

E-3 PROGRAM 2009

For students enrolled in 1st year before academic year 2015/2016

SKILLS OF THE BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

GENERAL SKILLS

- CGI1- Ability to analyze and synthesize
- CGI2- Problem-solving and decision-making
- CGI3- Ability to organize and plan
- CGI4- Ability to manage information from several sources
- CGI5- Basic general knowledge of the area of study
- CGI6- Oral and written communication skills in the native language
- CGI7- Communication in a foreign language
- CGI8- Advanced IT knowledge relating to the area of study
- CGP9- Interpersonal skills: listening, discussing and debating
- CGP10- Leadership skills and ability to work in a group
- CGP11- Critical and self-critical skills
- CGP12- Ethical commitment
- CGP13- Recognition of and respect for diversity and multiculturalism
- CGS14- Ability to learn and work independently
- CGS15- Adaption to change
- CGS16- Action and quality orientated
- CGS17- Ability to prepare and transmit ideas, projects, reports, solutions and problems
- CGS18- Initiative and entrepreneurial spirit

SPECIFIC SKILLS

- CE1- Develop the ability to write up technical reports, give compelling oral presentations and competently use ICT
- CE2- Ability to understand the structure of a foreign language and to develop the vocabulary and skills required to study and work in this language
- CE3- General business knowledge and understanding of the fundamentals of managing and running a business
- CE4- Knowledge and understanding of the historical evolution of business and management
- CE5- Knowledge of the basic elements of economic analysis and its impact on the world of business: 1. Ability to perform economic analysis; 2. Knowledge and understanding of microeconomics; 3. Knowledge and understanding of macroeconomics; 4. Knowledge of economic and financial activity in the public sector
- CE6- Ability to apply theory and reasoning to real economic events
- CE7- Application of economic analysis to the current Spanish and global situation: 1. Knowledge and understanding of the global economy; 2. Knowledge and understanding of the Spanish economy; 3. Knowledge and understanding of the economic climate
- CE8- Application of economic analysis to the current international situation: 1. Knowledge and understanding of International Economic Theory; 2. Knowledge and understanding of international economic institutions; 3. Knowledge and analysis of the process of economic and financial integration of the European Union and of its policies

- CE9- Knowledge of fundamental legal concepts, legal subjects, obligations and contracts; in addition to legal forms of business and legal aspects of business activity in the competitive operation of markets
- CE10- The business, the business owner and their legal status: 1. Understanding, study and assimilation of the different ways of legally organizing trading companies; 2. Understanding Law as the governing factor in entrepreneurial activity
- CE11- Impact of Tax Law on businesses: 1. Knowledge of the legal framework of corporate taxation; 2. Ability to apply corporate tax in real-life situations
- CE12- 1. Knowledge of the basic elements of the legal aspects of labor relationships and Social Security; 2. Knowledge of the impact of Public Law on business activity; 3. Knowledge of common contracts in the world of business; 4. Knowledge of the impact of EU Law on business activity
- CE13- Knowledge and analysis of critical business situations
- CE14- Knowledge of the importance and uses of the Securities market
- CE15- Knowledge of and ability to apply mathematical techniques and models to the field of business: 1. Ability to apply mathematical modeling to problems in the field of business; 2. Ability to apply mathematical techniques to problem-solving
- CE16- Mathematical instruments applied to solving economic/financial problems: 1. Ability to analyze and compare actual financial operations; 2. Understanding and correct application of the principles of
 - mathematical modeling to market assessment; 3. Understanding dynamic models as representations of economic phenomena
- CE17- Statistics used to analyze business problems: 1. Ability to process, summarize and analyze information; 2. Statistical knowledge of random phenomena; 3. Knowledge of and ability to differentiate between processes of statistical inference
- CE18- Application of statistical models and econometrics to the field of business: 1. Knowledge and understanding of econometric models; 2. Knowledge, understanding and application of the main techniques of multivariate analysis; 3. Knowledge, understanding and application of key prediction techniques
- CE19- Knowledge and understanding of the basic decisive factors of human behavior in organizations and of management success, practicing their use to improve people management skills
- CE20- Knowledge and understanding of the models and tools used to analyze social reality applied to businesses to understand specific dynamics and the transformation of real-life labor situations
- CE21- Knowledge of the role of staff in organizations and of HR planning strategies: 1. Knowledge of training and development policies; 2. Knowledge of performance evaluation systems; 3. Knowledge of compensation policies; 4. Knowledge of planning internal communication
- CE22- Knowledge and understanding of key business management roles and skills: 1. Understanding the set of skills required for business management roles and identifying personal strengths and weakness as a leader; 2. Ability to apply communication and persuasion skills as a leader; 3. Ability to apply the necessary skills required for efficient management of people and teams; 4. Ability to apply the skills required for solving problems and making decisions in the field of employment and business management; 5. Knowledge and understanding of professional negotiation techniques
- CE23- Knowledge of the international context of a business and the importance of internationalization strategies
- CE24- Knowledge and application of management support tools for planning, implementing and controlling business strategy
- CE25- 1. Knowledge of the dynamic elements of the competitive edge of a company: technology, innovation and information; 2. Identification of decisive factors in the formulation and implementation of innovative and technology-based

strategies; 3. Knowledge of the management of IT systems; 4. Knowledge of new technology-based companies; 5. IT systems and the creation of value in companies

