

TRAINING PROGRAMS

GENERAL OBJECTIVES OF ALL PROGRAMS

- Gain an understanding of the general operating system of the different functional areas and their importance within the company.
- Gain practical and first-hand experience of the operation of each department and inter-departmental relations.
- Gain skills and knowledge of all essential tasks performed by the departments.
- Assess the organizational model of the company processes related to the same.
- Ability to form part of existing work teams.
- Confirm potential work skills

PROGRAMS – DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

ROUTE – BUSINESS SET UP AND MANAGEMENT. Learning program 1.

- Apply business project methodology and business feasibility studies to the starting up and running of companies.
- Identification of resources and capacities necessary for starting up a business, Study of the functional areas of the company and their coordination. Analysis of business expansion and development possibilities.
- Make strategic plans for the company using Strategic Management tools.
- Prepare business objectives, establishing mission, vision and values, general objectives and operating objectives, using the power / interest matrix and concepts of corporate social responsibility and corporate management.
- Make strategic diagnostics through the use of internal analysis tools or resource and capacity management and external environmental analysis. Identify company strengths, weaknesses and opportunities. Establish sources of competitive advantage.
- Analyse, assess and select company strategies at different levels: corporate, competitive or business and functional.
- Participate in the organisational design of the company through the preparation of its organisational structure: analysis of contingency factors, analysis of job design variables, establishment of coordination mechanisms and the study of types of structure.
- Intervene in the design of company planning and control systems: strategic, tactical and operational planning, monitoring and reporting, premises and implementation. Application of Balanced Scorecard.
- Intervene in the design of company information and communication systems: horizontal, vertical and cross-functional.

DEPARTMENTS

- Business Consulting
- Administration Department
- General Management
- Management support staff
- Finance Department
- Marketing Department
- Human Resources Department
- Production Department
- R&D Department

ROUTE - COMMERCIAL MANAGEMENT. Learning program 2. Commercial Management.

- Apply communication techniques and social skills to customer services and commercial operations.
- Application of the most suitable methods of negotiating contracts and sales of products and services.
- Apply administrative, managerial, information and documenting processes and procedures in a customer service or product/service marketing department.
- Learn to obtain process and distribute the necessary information during the course of both internal and external administrative, commercial or customer service operations.
- Learn to distinguish and analyse the different items that make up a marketing budget.
- Apply commercial law governing service contracts and customer-consumer rights as well as those concerning personal data protection.
- Use of computer tools applied to commercial administration and management.
- Awareness of different options, alternatives and available tools when taking commercial and marketing decisions in areas such as market research, product development and launch, establishment of pricing policies, advertising, promotion, distribution, public relations, customer negotiations, etc.
- International and national market research and analysis.
- Prepare commercial reports on target customers.
- Collaboration with company sales staff and management, training and motivation of sales teams.

DEPARTMENTS

- Commercial Department.
- Sales/buying Department

ROUTE – OPERATIONS AND LOGISTICS MANAGEMENT.
Learning program 3. Operations and logistics management

- Familiarity with regulations and basic aspects of the transport contracts.
- Apply communication techniques and social skills in order processing and logistics operations.
- Implement warehouse management methods.
- Apply administrative, managerial, information and documenting processes and procedures in a logistics department.
- Learn to obtain, process and distribute the necessary information during the course of logistics operations.
- Evaluation of different available options, alternatives and tools when making transport management decisions.

DEPARTMENTS

- Sales/buying Department
- Export/import Department
- Logistics Department
- Warehouse-Stocktaking Department

ROUTE – OPERATIONS AND LOGISTICS MANAGEMENT.
Learning program 4. Quality, innovation and risk control

- Use IT applications for quality and environmental impact management.
- Apply continuous improvement procedures in all areas of the organization.
- Establish a system of management and product quality indicators.
- Apply quality management and continuous improvement techniques, models and tools and learn how to design effective policies and strategies in this area.
- Design innovation management policies and strategies, applying the pertinent techniques, models and tools.
- Prepare industrial risk reports.
- Assess industrial risks and administer health and safety plans.

DEPARTMENTS

- Production Department
- Management control Department
- R&D Department
- Health and Safety Department

ROUTE – HUMAN RESOURCES MANAGEMENT. Learning program 5. Human resources management.

- Know the fundamental aspects of employment law.
- Apply employment law to resolve specific problems.
- Establish objectives and strategies at different levels of human resources management and appraise the implications and requirements to achieve the same.
- Plan, organise, control and evaluate the implementation of human resources strategies.
- Propose supplementary social benefit systems and evaluate the effects of implementation within the organisation.
- Design and effective implementation of human resource strategies in accordance with company requirements and environmental conditions.

