




BUSINESS & MARKETING SCHOOL  **ESIC**

UNIVERSITY AREA

ACADEMIC GUIDE — OFFICIAL DEGREES
2019-2020 ACADEMIC YEAR
ESIC MADRID CAMPUS



0. CONTENTS

1. Introduction	3
2. ESIC statutes [extract]	4
3. Campuses with affiliate teaching institutions	5
4. Supervision and management	6
5. Academic calendar 2019-20 [orientative]	7
6. Academic regulations [official degrees]	9
6.1. Areas of application	9
6.2. ESIC degrees	9
6.2.1. Rules for official degrees	9
6.3. Curricula	10
6.3.1. Extinct curricula	10
6.3.2. Current curricula (appendix i)	10
6.4. Enrolment	11
6.5. Exam sittings and enrolment	11
6.6. Continuance	11
6.6.1. ESIC's own continuance rules	11
6.7. Progression to the next level	11
6.8. Changing curricular itinerary	13
6.9. Credit recognition and transfer	13
6.10. Faculty	13
6.11. Student body	13
6.11.1. New student admission	13
6.11.2. Enrolment and course reservation for newly admitted students	14
6.11.3. Grants and study allowances	14
6.11.4. Insurance policies	14
6.11.5. Student representation. Open dialogue and communication	14
6.12. Academic System	15
6.12.1. Calendar and weekly class schedule	15
6.12.2. Compulsory attendance	15
6.12.3. Student assessment	16
7. Academic discipline	18
7.1. Common provisions	18
7.2. Types of offences	19
7.2.1. Minor offences	19
7.2.2. Serious offences	19
7.2.3. Very serious offences	19
7.2. 4. Offences for plagiarism	20
7.3. Regulatory framework	22
7.3.1. Penalties for minor offences	22
7.3.2. Penalties for serious offences	22
7.3.3. Penalties for very serious offences	22
7.3.4. Penalties for plagiarism	22
7.4. Disciplinary procedure	23
8. Financial rules	25
8.1. Payment terms and conditions	26
8.2. Methods of payment	26
 Ongoing improvement	 27
APPENDIX I. Current curricula	28

1. INTRODUCTION



ESIC Business & Marketing School is offering its students, teaching and research staff (TRS) and administrative and services staff (A&SS) in the University Area this Academic Guide for academic year 2019-20 as a contribution to the general information necessary for the smooth running of the School's training activity.

These regulations set out the School's rules and put together a basic nucleus for relations between the groups of individuals who make up the University Area: students, TRS, A&SS and Management staff, as a unit for creating and passing on knowledge, human and professional development.

The content and putting together of these regulations correspond to their nature as rules that apply to daily life and to the need for them to fairly and effectively govern the practical functioning of the Area.

They aim to meet as far as possible the needs gathered in the experience gained throughout ESIC's lifetime. Although it is always difficult for rules to take into account the wide range of situations that may arise in daily life, they will be useful as a basic guide setting out the academic functioning of the Area.

We hope this document fulfils its mission.

Sincerely,

MARÍA TERESA FREIRE RUBIO
Secretary General of ESIC



For several decades ESIC Business & Marketing School has sought to cooperate with universities with a vocation for innovation and that offer society quality teaching and research as a public service. As a result it has affiliated several of its campuses with universities. In 1999, ESIC Madrid became affiliated with Universidad Juan Carlos and ESIC Valencia with Universidad Miguel Hernández. In 2015, ESIC Zaragoza became affiliated with Universidad San Jorge and in 2017 ESIC Barcelona became affiliated with Universitat Rovira i Virgili.

The initial affiliations began with the delivery of undergraduate degree courses, and after the Declaration of Bologna in 1999 and its consequent process, the official degree courses currently taken at our campuses affiliated with universities were approved. The subject areas of our degrees are Business Administration and Management, Digital Business, International Business, Marketing and Communication and Advertising.

At the same time, the notable development of ESIC Business & Marketing School over the years is due to employers' perception of the quality of our programmes, based on their methodology and curricula, which give our students knowledge, skills and values that ensure their professionalism. The progress the School has made is due to the contribution by the student body, teaching staff, alumni and administrative and services staff, and by the business world, with which we have established a dialogue aimed at directing our degree courses towards meeting their requirements and needs.

Sincerely,

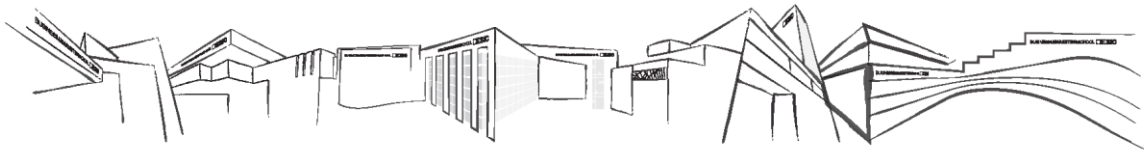
SEGUNDO HUARTE MARTÍN
Dean of ESIC University Area

2. ESIC STATUTES [EXTRACT]

“ESIC wishes to cooperate with society and the Spanish education administration by offering them a service, through educating people to become responsible for management at the highest business levels, providing them professionally and vocationally with a solid technical, human, social and Christian preparation and providing companies with an effective enhancement of their human resources.”

“In order to develop the before-mentioned educational activities, and other goals of the school, ESIC will have the appropriate organisms and resources with regards to:

- Relationships with companies, for mutual enrichment in training and practice, with a view to the provision of jobs and company internships.
- Exchanges with other similar schools in Spain and abroad, with an identical purpose.
- The promotion of activities and contacts with the Alumni Association.
- The promotion of the school and integration of its students into the job world.
- Technical support to all ESIC centres as a whole.
- The spread of education through social media.”



3. ESIC CAMPUS WITH AFFILIATED CENTRES

The school pursues its degree level teaching activity in different cities in Spain and abroad. The campuses affiliated with universities are:

- ESIC Madrid, a teaching establishment affiliated with Universidad Rey Juan Carlos.
- ESIC Barcelona, a teaching establishment affiliated with Universitat Rovira i Virgili.
- ESIC Valencia, a teaching establishment affiliated with Universidad Miguel Hernández.
- ESIC Zaragoza, a teaching establishments affiliated with Universidad San Jorge.

The Bachelor's Degree courses run by ESIC at the institutions above are:

- Official degree in Business Administration and Management [taught in Spanish and in English]
- Official degree in Digital Business Administration and Management [bilingual]
- Official degree in International Business [bilingual]
- Official degree in Marketing [options: Spanish or English]
- Official degree in Business Management and Marketing.
- Official degree in Advertising and Public Relations
- Official degree in Communication and Public Relations



ESIC Madrid

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ESIC Barcelona

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ESIC Valencia

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Valencia (46021)
Tel. +34 963 614 811
Email: info.valencia@esic.edu



ESIC Zaragoza

Vía Ibérica 28-34
Zaragoza (50012)
Tel. +34 976 350 714
Email: info.zaragoza@esci.edu

4. MANAGEMENT

Head Office

Eduardo Gómez Martín, scj	Head of ESIC
M ^a Teresa Freire Rubio	ESIC Secretary General
Felipe Llano Fernández	Head of Corporate Development, Assistant to the Head of ESIC
Héctor Baragaño Cavero	Head of Business Development and Digital Innovation
Joaquín Calvo Sánchez	Head of ESIC Experience, Assistant to the Head of ESIC
Eduard Prats Cot	ESIC Territorial Director, Head of ESIC Catalonia, Member of the Board of Management of ESIC
Joost van Nispen	President of the ESIC ICEMD Institute of Digital Economy
Segundo Huarte Martín	Dean, University Area
Antonio Martín Herreros	Dean, Post-Graduate and Executive Education Area

University Area Executive Committee

Segundo Huarte Martín	Dean, University Area
José Manuel Mas Iglesias	Academic Director, University Area
M ^a de las Mercedes de Obesso Arias	Head of Academic Quality, University Area
Abel Monfort Bedoya	Head of Research, University Area
Alberto Alcalde Giraudo	Head of Teaching Innovation, University Area
Andrés Gómez Funes	International Director, University Area

Academic Departments Office

José Manuel Ponzoa Casado	Marketing Management
Abel Monfort Bedoya	Business Management
Javier Oñaderra Sánchez	Economy and Finance
Oliver Carrero Márquez	Communication and Advertising
Esther Valbuena García	Humanities and Law
M ^a Jesús Merino Sanz	Market Research and Quantitative Methods
Cristina Marín Palacios	IT and New Technologies
Rhona Loban	Languages
Alfonso Torres Marín	End-of-Degree Projects

Degrees Office - ESIC Madrid Campus

Andrés Gómez Funes	Official Bachelor's Degree in Business Administration and Management
Susana Fernández Lores	Official Bachelor's Degree in Marketing
Julio Alard Josemaría	Official Bachelor's Degree in Advertising and Public Relations
Ramón Arilla Llorente	Official Bachelor's Degree in Digital Business Administration and Management
Alberto Alcalde Giraudo	Higher Degree in Global Marketing Management / Higher Degree in Marketing and Sales Management
Verónica Jiménez Folcrça	Higher Degree in Business Enterprise and Innovation
Jesús Calzadilla Daguerra	Higher Degree in Data Science

Academic Management Unit

Paloma Remírez de Esparza Figuerola-Ferretti	Head of the Academic Management Unit
M ^a Teresa Palomo Vadillo	University Area Coordinator [mornings]
Anacleto Iglesias Trigueros	University Area Coordinator [afternoons]
Susana Valle García	University Area Secretary Coordinator

5. ACADEMIC CALENDAR 2019-20 [ORIENTATIVE]

SEPTEMBER 2019	02 Mon	University Area – Faculty staff meeting
	03 Tue	New students welcome activities
	04 Wed	Start of First Semester classes (2nd to 5th year). New students welcome activities
	05 Thur	New students welcome activities
	06 Fri	Start of First Semester classes (1st year)
	23 Mon	Start of the brought-forward ordinary exam sitting
	27 Fri	End of the brought-forward ordinary exam sitting period
OCTOBER 2019	12. Sat	Non-teaching day. Nuestra Señora del Pilar. National holiday
NOVEMBER 2019	01 Fri	Non-teaching day. All Saints' Day. National holiday.
	09 Sat	Non-teaching day. Celebration of Nuestra Señora de la Almudena.
DECEMBER 2019	06 Fri	Non-teaching day. Constitution Day. National holiday.
	09 Mon	Non-teaching day. Celebration of the Immaculate Conception. National Holiday (moved forward)
	13 Fri	Last teaching day in the First Semester.
	16 Mon	Start of the First Phase examination period - 1st exam sittings for First Semester subjects.
	20 Fri	End of the First Phase examination period - 1st exam sittings for First Semester subjects.
	21 Sat	Start of Christmas holidays.
JANUARY 2020	07 Tues	Last day of Christmas holidays
	08 Weds	Start of the Second Phase examination period - 1st exam sittings for First Semester subjects.
	15 Weds	End of the Second Phase examination period - 1st exam sittings for First Semester subjects.
	16 Thurs	Start of Second Semester classes.
MARCH 2020	18 Wed	“MEET” Celebration at the Pozuelo Campus.
APRIL 2020	03 Fri	Last day of class before Easter (Holy Week).
	04 Sat	Start of Easter holidays.
	13 Mon	Last day of Easter holidays.
	14 Tues	Start of classes after Easter.
	27 Mon	Start of enrolment period for 2020-2021 academic year.
	30 Thurs	Last day of Second Semester classes
MAY 2020	01 Fri	Non-teaching day. Labour Day. National Holiday.
	02 Sat	Non-teaching day. Festivities of the Community of Madrid.
	04 Mon	Start of Final Exams - 1st exam sittings for Second Semester subjects.
	15 Fri	Non-teaching day. Celebration of San Isidro.
	19 Tues	End of examination period - 1st exam sittings for Second Semester subjects.
	20 Weds	Start of reinforcement courses
JUNE 2020	05 Fri	End of reinforcement courses
	08 Mon	Start of examination period – 2nd exam sittings.
	30 Tues	End of examination period – 2nd exam sittings.
JULY 2020	24 Fri	End of enrolment period for 2020-2021 academic year.