- CE26- Historical and scientific knowledge of corporate governance, leading to the ability to design an efficient corporate governance system
- CE27- Understanding, from a scientific perspective, the evolution of organizational theory in the search for an efficient company structure
- CE28- Knowledge of planning and management of production and logistics
- CE29- Knowledge of project design, planning and management
- CE30- Knowledge and understanding of accounting as a system for producing information about the economic/financial position of a business and its results
- CE31- Knowledge and understanding of the accounting issues surrounding each equity item and their impact on a company's financial statement, according to the General Accounting Plan and SME regulations
- CE32- Knowledge and understanding of the need for accounting information in order to manage a business and ability to analyze this information in order to make decisions
- CE33- Knowledge of and ability to apply the different systems of accumulation and application of costs
- CE34- Knowledge and understanding of the assessment criteria and the accounting issues proposed under the GAP in relation to specific economic events and complex equity items
- CE35- Knowledge and understanding of the accounting issues surrounding certain taxes and their impact on the information presented on a company's financial statement
- CE36- Knowledge and understanding of the fundamental rules and concepts of national and international consolidation theories and methods, and their application to professional practice
- CE37- Knowledge, understanding and application of budget control and auditing systems as decision-making tools for businesses
- CE38- Knowledge and understanding of the different areas of corporate finance as fundamental aspects that are closely interrelated with business strategies aimed at the creation of value
- CE39- Knowledge and understanding of the role of the Financial Director and the environment in which they work; of the principles of financial management and the role of accounting information in financial analysis and decision-making
- CE40- Knowledge and understanding of the main features of microcredit
- CE41- Knowledge of and ability to analyze the financial system: Parties involved, financial markets and products (national and international), and applicable legislation
- CE42- Understanding the fundamentals of the creation of business groups, the reasons behind forming these groups, the processes required to form them and the factors that can lead to failure
- CE43- Knowledge and use of the most common models and techniques of business assessment
- CE44- Knowledge and use of models to assess financial derivatives and their application to investment portfolios
- CE45- Knowledge of and ability to analyze the necessary conditions to combine financial assets in order to build portfolios and to produce investment policies
- CE46- Knowledge of the concepts and activities that fall under the scope of marketing
- CE47- Ability to learn to "think in marketing terms" and to develop a board awareness of current marketing problems
- CE48- Knowledge of the fundamental elements of market research: Techniques, tools and sources of information: 1. Fundamental knowledge of market research; 2. Knowledge of the design, implementation and control of market research, as well as of qualitative and quantitative techniques and their application; 3. Knowledge of the

information produced by different panels run by the Institutes of Market Research and of newly available technologies

- CE49- Knowledge of strategic marketing management: 1. Knowledge and understanding of the basic concepts and tools used in strategic marketing management; 2. Ability to produce a strategic marketing plan and put it into action
- CE50- Knowledge and understanding of the basic concepts and tools used in product management
- CE51- Knowledge of the application of different business communication tools and ability to produce a comprehensive communication plan, highlighting the assessment of strategies and tactics for creating messages and selecting means
- CE52- Knowledge of the fundamentals of Commercial Distribution and ability to make decisions about the distribution channel and distribution strategies in organizations
- CE53- Knowledge of the role of Sales and of the Sales Manager within a company, as well as the role of sales teams and customers
- CE54- Knowledge and analysis of purchasing and consumer behavior: 1. Knowledge and understanding of the basic buying decision process and identification of its different stages; 2. Ability to identify and analyze the external and internal variables that can affect consumer decisions
- CE55- Knowledge of the role of Non-Governmental Organizations and of social marketing concepts and activities, as well as the fundamental aspects of political marketing
- CE56- Knowledge of Social Marketing: 1. Knowledge of the concepts and activities that fall under the scope of social marketing
- CE57- Knowledge of the fundamental elements and differences in industrial marketing and ability to apply industrial marketing strategies to real cases in the business world
- CE58- Knowledge of the fundamentals of marketing applied to services and ability to apply marketing strategies to service organizations
- CE59- Knowledge of the fundamental elements and differences in international marketing and ability to apply international marketing strategies to real cases in the business world
- CE60- Developing international trade negotiation skills
- CE61- Knowledge of the importance and urgency of ecumenism and of dialog between different religions; of Christian thought over time on contemporary social, economic and political questions; and, as such, of Christian social doctrine
- CE62- Ability to link Ethics and CSR with elements such as strategy, marketing, financial management and people management within organizations
- CE63- Understanding the potential influence of the paradigm of global sustainability on the role of businesses in society and on the way in which they are run
- CE64- Knowledge and understanding of the reality of organizations, their structure and how they operate, through application of the practical and theoretical knowledge acquired in the classroom
- CE65- Knowledge of the scientific method in the field of Business Administration and Management
- CE66- Ability to plan and carry out a research project in the field of Business Administration and Management, or a business plan