DEPARTMENTS

- Human Resources Departments.

ROUTE – FINANCIAL MANAGEMENT. Learning program 6. Financial Management.

- Learn the essential aspects of financial operations and markets.
- Gain knowledge of fixed and variable interest markets and their derivatives together with the different securities negotiated in the same.
- Financial problems in specific contexts (Small and medium-sized companies, family businesses, etc.)
- Prepare, interpret and analyse the financial statements of organisations and understand their implications on other business decisions and areas.
- Correctly apply a common evaluation model for the analysis of investment and financing operations.
- Estimate the parameters defining productive investments and learn different methods of investment evaluation.
- Measure and assess the risk of financial assets and their application in productive investments.
- Propose different financing methods and ability to establish the company's debt policy.
- Prepare financial planning for the company.
- Evaluate the national and international financial environment and the risks implied.
- Analyse asset and liability operations of credit organisations and those derived from the implementation of monetary policy, interbank operations and off-balance sheet activities.
- Assess financial assets and derivative contracts and manage fixed and variable income portfolios.

DEPARTMENTS

- Financial Management Department

ROUTE – BUSINESS AND LEGAL MANAGEMENT. Learning program 7. Business and legal management

- Learn the legal system and operation of the administrative bodies of limited companies.
- Learn the subjects and institutions of the body of laws of greater economic influence.
- Know international tax dimensions and their effect on the company.
- Understand the relationship between taxation and corporate decisions.
- Prepare company and business registry documentation.
- Application of the Spanish tax system, particularly with respect to companies.
- Prevision for company tax situations.
- Collaborate in the settlement of company tax.
- Capacity to analyse formal and informal contracts and risk sharing.

DEPARTMENTS

- Accounts – Tax Department
- Legal Department
- Legal Consulting Department

WORK EXPERIENCE IN TEACHING OF BUSINESS ECONOMICS. Learning program 8. Teaching of Business Economics

- Classroom support activities for economics teachers.
- Collaboration in the programming of content, in the search for teaching materials and in activities aimed at improving knowledge of the economy.

ORGANISATIONS

- Secondary Education Centres.

PROGRAMS – DEGREE IN ECONOMICS

ROUTE – PUBLIC ECONOMY Learning program 9. WORK EXPERIENCE IN THE PUBLIC SECTOR

- Identification of roles and functions of the public sector in the economy and detailed development of different treasury policies and public spending programs.
- Perform administrative duties together with responsible staff.
- Collaborate in administrative and budget management.
- Collaborate in the search for and processing of aids and subsidies.

- Administration of data bases.
- Preparation of reports.
- Assist in public information services.

DEPARTMENTS

- Town Councils
- Area Councils
- Provincial Councils
- Local Government
- Ministries
- Bank of Spain

ROUTE – PUBLIC ECONOMY Learning program 10. WORK EXPERIENCE AT SOCIAL ENTERPRISES

- Analyse the nature and characteristics of the different organisational forms of social market economy: cooperatives, employee-owned companies and mutuals.
- Analyse the nature and characteristics of non-profit organisations: associations and foundations.
- Study of public policies to promote Social Economy.
- Application of Information and Communication Technologies, company networks and innovation to Social Enterprises (CMAFs)
- Study of the legal, tax and accounting system for Social Enterprises (CMAF's)
- Analysis of the Administration and Management of Social Enterprises
- Application to the case of self-management and consumer associations: self-management cooperatives, employee-owned companies and consumer and user cooperatives.
- Application to the case of agricultural and rural development cooperatives and organisations providing financial backing to Social enterprises.
- Application to the case of social inclusion enterprises and social enterprises in general. Study of entrepreneurship and social innovation.

ORGANISATIONS

- Instituto Universitario de Investigación en Economía Social, Cooperativismo y Emprendimiento IUDESCOOP (University Institute for Research into Social Economy, Cooperatives and Enterprise).
- Dirección General de Empleo, Cooperativismo y Economía Social de la Generalitat Valenciana (Department of Employment, Cooperatives and Social Economy).
- Cooperatives and employee-owned organisations.
- Associations and Foundations.
- Town Council/Provincial and Regional Council Employment and Local Development Agencies.
- Unions, Federations and Confederations of Cooperatives.
- Other private institutions and public organisations related to Social Economy.