NOTE: The public holiday dates indicated may be subject to change and will be as published in the Official Community of Madrid Calendar.

ÁREA UNIVERSITARIA
CALENDARIO ACADÉMICO 2019-2020
(PROVISIONAL)

Septiembre 2019						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Octubre 2019						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Noviembre 2019						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Diciembre 2019						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Enero 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Febrero 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Marzo 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					










Abril 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Mayo 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Junio 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Julio 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Agosto 2020						
Lun	Mar	Mié	Jue	Vier	Sá	Dom
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

	Jornadas de Acogida
	Periodo Lectivo
	Adelanto convocatoria ordinaria
	No lectivo
	Festivo
	Exámenes Primer Semestre
	Exámenes Segundo Semestre
	Exámenes Segunda Convocatoria
	Cierre de actas ESIC

1er. Semestre		2º Semestre	
Inicio de clases	Fin de clases	Inicio de clases	Fin de clases
4 de septiembre (de 2º a 5º curso)	13 de diciembre	16 de enero	30 de abril
6 de septiembre (curso 1º)			

NOTA: Los días festivos son orientativos. (Pendiente de la publicación del Calendario Oficial)

6. ACADEMIC REGULATIONS [OFFICIAL DEGREES]

6.1. AREA OF APPLICATION

These academic regulations apply to ESIC's Official Madrid-Campus Degrees:

- Official degree in Business Administration and Management [taught in Spanish and in English].
- Official degree in Digital Business Administration and Management / Digital Business [bilingual].
- Official degree in Marketing [taught in Spanish and in English].
- Official degree in Advertising and Public Relations.

6.2. ESIC DEGREES

The following aspects make up the characteristics of this training:

- Training that combines the academic depth of study of university education and the characteristic style of leading business schools.
- The requirement of full professionalism on the part of its degree holders, with the core characteristic of technical ability, human responsibility and dedication to one's work.
- Student motivation for entrepreneurial initiative and responsible acceptance of risk.
- An active methodology that aims to link scientific rigour and business practice, combining study and individual effort with training in teamwork.
- Comprehensive human development in keeping with the spirit of the Dehonian institution that founded and governs the School.

6.2.1. REGULATIONS FOR OFFICIAL DEGREES

- The official degrees awarded at ESIC are taught in accordance with the School's current regulations governing the degrees, as well as the regulations established by the University that awards the degree, and to which ESIC is affiliated.
- Each official degree has been approved by the Ministry of Education, in compliance with a framework document called "*Memoria*". This document is available for lecturers and students on the corporate website www.esic.edu, in the degree applicable, under the heading (Official Documentation for the Programme).

6.3. CURRICULA

The different curricula are organised in academic years, in accordance with university academic tradition. For each official degree, ESIC offers several programmes of its own, as well:

OFFICIAL DEGREES:

- Official Bachelor's Degree in Business Administration and Management [taught in Spanish]. "GRADE"
- Bachelor's Degree in Business Administration and Management [English version]. "BBAM"
- Official Bachelor's degree in Digital Business / Digital Business [bilingual]. GRDB
- Official Bachelor's Degree in Marketing [taught in Spanish]. "GRMK"
- Official Bachelor's Degree in Marketing [English version]. "BDM"
- Official Bachelor's degree in Advertising and Public Relations. "GRPUB"

These Official Degrees are supplemented with the following itineraries:

OWN DEGREES:

- SPECIALISATION DIPLOMAS
 - Specialisation Diploma in Management Skills (taught in Spanish). GRMK, GRADE, GRDB and GRPUB.
 - Diploma in Professional Skills [English version] BDM and BBAM.
 - Specialisation Diploma in Digital Tools and Multimedia [taught in Spanish]. GRMK, GRADE, GRDB and GRPUB
 - Diploma in Digital Tools and Multimedia [English version] BDM and BBAM.
- HIGHER DEGREES
 - Higher Degree in Global Marketing Management [taught in Spanish]. GRADE
 - Degree in Global Marketing Management [English version]. BBAM
 - Higher Degree in Global Marketing Management [bilingual]. GRDB
 - Higher Degree in Digital Business [taught in Spanish]. GRMK
 - Higher Degree in Marketing [taught in Spanish]. GRPUB
 - Degree in Digital Business [English version]. BDM
 - Higher Degree in Data Science. GRMK, GRADE, GRDB, BDM and BBAM [taught in Spanish]
 - Higher Degree in Entrepreneurship and Innovation [taught in Spanish]. GRMK and GRADE, GRDB and GRPUB.
 - Degree in Entrepreneurship and Innovation [English version] BDM and BBAM

6.3.1. CURRICULA EXTINCTION

The progressive putting in place of the new Degree Qualifications entails the disappearance of previous curricula. As a result, in forthcoming academic years all the curricula for the ESIC's Own Degrees prior to 2013 will expire. The regulations that establish the procedures that will be followed in that extinction process are published on ESIC's website.

6.3.2. CURRENT CURRICULA

Appendix I contains the configuration of the curricula that are in force this academic year.

6.4. ENROLLMENT

1. First time enrolment at the School will be for a complete academic year.
2. In second and successive enrolments, the minimum number of credits to enrol for will be the number that appears in Section 6.7. [Progression to the Next Year](#), unless the degree training cycle has been completed, in which case the student may enrol for pending course credits.
3. Enrollment for a subject will not be considered complete without a teacher being assigned.

6.5. EXAM SITTINGS AND ENROLMENTS

1. Students who began their official degrees from the year 2011-2012 onwards may complete a maximum of FOUR ENROLMENTS for passing each of the subjects in the Curricula.
2. The Principal may grant an additional Enrolment and, on an extraordinary and exceptional basis, an extraordinary additional Enrolment.
3. Students may continue to study for a degree for a maximum of EIGHT YEARS.

6.6. CONTINUANCE

The student's continuance in official degree studies: number of exam sittings available for passing each subject, etc. is governed by the Regulations on Enrolment and Continuance of Universidad Rey Juan Carlos, to which the ESIC's Madrid campus is affiliated, and by the School's own regulations.

6.6.1. ESIC'S OWN CONTINUANCE REGULATIONS

Students who are in any of the following circumstances will be discharged from the School:

1. New students who at the end of the second exam sitting have not passed at least two official subjects.
2. Students who have exhausted the regulatory exam sitting and enrolment opportunities.
3. Students who have been punished with expulsion from the School because of offences that they have committed, in accordance with Section 7. Academic Discipline of this Guide.

6.7. PROGRESSION TO THE NEXT YEAR

No student may enrol for fewer credits than the total number of credits for the course / academic year in which they enrol for the first time.

OFFICIAL DEGREES + SPECIALISATION DIPLOMA

PROGRESSION FROM 1st to 2nd YEAR:

1. Maximum number of credits that can be enrolled for:
 - 78 Credits for Official Subjects
 - 18 Credits for Own Subjects
2. Enrolment order:
 - In the first place, enrolment will be for Official Subjects outstanding from Year 1, followed by those from Year 2, until completing the maximum of 78 credits.
 - Students may then enrol for the course's own subjects, up to the maximum of 18 credits.

PROGRESSION FROM 2nd to 3rd YEAR:

1. Maximum number of credits that can be enrolled for:
78 Credits for Official Subjects
18 Credits for Own Subjects
2. Enrolment order:
 - Official Subjects outstanding from Year 1 will be enrolled for in the first place, followed by those from Year 2 and lastly those from Year 3, until the maximum of 78 credits has been completed.
 - Students may then enrol for the course's Own Subjects, up to the maximum of 18 credits.

PROGRESSION FROM 3rd to 4th YEAR:

1. Maximum number of credits that can be enrolled for:
78 Credits for Official Subjects (credits from internships in companies or from the End-of Degree Project are not included).
30 Credits for Own Subjects.
2. Enrolment order:
 - Official Subjects outstanding from Year 1 will be enrolled for in the first place, followed by subjects from Year 2, then for those from Year 3 and lastly for those from Year 4, up to the maximum of 78 credits.
 - Students may then enrol for the course's Own Subjects, up to the maximum of 30 credits.

In the event that, on applying the previous point, not all the subjects had been completed, the Degree Coordination Department may consider the possibility of increasing the number of Own Subject credits that can be enrolled for.

OFFICIAL DEGREES + HIGHER DEGREE

PROGRESSION FROM 1st to 2nd year:

1. Maximum number of credits that can be enrolled for:
78 Credits for Official Subjects
18 Credits for Own Subjects
2. Enrolment order:
 - In the first place, enrolment for Official Subjects outstanding from Year 1, then for Year 2, until a maximum of 78 credits has been completed.
 - Students may then enrol for the course's Own Subjects, up to the maximum of 18 credits.

PROGRESSION FROM 2nd to 3rd YEAR:

1. Maximum number of credits that can be enrolled for:
78 Credits for Official Subjects
24 Credits for Own Subjects
2. Enrolment order:
 - Official Subjects outstanding from Year 1 will be enrolled for in the first place, followed by those outstanding from Year 2, and lastly those from Year 3, until the maximum of 78 credits has been completed.
 - Students may then enrol for the course's Own Subjects, up to the maximum of 24 credits.

PROGRESSION FROM 3rd to 4th YEAR:

1. Maximum number of credits that may be enrolled for:
78 Credits for Official Subjects (credits from internships in companies or from the End-of Degree Project are not included).
30 Credits for Own Subjects
2. Enrolment order:
 - Subjects outstanding from Year 1 will be enrolled for in the first place, followed by those outstanding from Year 2, then those from Year 3 and lastly those from Year 4, up to the maximum of 78 credits.
 - Students may then enrol for the course's Own Subjects, up to the maximum of 30 credits.

In the event that, on applying the previous point not all the subjects had been completed, the Degree Coordination Department may consider the possibility of increasing the number of Own Subject credits that may be enrolled for.

6.8. CHANGING CURRICULAR PATH

Students may ask to change curricular path to change from the Specialisation Diploma course to the Higher Degree course, or vice versa.

- They may only do so in Years 1 and 2 and must notify the School when formalising enrolment for the new academic year.
- Students must take subjects in the new syllabus that they did not take in previous years, and pass them in the same way as other subjects.
- Subjects that are equivalent in content, syllabus and credits will be validated automatically.
- If the change is from Specialisation Diploma to Higher Degree, there is an additional amount to pay, consisting of the price difference in the years when they were enrolled in the Specialisation Diploma syllabus with the Higher Degree option, which will be paid together with the enrolment fee.

6.9. CREDIT RECOGNITION AND TRANSFER

Students wishing to have credits for subjects taken at other official institutions recognised and/or transferred must fulfil the requirements the university sets for validations such as these, and apply for them at the School's Secretary's Office within the set deadlines so that the corresponding request to the university's Rectorate can be processed.

The Regulations of Universidad Rey Juan Carlos govern credit recognition and transfer, and ESIC's regulations govern Academic Recognition of Credits (ARC).

6.10. FACULTY

The teaching staff comprise the lecturers on the different theoretical and practical subjects comprised in the Curricula.

In order to jointly assess academic development for the year, coordinate the contents of the respective disciplines, share teaching experiences and bring together criteria applicable to their task, without detriment to their autonomy in research and teaching, the teaching staff are divided into DEPARTMENTS and meet in plenary sessions that constitute the STAFF MEETING and in specific sessions by academic department.

