

FACULTAT D'ECONOMIA DEGREES

ADE

GIB

ECO

FIC

TUR

BIA

A+D

TADE

DTI

*Estudia
a la Facultat
d'Economia*

BUSINESS ADMINISTRATION & MANAGEMENT



Degree profile MANDATORY SUBJECTS

- Economics : 22%**
- Quantitative Methods: 19%**
- Accounting: 13%**
- Management: 12%**
- Finance: 11%**
- Law and Taxation: 10%**
- Marketing: 9%**
- Others: 4%**

OBJECTIVES

To train professionals capable of organizing, advising and assessing an organization's activities. These activities may be carried out within the global context of the company or in any of its departments: production, human resources, finance, marketing, investment, administration or accounts.

CHARACTERISTICS

■ 240 credits ■ 4 years

1 st year	Ects	Semester	Code
Financial accounting	* 6	S1	35798
Introduction to BAM studies	6	S1	35821
Introduction to business management	* 6	S1	35795
Introductory economics	* 6	S1	35807
Mathematics I	* 6	S1	35816
Commercial law I	* 6	S2	35811
Basic statistics	* 6	S2	35818
Economic and business history	* 6	S2	35810
Mathematics II	* 6	S2	35817
Microeconomics	* 6	S2	35808

2 nd year	Ects	Semester	Code
Cost accounting	* 9	Y	35800
Strategic management	* 9	Y	35796
Economics of the EU and international institutions	* 6	S1	35812
Financial mathematics	* 6	S1	35804
Introduction to statistical inference	* 6	S1	35819
Macroeconomics	* 6	S1	35809
Introduction to taxation	6	S2	35814
Investment theory	* 6	S2	35805
Marketing	* 6	S2	35801

3 rd year	Ects	Semester	Code
Basics of marketing research	* 4.5	S1	35803
Business taxation	4.5	S1	35815
Econometrics	* 6	S1	35820
International business management	* 4.5	S1	35797
Marketing strategy	* 4.5	S1	35802
Theory of finance	* 6	S1	35806
Financial statements analysis	* 6	S2	35799
The Spanish and Valencian economy	* 6	S2	35813
Optional subjects	18	S	

4 th year	Ects	Semester	Code
External internships	20	S2	35871
Final project	10	S2	35872
Optional subjects	30	S	

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

OPTIONAL SUBJECTS/ACADEMIC PATHWAYS

Entrepreneurship and management		ECTS	Code	Human resource management		ECTS	Code
Company establishment and entrepreneurship	6	35822*		Human resource management tools	6	35859	
Company law	4.5	35832		Labour and trade union law	6	35860	
Corporate finance	4.5	35833		Labour economy	4.5	35864	
Corporate strategies	6	35823*		Negotiation techniques and economic applications	6	35866	
Forecasting methods	4.5	35827		Pay incentives and systems	4.5	35865	
Management accounting	6	35834		Sociology of organizations	6	35863	
Methods for the analysis of corporate information and decision making	6	35826		Strategic management of human resources	6	36242	
Strategic behaviour	4.5	35831		Supplementary pension systems	4.5	35867	
Strategic management of human resources	6	35858*		Work psychology	4.5	35862	
Commercial management				Financial management			
Applied marketing research	6	35840		Bank analysis and management	6	35853	
Commercial and sales management	6	35844		Corporate finance instruments	6	35850	
Commercial distribution	6	35843*		Financial accounting standards	4.5	35848	
Consumer behaviour	6	35839*		Financial auditing	6	35857	
Legal aspects of marketing and advertising	4.5	35845		Financial planning	4.5	35852	
Marketing communication	6	35842*		Fixed-income markets and strategies	6	35854	
Qualitative data analysis	4.5	35828		Quantitative techniques in finance	4.5	35856	
Services and sectorial Marketing	4.5	35841		Spanish accounting regulation	6	35847	
Survey methods	4.5	35846		Stock markets and strategies	4.5	35855	
Operations and logistics management							
Distribution optimization	4.5	35830					
Innovation management	4.5	35825					
Internal and external logistics management	6	35837					
Occupational health and safety	4.5	35861					
Operational management: decisions and resources	6	35836*					
Production planning	6	35829					
Quality and environmental management	4.5	35824					
Teams and cooperative games	6	35835					
Transport contract regulations	6	35838					

* Offered in English

INTERNATIONAL BUSINESS



Degree profile

MANDATORY SUBJECTS

- Economics:** 21%
- Management:** 14%
- Finance:** 14%
- Accounting:** 11%
- Language:** 11%
- Quantitative Methods:** 11%
- Marketing:** 7%
- Law and Taxation:** 7%
- Others:** 4%

OBJECTIVES

This degree provides the student the necessary knowledge and tools to take economic, financial, business and marketing decisions in view of international business. The student will similarly acquire the necessary skills to manage the international development of a company and to work in international institutions involved in international transactions and cooperation.