ROUTE – INTERNATIONAL, REGIONAL AND URBAN ECONOMICS. Learning program 11.- WORK EXPERIENCE IN INTERNATIONAL ECONOMICS

- Analyse international trade characteristics and the financial framework affecting the same.
- Evaluate the Spanish, European and international economic environment, the productive sectors and the operation of institutions.
- Administer International Economics projects.
- Literature search.
- Process subsidies and grants.
- Administer data bases.
- Preparation of reports.

ORGANISATIONS

- Institutions (IVEX, Institute for International Economics, European Documentation Centre, etc.)
- EU Institutions.
- Other international organisations: OCDE, ILO, IMF, World Bank, NGOs.
- Ministries

ROUTE – INTERNATIONAL, REGIONAL AND URBAN ECONOMICS. Learning program 12.- WORK EXPERIENCE AT LOCAL AND REGIONAL DEVELOPMENT ORGANISATIONS

- Understand the mechanisms behind the distribution of economic activity by area and the processes of regional and urban development.
- Planning instrumental, sectorial and structural economic policies.
- Organisation and implementation of local and regional development projects promoting economic activity and employment.
- Collaboration in the search and processing of subsidies and grants.
- Administration of data bases.
- Preparation of reports.

ORGANISATIONS:

- Town Councils
- Area Councils
- Provincial Councils
- Local Government
- Ministries
- Local and regional development organisations

- University of Valencia Institute of Local Development
- Chambers of Commerce
- Professional or Business Associations
- Unions
- Sectorial Associations

ROUTE – ECONOMIC ANALYSIS. Learning program 13. WORK EXPERIENCE AT UNIVERSITY INSTITUTES AND STUDY CENTRES.

- Literature search from professional sources.
- Identify and process data bases.
- Use basis tools of quantitative nature for economic analysis, diagnosis and forecast, such as mathematics, statistics and econometrics.
- Assist in the preparation of economic reports and articles.
- Assist in the preparation and analysis of economic laboratory experiments.
- Search for research aid grants.

ORGANISATIONS:

- University Institutes (Instituto de Economía Internacional, Instituto de Desarrollo Local, Linnex, etc.).
- Research Centres (Ivie, etc.).
- Study Services for associations, large corporations, banks, professional or sectorial associations.
- Bank of Spain.
- INE (National Statistics Institute)
- Chambers of Commerce

ROUTE – INDUSTRIAL AND COMPANY ECONOMICS. Learning program 14. WORK EXPERIENCE IN BUSINESS AND INDUSTRIAL STRATEGY

- Participate in In-office decisions (such as maintaining a production line within a company or outsourcing the same).
- Collaborate in in-office decisions that involve an evaluation of the competitive environment (number of suppliers and customers, entry barriers, legislative aspects, competing strategies).
- Take decisions regarding prices, quality, product positioning, entry into markets, advertising costs, R&D costs, etc.
- Identify elements that may provide market advantage.
- Monitor anti-competitive practices.
- Participate in strategic decisions with respect to microeconomic policies (industrial, commercial and competition).

ORGANISATIONS:

- Public companies: Navantia, CASA, etc.
- Public Organisations: ICO, Regulators, Councils, Ministries (Treasury, Budget, etc.), Bank of Spain, CNMV, CES, State Ports, AENA, BBVA, Santander and Think Tanks.
- Brokers and investment banks
- Professional and business associations: chambers of commerce.

ROUTE – INDUSTRIAL AND COMPANY ECONOMICS. Learning program 15. WORK EXPERIENCE AT FINANCIAL INSTITUTIONS

- Analyse and interpret financial-economic information of companies.
- Learn the basic concepts of financial analysis and market operation.
- Gain knowledge of contract types and bank, insurance and securities regulations.
- Collaborate in the financial strategies of the organisation.
- Gain knowledge of financial products and services.
- Collaborate with the investment department.
- Gain commercial and marketing skills (client types, principles of customer service, customer communication plans and strategies, etc.)

ORGANISATIONS:

- Financial intermediaries (brokers)
- Finance companies
- Banks (central)
- Insurers (central)
- Stock Exchange
- Bank of Spain

WORK EXPERIENCE IN TEACHING OF ECONOMICS. Learning program 16. Teaching of Economics

- Classroom support activities for economics teachers.
- Collaboration in the programming of content, in the search for teaching materials and in activities aimed at improving knowledge of the economy.

ORGANISATIONS

- Secondary Education Centres.

PROGRAMS – DEGREE IN FINANCE AND ACCOUNTING

WORK EXPERIENCE IN INTERNAL AND EXTERNAL AUDITING.