In turn, there are DEGREE COMMITTEES for monitoring application of the "Memoria" and establishing special activities that give the students added value.

6.11. STUDENT BODY

6.11.1. NEW STUDENT ADMISSION

To be admitted to the School it is necessary:

1. To have passed the *Bachillerato* higher secondary-education course examinations (or previous equivalent course examinations) and the university entrance examinations.
2. To take the tests determined by the School Management.
3. To have a personal interview with someone in charge of Admissions to the University Area.

The Application for Admission may be made by students who are on higher secondary education courses, although admission to the School depends, in any case, on effective fulfilment of the requirements indicated above within the enrolment period. There are a limited number of places available on the official degree courses.

Students who are admitted will receive notification to that effect from the School, indicating the conditions, time periods and procedures for enrolment.

6.11.2. ENROLMENT AND RESERVATION OF A PLACE ON THE COURSE FOR NEW STUDENTS

As soon as they are notified of firm admission, new students have to reserve a place on the course. They will be notified of the deadline for enrolment which will coincide with the deadlines set by the university to which the campus is affiliated.

Failure to enrol within the time period stipulated or to accept the enrolment conditions will mean forfeiting the place reserved.

6.11.3. GRANTS AND STUDY ALLOWANCES

So that financial issues do not pose an obstacle preventing students from achieving their aims and to ensure that they get a training with a future, a Grants and Study Allowances Scheme exists which can supplement schemes offered by different public or private institutions. New students can opt for these annual grants/subsidies (with the exception of the Study Grants, applicable as from 2nd-year enrolment). Each year students can apply for the renewal of the grant/allowance if they continue to fulfil the set requirements. Candidates wishing to apply for any of the Grants in the Scheme should do so via the Virtual Campus (<http://campusvirtual.esic.edu>).

ESIC has a limited fund for grants and study allowances and reserves the right to award as many as it sees fit. An assessment board will decide how they are to be awarded, in the light of the applications received and the budget available. Grants are not cumulative.

6.11.4. INSURANCE POLICIES

A. SCHOOL INSURANCE

Students under the age of 28 enrolled in official ESIC degree courses will be covered by the School Insurance policy within national territory.

B. STUDY CONTINUANCE INSURANCE

ESIC also takes out Study Continuance Insurance cover for all students in the University Area, at no additional cost. It is intended to cover all the student's education costs until he/she has come to the end of their studies, in the event of the death or permanent disablement of the person paying for the education, whose name must appear in the policy as the insured person. This insurance policy is annual and renewable. Further information can be found in the Virtual Campus: My Profile section.

6.11.5. STUDENT REPRESENTATION, DIALOGUE AND COMMUNICATION

One of ESIC's standards is to have an open dialogue with students, both on the part of the lecturers and the tutors and by the Academic Management of the Area.

For general issues, this dialogue will take place preferably through Course Representatives.

Within one month of the start of classes, students from each group will choose two representatives who make up the ordinary channel of representation before the Schools' management bodies.

The Academic Management will meet officially with the student representatives twice a year and, additionally, when special circumstances call for it.

6.12. ACADEMIC SYSTEM

6.12.1. CALENDAR AND WEEKLY CLASS SCHEDULE

- The academic year will generally last from the beginning of September to the beginning of July.
- Christmas and Easter holidays are listed in the Academic Calendar in this Guide.
- Summer holidays will last for approximately two months.
- Classes will last 50 minutes and be taught from Monday to Friday. Academic activities may exceptionally be planned for Saturdays.
- The distribution of subjects by hours and days of the week (timetable) will be arranged before the beginning of each year, and the teaching and research staff (TRS) and students will be duly informed.
- The examinations will be held exclusively on the dates indicated in due course by the School Management.

6.12.2. COMPULSORY ATTENDANCE

- Class attendance is compulsory, even for students in second or subsequent enrolments, and is a basic criterion of the ESIC teaching system, forming part of the final grade together with other criteria such as active class participation, completion of compulsory pieces of work and presentations, intermediate written exams and any other objective tests that make up the continuous assessment system.
- Percentage absences will be calculated by dividing the number of absences by the number of classes given at any given time.
- Students who have a percentage of absences of under 85% in Years 1 and 2, of under 75% in Years 3 and 4 and under 65% in Year 5, calculated as explained in the previous point, must sit the exam in the ordinary exam sitting (final exam) directly, thus losing the continuous assessment option.
- Compulsory attendance is one of the School's organisation and administration regulations. A subject will not be deemed to have been taken by a student if he/she does not exceed a minimum of 50% attendance in the first enrolment.
- Students can consult their absences and grades via the Virtual Campus.
- Absence from class WILL NOT BE SUBJECT TO justification.
- Exceptionally and in highly substantiated cases, a committee created for this purpose will analyse these situations. The situations contemplated are as follows:
 - Absence, due to illness, for more than three working days
 - Serious family problems
 - Elite sportspersons
 - Disabilities
 - Chronic diseases

In any of these circumstances, students must notify the University Area Coordination Department before the end of the period of classes.

*. ATTENDANCE AT EXTRAORDINARY EVENTS

Attendance at seminars, lectures and extraordinary academic events run by the School will be academically compulsory for all the students who are convened and may be an essential requirement for sitting examinations.

6.12.3. STUDENT ASSESSMENT

A. CONTINUOUS ASSESSMENT

1. Continuous assessment is compulsory for all subjects in each academic year.
2. In order to be entitled to it, the attendance percentage must be equal to or above the percentage indicated in point 6.12.2.
3. At the beginning of the academic year, an explanation will be given of the different formats (written tests, compulsory pieces of work, active participation) and their different percentage weighting for the final grade. This will be explained in detail in the Teaching Guide for each subject.
4. Students in second or subsequent enrolments who are unable to attend class for duly substantiated reasons authorised by the University Area Coordination Department will be assessed by continuous assessment as well. The student will be responsible for doing and/or handing in, and, where applicable, defending the continuous assessment pieces that are contained in the respective Teaching Guide for the subject, in the format and on the dates indicated by the lecturer.

B. ORDINARY EXAM SITTINGS (FINAL EXAMS)

The essential requirements for sitting any exam are:

- To be enrolled in the subject within the periods indicated in the Reservation of a Place and Enrolment Section (6.11.2.) or, exceptionally, at least fifteen days before the date planned for the examination period to commence.
- To sit the exam it will be essential to have the School Student Card or, in exceptional cases, a national identity card (DNI) or similar.
- The duly up-to-date card must remain in a visible place throughout the exam.
- The examinations or final exams will take place according to the set calendar and in one of the following exam sittings:

FIRST EXAM SITTING: It will take place in December/January for first semester subjects and in May for second semester subjects and annual ones.

SECOND EXAM SITTING: It will take place in June for all subjects.

ORDINARY ASSESSMENT BROUGHT FORWARD: this may be requested by students who have a maximum of two subjects left to complete their studies. The regulations in this respect and the procedure for applying for them can be found in the Virtual Campus.

C. REGULATIONS FOR EXAMINATIONS

Regulations for examinations are published on the Virtual Campus and can be found in all the classrooms all through the academic year. The student body must comply with these regulations and any breach of the rules stated or improper behaviour will lead to the opening of disciplinary measures.

D. INFORMATION ON ASSESSMENTS AND REVIEW

- ORDINARY REVIEW OF EXAMINATIONS TAKEN

Once the grades for the final exams have been made known, students can ask the respective lecturer for information and/or clarification regarding the grade obtained. Students can ask for grades to be reviewed through any of the means the University Area Secretary's Office has available at the time.

This information will not be an exam review, but will be further information or pedagogical clarification.

- EXTRAORDINARY REVIEW OF FINAL EXAMS (REVIEW TRIBUNAL)

If, after the ordinary review of a final exam, the student disagrees with the grade obtained, they may, upon presentation of a written request to the University Area Secretary's Office within five teaching days of the ordinary review date published, ask for a review tribunal to be formed, provided that there are sufficiently justified grounds for their request. The structure and make up of this tribunal is the responsibility of the Dean of the University Area, who may delegate to the head of the department concerned.

The student requesting this procedure will receive a reply in writing within one month of submitting the written application asking for a Tribunal. The reply is not open to appeal.

- NOTIFICATION OF FINAL EXAM GRADES

ESIC will inform all the students, via the Campus and on a personalised basis, of the results obtained in each of the subjects for which they were enrolled in the respective academic period.

7. ACADEMIC DISCIPLINE

The functioning of the School is based on **MUTUAL TRUST** and **COLLABORATION** between the lecturers, tutors, students, and the administrative and management staff of the centre, from whose joint effort the human and professional development of the students is expected as an outcome.

In this regard, universities have to regulate ethical and behavioural principles and protective measures against abuse of the normal and rational coexistence of the students, teaching and research staff (TRS) and administrative and services staff (A&SS) from the universities and affiliated centres.

Defence of this adequate climate of relations may occasionally call for the application of substantiated disciplinary rules in private universities, in a regime of contractual breaches that are regarded as an exception and, in any case, they will be considered with the necessary caution in the academic sphere.

Until the “Law governing disciplinary authority” is passed, or an equivalent rule (as expressed in the second additional provision of Royal Decree 1791/2010 of 30 December adopting the University Student Statute) and, as implementation of the principle of university autonomy, the following rules will apply.

7.1. COMMON PROVISIONS

1. The disciplinary procedure will respect the principles of typicality and legality, liability, contradiction, proportionality, presumption of innocence, motivation of the decision and publicity, guaranteeing the rights of the students involved at all times.
2. The procedure will start once an incident report is submitted by a member of the university community (teacher, administrative staff, student, etc.) to the academic coordination/management.
3. Disciplinary proceedings for minor, serious and very serious offences will be processed by a supervisor and will be resolved by the Academic Discipline Committee, through a procedure with respect for the constitutional rights of the parties involved, according to the procedures in section 7.4 below.

Offences relating to plagiarism (both in ongoing assessment pieces and in final examinations and end-of-degree projects or degrees and diplomas) are exempt and will be dealt with in the respective academic department, and whose powers to impose penalties will fall on the Head of Department with the approval of the Head of the Academic Management Department, following the procedure in section 7.4.

4. The Academic Discipline Committee is made up of the Deanery for the Area, the General Secretary's Office and the Academic Planning Office. The supervisor of the ordinary proceedings will be a legal counsel of ESIC, and another supervisor may be appointed in justified cases or cases of incompatibility.

For the sake of efficacy, in the Campuses there are Disciplinary Committees in the campuses integrated by the University Area Deanery, the Campus Management and the person with maximum responsibility for the University Area of the campus itself. These Campus Committees will have the authority to appoint a supervisor of the proceedings (who may not form part of the Committee) and to process and impose all kinds of penalties, except for those concerning plagiarism.

The Campus Committees will inform the Academic Disciplinary Committee and the Legal Advice Office (through the use of IT tools) of the penalties imposed, in order to maintain consistency in the criteria for discipline and the application of penalties.

5. Offences will be classified according to the general criteria of the sanctioning authority, such as: intentionality, presumption of innocence, principle of accusation and guilt, damage assessment, degree of instability produced in academic life, repentance, recidivism, abuse of trust or power and any other circumstances objectively assessed by the supervisor and the Committee.