CHARACTERISTICS

- 240 credits
- 4 years

- The degree is conducted in both **English (Group A)** or **Spanish (Group B)**. Students wishing to take the degree in English will be required to pass a level test or prove that they have a B2 level in English.
- Students will be required to study **part of their degree at a foreign university**. Students studying abroad for four semesters can obtain a double degree: one from the Universitat de València and the other from the university where they carried out their stay.

1 st year	Ects	Semester	Code
Business English III (A) / Business English I (B)	* 6	S1	35876/35874
Introduction to business management	* 6	S1	35884
Introductory economics	* 6	S1	35877
Learning instruments and techniques	* 6	S1	35901
Mathematics	* 6	S1	35882
Financial mathematics	* 6	S2	35883
Geopolitics and globalization	* 6	S2	35899
Introduction to financial accounting	* 6	S2	35885
Microeconomics	* 6	S2	35878
Second business language I / (A) Business English II (B)	* 6	S2	35023/35025/35875

2 nd year	Ects	Semester	Code
International business law	* 7.5	S1	35897
Macroeconomics	* 6	S1	35880
Management accounting	* 6	S1	35889
Second business language II (A) / Business English III (B)	* 6	S1	35024/35026/35876
Statistics	* 4.5	S1	35887
Financial management	* 6	S2	35893
International economics	* 6	S2	35879
Marketing management	* 6	S2	35886
Quantitative techniques in business	* 6	S2	35888
Strategic management	* 6	S2	35891

3 rd year	Ects	Semester	Code
Economics of the EU	* 6	S1	35881
International business management	* 6	S1	35892
International finance	* 6	S1	35894
International financial markets	* 6	S1	35895
International marketing	* 6	S1	35896
Cross-cultural management	* 6	S2	35900
Financial statements analysis	* 6	S2	35890
International taxation	* 6	S2	35898
Optional subjects of the chosen academic pathway	12	S	

4 th year	Ects	Semester	Code
External internships	24	S2	35902
Final project	6	S2	35904
Optional subjects	30	S	

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

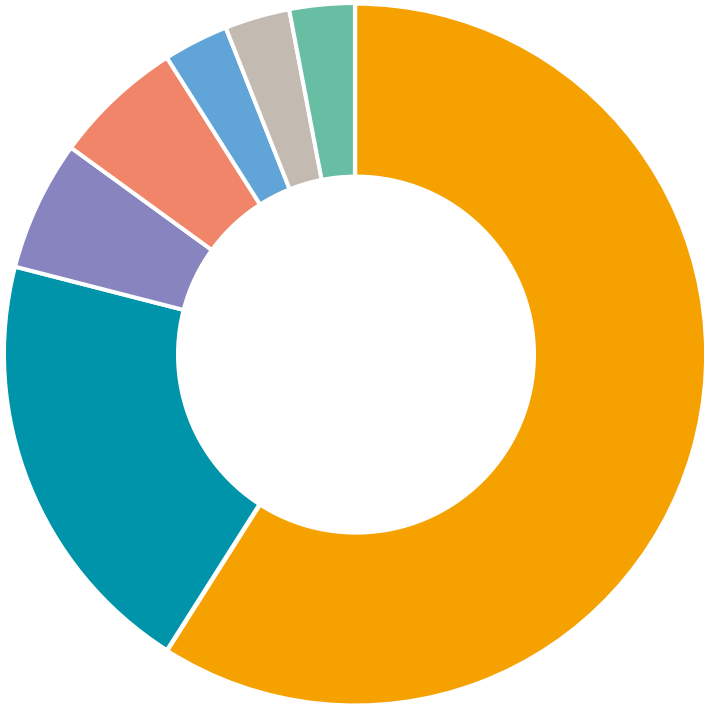
OPTIONAL SUBJECTS/ACADEMIC PATHWAYS

International economics	ECTS	Code	Organization and marketing	ECTS	Code
Applied industrial economics	6	35922*	Consumer behaviour	6	35908*
International economic institutions	6	35921	Foreign trade	6	35909*
International economic outlook	6	35919	Global supply and production management	6	35905
International macroeconomics	6	35918*	Innovation and change management	6	35906*
International negotiation	6	35924*	International communications and distribution strategy	6	35910
Regulation and competition	6	35923*	International human resource management	6	35903
Underdeveloped and emerging economies	6	35920	Marketing research	6	35907*
Finance and accounting					
Accounting for international groups	6	35912*			
Corporate finance	6	35916*			
Financial markets and securities	6	35913*			
Financial risk management	6	35914*			
International accounting	6	35911*			
International business valuation	6	35917*			
International financial management	6	35915*			

* Offered in English

DEGREE IN

ECONOMICS



Degree profile

MANDATORY SUBJECTS

- Economics: 59%
- Quantitative Methods: 20%
- Management: 6%
- Accounting: 6%
- Finance: 3%
- Law and Taxation: 3%
- Others: 3%

OBJECTIVES

To provide students with the capacity to conduct economic organizational, advisory and evaluation activities within private companies or public institutions in any economic or social sphere.