Learning program 17

- Learn how an auditing process is made, identifying the different stages, the information flows generated and the tools employed.
- Learn the internal control procedures of the company.
- Learn auditing procedures and the application of technical standards. their interpretation and the documentation of the work process.
- Know how to make an analysis of procedures and results regarding auditing incidents.

WORK EXPERIENCE IN TAXATION. Learning program 18

- Apply tax laws concerning business activity
- Understanding of the financial implications of tax practice.
- Learn basic and necessary commercial concepts for tax practice.
- Learn how to apply the most adequate tax methodology and criteria to the task in hand.
- Know the legislation regulating procedures and processing of tax documentation.
- Implications and interrelations of tax, accounting and commercial law.
- Evaluation of the most favourable regulations for each client.

WORK EXPERIENCE IN ADMINISTRATION-ACCOUNTS DEPARTMENTS. Learning program 19

- Learn how to apply accounting methodology and the criteria of the General Accounting Plan.
- Gain an understanding of commercial legislation regulating the processing of account documents.
- Learn the characteristics of capital assets and their role in the development of business activity.
- Learn to analyse cash-related operations and the characteristics of cash management documentation.
- Learn how to apply control and register procedures in cash management.
- Compliance with accounting and commercial obligations according to current legislation.
- Collaboration in the receipt of invoices from suppliers and other creditors.
- Accounting and issue of promissory notes to the supplier.
- Assistance in the preparation of VAT.
- Filing of records, documents, etc.

- Collaborating in the auditing of annual accounts.
- Search and processing of official subsidies.

WORK EXPERIENCE AT INVESTMENT COMPANIES AND AGENCIES. Learning program 20

- Review investment analysis and management of investment companies and agencies.
- Collaborate with financial intermediaries.
- Prepare securities.
- Prepare buy/sell orders of securities on behalf of clients.
- Receive, process and prepare buy/sell orders of bonds, shares, etc.
- Collaborate in the management of capital assets or investment portfolios of clients.
- Identify currencies with certain levels of risk, using different strategies.
- Collaborate with intermediaries when companies issue shares, bonds or debentures and when public offers are made for the sale of securities, informing the intermediaries of these issues and offers for potential purchase purposes.
- Prepare and review documents for the granting of loans or credit to investors so that these may perform operations in which the investment company or agency intervene.
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WORK EXPERIENCE AT BANKS. Learning program 21

- Learn the operation of a bank office.
- Apply previously acquired knowledge of finance.
- Implication in financial culture and strategies.
- Collaboration in the sale of financial products and services.
- Collaborate in practical accounting operations (start-up of terminal, data bases, opening accounts, in-transit transactions, direct debit, etc.)
- Apply commercial and marketing skills (client types, principles of customer service, customer communication plans and strategies, etc.)

WORK EXPERIENCE AT INSURANCE COMPANIES. Learning program 22

- Apply knowledge gained regarding contract types and insurance regulations.
- Apply commercial and marketing skills (client types, principles of customer service, customer communication plans and strategies, etc.)
- Assist with insurance sales.
- Assist with claims handling.
- Maintenance and administration of customer data bases.

- Administration of returned payments or cheques.

WORK EXPERIENCE AT FISCAL, ACCOUNTING AND COMMERCIAL CONSULTANTS. Learning program 23

- Get to know the different departments of the office and their staff, and the use of resources within the same.
- Accompany staff entrusted with the processing and administration of documents before different Public Offices and financial institutions, in order to gain familiarity with the procedure and to perform the same when considered competent to do so.

Specific activities

- ***Self-assessment tax returns: Income Tax, VAT and Property Tax***
 - Analyse legal texts and publications held by the consultants with regards to activity related tax codes and the self-assessment system in order to learn the structure of each tax.
 - Analyse and use programs employed at the consultants.
- ***Accounts***
 - Handling of documents and the accounting of the same, familiarisation with accounts listings in both computer and printed format and the preparation of reports to be presented by the consultant to the client.
 - Registration and filing of sales and purchases invoices.
 - Registration and filing of expenses, receipts and payments.
 - Checking and reviewing accounts and bank statements of customers and suppliers to gain an understanding and familiarity with the same.
 - Reading and checking balance lists.
 - Issue of accounts lists for ensuing registration and legalization in Company Registry books.
 - Preparation of reports.
- ***Income Tax and Property Tax***
 - Complete knowledge of the filing of income and property tax returns, awareness of the different stages of preparation for both simple and complex tax returns on the basis of real-life situations and documents.
- ***Company Tax, Financial Statements and Annual Report***
 - Knowledge of the different stages in the preparation of Company Tax, Annual Report and Financial Statements.