7.2. TYPES OF OFFENCES

Non-compliance with the rules of coexistence in the School by the students may be classified, in accordance with this section, as a minor, serious or very serious offence, according to the following description:

7.2.1. MINOR OFFENCES

- Addressing any lecturer or member of the academic community inappropriately.
- Eating, drinking or behaving inappropriately in the classroom or during any academic event.
- The use, on the entire school campus, of electronic media and devices inappropriately and/or with improper content, as well as publishing such content on social networks or any other public or restricted access means of communication.
- Consuming alcohol outside the premises designated for that purpose.
- The improper use of electronic or non-electronic devices of any kind in the classroom, during any academic event or during an examination.
- Expulsion from the classroom or from any academic event by a lecturer, the person in charge or the person supervising the event.
- Breach of the rules or regulations in taking examinations or assessable tests, both those that are made known via the Virtual Campus and posters in classrooms, and those inserted in tests and examinations themselves. All notwithstanding the fact that the offence may be classed as serious or very serious.
- Smoking anywhere in the School, including the outside area as far as the public roadway separation fence.
- Minor damage to School property or that of members of the educational community and/or slight disorderly behavior in any of its facilities.
- Any conduct that is classified as a misdemeanour in the Penal Code.
- Any unjustified act, not contemplated above, which involves a disturbance or lack of good faith or conduct of minor importance that breaks the normal course of giving a class or of any academic event of the Centre.

7.2.2. SERIOUS OFFENCES

- Insults, threats or verbal aggressions against any member of the university community, contracted companies or visitors to the Centre.
- The performance of actions, including those outside the Centre, that seriously damage its image.
- The use, on the entire School campus, of electronic media and devices in an offensive, defamatory or insulting manner and/or with content of the same nature, as well as publishing such content on social networks or any other public or restricted access means of communication.
- Serious disorderly behaviour or disturbance of university coexistence in any of the School's facilities.
- Theft of property from any member of the academic community.
- Going to the School in a drunken state or under the influence of any drug.
- Doing less serious damage to the Centre's property and premises (up to € 500 of the value of the damaged property).
- Cyber attacks against the School's systems or actions to falsify or manipulate the logical or physical systems of any of the School's files or applications.
- Smoking in any of the School's premises, after having been reprimanded for doing so.
- Any conduct that is classified as a misdemeanour in the Penal Code.

- Committing a third minor offence within 18 months, after having been warned of the need for correctness through disciplinary proceedings.
- To copy, plagiarise, partially or totally, or falsify the End-of-Degree Project, a written test or any other assessment test - written, oral or any other - contained in the Teaching Guide, whether they are individual or group tests.

7.2.3. VERY SERIOUS OFFENCES

- Physical aggression, even if just attempted aggression, against any member of the university community, contracted companies or visitors to the Centre.
- Bullying.
- Very serious or violent disturbance, by word or deed, of university coexistence in any of the School's facilities.
- Impersonating someone in examinations, written or other types of tests, or in any academic activity.
- Forgery, theft or destruction of the School's official documents or use of false documents at the Centre.
- Discrimination based on race, sex, religion, social status, opinion, place of birth or any other personal or social circumstance.
- Doing very serious damage to the Centre's property and premises (more than 500 euros of the value of the damaged property).
- Consumption of any drugs, narcotic or psychotropic substances within the Centre's premises.
- Any conduct that is classified as a serious offence in the Penal Code.
- Committing a third serious offence within 36 months, after having been warned of the need for correctness through disciplinary proceedings.

7.2.4. PLAGIARISM OFFENCES

Plagiarism is deemed to be any appropriation and use in a work of any material derived from a work published or not by a third party, without making reference to the source of origin and its authorship. **Whether this use were intentional or not, it constitutes plagiarism.** A "Work" includes both printed material and material published on Internet.

Some examples of plagiarism are:

- Mentioning someone else's work "word for word" without putting the phrase, idea or paragraph in inverted commas and without referencing the source correctly.
- Using statistics, tables, data, formulas, questionnaires, images, musical annotation, etc. created by a third person without indicating that and referencing the sources correctly. This includes copying and pasting images from Internet without indicating their origin.
- Summarising or paraphrasing the work created by a third person without indicating it or referencing the sources correctly. "Paraphrasing" means re-using someone else's ideas, information or definition in the student's own words, without indicating the source.
- Handing in the same piece of work (or sections, paragraphs or quotes from a piece of work) as one handed in before, even when the piece of work has to do with the same case or company. Texts already written and handed in in other pieces of work cannot be "re-used". The topics chosen for pieces of work in different modules may contain likenesses, but sending the same work or parts of it for different occasions is not accepted. The School's position is that the same piece of work cannot be assessed several times. So part of a piece of work cannot be copied for another piece of work either. It is recommended not to choose similar topics for different modules or subjects.
- Copying other students' work, part or all of it, with or without their consent.
- Collaborating with other students, even in the event of group work, and then handing in the work individually as one's own shall be considered plagiarism. If students have misgivings about the degree of collaboration expected in a specific case, they should consult the respective lecturer.

- Handing in a complete piece of work or part of it that has been used at ESIC or elsewhere, without referencing it correctly. This includes non-indexed re-use of pieces of work that have been used before by the student themselves.
- Buying or commissioning a piece of work and submitting it as if it were the student's own work.

The two main rules are:

1. That the sources of any argument, idea or item or piece of information that is not the result of the student's own work must be indexed according to the rules for citation adopted by the School (see the document on the Virtual Campus "[2017TFGCitacion y uso de keywords.pdf](#)").
2. That a piece of work that has already been handed in at this or another educational institution cannot be assessed again.

ESIC considers plagiarism to be a serious infringement which should be regarded as a serious academic offence. When a case of plagiarism is detected (through [Turnitin](#), a tool which all the pieces of work and assessments pass through, via the Virtual Classroom), the procedure established in point 7.3.4. will be proceeded with.

Measurement

The anti-plagiarism software *Turnitin* measures the number of words plagiarised compared with the total number of words in the piece of work. This system, which is widely recognised all over the world, considers the similarity as from 25% of equivalencies from diverse sources to be significant, nevertheless these values have to go through a **qualitative analysis** by the academic area heads who will determine whether it is considered to be plagiarism or not, giving rise to the corresponding procedure. Plagiarism levels can be classified at:

- from 26% to 35% of the piece of work: medium level plagiarism
- from 36% to 50% of the piece of work: high level plagiarism
- from 51% or more: extreme level plagiarism

Measurement of the extension of the plagiarism is acknowledged to be complicated, and that having exact measurements is not always easy or possible, so the teacher's qualitative assessment will be the determining factor for the consideration of plagiarism, regardless of the percentages indicated.

7.3 REGULATORY FRAMEWORK

The commission of very serious, serious or minor offences that are sufficiently proven may, depending on the facts and circumstances involved and subject to initiating the relevant proceedings, be subject to the following penalties for breach of the rules set out in the Academic Guide, which may be imposed individually or in a combination of one or more of them, depending on the circumstances of each case.

7.3.1. PENALTIES FOR MINOR OFFENCES

- A verbal or written reprimand (optional the first and second time they were committed according to the nature and circumstances of the offence committed, at the Committee's discretion).
- Temporary expulsion from the School for up to ten teaching days, with loss of academic rights during that time.
- Being prohibited from attending certain classes.
- Depending on the circumstances of each case, the Committee may propose to the student, as an alternative to total or partial compliance with the penalty, the possibility of their personal collaboration in academic activities that will benefit the ESIC university community (through "MÁS ESIC").

7.3.2. PENALTIES FOR SERIOUS OFFENCES

- Temporary expulsion for more than fifteen teaching days and fewer than three months from the School, with loss of related academic rights during that time.
- Being prohibited from being examined in the first or second exam sitting in some or all of the subjects that the student has enrolled for. In the event of copying or very high plagiarism, the test where it took place will be suspended and, furthermore, the student will not be allowed to be examined in the subject in which copying or plagiarism took place in the next exam sitting.
- Being prohibited from enrolling for and/or attending classes and other academic events, less than one academic year.
- Temporary loss of the grant or study allowance that the student may be receiving.
- According to the circumstances of the proceedings, the Committee may propose to the student, as an alternative to total or partial compliance with the penalty, their personal collaboration in activities that will benefit the ESIC university community (through "MÁS ESIC").

7.3.3. PENALTIES FOR EXTREME OFFENCES

- Temporary expulsion for more than two months or permanent expulsion from the School, with loss of the academic rights entailed during that period.
- Being prohibited from enrolling for and/or attending classes and other academic events for one or more academic years.
- Permanent loss of the grant or study allowances that, as the case may be, the student might be receiving.

7.3.4. PENALTIES FOR PLAGIARISM

Plagiarism will be penalised independently if it occurs in any test or ongoing assessment piece, final assessment or End-of Degree Project. The penalty will be applied according to the procedure indicated in point 7.4.

There will be two types of penalties once plagiarism has been confirmed, according to how serious it is:

- lowering the grade for the piece of work in which plagiarism is detected,
- formal offence in the student record for not fulfilling the behaviour expected of the student.

The penalties will be applied on the basis of the following scale:

Level of plagiarism*	Academic penalty		
	Loss of points	Other penalties	Applied by:
Medium from 26% to 35%	1 – 2 points	Minor offence in the student record	The member of teaching staff after notifying the Head of the Academic Department
High from 36% to 50%	3 – 4 points	A minor offence in the student record	The member of the teaching staff after notifying the Head of the Academic Department
Extreme from 51% or more	A Fail mark in the piece of work under assessment	A serious offence in the student record. Fail in the current exam sitting and being prohibited from taking exams in the next exam sitting.	Academic Management together with the Head of the Academic Department

***The qualitative assessment by the member of the teaching staff shall be the deciding factor for the consideration of the plagiarism, regardless of the percentages indicated.**

N.B. All the penalties will be stated in the student record, but will be cancelled on completion of studies.

7.4. DISCIPLINARY PROCEDURE

1º.- Upon notification of an event that may be classified as a misconduct, the Academic Coordination/Management Office will be informed, indicating the identity of the person reporting the facts, the witnesses, the account of the facts, the evidence collected (photos, emails, notes, cheat sheets, writings, etc.), the date and time and other circumstances surrounding the event (an Incident Report and another written document will be drawn up and handed over). The act may be qualified circumstantially as a minor, serious or very serious offence, according to this ACADEMIC GUIDE.

If the initial classification were minor, we will proceed to point 2, and if the initial classification were serious or very serious, we will proceed to point 4. If it is a case of PLAGIARISM, we will proceed to point 5.

2º.- If the student's action were classified as a minor offence, a written reprimand or another penalty from among those provided for will be issued summarily and as a matter of urgency within a period of not more than 30 calendar days from the starting date of the disciplinary proceedings, when the sufficiently proven commission of a minor offence is detected, making a record of it in the student record (REPRIMAND LETTER OR DISCIPLINARY PROCEEDINGS).

3º.- In the proceedings commenced for a minor offence, the facts produced in each offence committed will be recorded in detail, and the interested party shall be granted a hearing to express their version of what happened, if they so wish, within five calendar days and shall be given, within the above-mentioned period (30 days) and on behalf of the corresponding academic authority, a written statement communicating the respective sanction, of which the perpetrator shall acknowledge receipt at that precise moment.

4º.- If the offence were classified as serious or very serious, directly or because of reiteration of three offences classified as minor/serious, disciplinary proceedings shall be initiated by conducting disciplinary proceedings that will contain the following steps:

- A. Once the facts have been established, the proceedings shall commence with an Incident Report or other written communication by the lecturer, administrative/management staff member or by another student, supplying the documents and prima facie evidence deemed appropriate and, where applicable, by calling witnesses if he/she had witnessed the events.
- B. A supervisor will be appointed, who will initiate with the document a case file, paginated and numbered, with an index comprising the documents submitted. He/she will ask for the witnesses and, where applicable, for the offender's version of the facts in writing, which will be included in the case file together with any other documents that may be necessary for identifying the persons or corroborating the facts.

