook.



Syllabus

First Year	ECTS Credits	Second Year	ECTS Credits	Third year	ECTS Credits
Financial Accounting	6	Statistics for Business I	6	Strategic Management	6
Introduction to Economics	6	Macroeconomics	6	Entrepreneurship	6
Calculus I	3	Statistics for Business II	6	Finance II	6
Introduction to Management	6	Business Law I	6	HR Management	3
Contemporary Cultures and Societies - IE Module	6	Finance I	6	Production and Operations Management	6
Business Ethics - IE Module	3	Financial Statement Analysis	6	Deontology - IE Module	3
Cost Accounting	6	Economic Environment	6	Management Information Systems	3
Microeconomics	6	Business Decision Making (Econometrics)	6	Management Skills	3
Calculus II	6	Business Law II	6	Electives	24
Introduction to Marketing	6	Marketing Research	3	TOTAL	60
Introduction to IT	3	Customer Behavior	3		
Interpersonal Skills - IE Module	3	TOTAL	60	Fourth year	ECTS Credits
TOTAL	60			Thesis - Final Project	24
				Electives	36
				TOTAL	60

International Recognition

IE Business School is globally recognized by international journals like Financial Times, The Economist, Business Week or the Wall Street Journal as one of the best business schools worldwide. This opinion is shared by the business community who actively recruit our students on campus.



Admissions Process

www.ie.edu/university/admissions

At IE we evaluate each applicant as an individual. We analyze academic performance, standardized tests, recommendations, non-scholastic achievements, leadership, and personal maturity. Our Admissions Committee looks for individuals who will make an impact and be future leaders.

To get started, visit the IE Undergraduate Admissions Office at www.ie.edu/univeristy/admissions or in person on campus.

IE University's **rolling admissions** process consists of **three steps**:

I. Documentation • Admission fee: 120 Euros. Academic transcript • Official transcripts from all secondary and university-level work are required. Transcripts must specify all subjects and courses taken and the grades received for each. • Official academic certificates, diplomas or degrees. Other documentation • Recommendation from a teacher or faculty member at your school. • Recommendation from your school's Guidance Counselor or Director of Studies. • Curriculum vitae. • Details of interpersonal skills and extracurricular activities.	III. Admission Decision Once the candidate has successfully passed the application stage and the personal interview, he/she will receive written confirmation of admission as a student at IE University. This admission can either be provisional or definitive. Positive admissions decision does not automatically reserve your place at IE University. If you have been fully accepted you may start the enrollment process. If your admission is provisional, a place can be booked by paying the enrollment fee as a place reservation.
II. Personal Interview	

IE University Scholarship Programs

IE University awards scholarships for outstanding academic achievement through an extensive scholarship program. Only students previously admitted for study at IE University may apply for a scholarship.





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 IE International Offices

Other IE University degrees

Bachelor in Architecture

English/Spanish

Bachelor in Communication

English/Spanish

Bachelor in Business

Administration (BBA)

English/Spanish

Bachelor in Tourism

Management

English

Bachelor of Laws (LLB)

English/Spanish

Bachelor in Art History

English/Spanish

Bachelor in Biology

English/Spanish

Bachelor in Psychology

English/Spanish

www.ie.edu/university/programs

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