ORGANISATIONS AND DEPARTMENTS

- Auditors
- Insurers
- Banks
- Investment companies
- Tax-accounts consultants
- Auditing Department
- Tax-Accounts Department
- Administration-accounts Departments

WORK EXPERIENCE IN TEACHING OF FINANCE, ACCOUNTING AND TAXATION. Learning program 24

- Classroom support activities for economics teachers.
- Collaboration in the programming of content, in the search for teaching materials and in activities aimed at improving knowledge of the economy.

ORGANISATIONS

- Secondary Education Centres.

PROGRAMS – DEGREE IN INTERNATIONAL BUSINESS

ROUTE – ORGANIZATION AND MARKETING. Learning program 25. WORK EXPERIENCE IN ADMINISTRATION AND MARKETING AT INTERNATIONAL COMPANIES AND ORGANISATIONS

- Apply communication techniques and social skills to customer services and commercial operations.
- Application of the most suitable methods of negotiating international contracts and sales of products and services.
- Apply administrative, managerial, information and documenting processes and procedures in an international customer service or product/service marketing department.
- Learn to obtain, process and distribute the necessary information during the course of both internal and external administrative operations and for international trade or customer service operations.
- Use of computer tools applied to international commercial administration and management.

- Awareness of different options, alternatives and available tools when taking commercial and marketing decisions in areas such as market research, product development and launch, establishment of pricing policies, advertising, promotion, distribution, public relations, customer negotiations, etc. in foreign markets.
- International market research and analysis.
- Prepare commercial reports on target customers from other markets.
- Collaboration with company sales staff.

DEPARTMENTS

- Commercial Department
- Export/import Department
- Economic and trade promotion associations

ROUTE – ORGANIZATION AND MARKETING. Learning program 26. WORK EXPERIENCE IN INTERNATIONAL OPERATIONS

- Use of commercial law regulating international sales contracts.
- Participate in the planning of the company's international strategy
- Collaboration in the preparation and processing of export documents.
- Collaborate in the handling of international transport and the corresponding documents.
- Collaboration with international logistic operations.

DEPARTMENTS

- Commercial/marketing Department
- Export/import Department
- Logistics Department
- Economic and trade promotion associations

ROUTE – INTERNATIONAL ECONOMIC ENVIRONMENT Learning program 27.- WORK EXPERIENCE AT INTERNATIONAL ORGANISATIONS AND BODIES.

- Collaborate in the planning and organisation of sectorial projects for international development.
- Collaboration in budget management.
- Collaboration in search and processing of grants and subsidies.
- Collaboration on cooperation projects.
- Collaboration in the search for information on foreign markets.

ORGANISATIONS

- Economic and trade promotion associations
- Institutes (IVEX, IEI).
- European Union Institutions
- Other international organisations: OCDE, IMF, etc.
- Ministries
- Councils

ROUTE FINANCE AND ACCOUNTS Learning program 28.- WORK EXPERIENCE AT INTERNATIONAL ACCOUNTING AND FINANCE COMPANIES.

- Employ standard international accounting practice.
- Registration and filing of sales and purchases invoices.
- Registration and filing of expenses, receipts and payments.
- Checking and reviewing accounts and bank statements of customers and suppliers
- Reading and checking balance lists.
- Preparation of reports.

ORGANISATIONS

- Financial management Department.
- Accounts Department

PROGRAMS – DEGREE IN TOURISM

ROUTE – MANAGEMENT OF TOURIST COMPANIES. Learning Program 29.- WORK PRACTICE IN THE MANAGEMENT OF TOURIST COMPANIES

- Event management and promotion (cultural, sports, business).
- Creation and marketing of urban tourist products (attending trade fairs, fam trips, workshops).
- Establishment and development of a company (inbound tourism, events).
- Promotion and management of leisure and amenity areas (theme parks, amusement parks, etc.)
- Promotion and management of cultural areas (museums, exhibition centres, etc.)
- Planning of company communication (advertising campaigns, commercial strategy, promotion strategy).
- Market research (competitors, segments, products).
- Promotion of historic, tourist and/or commercial centres.

ORGANISATIONS

- Hospitality companies
- Tourist service providers (wholesalers and retailers)
- Commercial catering companies
- Inbound tourism providers (tourist guides, Trade Fair Organizers, Event companies, rental companies)
- Tourist Information and Office Networks/ Tourist Boards
- Associations, federations and confederations of hotels, restaurants and caterers, supplementary tourist services in cities (recruitment of associates, public grant management, activity management, relations with other organisations).