- C. The supervisor will notify the student concerned of the commencement of proceedings, informing them of what they have been accused of and summoning the student to make any declarations within five calendar days that he/she deems appropriate about the reported incident.
- D. Once the student's arguments have been received, the Academic Disciplinary Committee will meet within 30 calendar days to make the appropriate decision, based on the supervisor's proposal. The Committee will be formed when all its members are present and will take decisions by majority rule. It will be assisted by a Secretary who will be entitled to speak and to vote, taking note of the discussions that take place and recording the relevant minutes. The Supervisor will not form part of the Committee. Once the Committee has been formed, the corresponding resolution will be passed in a single session, taking into account the assessment of the facts, the circumstances of the case and the documentation provided, in accordance with the classification for disciplinary sanctions provided in this ACADEMIC GUIDE, applying the principles of proportionality, equality and equity with caution.

Concerning serious and extreme offences, for Official Bachelor's Degree students, when the penalty would involve loss of the rights to enrol, the University to which the ESIC Campus is attached, at which the Degree in question is studied, will be informed so that it can initiate the corresponding disciplinary proceedings.

- E. Once the decision has been passed, the person concerned will be expressly notified and it will be executed immediately, receipt thereof being recorded in the record, and notifying the Secretary's Office for due control thereof.

5º.- In cases of PLAGIARISM, in order to determine its reach in written tests that are deposited in the Virtual Classroom, the Turnitin System (or another that replaces it) can be used, as a form of evidence, applying the following procedure for that purpose:

- I. First phase: notification. One there is the member of teaching staff suspects plagiarism,
 - a. the mark is put on hold, and
 - b. the student is informed by email (who is able to present a defence within 5 working days)

After considering the student's arguments, the member of the teaching staff may:

- a. accept the arguments and rule out plagiarism, or
- b. not accept the arguments, moving on to the next phase:

- II. Second phase: investigation. All the documents and proof are collected in order to analyse and assess the case, which will be included in a case file (Turnitin report, communications to the student, the latter's arguments, incident report and proposal for a penalty) and will be sent to the Head of the Academic Department, moving on to the next phase:
- III. Third phase: resolution. The lecturer together with the Head of Department (in the event of lowering points in the test) or the Head of the Academic Department, together with the Academic Management (in other cases), studies and assesses the documents put together for resolving the case, taking the appropriate steps and applying the penalties as laid down in this Academic Guide, communicating the resolutions adopted afterwards.
- IV. Fourth phase: archive. A copy of the document passed on to and signed by the student will be sent to the Academic Coordination Office for it to see, and for it be filed in the student record, as well as the exam sitting annulment, where appropriate,

In all procedures the following must be taken into account:

- In case of contradiction or discrepancy between the content of the Teaching Guides, Handbooks, or internal regulations for the departments and/or subjects and this Academic Guide, the latter will have preference and have priority of application.
- The deadlines may be suspended for reasons mentioned in the instructions (public holidays, holidays, academic events, examination periods, etc.), being resumed at the end of these periods.
- The examination of the minor offences will expire three months after the supervisor has been notified, provided that the delay is not caused by the offender. Serious and extreme offences will expire one year after the supervisor has been notified, provided that the delay is not caused by the person involved.

- Minor offences will expire after six months, serious offences will expire after one year and very serious offences will expire after two years, all counted from the date when they were committed. Once the limitation period has ended, disciplinary proceedings cannot be initiated, nor can the offender-student be penalised.
- Email may be used in processing disciplinary proceedings, by forwarding to the persons concerned at the email address contained in the School management database. Other electronic, computerised and telematic resources may be used as well, provided that there is a record of the messages and/or documents issued.

8. FINANCIAL REGULATIONS

No one may sit an examination for a subject without being previously enrolled in it.

The enrolment fee, the monthly tuition fees, and the rights for certifications and for issuing degree certificates and documents will be determined annually by the School Management.

Payment of the enrolment fee for a complete academic year entitles the student to sit examinations in all the subjects for the year, in the first and second sittings, provided that the other requirements are also met (see Section 6.12.2. *Compulsory Attendance* and 6.12.3. *Student assessment*).

In the event that the student drops out during the year, the amounts paid for enrolment, place reservation and the part of the monthly tuition fees that has already been consumed will not be refunded.

Students who move up a year but have subjects pending from previous years must pay, in addition to the enrolment fees for the year, the enrolment rights for the other subject/s in which they wish to be examined.

Students who repeat a year will pay, as enrolment and monthly fees, the amount corresponding to the number of subjects for which they have enrolled, as long as that amount does not exceed the amount corresponding to the complete academic year. If the resulting amount is equal or greater, they will pay the amounts corresponding to the complete academic year. All within the deadlines indicated in this Academic Guide.

In the event of a DELAY in the payment of three months' tuition fees or any other non-payment with a delay of three months, the student will not be allowed to attend classes, their student record will be blocked and they will not be able to gain access to the teaching services, both physical and electronic, nor will certificates or academic degree certificates be issued. In the event that the student finishes an academic year with an outstanding debt, they will not be able to enrol for the following year until the debt has been cancelled.

*. The public universities of the Community of Madrid, in accordance with what is provided for under section 81.3 b) of Organic Act 6/2001, of 21 December, on Universities, and specifically the Universidad Rey Juan Carlos, will charge new foreign students who are over eighteen years of age and who do not have a resident status, excluding nationals from Member States of the European Union and those to whom the Community system applies, in the case of undergraduate studies, the fourth enrolment-fee prices. For these purposes, the residence permit granted to foreign students in accordance with Royal Decree 557/2011, of 20 April, shall not be equivalent to the status of residents.

8.1. PAYMENT TERMS AND CONDITIONS

- When registering at the University Area's Secretary's Office, students will pay the enrolment fee.
- Students who, for any reason, decide to drop out of the course may not in any event claim a refund of the amounts corresponding to that enrolment fee.
- Likewise, students who for any reason abandon or interrupt their studies during the school year must notify the Secretary's Office for the Area in writing, and must pay all the monthly tuition fees up to the date of such notification.

8.2. METHODS OF PAYMENT

PLACE RESERVATION AND ENROLMENT: This will be paid directly at the administration office within the deadline indicated to each applicant. Failure to do so or to communicate the inability to do so will be interpreted as giving up the place.

FEES: They will be paid at the administration office, in one of the following ways:

- Setting up direct debit at the bank where the student has an account, authorising the School to collect the payment.
- Making a transfer within the first ten days of each month to ESIC's bank account.

ONGOING IMPROVEMENT

We hope that this document may be improved in successive annual editions. Any suggestions in this regard will be welcomed by the Management of the University Area of ESIC Business & Marketing School. Many thanks.

APPENDIX I. CURRICULA

Study Plans 2013

GRADO OFICIAL EN MARKETING [GRMK]**+ PROGRAMA AVANZADO DE HABILIDADES Y HERRAMIENTAS EMPRESARIALES [PAHE]****GRMK PRIMER CURSO**

CR	S	TP	
6,0	S1	FB	HISTORIA ECONÓMICA Y DEL MARKETING
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA
6,0	S1	FB	MARKETING Y TÉCNICAS DE COMUNICACIÓN
6,0	S1	OB	MATEMÁTICAS EMPRESARIALES
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA
6,0	S2	FB	DERECHO CIVIL
6,0	S2	OB	ESTADÍSTICA APLICADA AL MARKETING
6,0	S2	FB	HISTORIA DE LA CULTURA COMERCIAL Y SOCIEDAD
6,0	S2	FB	INFORMÁTICA APLICADA AL MARKETING
6,0	S2	OB	INTRODUCCIÓN AL MARKETING
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRMK SEGUNDO CURSO

CR	S	TP	
4,5	S1	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING I
4,5	S1	OB	DERECHO MERCANTIL: REG. JURÍDICA DEL MERCADO
4,5	S1	OB	DIRECCIÓN ESTRATÉGICA
6,0	S1	FB	ECONOMÍA I: MICROECONOMÍA
4,5	S1	OB	PSICOLOGÍA APLICADA AL MARKETING
4,5	S2	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING II
4,5	S2	OB	DERECHO DEL TRABAJO Y DE LA SEGURIDAD SOCIAL
6,0	S2	OB	ECONOMÍA II: MACROECONOMÍA
6,0	S2	FB	INGLÉS IV - IDIOMA MODERNO
4,5	S2	FB	MARKETING ESTRATÉGICO
4,5	S2	OB	MÉTODOS DE DECISIÓN APLICADOS AL MARKETING
6,0	S2	FB	RESPONSABILIDAD Y MARKETING SOCIAL CORPORATIVO
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRMK TERCER CURSO

CR	S	TP	
4,5	S1	OB	COMPORTAMIENTO DEL CONSUMIDOR
4,5	S1	OB	DIRECCIÓN DE VENTAS
4,5	S1	OB	INVESTIGACIÓN DE MERCADOS I
4,5	S1	OB	MARKETING INDUSTRIAL Y DE SERVICIOS
6,0	S1	OB	POLÍTICA DE COMUNICACIÓN
6,0	S1	OB	POLÍTICA DE PRODUCTO
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS II
4,5	S2	OB	MARKETING RELACIONAL, DIRECTO E INTERACTIVO
4,5	S2	OB	MARKETING Y SISTEMAS DE INFORMACIÓN APLICADOS
6,0	S2	OB	POLÍTICA DE DISTRIBUCIÓN
6,0	S2	OB	POLÍTICA DE PRECIOS Y COSTES
4,5	S2	OB	TÉCNICAS DE NEGOCIACIÓN COMERCIAL
60,0			TOTAL CRÉDITOS TERCER CURSO

GRMK CUARTO CURSO

CR	S	TP	
4,5	S1	OP	ANÁLISIS Y PREVISIÓN DE VENTAS
4,5	S1	OP	DIRECCIÓN DE RECURSOS HUMANOS
4,5	S1	OP	MARKETING GLOBAL E INTERNACIONAL Y COM. EXT.
4,5	S1	OP	MARKETING Y DIRECCIÓN DE COMUNICACIÓN
6,0	S1	OB	PLAN DE MARKETING
6,0	S1	OP	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

PAHE PRIMER CURSO

CR	S	TP	
3,0	S1	P	TECNOLOGÍAS MULTIMEDIA
6,0	S1	P	INGLÉS I
6,0	S2	P	INGLÉS II
3,0	S2	P	DIRECCIÓN DE EQUIPOS
18,0			TOTAL CRÉDITOS PRIMER CURSO

PAHE SEGUNDO CURSO

CR	S	TP	
6,0	S1	P	INGLÉS III
3,0	S1	P	INFORMÁTICA II
3,0	S2	P	PENSAMIENTO SOCIAL CRISTIANO
12,0			TOTAL CRÉDITOS SEGUNDO CURSO

PAHE TERCER CURSO

CR	S	TP	
3,0	S1	P	INGLÉS V
4,5	S2	P	EMPRENDEDORES
7,5			TOTAL CRÉDITOS TERCER CURSO

PAHE CUARTO CURSO

CR	S	TP	
4,5	S1	P	ÉTICA EMPRESARIAL
3,0	S2	P	GLOBAL MINDSET
3,0	S2	P	EL ECOSISTEMA DIGITAL
3,0	S2	P	CREATIVIDAD E INNOVACIÓN
3,0	S2	P	LIDERAZGO Y ESTILOS DE DIRECCIÓN
3,0	S2	P	GESTIÓN DE LA CALIDAD
3,0	S2	P	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES
22,5			TOTAL CRÉDITOS CUARTO CURSO

240

[GRMK] ECTS URJC

60

[PAHE] CRÉDITOS ESIC

300 TOTAL CRÉDITOS

GRMK PRIMER CURSO

CR	S	TP			
6,0	S1	FB	HISTORIA ECONÓMICA Y DEL MARKETING		
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA		
6,0	S1	FB	MARKETING Y TÉCNICAS DE COMUNICACIÓN		
6,0	S1	OB	MATEMÁTICAS EMPRESARIALES		
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA		
6,0	S2	FB	DERECHO CIVIL		
6,0	S2	OB	ESTADÍSTICA APLICADA AL MARKETING		
6,0	S2	FB	HISTORIA DE LA CULTURA COMERCIAL Y SOCIEDAD		
6,0	S2	FB	INFORMÁTICA APLICADA AL MARKETING		
6,0	S2	OB	INTRODUCCIÓN AL MARKETING		
60,0			TOTAL CRÉDITOS PRIMER CURSO		