CHARACTERISTICS 240 credits 4 years

1 st year		Ects	Semester	Code
Introduction to business management	*	6	S1	36105
Introduction to law	*	6	S1	36102
Introductory economics I	*	6	S1	36103
Learning tools and techniques		6	S1	36101
Mathematics I	*	6	S1	36109
World economic history	*	6	S2	36108
Introductory economics II	*	6	S2	36104
Mathematics II	*	6	S2	36110
Introduction to financial accounting	*	6	S2	36106
Statistics I	*	6	S2	36107

2 nd year		Ects	Semester	Code
Spanish economic history		6	S1	36164
Game theory and strategic behaviour	*	6	S1	36125
Macroeconomics I	*	6	S1	36120
Microeconomics I	*	6	S1	36123
Statistics II	*	6	S1	36163
Economics of the EU	*	6	S2	36114
Finance	*	6	S2	36119
Introduction to economic policy		6	S2	36127
Macroeconomics II	*	6	S2	36121
Microeconomics II	*	6	S2	36124

3 rd year		Ects	Semester	Code
Dynamic macroeconomics	*	6	S1	36122
Econometrics I	*	6	S1	36111
Economic policy I: instrumental policies		4.5	S1	36128
Financial and economic information analysis		4.5	S1	36116
International economics	*	6	S1	36113
Public sector economics I	*	6	S1	36117
Econometrics II	*	6	S2	36112
Economic policy II: structural and sectors policies		4.5	S2	36129
Public sector economics II	*	6	S2	36118
Spanish economy	*	6	S2	36115
Strategic management	*	4.5	S2	36126

4 th year		Ects	Semester	Code
Optional subjects		48	S	
Final project		12	S2	36130

Optional		Ects	Semester	Code
External internships		12	S	36165

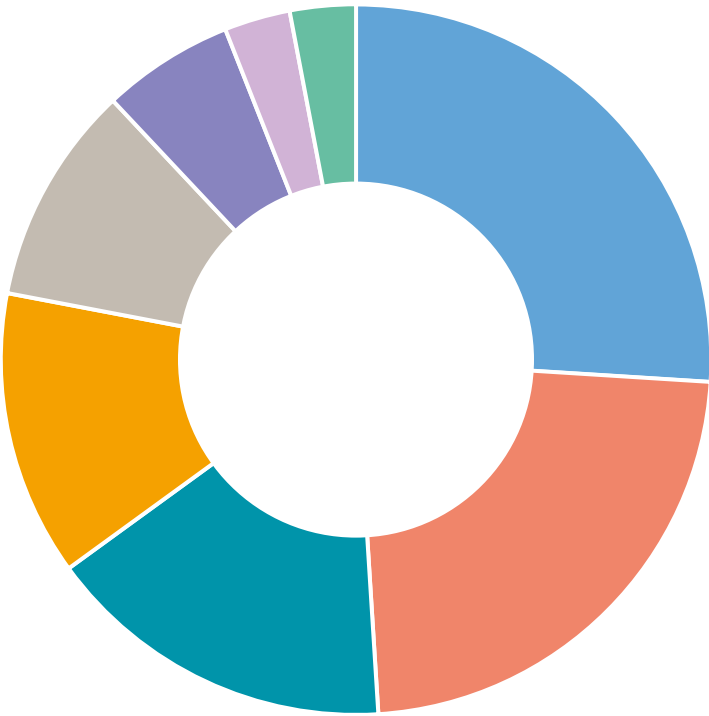
Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

OPTIONAL SUBJECTS/ACADEMIC PATHWAYS

Economic analysis	ECTS	Code	International Economics and Territorial Development	ECTS	Code
Economic growth and development throughout history	6	36138	International Trade Practices	6	36492
Environmental economics	6	36133	International macroeconomics	6	36495
International macroeconomics	6	36132	International trade	6	36488
Labour economics	6	36134	Real and financial economic integration	6	36489
Mathematics for dynamic models	6	36136	Globalization and Regional & Local Development Planning	6	36493
Microeconomics: markets & contracts	6	36131	World Economic Situation	6	36491
Modern economic thought	6	36137	Big Data Programming and Management	6	36494
Monetary and banking economics	6	36135	Valencian economy	6	36490
Industrial and business economics			Public economics		
Applied industrial economics	6	36159*	Accounting for public and nonprofit organizations	6	36153
Banking and financial markets	6	36157	Economic development and cooperation policies for development	6	36152
Business and corporate strategies	6	36155	EU economic policy	6	36151
Competition, innovation and R&D policies	6	36161	Fiscal federalism: regional and local public finance	6	36149
Corporate finance	6	36156	Modern economic thought	6	36154
Data analysis	6	36162	Public economic evaluation	6	36147
Industrial organization	6	36158*	Public regulation	6	36150
Social economics	6	36160	Spanish tax system	6	36148

* Offered in English

FINANCE & ACCOUNTING



Degree profile

MANDATORY SUBJECTS

- Finance: 26%**
- Accounting: 23%**
- Quantitative Methods: 16%**
- Economics: 13%**
- Law and Taxation: 10%**
- Management: 6%**
- Marketing: 3%**
- Others: 3%**

OBJECTIVES

The degree offers a general background in business and economics. Specifically, it provides students a solid and specialized knowledge in the areas of finance, accounting and taxation.

