

BACHELOR'S DEGREE IN ADMINISTRATION

YOUR DEGREE

The Bachelor's Degree in Business Administration covers one of the eight most important fields in modern business: those in which today's companies are founded and by which they formulate their growth and consolidation plans. The following are some details about the degree.

YOUR POSSIBILITIES

Your presence in company management will help your organization to optimize its business resources and human talent, to work toward common goals and become more competitive.

EBC QUALITY ASSURANCE

To strengthen you professionally, the subjects you'll study in the Bachelor's Degree in Business Administration are divided up into distinct areas of preparation (including English and School-Work Transition), each of them intended to make sure that the knowledge you acquire becomes, in practice, a way to distinguish yourself in any organization.

PROFESSIONALIZATION

You will develop the knowledge, skills and attitudes specific to business management, to participate successfully in the organization.

Competitiveness

You will develop competitive strategies that help promote sustainable growth for companies amid uncertain times.

Talent

You will design strategies for recruiting, developing, retaining and evaluating human talent, to align it with the business philosophy and help generate value.

Operations

You will have the capacity to conduct short, medium and long-term planning for the organization, to manage the available resources by optimizing the value chain.

Finance

You will know how to use financial tools and methodologies to manage the organization's resources with the lowest risk possible and help optimize these resources.

Marketing

You will be able to create marketing strategies for the development and sale of goods and services.

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CURRICULUM

		COMPETITIVENESS	TALENT	OPERATIONS	FINANCE	MARKETING	
8	Global entrepreneurship	Strategic planning	Leadership and strategic alignment	Operating strategy	Investment projects	Marketing plan	Management seminar
7	Entrepreneurship lab	Internal business control	Organizational design	Operational management	Investment portfolios	Digital marketing	Business simulator
6	Entrepreneurship ecosystem	Budgets and decisions	Personnel management	Logistics	Risk management	Integrated communications	Project management
5	Intra-entrepreneurship	Organizational outlook	Talent development and evaluation	Quality and competitiveness	Financial planning	Marketing	Digital management
4	Communication and persuasion	Business planning	Talent recruitment	Productive processes	Working capital management	Market intelligence	Business English IV
3	Social and sustainable entrepreneurship	Business finance	Basic costs and budgeting	Labor law	Global business	Business statistics	Business English III
2	Business models	Financial math	Accounting basics	Principles of law	Business economics	Information management	Business English II
1	People-oriented design	Business math	Financial reporting	Comprehensive marketing	Management basics	Analytical thought	Business English I
	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7

Legend:

- Entrepreneurship preparation
- Professionalization
- Business preparation
- Technology preparation
- English preparation
- School-work transition