GRMK SEGUNDO CURSO

CR	S	TP			
4,5	S1	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING I		
4,5	S1	OB	DERECHO MERCANTIL: REG. JURÍDICA DEL MERCADO		
4,5	S1	OB	DIRECCIÓN ESTRATÉGICA		
6,0	S1	FB	ECONOMÍA I: MICROECONOMÍA		
4,5	S1	OB	PSICOLOGÍA APLICADA AL MARKETING		
4,5	S2	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING II		
4,5	S2	OB	DERECHO DEL TRABAJO Y DE LA SEGURIDAD SOCIAL		
6,0	S2	OB	ECONOMÍA II: MACROECONOMÍA		
6,0	S2	FB	INGLÉS IV - IDIOMA MODERNO		
4,5	S2	FB	MARKETING ESTRATÉGICO		
4,5	S2	OB	MÉTODOS DE DECISIÓN APLICADOS AL MARKETING		
6,0	S2	FB	RESPONSABILIDAD Y MARKETING SOCIAL CORPORATIVO		
60,0			TOTAL CRÉDITOS SEGUNDO CURSO		

GRMK TERCER CURSO

CR	S	TP			
4,5	S1	OB	COMPORTAMIENTO DEL CONSUMIDOR		
4,5	S1	OB	DIRECCIÓN DE VENTAS		
4,5	S1	OB	INVESTIGACIÓN DE MERCADOS I		
4,5	S1	OB	MARKETING INDUSTRIAL Y DE SERVICIOS		
6,0	S1	OB	POLÍTICA DE COMUNICACIÓN		
6,0	S1	OB	POLÍTICA DE PRODUCTO		
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS II		
4,5	S2	OB	MARKETING RELACIONAL, DIRECTO E INTERACTIVO		
4,5	S2	OB	MARKETING Y SISTEMAS DE INFORMACIÓN APLICADOS		
6,0	S2	OB	POLÍTICA DE DISTRIBUCIÓN		
6,0	S2	OB	POLÍTICA DE PRECIOS Y COSTES		
4,5	S2	OB	TÉCNICAS DE NEGOCIACIÓN COMERCIAL		
60,0			TOTAL CRÉDITOS TERCER CURSO		

GRMK CUARTO CURSO

CR	S	TP			
4,5	S1	OP	ANÁLISIS Y PREVISIÓN DE VENTAS		
4,5	S1	OP	DIRECCIÓN DE RECURSOS HUMANOS		
4,5	S1	OP	MARKETING GLOBAL E INTERNAC. Y COMERCIO EXTERIOR		
4,5	S1	OP	MARKETING Y DIRECCIÓN DE COMUNICACIÓN		
6,0	S1	OB	PLAN DE MARKETING		
6,0	S1	OP	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)		
24,0	A	OB	PRÁCTICAS EXTERNAS		
6,0	A	OB	PROYECTO FIN DE GRADO		
60,0			TOTAL CRÉDITOS CUARTO CURSO		

TSDC PRIMER CURSO

CR	S	TP			
6,0	S1	P	INGLÉS I		
3,0	S1	P	TÉCNICAS DE VENTA		
6,0	S2	P	INGLÉS II		
3,0	S2	P	EL ECOSISTEMA DIGITAL		
18,0			TOTAL CRÉDITOS PRIMER CURSO		

TSDC SEGUNDO CURSO

CR	S	TP			
6,0	S1	P	INGLÉS III		
3,0	S1	P	PENSAMIENTO SOCIAL CRISTIANO		
3,0	S1	P	INFORMÁTICA II		
3,0	S2	P	TECNOLOGÍAS MULTIMEDIA		
15,0			TOTAL CRÉDITOS SEGUNDO CURSO		

TSDC TERCER CURSO

CR	S	TP			
3,0	S1	P	INGLÉS V		
4,5	S2	P	EMPRENDEDORES		
7,5			TOTAL CRÉDITOS TERCER CURSO		

TSDC CUARTO CURSO

CR	S	TP			
4,5	S2	P	PLANIFICACIÓN Y GESTIÓN DE LA PUBLICIDAD		
4,5	S2	P	ORGANIZACIÓN DE EMPRESAS		
3,0	S2	P	DERECHO EMPRESARIAL II		
3,0	S2	P	MARKETING PROMOCIONAL		
3,0	S2	P	DIRECCIÓN DE EQUIPOS COMERCIALES		
3,0	S2	P	ÉTICA EMPRESARIAL		
21,0			TOTAL CRÉDITOS CUARTO CURSO		

TSDC QUINTO CURSO

CR	S	TP			
3,0	S1	P	ESTRATEGIAS DE MKT DIGITAL		
3,0	S1	P	PUBLICIDAD DIGITAL		
3,0	S1	P	COMUNICACIÓN DIGITAL		
4,5	S1	P	DECISIONES DE INVERSIÓN Y FINANCIACIÓN		
3,0	S1	P	E-COMMERCE		
3,0	S1	P	ECONOMETRÍA		
3,0	S1	P	GESTIÓN IMAGEN CORPORATIVA		
3,0	S1	P	PRESUPUESTOS Y CONTROL DE MARKETING		
1,5	S1	P	SOLUCIONES DE FINAN. PARA EMPRENDEDORES		
3,0	S1	P	GESTIÓN ESTRATÉGICA DE MARCAS		
3,0	S2	P	GLOBAL MINDSET		
1,5	S2	P	SIMULADOR DE MARKETING		
3,0	S2	P	DIGITAL MARKETING. METRICS AND ANALYTICS		
3,0	S2	P	MODELOS DE NEGOCIO EN EL ÁMBITO DIGITAL		
3,0	S2	P	DIRECCIÓN DE OPERACIONES Y TECNOLOGÍA		
4,5	S2	P	CREACIÓN DE EMPRESAS		
3,0	S2	P	ENTORNO ECONÓMICO		
3,0	S2	P	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES		
3,0	S2	P	DIGITAL MARKETING INTELLIGENCE		
1,5	S2	P	TENDENCIAS EN MARKETING DIGITAL		
58,5			TOTAL CRÉDITOS QUINTO CURSO		

240

[GRMK] ECTS URJC

120

[TSDC] CRÉDITOS ESIC

360 TOTAL CRÉDITOS

* Los alumnos que cursan el **Grado Oficial en Marketing [GRMK]** por la URJC, podrán obtener a su vez el **Título Superior en Negocios Digitales [TSND]**** de ESIC cursando los **120 créditos adicionales** a los ya cursados en el **Plan de Estudios GRMK**

** A solicitud del alumnado de la doble titulación, y debido al mayoritario foco digital de las asignaturas que configuran la titulación propia, el Comité Ejecutivo del Área Universitaria acuerda modificar la denominación de la titulación propia, pasando de "Título Superior en Dirección Comercial (TSDC)" a "Título Superior en Negocios Digitales (TSND)", siendo de aplicación para todos los egresados a partir del curso 2018-19.

GRADO OFICIAL EN DIRECCIÓN Y GESTIÓN DE EMPRESAS EN EL ÁMBITO DIGITAL / DIGITAL BUSINESS [GRDB]

+ PROGRAMA AVANZADO DE HABILIDADES Y HERRAMIENTAS EMPRESARIALES [PAHE]

GRDB PRIMER CURSO

CR	S	TP		
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA	
6,0	S1	FB	MICROECONOMÍA	
6,0	S1	FB	HISTORIA DE LA EMPRESA Y DE LA ECONOMÍA DIGITAL	
6,0	S1	OB	EL ECOSISTEMA DIGITAL	
6,0	S1	FB	INFORMÁTICA APLICADA A LA EMPRESA	
6,0	S2	FB	INTRODUCCIÓN A LA COMUNICACIÓN Y EL MARKETING	
6,0	S2	OB	MATEMÁTICAS EMPRESARIALES	
6,0	S2	OB	SISTEMAS DE INFORMACIÓN CONTABLE	
6,0	S2	FB	DEONTOLOGÍA PROFESIONAL Y PRIN. JURÍDICOS BÁSICOS	
6,0	S2	FB	LA SOCIEDAD DIGITAL	
60,0			TOTAL CRÉDITOS PRIMER CURSO	

GRDB SEGUNDO CURSO

CR	S	TP		
4,5	S1	OB	ESTRATEGIAS DE MARKETING DIGITAL	
4,5	S1	OB	CONTABILIDAD ANALÍTICA	
6,0	S1	FB	DERECHO MERCANTIL	
6,0	S1	FB	IDIOMA MODERNO (INGLÉS III)	
4,5	S1	OB	ORGANIZACIÓN DE EMPRESAS	
4,5	S1	OB	ESTADÍSTICA EMPRESARIAL	
6,0	S2	FB	ÉTICA EMPRESARIAL	
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS DIGITALES	
6,0	S2	OB	DIRECCIÓN DE OPERACIONES	
4,5	S2	OB	ANÁLISIS ECONÓMICO FINANCIERO	
4,5	S2	OB	TECNOLOGÍA OPERATIVA DE LA ECONOMÍA DIGITAL	
4,5	S2	OB	MACROECONOMÍA	
60,0			TOTAL CRÉDITOS SEGUNDO CURSO	

GRDB TERCER CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
4,5	S1	OB	SISTEMAS INFORMATIVOS DE GESTIÓN	
4,5	S1	OB	GESTIÓN DEL CLIENTE DIGITAL	
4,5	S1	OB	GESTIÓN DE PROYECTOS DIGITALES	
6,0	S1	OB	E-COMMERCE	
4,5	S1	OB	USABILIDAD Y ARQUITECTURA DE LA INFORMACIÓN	
6,0	S1	OB	DIRECCIÓN COMERCIAL EN ENTORNOS DIGITALES	
4,5	S2	OB	DIRECCIÓN DE RRHH	
6,0	S2	OB	PLAN DE MARKETING INTEGRADO	
6,0	S2	OB	GESTIÓN FINANCIERA	
4,5	S2	OB	GESTIÓN DE LA TECNOLOGÍA Y GOBIERNO DE LAS TIC	
4,5	S2	OB	MODELOS DE NEGOCIO EN LA ECONOMÍA DIGITAL	
4,5	S2	OB	CREACIÓN DE EMPRESAS EN ENTORNOS DIGITALES	
60,0			TOTAL CRÉDITOS TERCER CURSO	

GRDB CUARTO CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
6,0	S1	OB	DIRECCIÓN ESTRATÉGICA	
4,5	S1	OP	OPTATIVA 1/EMPRESA	
4,5	S1	OP	OPTATIVA 2/MARKETING	
4,5	S1	OP	OPTATIVA 3/ECONOMÍA DIGITAL	
4,5	S1	OP	OPTATIVA 4/ECONOMÍA DIGITAL	
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (REC. DE CRÉDITOS)	
24,0	A	OB	PRÁCTICAS EXTERNAS	
6,0	A	OB	TRABAJO FIN DE GRADO	
60,0			TOTAL CRÉDITOS CUARTO CURSO	

PAHE PRIMER CURSO

CR	S	TP		
6,0	S1	P	INGLÉS I	
3,0	S1	P	TECNOLOGÍAS MULTIMEDIA	
6,0	S2	P	INGLÉS II	
3,0	S2	P	TÉCNICAS DE VENTA	
18,0			TOTAL CRÉDITOS PRIMER CURSO PAHE	

PAHE SEGUNDO CURSO

CR	S	TP		
3,0	S1	P	INFORMÁTICA II	
3,0	S1	P	PENSAMIENTO SOCIAL CRISTIANO	
6,0	S2	P	INGLÉS IV	
12			TOTAL CRÉDITOS SEGUNDO CURSO PAHE	

