



Otra forma de vivir la universidad

Grado en Administración
y Dirección de Empresas

B.B.A

Bachelor in Business
Administration

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anive
RSARIO
CATEDRAL de
SANTIAGO



escuela de negocios
novacaixagalicia



centro adscrito

A different University experience



A place to discover **Vigo**

Vigo is a thriving industrial city with a **privileged location on the Atlantic coast**. It has more than 23 kilometres of coastline and is therefore surrounded by beautiful beaches to laze around on, or to practice nautical sports all year round.

Vigo is **situated on a bay** called the “Ria de Vigo”. This is undoubtedly one of the most picturesque “rias” in Galicia, **with beautiful landscapes**, such as the **Cies Islands** and the Island of San Simon. The Rodas Beach in Cies Islands has been classified as **THE BEST BEACH IN THE WORLD** by “The Guardian” for the second year running and selected for the European Odyssey 2010 by the National Geographic Society. Vigo is surrounded on the one side by the bay, and on the other side by mountains and woodlands, therefore there are magnificent viewpoints from which to admire the scenery.

Vigo is the largest city in the region of Galicia, in the **north-west of Spain**, with a population of nearly **300,000 inhabitants**. In reality, on a daily basis, nearly half a million people live, work and study in this city.

Vigo is the **leading fishing harbour in Europe** and the **main traffic route to North and South American markets**

The **local climate** is characterized by mild and rainy winters, and warm but not extreme summers, because the temperature does not normally exceed 32 °C.

Vigo receives a lot of visitors; it is a **regular stop for cruise ships**. There are many parks and squares full of terraces and cafés. The **beaches and water sports are also top attractions**. There is a wide selection of shops offering different styles and prices, and an **exciting nightlife**. All this is complemented with many **restaurants** offering cheap, good and healthy food.

Vigo is famous for its excellent **seafood restaurants**. The famous ‘Oyster street’ in the old part of the city is where you will find women selling plates of fresh oysters and if you like, you can try the local white wine, Albariño, with them. Restaurants offer a wide range of gastronomical riches of the Atlantic sea.

Cies Islands has the most beautiful beach in the world “The Guardian (2009)”



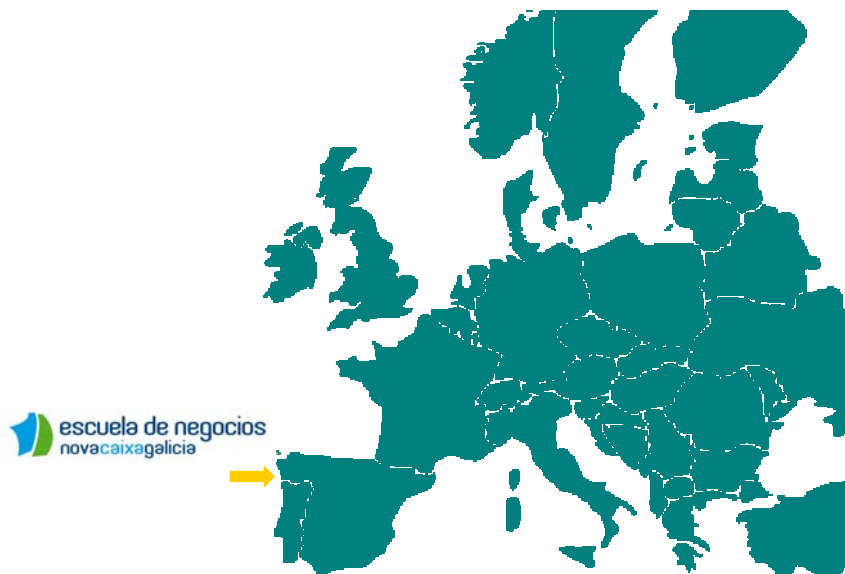
Novacaixagalicia Business School

Escuela de Negocios Novacaixagalicia

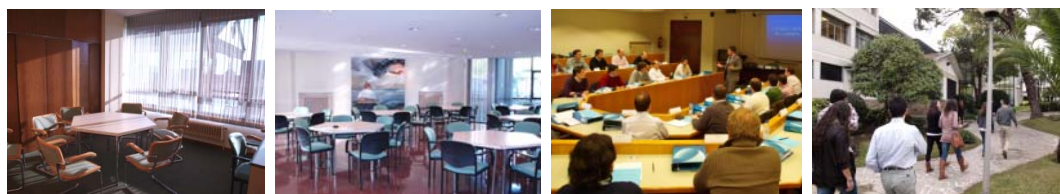


The **Novacaixagalicia Business School (Escuela de Negocios Novacaixagalicia)** is a higher education centre offering a wide range of undergraduate, postgraduate and executive programmes in Galicia, (in the north-west of Spain).