ROUTE - PLANNING OF TOURIST RESOURCES. Learning program 30.- WORK EXPERIENCE IN THE PLANNING OF TOURIST DESTINATIONS

- Inventory and evaluation of tourist resources.
- Analysis of tourist infrastructures and support systems.
- Analysis of current tourist products for particular destinations.
- Management of a Tourist Information Office (in its entirety and not purely as customer service).
- Promote hidden natural/cultural resources and planning of tourist routes to incorporate the same; studies for Use and Management Guidelines (PRUG) for the promotion of natural parks and areas; heritage interpretation studies, preparation of tourist guides (not tourist guide services).
- Study and analysis of both general tourist objectives (reasons, average stay, transport, average expenditure, type of accommodation, type of vehicle....) and specific objectives (requirements, preferences, lifestyle).
- Competitive research (positioning, image, marketing).
- Tourist communication management (advertising, trade fairs, workshops, fam trips, brand presentation, social networks).
- Tourist content management for publications (brochures, guides, web sites....)
- Studies on tourist carrying capacity for resources and destinations.
- Administration and presentation of proposals: Tourist towns, Tourist Product Promotion Plans, Plans for Internationalization of Tourist Destinations, Integral Quality System for Tourist Destinations (SICTED), Issue of the Spanish "Q" mark for Tourist Quality.
- Management of national tourism plans (Tourist Product Promotion Plans, Destination Internationalization Plans).
- Development and management of local and regional Strategic Tourism Plans.

ORGANISATIONS

- Town and city councils with tourist activity (with or without their own tourist department).
- Regions with recognized tourist activity.
- Valencia Tourist Department and associated organisations (INVATTUR).
- Valencia Environment Department and associated organisations.
- Regional councils with tourist activity
- Tourist boards (municipal and provincial)
- Tourist Consultants (planning and/or marketing) focused on product creation and placement plans.

- Tourist organisations
- Associations, federations and confederations of: hotels, restaurants and caterers and supplementary tourist service companies (communication strategies, creation and introduction of publicity campaigns in association with public organisations).

ROUTE - URBAN TOURISM Learning program 31.- WORK EXPERIENCE IN URBAN TOURISM

- Event management and promotion (cultural, sports, business).
- Creation and marketing of urban tourist products (attending trade fairs, fam trips, workshops).
- Establishment and development of a company (inbound tourism, events).
- Promotion and management of leisure and amenity areas (theme parks, amusement parks, etc.)
- Promotion and management of cultural areas (museums, exhibition centres, etc.)
- Planning of company communication (advertising campaigns, commercial strategy, promotion strategy).
- Market research (competitors, segments, products).
- Promotion of historic, tourist and/or commercial centres

ORGANISATIONS

- Town and city councils with tourist activity (with or without their own tourist department)
 - Regions with recognized tourist activity
 - Valencia Tourist Department and associated organisations (INVATTUR).
 - Regional councils with tourist activity
 - Tourist boards (municipal and provincial)
 - Tourist Consultants (marketing) focused on product creation and placement plans.
 - Tourist organisations.
 - Associations, federations and confederations of: hotels, restaurants and caterers and supplementary tourist service companies (communication strategies, creation and introduction of publicity campaigns in association with public organisations).
 - Professional Conference Organisers
 - Destination Management Companies (DMC)
 - Hotel companies with events departments
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PROGRAMS – DEGREE IN TOURISM AND BUSINESS ADMINISTRATION AND MANAGEMENT (TADE)

ROUTE – TOURISM COMPANY MANAGEMENT.

Learning program 32

- Applying business project methodology and business feasibility studies to the starting up and running of tourist companies.
- Identification of resources and skills required for the creation and development of tourist organizations.
- Analysis of functional areas of tourist companies/enterprises and of their coordination.
- Preparing the company's system of objectives identifying its mission, vision, and values, general objectives and operative objectives.
- Developing strategic diagnostics and finding sources of competitive advantage. Identifying strengths, weaknesses and opportunities for the tourist companies and institutions.
- Proposal, evaluation and selection of different level strategies: corporate, competitive or business and functional.
- Applying the concepts of corporate social responsibility, economy for the common good, and corporate governance in tourist companies and organizations.
- Analysing the information needs in the tourist companies/organisms, sources of information and development of market research.
- Developing strategic and operative plans for tourist companies and organizations.
- Designing and cooperating in the creation and management of relations between organization and client.
- Designing strategies and managing communication in tourist companies and organizations. Online and offline communication.
- Cooperating in the bargaining management with tourist suppliers.
- Cooperating in the research, design, organization, contribution and travel operation.
- Cooperating in the economic-financial management and human resources management in tourist organizations.
- Cooperating in the direction, control and tracking of account and administrative activities in tourist organization.
- Cooperation in the establishment and quality management in tourist organization.