PAHE TERCER CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
3,0	S1	P	INFORMÁTICA III	
3,0	S1	P	CREATIVIDAD E INNOVACIÓN	
3,0	S2	P	DIRECCIÓN DE EQUIPOS	
3,0	S2	P	MODELOS PARA LA TOMA DE DECISIONES	
12			TOTAL CRÉDITOS TERCER CURSO PAHE	

PAHE CUARTO CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
3,0	S1	P	GESTIÓN DEL CAMBIO	
3,0	S1	P	GLOBAL MINDSET	
3,0	S1	P	LIDERAZGO Y ESTILOS DE DIRECCIÓN	
3,0	S1	P	GESTIÓN DE LA CALIDAD	
3,0	S1	P	SIMULADOR DE MARKETING	
3,0	S1	P	TENDENCIAS EN MARKETING DIGITAL	
18			TOTAL CRÉDITOS CUARTO CURSO PAHE	

GRDB PRIMER CURSO

CR	S	TP		
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA	
6,0	S1	FB	MICROECONOMÍA	
6,0	S1	FB	HISTORIA DE LA EMPRESA Y DE LA ECONOMÍA DIGITAL	
6,0	S1	OB	EL ECOSISTEMA DIGITAL	
6,0	S1	FB	INFORMÁTICA APLICADA A LA EMPRESA	
6,0	S2	FB	INTRODUCCIÓN A LA COMUNICACIÓN Y EL MARKETING	
6,0	S2	OB	MATEMÁTICAS EMPRESARIALES	
6,0	S2	OB	SISTEMAS DE INFORMACIÓN CONTABLE	
6,0	S2	FB	DEONTOLOGÍA PROFESIONAL Y PRIN. JURÍDICOS BÁSICOS	
6,0	S2	FB	LA SOCIEDAD DIGITAL	
60,0			TOTAL CRÉDITOS PRIMER CURSO	

GRDB SEGUNDO CURSO

CR	S	TP		
4,5	S1	OB	ESTRATEGIAS DE MARKETING DIGITAL	
4,5	S1	OB	CONTABILIDAD ANALÍTICA	
6,0	S1	FB	DERECHO MERCANTIL	
6,0	S1	FB	IDIOMA MODERNO (INGLÉS III)	
4,5	S1	OB	ORGANIZACIÓN DE EMPRESAS	
4,5	S1	OB	ESTADÍSTICA EMPRESARIAL	
6,0	S2	FB	ÉTICA EMPRESARIAL	
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS DIGITALES	
6,0	S2	OB	DIRECCIÓN DE OPERACIONES	
4,5	S2	OB	ANÁLISIS ECONÓMICO FINANCIERO	
4,5	S2	OB	TECNOLOGÍA OPERATIVA DE LA ECONOMÍA DIGITAL	
4,5	S2	OB	MACROECONOMÍA	
60,0			TOTAL CRÉDITOS SEGUNDO CURSO	

GRDB TERCER CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
4,5	S1	OB	SISTEMAS INFORMATIVOS DE GESTIÓN	
4,5	S1	OB	GESTIÓN DEL CLIENTE DIGITAL	
4,5	S1	OB	GESTIÓN DE PROYECTOS DIGITALES	
6,0	S1	OB	E-COMMERCE	
4,5	S1	OB	USABILIDAD Y ARQUITECTURA DE LA INFORMACIÓN	
6,0	S1	OB	DIRECCIÓN COMERCIAL EN ENTORNOS DIGITALES	
4,5	S2	OB	DIRECCIÓN DE RRHH	
6,0	S2	OB	PLAN DE MARKETING INTEGRADO	
6,0	S2	OB	GESTIÓN FINANCIERA	
4,5	S2	OB	GESTIÓN DE LA TECNOLOGÍA Y GOBIERNO DE LAS TIC	
4,5	S2	OB	MODELOS DE NEGOCIO EN LA ECONOMÍA DIGITAL	
4,5	S2	OB	CREACIÓN DE EMPRESAS EN ENTORNOS DIGITALES	
60,0			TOTAL CRÉDITOS TERCER CURSO	

GRDB CUARTO CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
6,0	S1	OB	DIRECCIÓN ESTRATÉGICA	
4,5	S1	OP	OPTATIVA 1/EMPRESA	
4,5	S1	OP	OPTATIVA 2/MARKETING	
4,5	S1	OP	OPTATIVA 3/ECONOMÍA DIGITAL	
4,5	S1	OP	OPTATIVA 4/ECONOMÍA DIGITAL	
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (REC. DE CRÉDITOS)	
24,0	A	OB	PRÁCTICAS EXTERNAS	
6,0	A	OB	TRABAJO FIN DE GRADO	
60,0			TOTAL CRÉDITOS CUARTO CURSO	

TSDMC PRIMER CURSO

CR	S	TP		
6,0	S1	P	INGLÉS I	
3,0	S1	P	INTRODUCCIÓN AL MARKETING	
6,0	S2	P	INGLÉS II	
3,0	S2	P	TÉCNICAS DE VENTA	
18,0			TOTAL CRÉDITOS PRIMER CURSO TSDMC	

TSDMC SEGUNDO CURSO

CR	S	TP		
3,0	S1	P	PENSAMIENTO SOCIAL CRISTIANO	
3,0	S1	P	COMPORTAMIENTO DEL CONSUMIDOR	
3,0	S1	P	INFORMÁTICA APLICADA AL MARKETING	
6,0	S2	P	INGLÉS IV	
15,0			TOTAL CRÉDITOS SEGUNDO CURSO TSDMC	

TSDMC TERCER CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
4,5	S1	P	INICIATIVA EMPRENDEDORA Y LA INNOVACION DIGITAL	
4,5	S2	P	INFORMÁTICA APLICADA A LA GESTIÓN EMPRESARIAL	
9,0			TOTAL CRÉDITOS TERCER CURSO TSDMC	

TSDMC CUARTO CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
3,0	S2	P	INVESTIGACIÓN DE MERCADOS II	
3,0	S2	P	MÉTODOS DE PREVISIÓN DE VENTAS	
3,0	S2	P	MODELOS PARA LA TOMA DE DECISIONES	
3,0	S2	P	DERECHO EMPRESARIAL II	
3,0	S2	P	PLANIFICACIÓN Y GESTIÓN DE LA PUBLICIDAD	
3,0	S2	P	DIRECCIÓN DE MARKETING	
18,0			TOTAL CRÉDITOS CUARTO CURSO TSDMC	

TSDMC QUINTO CURSO (IMPARTIDO ÍNTEGRAMENTE EN INGLÉS)

CR	S	TP		
4,5	S1	P	DIRECCIÓN DE PRODUCTO	
3,0	S1	P	DISTRIBUCIÓN COMERCIAL	
3,0	S1	P	DIRECCIÓN DE PRECIOS	
3,0	S1	P	MARKETING PROMOCIONAL	
3,0	S1	P	COMUNICACIÓN DIGITAL	
4,5	S1	P	PRESUPUESTOS Y CONTROL DE MARKETING	
3,0	S1	P	GLOBAL MINDSET	
3,0	S1	P	TÉCNICAS DE COMERCIO EXTERIOR	
3,0	S1	P	DIRECCIÓN DE EQUIPOS COMERCIALES	
4,5	S2	P	DIRECCIÓN INTERNACIONAL DE MARKETING	
3,0	S2	P	ENTORNO ECONÓMICO	
3,0	S2	P	GESTIÓN ESTRATÉGICA DE MARCAS	
3,0	S2	P	ECONOMETRÍA	
3,0	S2	P	GESTIÓN DE LA IMAGEN CORPORATIVA	
3,0	S2	P	MARKETING SECTORIAL	
1,5	S2	P	SIMULADOR DE MARKETING	
3,0	S2	P	PUBLICIDAD DIGITAL	
3,0	S2	P	DIGITAL MARKETING INTELLIGENCE	
3,0	S2	P	TENDENCIAS DE MARKETING DIGITAL	
60,0			TOTAL CRÉDITOS QUINTO CURSO TSDMC	

240

[GRDB] ECTS URJC

120

[PAHE] CRÉDITOS ESIC

360 TOTAL CRÉDITOS

* Los alumnos que cursan el **Grado Oficial en Dirección y Gestión de Empresas en el Ambito Digital/Digital Business [GRDB]** por la URJC, podrán obtener a su vez **Título Superior en Dirección de Marketing y Gestión Comercial [TSDMC]** de ESIC cursando los **120 créditos adicionales** a los ya cursados en el **Plan de Estudios GRDB**

GRADO OFICIAL EN ADE [GRADE]**+ PROGRAMA AVANZADO DE HABILIDADES Y HERRAMIENTAS EMPRESARIALES [PAHE]****GRADE PRIMER CURSO**

CR	S	TP	
6,0	S1	FB	DEONT. PROF., PRINCIPIOS JURÍDI. BÁSICOS E IGUALDAD
6,0	S1	FB	HISTORIA DE LA ECONOMÍA
6,0	S1	FB	HISTORIA DE LAS INSTITUCIONES ESPAÑOLAS
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA I
6,0	S1	OB	MATEMÁTICAS EMPRESARIALES
6,0	S2	FB	DERECHO MERCANTIL
6,0	S2	FB	INFORMÁTICA APLICADA A LA EMPRESA
6,0	S2	FB	INTRODUCCIÓN A LA ECONOMÍA
6,0	S2	OB	INTRODUCCIÓN A LA EMPRESA II
6,0	S2	OB	MATEMÁTICAS FINANCIERAS
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRADE SEGUNDO CURSO

CR	S	TP	
6,0	S1	OB	CONTABILIDAD FINANCIERA I
6,0	S1	OB	ESTADÍSTICA EMPRESARIAL I
6,0	S1	FB	INTROD. AL MARKETING Y LA COMUNIC.N EN LA EMPRESA
4,5	S1	OB	MICROECONOMÍA
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA
4,5	S2	OB	CONTABILIDAD FINANCIERA II
4,5	S2	OB	DIRECCIÓN DE MARKETING
6,0	S2	OB	DIRECCIÓN DE PRODUCCIÓN
6,0	S2	OB	ESTADÍSTICA EMPRESARIAL II
6,0	S2	FB	INGLÉS IV - IDIOMA MODERNO
4,5	S2	OB	MACROECONOMÍA
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRADE TERCER CURSO

CR	S	TP	
4,5	S1	OB	CONTABILIDAD ANALÍTICA
4,5	S1	OB	DIRECCIÓN COMERCIAL
6,0	S1	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA I
6,0	S1	OB	DIRECCIÓN FINANCIERA I
4,5	S1	OB	MÉTODOS DE DECISIÓN EMPRESARIAL
4,5	S1	OB	RÉGIMEN FISCAL DE LA EMPRESA
4,5	S2	OB	ANÁLISIS DE BALANCES
6,0	S2	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA II
6,0	S2	OB	DIRECCIÓN FINANCIERA II
4,5	S2	OB	ENTORNO ECONÓMICO NACIONAL E INTERNACIONAL
4,5	S2	OB	RECURSOS HUMANOS
4,5	S2	OB	SISTEMAS INFORMATIVOS DE GESTIÓN
60,0			TOTAL CRÉDITOS TERCER CURSO

GRADE CUARTO CURSO

CR	S	TP	
4,5	S1	OP	CONTABILIDAD DE SOCIEDADES
6,0	S1	OB	DERECHO DEL TRABAJO
4,5	S1	OP	DIRECCIÓN DE OPERACIONES EN EMPRESAS DE SERVICIOS
4,5	S1	OP	INICIATIVAS EMPRESARIALES
4,5	S1	OP	MARKETING GLOBAL E INTERNACIONAL
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