CHARACTERISTICS

- 240 credits
- 4 years

1 st year	Ects	Semester	Code
Commercial law	* 6	S1	35931
Introduction to business management	* 6	S1	35928
Mathematics I	* 6	S1	35932
Principles of economics (microeconomics)	* 6	S1	35926
Introduction to University	6	S1	35935
Economic history	* 6	S2	35930
Financial accounting I	* 6	S2	35929
Mathematics II	* 6	S2	35933
Principles of economics (macroeconomics)	* 6	S2	35927
Statistics I	* 6	S2	35934

2 nd year	Ects	Semester	Code
Cost accounting	9	Y	35952
Financial accounting II	9	Y	35951
Financial marketing	4.5	S1	35938
Financial mathematics	6	S1	35943
General and strategic management	6	S1	35936
Statistics II	4.5	S1	35941
Business valuation and capital budgeting	6	S2	35944
Econometrics	4.5	S2	35942
Spanish and international economics	6	S2	35937
Optional subject	4.5	S	

3 rd year	Ects	Semester	Code
Accounting for business combinations	6	S1	35954
Accounting for public and nonprofit organizations	6	S1	35955
Corporate finance	6	S1	35945
Fixed-income markets and securities	6	S1	35947
Spanish tax system	6	S1	35939
Bank analysis and management	6	S2	35949
Corporate tax	6	S2	35940
Financial statements analysis	6	S2	35953
Risk and insurance	6	S2	35950
Stock markets and securities	6	S2	35948

4 th year	Ects	Semester	Code
Auditing	6	S1	35956
Financial planning and management	6	S1	35946
External internships	24	S2	35972
Final project	6	S2	35973
Optional subjects	18	S	

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

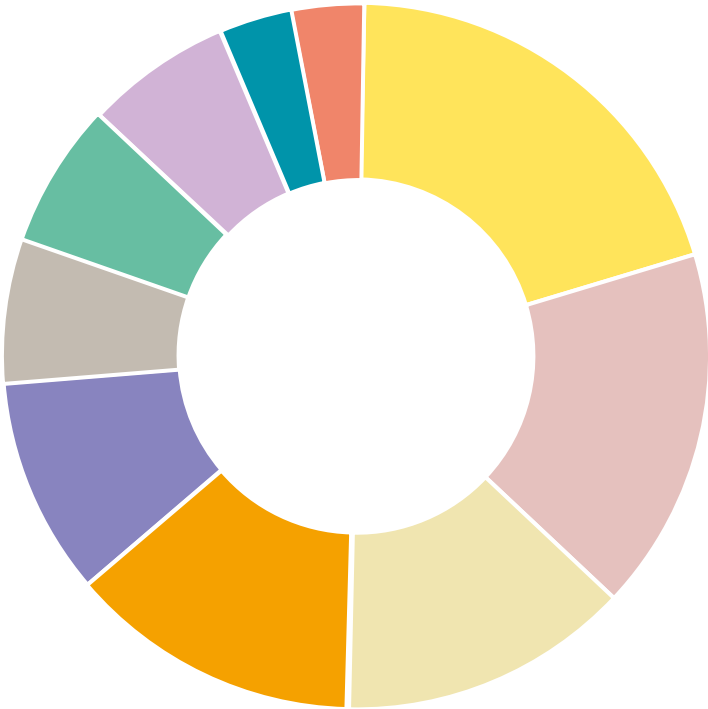
OPTIONAL SUBJECTS

	ECTS	Code
Analysis and application of gender equality plans in the workplace	4.5	35958
Budget control and management	4.5	35962
Business IT (Information technology)	4.5	35959
Corporate environmental policy	4.5	35967
Corporate governance and social responsibility	4.5	35968
Corporate valuation. Mergers and acquisitions	4.5	35965
Derivative securities and markets	4.5	35963
Family business	4.5	35969
International accounting	4.5	35960
International corporate finance	4.5	35961
Introduction to actuarial techniques	4.5	35964
Labour and social security law	4.5	35970
Tax planning and international taxation	4.5	35966
The business environment in the EU: policies and strategies	4.5	35957
Valencian economy	4.5	35971

* Offered in English

DEGREE IN

TOURISM



Degree profile

MANDATORY SUBJECTS

- Language:** 20%
- History and Geography:** 17%
- Psychology and Sociology:** 13%
- Economics:** 13%
- Management:** 10%
- Law and Taxation:** 7%
- Others:** 7%
- Marketing:** 7%
- Quantitative Methods:** 3%
- Accounting:** 3%

OBJECTIVES

To provide students with the capacity to manage and administer companies in the tourist sector; to plan tourist destinations and promote cultural, sporting and outdoor activities and products and particularly those related to leisure and recreation.