ORGANISMS

- Tourist business associations, federations and confederations.
- Tourism Consultancies.
- Restaurant and catering companies
- Accommodation providers
- Travel Intermediaries (wholesalers and retailers)

- Receptive Tourism companies
- Leisure, travel and tourism companies.
- Tourist sphere organisms

ROUTE – BUSINESS SET UP AND MANAGEMENT. Learning program 33

- Applying business project methodology and business feasibility studies to the starting up and running of companies.
- Identification of resources and capacities necessary for starting up a business, Study of the functional areas of the company and their coordination. Analysis of business expansion and development possibilities.
- Making strategic plans for the company using Strategic Management tools.
- Preparing business objectives, establishing mission, vision and values, general objectives and operating objectives, using the power / interest matrix and concepts of corporate social responsibility and corporate management.
- Making strategic diagnostics through the use of internal analysis tools or resource and capacity management and external environmental analysis. Identify company strengths, weaknesses and opportunities. Establish sources of competitive advantage.
- Analysing, assessing and selecting company strategies at different levels: corporate, competitive or business and functional.
- Participating in the organisational design of the company through the preparation of its organisational structure: analysis of contingency factors, analysis of job design variables, establishment of coordination mechanisms and the study of types of structure.
- Intervening in the design of company planning and control systems: strategic, tactical and operational planning, monitoring and reporting, premises and implementation. Application of Balanced Scorecard.
- Intervening in the design of company information and communication systems: horizontal, vertical and cross-functional.

DEPARTMENTS

- Business Consulting
- Administration Department
- General Management
- Management support staff

- Finance Department
- Marketing Department
- Human Resources Department
- Production Department
- R&D&I Department

ROUTE - COMMERCIAL MANAGEMENT. Learning program 34. Commercial Management.

- Apply communication techniques and social skills to customer services and commercial operations.
- Application of the most suitable methods of negotiating contracts and sales of products and services.
- Apply administrative, managerial, information and documenting processes and procedures in a customer service or product/service marketing department.
- Learn to obtain process and distribute the necessary information during the course of both internal and external administrative, commercial or customer service operations.
- Learn to distinguish and analyse the different items that make up a marketing budget.
- Apply commercial law governing service contracts and customer-consumer rights as well as those concerning personal data protection.
- Use of computer tools applied to commercial administration and management.
- Awareness of different options, alternatives and available tools when taking commercial and marketing decisions in areas such as market research, product development and launch, establishment of pricing policies, advertising, promotion, distribution, public relations, customer negotiations, etc.
- International and national market research and analysis.
- Prepare commercial reports on target customers.
- Collaboration with company sales staff and management, training and motivation of sales teams.

DEPARTMENTS

- Commercial Department.
- Sales/buying Department

ROUTE – OPERATIONS AND LOGISTICS MANAGEMENT. Learning program 35. Operations and logistics management

- Familiarity with regulations and basic aspects of the transport contracts.
- Apply communication techniques and social skills in order processing and logistics operations.
- Implement warehouse management methods.
- Apply administrative, managerial, information and documenting processes and procedures in a logistics department.
- Learn to obtain, process and distribute the necessary information during the course of logistics operations.
- Evaluation of different available options, alternatives and tools when making transport management decisions.

DEPARTMENTS

- Sales/buying Department
- Export/import Department
- Logistics Department
- Warehouse-Stocktaking Department

ROUTE – OPERATIONS AND LOGISTICS MANAGEMENT.

Learning program 36. Quality, innovation and risk control

- Use IT applications for quality and environmental impact management.
- Apply continuous improvement procedures in all areas of the organization.
- Establish a system of management and product quality indicators.
- Apply quality management and continuous improvement techniques, models and tools and learn how to design effective policies and strategies in this area.
- Design innovation management policies and strategies, applying the pertinent techniques, models and tools.
- Prepare industrial risk reports.
- Assess industrial risks and administer health and safety plans.

DEPARTMENTS

- Production Department
 - Management control Department
 - R&D Department
 - Health and Safety Department
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ROUTE – HUMAN RESOURCES MANAGEMENT. Learning program 37. Human resources management.