Since its foundation, our centre has provided training to more **than 41,000 students** that today hold leading management positions in major companies, providing the school with a wide and **strong corporate network** in our area of influence.



The faculty at Novacaixagalicia Business School participate actively in research projects, in addition they write articles, books and case studies.





FACTSHEET

PROGRAMME: Degree in Business Administration

DURATION: 4 years

NUMBER OF CREDITS: 240 ECTS

NUMBER OF STUDENTS: Maximum 60

CLASSES: Monday to Friday Full-time

LANGUAGES:

Spanish + English

Semester 2 in Year 3, is ALL taught in English.

FACULTY:

The Business School has a permanent faculty of over forty members who are constantly developing their skills and knowledge. In addition there is a core group of approximately 340 visiting lecturers, who are experts on specific topics; inclusively many of them are brought in from other countries, to teach specialist modules.

All this allows the Novacaixagalicia Business School to achieve high standards of quality in all its activities.

STUDY ABROAD:

The **Novacaixagalicia Business School** has an international focus, and therefore offers students the possibility of studying abroad for at least one semester.

INTERNSHIPS:

Novacaixagalicia Business School offers its students the possibility of carrying out an internship of at least three months.



Modules

PART ONE (years 1 & 2)

The objective of part one of the programme is to introduce the basics of business management. The modules taught have the objective of developing the economic and business foundations that are necessary in order to have a wider knowledge of a company's activities.

YEAR 1		YEAR 2	
<i>1st semester</i>		<i>1st semester</i>	
Mathematics	9 ECTS	Financial Accounting 1	6 ECTS
Microeconomics	9 ECTS	Econometrics	6 ECTS
Economic History	6 ECTS	Human Resource Management	9 ECTS
Foundations of Business Management	6 ECTS	Operations Management	9 ECTS
<i>2nd semester</i>		<i>2nd semester</i>	
Business Law	6 ECTS	Financial Accounting 2	6 ECTS
Business Management	6 ECTS	Macroeconomics	6 ECTS
Statistics	6 ECTS	Investment Decisions	6 ECTS
Financial Mathematics	6 ECTS	Sales Management I	6 ECTS
World and Spanish Economy	6 ECTS	Economic Policies	6 ECTS

PART TWO (years 3 & 4)

The objective of part two of the programme is to train students in the management of all the areas of a business, using the business development modules as the integrating elements.

In order to allow students to gain a proficiency in English the second semester of year 3 is taught in English. Students also have the possibility of doing a study abroad period during this semester.

YEAR 3		YEAR 4	
<i>1st semester</i>		<i>1st semester</i>	
Sales Management 2	6 ECTS	Financial Planning	6 ECTS
Finance Decisions	6 ECTS	Information System & ICT	6 ECTS
Accounting & Management Control	6 ECTS	Electives	18 ECTS
Labour Relations	6 ECTS	<i>2nd semester</i>	
Company Tax Regime	6 ECTS	Dissertation	12 ECTS
<i>2nd semester</i>		Electives	18 ECTS
International Commerce	6 ECTS		
International Marketing	6 ECTS		
Business Ethics and SCR	6 ECTS		
Business Skills	6 ECTS		
Strategic Management	6 ECTS		

In the final year, all the knowledge students have acquired during their undergraduate studies is integrated in their final dissertation. Students opt for a range of specialist electives, which are fully oriented towards business needs.

All the modules taught in the second semester of year 3 are in English.





Key facts

More than **4,500 students** chose the Novacaixagalicia Business School each year

The **faculty** is composed of **400 members**

More than **208,000 teaching hours**

Novacaixagalicia Business School is a management training centre.

Our **Careers Orientation services** manages more than **430 job offers every year**

Over the years, more than 41,000 people have entrusted their training to Novacaixagalicia Business School.

More than **5,000 companies** employ staff that have been **trained in our School**

The **library** treasures **more than 2,250 projects** carried out by students

Generating knowledge

Research projects and Publications

Research Projects

Our hands-on approach endeavours to bring the knowledge taught in the classroom to the reality that the company's management team needs to implement. We are convinced that the research projects that are carried out by the Novacaixagalicia Business School faculty, for companies, are one of the best ways to visualise the effort carried out by this team of professionals in the advance of the learning process.

Book Collection

Our book collection transmits the business knowledge that has been acquired by the faculty. Recently a new collection has been launched, of pocket-size books, covering current business topics.



The Case Study Library

These case studies are the result of the research and consultancy work carried out by our faculty. The regular use of case studies is one of the cornerstones of our teaching method, as it allows students to work on real business situations.



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change
strategy
talent
business
teams
courage
respect
commitment
project
competitiveness
leadership
people
future
entrepreneurship

Vigo

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