CHARACTERISTICS

■ 240 credits ■ 4 years

1 st year		Ects	Semester	Code
Communication in English for tourism I	*	6	S1	35105
Contemporary world history		6	S1	35102
Introduction to law		6	S1	35097
Introduction to tourism studies		6	S1	35096
Introductory economics		6	S1	35098
Communication in second language for tourism I		6	S2	35106
Companies and their environment		6	S2	35099
Introduction to sociology		6	S2	35103
Introduction to tourism geography		6	S2	35101
Statistics		6	S2	35100

2 nd year		Ects	Semester	Code
Communication in English for tourism II	*	6	S1	35119
ICT in tourism		6	S1	35126
Regional tourist resources		6	S1	35116
Social psychology of tourism		6	S1	35122
Strategic management of tourism companies		6	S1	35112
Communication in second language for tourism II		6	S2	35124
Introduction to financial accounting for tourist companies		6	S2	35109
Structure of tourist markets		6	S2	35114
Tourism geography in Spain		6	S2	35117
Tourism marketing		6	S2	35107

3 rd year		Ects	Semester	Code
Communication in English for tourism III	*	6	S1	35120
Cultural heritage		6	S1	35121
Tourism and the environment		6	S1	35118
Tourism regulation		6	S1	35110
Tourism short term analysis		6	S1	35104
Communication in second language for tourism III		6	S2	35125
Marketing research in tourism		6	S2	35108
Operations management		6	S2	35113
Social skills and team work for tourism professionals		6	S2	35123
Tourist policy I		6	S2	35115

4 th year	Ects	Semester	Code
Optional subjects	30	S1	
Employment in the tourist sector	6	S2	35111
External internships	18	S2	35145
Final project	6	S2	35146

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

OPTIONAL SUBJECTS/ACADEMIC PATHWAYS

	ECTS	Code
Management of tourism companies	4.5	35134
Business ethics and corporate social responsibility	4.5	35142
Financial management of tourism companies	4.5	35131
Management accounting for tourism companies	6	35133
Organizational design and human resources	4.5	35127
Promotion of tourism organizations	6	35136
Tourist sectors: accommodation, food, distribution and transport	4.5	35144
Tourism destination planning	4.5	35138
Leadership styles and negotiation techniques	6	35128
Tourism and sustainable development	6	35141
Tourism destination marketing	4.5	35132
Tourism geography II	4.5	35137
Tourism planning, resources and regulation	4.5	35139
Tourist policy II	6	35135
Urban tourism	4.5	35140
Complementary leisure activities	4.5	35130*
Entrepreneurship in tourism activities	4.5	35143
Event, business and conference tourism	6	35129
Intercultural communication in English for tourism		
Interpretation of artistic heritage		
Leisure marketing		

* Offered in English

DEGREE IN:

BUSINESS INTELLIGENCE & ANALYTICS



Degree Profile

MANDATORY SUBJECTS

- Statistics:** 25%
- Mathematics:** 15%
- Economical Analysis:** 15%
- Computer science:** 9%
- Business Administration:** 9%
- Marketing:** 9%
- Accounting:** 9%
- Finance:** 6%
- Law:** 3%

OBJECTIVES

The aim of this degree course is to provide knowledge of modern data analysis techniques, complemented with training in business management. In other words, to provide society with professionals who have a balanced combination of business skills, i.e. adaptable and flexible professionals who aim to achieve sustainable results and have an open mind to innovation, especially regarding new patterns and trends in the digital business.

CHARACTERISTICS

■ 240 credits ■ 4 courses

Year 1	Credits	Semester	Code
Accounting Information Systems	6	S1	36496
Exploratory Data and Database Analysis	6	S1	36502
Mathematical Modelling for Management	6	S1	36497
Strategic Business Management	6	S1	36499
Programming and Fundamental Algorithms	6	S1	36500
Visual Analytics and Communication	6	S2	36503
Basic Operations Research Models	6	S2	36498
Probability, Uncertainty, and Inference	6	S2	36504
Digital Marketing	6	S2	36505
Competitive Markets and Pricing	6	S2	36501

Year 2	Credits	Semester	Code
Forecasting with Cross-Sectional Data	6	S1	36518
Behavioural Economics	6	S1	36527
Advanced Operations Research Models	6	S1	36507
Accounting Analytics	6	S1	36509
Business Data Mining	6	S1	36515
Data Modelling	6	S2	36523
Customer and Marketing Analytics	6	S2	36525
Productive Business Investment Analytics	6	S2	36512
Technology and Innovation Management	6	S2	36522
Time Series Analysis and Forecasting	6	S2	36519