- Know the fundamental aspects of employment law.
- Apply employment law to resolve specific problems.
- Establish objectives and strategies at different levels of human resources management and appraise the implications and requirements to achieve the same.
- Plan, organise, control and evaluate the implementation of human resources strategies.
- Propose supplementary social benefit systems and evaluate the effects of implementation within the organisation.
- Design and effective implementation of human resource strategies in accordance with company requirements and environmental conditions.

DEPARTMENTS

- Human Resources Departments.

ROUTE – FINANCIAL MANAGEMENT. Learning program 38. Financial Management.

- Learn the essential aspects of financial operations and markets.
- Gain knowledge of fixed and variable interest markets and their derivatives together with the different securities negotiated in the same.
- Financial problems in specific contexts (Small and medium-sized companies, family businesses, etc.)
- Prepare, interpret and analyse the financial statements of organisations and understand their implications on other business decisions and areas.
- Correctly apply a common evaluation model for the analysis of investment and financing operations.
- Estimate the parameters defining productive investments and learn different methods of investment evaluation.
- Measure and assess the risk of financial assets and their application in productive investments.
- Propose different financing methods and ability to establish the company's debt policy.
- Prepare financial planning for the company.
- Evaluate the national and international financial environment and the risks implied.
- Analyse asset and liability operations of credit organisations and those derived from the implementation of monetary policy, interbank operations and off-balance sheet activities.

- Assess financial assets and derivative contracts and manage fixed and variable income portfolios.

DEPARTMENTS

- Financial Management Department

DEGREE IN BUSINESS INTELLIGENCE AND ANALYTICS (BIA). Learning program 39.

DESCRIPTION

Although the teaching given at the Faculty of Economics of the University of Valencia allows students to acquire essential knowledge, skills and competencies for their professional future, it is true that the best way to learn the application of a professional activity is through practice.

Given the unique characteristics of the Degree in BIA, the completion of extracurricular practices by the student is a valuable educational complement for a number of reasons. It enables the acquisition of common skills related to responsibility for business tasks, work organisation, interpersonal relationships, etc., but, above all, it allows the student to be involved with organisations that are working at the forefront of this discipline. This involvement is both exciting and testing, since the rapid evolution of the discipline means approaches to daily issues and opportunities change on a continual basis.

Extracurricular practices allow the student to apply the knowledge and skills acquired in the extraction of knowledge from existing data flows to the professional environment as well as participate in the projects and objectives pursued by the companies and entities themselves.

LEARNING OBJECTIVES

- Understand the work dynamics of the company or organisation.
- Join existing work groups.
- Determine the real needs of customers.
- Use critical thinking strategies to evaluate problems and solutions and make recommendations based on customer needs using appropriate analytical tools.
- Adequately apply elements such as data architecture, analytical tools, databases, management systems, data and text mining techniques, etc.
- Communicate and adequately transmit knowledge, abilities and skills to

professionals from the same or a different field of Business Intelligence and Analytics, understanding the ethical responsibility of one's actions.

ACTIVITIES TO BE COMPLETED LINKED TO THE COMPETENCES

- Apply the methodology of business projects and business viability analysis for the creation and development of businesses.
- Identify the resources and capabilities necessary for the creation of companies. Study the functional areas of the company and their coordination. Analyse the possibilities of growth and development of the company.
- Carry out strategic plans for the company through the use of Strategic Management tools.
- Design the company's system of objectives, determining its mission, vision and values, its general objectives and its operational objectives through the use of the Power-Interest Matrix and the concepts of corporate social responsibility and corporate governance.
- Carry out strategic diagnoses through the use of internal analysis tools or focus on resources and capabilities and external analysis or focus on the environment. Identify strengths, weaknesses and opportunities for the company. Determine sources of competitive advantage.
- Perform analysis, evaluation and selection of business strategies at different levels: corporate, competitive or business and functional.
- Participate in the organisational design of the company through the development of its organisational structure: analysis of contingency factors, analysis of job design variables, setting of coordination mechanisms and study of types of structures.
- Participate in the design of the company's planning and control systems: strategic, tactical and operational planning and surveillance of premises and implementation. Application of the Balanced Scorecard of the company.
- Participate in the design of the information and communication systems of the company: horizontal, vertical and cross-functional.
- Apply the processes and procedures of administration and management of information and documentation in the different departments of a company.
- Apply procedures to obtain, process and distribute the necessary information in the development of commercial management and customer service processes, both internally and externally, and of logistic processes.
- Use IT tools for business administration and management.
- Use IT tools applied to quality management and the impact on the environment.