



INTERNATIONAL BUSINESS



TU MEJOR TÚ.



- Explore the world by traveling to three different countries.
- Get your first job abroad and develop your cultural intelligence (CQ).
- Become a professional in Marketing or Sustainable Supply Chain.



TU
MEJOR
TÚ.



LICENCIATURAS

STUDY PLAN

RVQE: 2022-III



INTERNATIONAL BUSINESS

1ºSEM

Life project I: Self-knowledge
Teamwork and Project Management
Customer Insight and Marketing
Basics of Financial Management
ICT Competencies
Professional Communication
Geopolitics I: European Union
French I/German I/Chinese I

4ºSEM

Life project IV: Life Plan
■ B2B Sales Skills
■ CRM and ERP for Sales
■ Principles of Procurement
■ International Trade and Business Law
Alternative Economic Models
Geopolitics II: Latin America
French IV/German IV/Chinese IV

7ºSEM

Entrepreneurship /
Work Placement III
■ Service design and co-innovation
Thesis Planning
Developing Academic Writing
Free-choice courses



REAL PROJECTS
TUTORED BY EXPERTS
EXPORT MANAGEMENT
SCHOOL



Global On Time Trading

2ºSEM

Life project II: Life Sense
Entrepreneurship and Business Operations
Customer Experience and Sales
Principles of Accounting and Finance
People and Culture
International Business Law
French II/ German II /Chinese II

5ºSEM

Entrepreneurship /
Work Placement I
■ Quality Management
■ Strategic Branding
Customs Compliance

8ºSEM

Thesis
International
Workplacement



100% GUARANTEE
TO STUDY AND WORK
ABROAD

3ºSEM

Life project III: Social Context
Expanding to Foreign Markets
■ Principles of Logistics and Supply Chain
Principles of Economics
Introduction to Data Analytics for Business
■ Integrated Marketing Communications
French III/German III /Chinese III

6ºSEM

Entrepreneurship/
Work Placement II
■ Sourcing and Supplier Relationship
■ Data-Driven Marketing
Free choice course
Language course (optional)
Negotiation & Conflict Management II
Introduction to Thesis

SPECIALIZATIONS

- CUSTOMER RELATIONSHIP
MANAGEMENT
- SUPPLY CHAIN MANAGEMENT



FINNISH DEGREE
(ECTS CERTIFICATE)
MEXICAN DEGREE