Year 3	Credits	Semester	Code
Profitability and Risk Analysis	6	S1	36513
Digital Business Creation	6	S1	36510
Dynamic Modelling for Business Management	6	S1	36508
Exploitation of Data Warehouses	6	S1	36511
Legal Issues and Protection of Personal and Big Data	6	S1	36526
Survey Sampling	6	S2	36517
Advanced Business Forecasting Techniques	6	S2	36520
Decision-Making for Strategic Marketing	6	S2	36514
Spatial and Space-Time Data	6	S2	36536
Accounting Information Analysis and Management	6	S2	36506

Year 4	Credits	Semester	Code
Commercial Research in Digital Environments	6	S1	36521
Unstructured Data	6	S1	36516
Supply Chain Management and Planning	6	S2	36529
Final Degree Project	12	S2	36539
Optional credits	30	S	

A = Full Year modules

S = Half Year modules

S1= 1st Half Year Modules

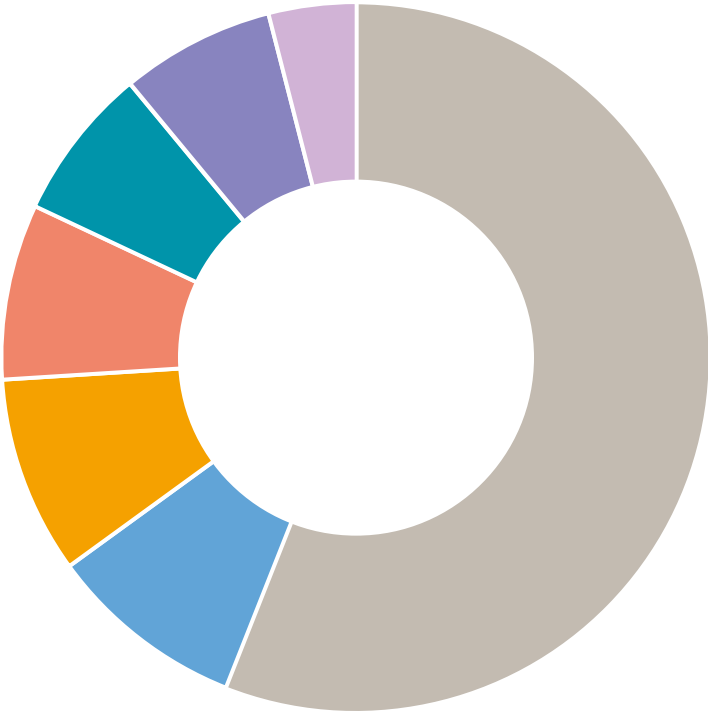
S2 = 2nd Half Year Modules

OPTIONAL MODULES

	ECTS	Code
Financial Behaviour Analysis	6	36531
Reporting Tools & Techniques	6	36530
Digital Promotion	6	36534
Business Management Skills	6	36524
Game Theory Applied to Massive Data Sets	6	36528
Digital Business Law & Artificial Intelligence Market	6	36538
Financial Planning	6	36533
Risk Management in the Insurance Industry	6	36532
E-Commerce & Digital Distribution	6	36535
Prospective Analysis & Scenario Simulation Methods	6	36537

* Offered in English

BUSINESS ADMINISTRATION & MANAGEMENT & LAW



Degree profile MANDATORY SUBJECTS

- **Law and Taxation:** 56%
- **Finance:** 9%
- **Economics:** 9%
- **Accounting:** 8%
- **Quantitative Methods:** 7%
- **Management:** 7%
- **Marketing:** 4%

OBJECTIVES

The Double Degree programme in Business Administration and Management and Law responds to the increasing demand in companies and other public and private organizations for professionals with a complete grounding in both business administration and management as well as law. The main objective of the course is to prepare students with the necessary skills to take on positions of responsibility in general management or in the functional areas of a company, with particular emphasis in the areas of tax, labour issues and human resources and for practice of the profession in legal or consulting capacities or as an entrepreneur in these fields.

CHARACTERISTICS

■ 370.5 credits ■ 5 years

1 st year	Ects	Semester	Code
Constitutional law I	9	Y	35199
Ecclesiastical law/Roman law/History of law/Techniques & skills	6/9	S1	35204/35203 35201/35205
Introduction to business management	6	S1	35795
Introductory economics	6	S1	35807
Mathematics I	6	S1	35816
Theory of law	6	S1	35200
Basic statistics	6	S1	35818
Civil law I	6	S2	35198
Financial accounting	6	S2	35798
Legal institutions of the EU	6	S2	35206
Microeconomics	6	S2	35808
Procedural law I (introduction)	4.5	S2	35212

2 nd year	Ects	Semester	Code
Administrative law I	9	Y	35210
Civil law II	9	Y	35207
Commercial law I	9	Y	35219
Cost accounting	9	Y	35800
Strategic management	9	Y	35796
Constitution law II	7.5	S1	35218
Introduction to statistical inference	6	S1	35819
Financial mathematics	6	S2	35804
Macroeconomics	6	S2	35809

3 rd year	Ects	Semester	Code
Administrative law II	7.5	Y	35211
Criminal law I	9	Y	35215
International public law	7.5	Y	35217
Commercial law II	7.5	S1	35220
Introduction to taxation	6	S1	35814
Marketing	6	S1	35801
Procedural law II	7.5	S1	35213
Basics of marketing research	4.5	S2	35803
Economics of the EU and international institutions	6	S2	35812
International business management	4.5	S2	35797
Investment theory	6	S2	35805
Labour law I	4.5	S2	35221

4 th year	Ects	Semester	Code
Labour law II	9	Y	35222
Civil law III	7.5	S1	35208
Econometrics	6	S1	35820
Finance and tax law I	6	S1	35223
The Spanish and Valencian economy	6	S1	35813
Theory of finance	6	S1	35806
Criminal law II	7.5	S2	35216
Finance and tax law II	6	S2	35224
Financial statements analysis	6	S2	35799
Marketing strategy	4.5	S2	35802
Philosophy of law	4.5	S2	35227
Procedural law III	4.5	S2	35214

5 th year	Ects	Semester	Code
Tax practice	4.5	S2	35225
Accounting for business combinations	*	S	35849
Business administration and management & Law placement	20	S	35321
Business taxation	4.5	S1	35815
Civil law IV	6	S	35209
Final business administration and management & Law project/thesis	10	S	35320
Fixed-income markets and operations	6	S	36238
International finance	6	S	35851
Private international law	7.5	S	35226
Strategic management of human resources	6	S	36239

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester

* Offered in English

TOURISM & BUSINESS ADMINISTRATION & MANAGEMENT



Degree profile
MANDATORY SUBJECTS

- Economics:** 17%
- History and Geography:** 13%
- Language:** 13%
- Law and Taxation:** 10%
- Management:** 9%
- Quantitative Methods:** 9%
- Finance:** 8%
- Marketing:** 6%
- Psychology and Sociology:** 6%
- Accounting:** 5%
- Others:** 4%

OBJECTIVES

To train professionals with wide knowledge in Business Management and who are interested, at the same time, in specialising in a key sector for the Spanish economy, as it is the case of the tourist sector. This is complemented with advanced training in, at least, two foreign languages. Graduates obtain a specialization in Entrepreneurship and Management in the Degree in ADE and a specialization in Tourism Management in the Degree in Tourism.

CHARACTERISTICS

360 credits 5 years

1 st year	Ects	Semester	Code
Communication in English for tourism I	6	S1	35105
Introduction to tourism studies	6	S1	35096
Introductory economics	6	S1	35807
Introduction to tourism geography	6	S1	35101
Introduction to law	6	S1	35097
Mathematics 1	6	S1	35816
Communication in second language for tourism I	6	S2	35106
Financial Accounting	6	S2	35798
Basic statistics	6	S2	35818
Introduction to Business Management	6	S2	35795
Contemporary world history (1)	6	S2	35102
Introduction to sociology (1)	6	S2	35103
Microeconomics	6	S2	35808

2 nd year	Ects	Semester	Code
Cost Accounting	9	A	35800
Strategic Business Management	9	A	35796
Communication in English for tourism II	6	S1	35119
Introduction to statistical inference	6	S1	35819
Social psychology of tourism	6	S1	35122
Regional tourist resources	6	S1	35116
ICT in tourism	6	S1	35126
Communication in second language for tourism II	6	S2	35124
Structure of tourist markets	6	S2	35114
Tourism geography in Spain	6	S2	35117
Tourism marketing	6	S2	35107

3 rd year	Ects	Semester	Code
Communication in English for tourism III	6	S1	35120
International business management	4,5	S1	35797
Economy of the EU and international institutions	6	S1	35812
Tourism and the environment	6	S1	35118
Marketing strategy	4,5	S1	35802
Introduction to taxation	6	S1	35814
Financial mathematics	6	S1	35804
Communication in second language for tourism III	6	S2	35125
Operations management	6	S2	35113
Social and team work skills for tourism professionals	6	S2	35123
Marketing research in tourism	6	S2	35108
Macroeconomics	6	S2	35809
Investment theory	6	S2	35805

4 th year	Ects	Semester	Code
Tourism short term analysis	6	S1	35104
Employment in the tourist sector	6	S1	35111
Econometrics	6	S1	35820
Business taxation	4,5	S1	35815
Tourism Regulation	6	S1	35110
Theory of finance	6	S1	35806
Analysis of financial statements	6	S2	35799
The Spanish and Valencian economy	6	S2	35813
Cultural heritage	6	S2	35121
Tourism Policy I	6	S2	35115
Company establishment and entrepreneurship	6	S2	35822
Corporate strategies	6	S2	35823

5 th year	Ects	Semester	Code
Organizational design and human resources (2)	6	S1	35133
Promotion of tourism organizations	6	S1	35127
Tourist sectors: accommodation, food, distribution and transport	6	S1	35136
Electives	24		
External internships	20	S2	36336
Final project	10	S2	36337

Y = Year S = Semester S1= 1st Semester S2 = 2nd Semester * Offered in English

OPTIONAL SUBJECTS

To obtain a specialization in Entrepreneurship and Management in the ADE Degree, you must acquire a minimum of 24 credits from the following subjects.

	ECTS	Code
Strategic Behaviour	4,5	35831
Management accounting	6	35834
Corporate finance	4,5	35833
Methods for the analysis of corporate information and decision making	6	35826
Company law	4,5	35832
Forecasting methods	4,5	35827

INTERNATIONAL DOUBLE DEGREES

Consisting of one degree at the UV plus an additional degree at a foreign university:

Degree in International Business from UV plus:

BA in International Business at [University of Heilbronn](#) (Germany)

BA in International Business at [Kedge Business School of Marsella](#) (France)

BA in International Business at [Nottingham Trent University](#) (United Kingdom)

BA in International Management at [University of Hertfordshire](#) (United Kingdom)

BA Betriebswirtschaft Internationales Management (BIM) at [Hochschule Bremen](#) (Germany)

BS in Business Administration at [University of North Carolina at Wilmington](#) (USA)

BS in Business Administration at [University of North Florida](#) (USA)

BS in International Regional Studies at [Russian Presidential Academy of National Economy and Public Administration](#) (Russia)

Degree in Business Administration from UV plus:

BS + Master 1 Management (Parcours Sciences de Gestion) at [Université de Nantes](#) (France)

BE e Gestione Aziendale + Certification of successful conclusion of the First Year of the Master in Consulenza Aziendale e Libera Professione (Calp – Libera Professione) at [Università degli Studi di Brescia](#) (Italy)

BA of Arts in the course of studies of Economics at [Jade University of Applied Sciences, Wilhelmshaven](#) (Germany)

BS in International Regional Studies at [Russian Presidential Academy of National Economy and Public Administration](#) (Russia)

Degree in Economics from UV plus:

BS + Master 1 Management Parcours Sciences de Gestión at [Université de Nantes](#) (France)

WHY SHOULD I CHOOSE THE FACULTY OF ECONOMICS?

We are the Faculty which provides one of the greatest offers for international double degrees

Students may receive classes in English in:

- Degree in Business Administration & Management
- Degree in Economics
- Degree in International Business

Students have the opportunity to form part of High Academic Performance Groups (ARA groups) in:

- Degree in Business Administration & Management
- Degree in Economics
- Degree in International Business

The faculty provides the best opportunity to complete your studies abroad:

- Erasmus Exchange Agreements with over 300 universities in the Erasmus Environment and rest of the world
- Erasmus work placements with foreign companies
- We are the Faculty which sends, and receives, the greatest number of students in exchange programs

We have a sizeable offer of training internships, and agreements, with more than 1712 internships in renowned national and international corporations and institutions

The best teaching and learning facilities:

- Free Wi-Fi throughout the campus
- 6,340 places in modern lecture rooms with 15 computer classrooms
- 15 study areas
- Open-access computer room with 109 computers
- Library with 1,244 study places and separate group study rooms
- Library with over 280,000 books

In addition to a complete range of sport and leisure facilities:

- Sports campus with a full-size football pitch, two 7-a-side football pitches, 3 tennis courts, 4 padel courts, two basketball courts, two indoor football/handball courts, a volleyball court, a beach volleyball court, weight-training, tatami and aerobic room
- Courses for over 90 different sport
- Student unions and association offering numerous opportunities for participation both inside and outside the classroom

And when you have finished your degree... The best range of business and economics related Master's degrees in the Valencian Community:

- Master's Degree in Banking and Quantitative Finance
- Master's Degree in Actuarial and Financial Science
- Master's Degree in Accounting, Auditing and Management Control
- Master's Degree in Creating and Managing Innovative Companies
- Master's Degree in Economics
- Master's Degree in Economic Policy and Public Economy
- Master's Degree in Business Administration - MBA
- Master's Degree in Corporate Finance
- Master's Degree in Tourism Management and Planning
- Master's Degree in Social Economy, Cooperatives and Nonprofit organizations
- Master's Degree in Business Strategy
- Master's Degree in Quality Management
- Master's Degree in International Master in Business Administration (IMBA)
- Master's Degree in Economic Internationalization: International Integration and Commerce
- Master's Degree in Business Process Planning and Management
- Master's Degree in Marketing and Market Research

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*Estudia
a la Facultat
d'Economia*

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