PAHE PRIMER CURSO

CR	S	TP	
3,0	S1	P	TECNOLOGÍAS MULTIMEDIA
6,0	S1	P	INGLÉS I
6,0	S2	P	INGLÉS II
3,0	S2	P	DIRECCIÓN DE EQUIPOS
18,0			TOTAL CRÉDITOS PRIMER CURSO

PAHE SEGUNDO CURSO

CR	S	TP	
6,0	S1	P	INGLÉS III
3,0	S1	P	INFORMÁTICA II
3,0	S2	P	NEGOCIACIÓN COMERCIAL
12,0			TOTAL CRÉDITOS SEGUNDO CURSO

PAHE TERCER CURSO

CR	S	TP	
3,0	S1	P	INGLÉS V
4,5	S2	P	EMPRENDEDORES
7,5			TOTAL CRÉDITOS TERCER CURSO

PAHE CUARTO CURSO

CR	S	TP	
4,5	S1	P	ÉTICA EMPRESARIAL
3,0	S2	P	GLOBAL MINDSET
3,0	S2	P	EL ECOSISTEMA DIGITAL
3,0	S2	P	CREATIVIDAD E INNOVACIÓN
3,0	S2	P	LIDERAZGO Y ESTILOS DE DIRECCIÓN
3,0	S2	P	GESTIÓN DE LA CALIDAD
3,0	S2	P	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES
22,5			TOTAL CRÉDITOS CUARTO CURSO

GRADE PRIMER CURSO

CR	S	TP	
6,0	S1	FB	DEONT.A PROF., PRINCIPIOS JURÍD. BÁSICOS E IGUALDAD
6,0	S1	FB	HISTORIA DE LA ECONOMÍA
6,0	S1	FB	HISTORIA DE LAS INSTITUCIONES ESPAÑOLAS
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA I
6,0	S1	OB	MATEMÁTICAS EMPRESARIALES
6,0	S2	FB	DERECHO MERCANTIL
6,0	S2	FB	INFORMÁTICA APLICADA A LA EMPRESA
6,0	S2	FB	INTRODUCCIÓN A LA ECONOMÍA
6,0	S2	OB	INTRODUCCIÓN A LA EMPRESA II
6,0	S2	OB	MATEMÁTICAS FINANCIERAS
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRADE SEGUNDO CURSO

CR	S	TP	
6,0	S1	OB	CONTABILIDAD FINANCIERA I
6,0	S1	OB	ESTADÍSTICA EMPRESARIAL I
6,0	S1	FB	INTROD. AL MARKETING Y LA COMUNIC. EN LA EMPRESA
4,5	S1	OB	MICROECONOMÍA
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA
4,5	S2	OB	CONTABILIDAD FINANCIERA II
4,5	S2	OB	DIRECCIÓN DE MARKETING
6,0	S2	OB	DIRECCIÓN DE PRODUCCIÓN
6,0	S2	OB	ESTADÍSTICA EMPRESARIAL II
6,0	S2	FB	INGLÉS IV - IDIOMA MODERNO
4,5	S2	OB	MACROECONOMÍA
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRADE TERCER CURSO

CR	S	TP	
4,5	S1	OB	CONTABILIDAD ANALÍTICA
4,5	S1	OB	DIRECCIÓN COMERCIAL
6,0	S1	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA I
6,0	S1	OB	DIRECCIÓN FINANCIERA I
4,5	S1	OB	MÉTODOS DE DECISIÓN EMPRESARIAL
4,5	S1	OB	RÉGIMEN FISCAL DE LA EMPRESA
4,5	S2	OB	ANÁLISIS DE BALANCES
6,0	S2	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA II
6,0	S2	OB	DIRECCIÓN FINANCIERA II
4,5	S2	OB	ENTORNO ECONÓMICO NACIONAL E INTERNACIONAL
4,5	S2	OB	RECURSOS HUMANOS
4,5	S2	OB	SISTEMAS INFORMATIVOS DE GESTIÓN
60,0			TOTAL CRÉDITOS TERCER CURSO

GRADE CUARTO CURSO

CR	S	TP	
4,5	S1	OP	CONTABILIDAD DE SOCIEDADES
6,0	S1	OB	DERECHO DEL TRABAJO
4,5	S1	OP	DIRECCIÓN DE OPERACIONES EN EMPRESAS DE SERVICIOS
4,5	S1	OP	INICIATIVAS EMPRESARIALES
4,5	S1	OP	MARKETING GLOBAL E INTERNACIONAL
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

TSDMC PRIMER CURSO

CR	S	TP	
6,0	S1	P	INGLÉS I
3,0	S1	P	TÉCNICAS DE VENTA
6,0	S2	P	INGLÉS II
3,0	S2	P	TEORÍA Y ESTRUCTURA DE LA COMUNICACIÓN
18,0			TOTAL CRÉDITOS PRIMER CURSO

TSDMC SEGUNDO CURSO

CR	S	TP	
6,0	S1	P	INGLÉS III
3,0	S1	P	INFORMÁTICA II
3,0	S2	P	PENSAMIENTO SOCIAL CRISTIANO
3,0	S2	P	EL ECOSISTEMA DIGITAL
15,0			TOTAL CRÉDITOS SEGUNDO CURSO

TSDMC TERCER CURSO

CR	S	TP	
3,0	S1	P	INGLÉS V
3,0	S2	P	COMPORTAMIENTO DEL CONSUMIDOR
6,0			TOTAL CRÉDITOS TERCER CURSO

TSDMC CUARTO CURSO

CR	S	TP	
3,0	S2	P	NEGOCIACIÓN COMERCIAL
4,5	S2	P	PLANIFICACIÓN Y GESTIÓN DE LA PUBLICIDAD
3,0	S2	P	MÉTODOS U PREVISIÓN DE VENTAS
4,5	S2	P	DIRECCIÓN DE PRODUCTO
3,0	S2	P	DISTRIBUCIÓN COMERCIAL
3,0	S2	P	DIRECCIÓN DE PRECIOS
21,0			TOTAL CRÉDITOS CUARTO CURSO

TSDMC QUINTO CURSO

CR	S	TP	
4,5	S1	P	INVESTIGACIÓN DE MERCADOS
3,0	S1	P	MARKETING RELACIONAL Y DIRECTO
3,0	S1	P	ESTRATEGIAS DE MARKETING DIGITAL
3,0	S1	P	PUBLICIDAD DIGITAL
3,0	S1	P	COMUNICACIÓN DIGITAL
4,5	S1	P	PLAN DE MARKETING
3,0	S1	P	GESTIÓN ESTRATÉGICA DE MARCAS
3,0	S1	P	E-COMMERCE
3,0	S1	P	GESTIÓN DE IMAGEN CORPORATIVA
4,5	S2	P	ÉTICA EMPRESARIAL
3,0	S2	P	ECONOMETRÍA
1,5	S2	P	SOLUCIONES DE FINANCIACIÓN PARA EMPRENDEDORES
3,0	S2	P	GLOBAL MINDSET
1,5	S2	P	SIMULADOR DE MARKETING
3,0	S2	P	DIGITAL MARKETING METRICS/ANALYTICS
3,0	S2	P	MODELOS DE NEGOCIO EN EL ÁMBITO DIGITAL
3,0	S2	P	PRESUPUESTOS Y CONTROL DE MARKETING
3,0	S2	P	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES
3,0	S2	P	DIGITAL MARKETING INTELLIGENCE
1,5	S2	P	TENDENCIAS EN MARKETING DIGITAL
60,0			TOTAL CRÉDITOS QUINTO CURSO

240

[GRADE] ECTS URJC

120

[TSDMC] CRÉDITOS ESIC

360 TOTAL CRÉDITOS

BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT* [BBAM]**+ DIPLOMA IN PROFESSIONAL SKILLS** [DPS]**BBAM 1ST YEAR**

CR	S	TP	
6.0	S1	BE	ECONOMIC HISTORY
6.0	S1	COM	CORPORATE MATHEMATICS
6.0	S1	BE	INTRODUCTION TO CORPORATIONS I
6.0	S1	BE	PROFESSIONAL ETHICS, BASIC PRINCIPALS OF LAW AND EQUALITY (PROFESSIONAL ETHICS)
6.0	S1	BE	HISTORY OF SPANISH INSTITUTIONS (HUMANITIES)
6.0	S2	BE	INTRODUCTION TO ECONOMICS
6.0	S2	COM	FINANCIAL MATHEMATICS
6.0	S2	COM	INTRODUCTION TO CORPORATIONS II
6.0	S2	BE	MERCANTILE LAW
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO CORPORATIONS
60.0			ECTS FIRST YEAR

BBAM 2ND YEAR

CR	S	TP	
6.0	A	BE	MODERN LANGUAGE (ENGLISH)
6.0	S1	BE	INTRODUCTION TO MARKETING AND COMMUNICATIONS AT THE FIRM
6.0	S1	COM	FINANCIAL ACCOUNTING I
4.5	S1	COM	MICRO-ECONOMICS
6.0	S1	COM	CORPORATE STATISTICS I
6.0	S1	BE	CORPORATE SOCIOLOGY
4.5	S2	COM	FINANCIAL ACCOUNTING II
6.0	S2	COM	PRODUCTION MANAGEMENT
4.5	S2	COM	MACRO-ECONOMICS
6.0	S2	COM	CORPORATE STATISTICS II
4.5	S2	COM	MARKETING MANAGEMENT
60.0			ECTS SECOND YEAR

BBAM 3RD YEAR

CR	S	TP	
4.5	A	COM	CORPORATE TAXATION
6.0	S1	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
4.5	S1	COM	ANALYTICAL ACCOUNTING
4.5	S1	COM	COMMERCIAL MANAGEMENT
6.0	S1	COM	FINANCIAL MANAGEMENT I
4.5	S1	COM	CORPORATE DECISION METHODS
4.5	S2	COM	MANAGEMENT INFORMATION SYSTEMS
6.0	S2	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
4.5	S2	COM	HUMAN RESOURCES
6.0	S2	COM	FINANCIAL MANAGEMENT II
4.5	S2	COM	BALANCE ANALYSIS
4.5	S2	COM	NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM
60.0			ECTS THIRD YEAR

BBAM 4TH YEAR

CR	S	TP	
6.0	S1	COM	LABOUR LAW
4.5	S1	EL	CORPORATE ACCOUNTING
4.5	S1	EL	GLOBAL AND INTERNATIONAL MARKETING
4.5	S1	EL	OPERATIONS MANAGEMENT IN SERVICE CORPORATIONS
4.5	S1	EL	ENTREPRENEURSHIP
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
2.4	A	COM	INTERNSHIP PLACEMENT
6.0	A	COM	END OF DEGREE PROJECT
60.0			ECTS FOURTH YEAR

DPS 1ST YEAR

CR	S	TP	
3.0	S1	PA	MULTIMEDIA TECHNOLOGIES
6.0	S1	PA	MODERN LANGUAGE
6.0	S2	PA	MODERN LANGUAGE
3.0	S2	PA	TEAM MANAGEMENT
18.0			CREDITS FIRST YEAR

DPS 2ND YEAR

CR	S	TP	
6.0	S1	PA	MODERN LANGUAGE
3.0	S1	PA	INFORMATION TECHNOLOGY
3.0	S2	PA	COMMERCIAL NEGOTIATION
12.0			CREDITS SECOND YEAR

DPS 3RD YEAR

CR	S	TP	
3.0	S1	PA	MODERN LANGUAGE
4.5	S2	PA	ENTREPRENEURIAL INITIATIVE
7.5			CREDITS THIRD YEAR

DPS 4TH YEAR

CR	S	TP	
4.5	S1	PA	BUSINESS ETHICS
3.0	S2	PA	GLOBAL MINDSET
3.0	S2	PA	THE DIGITAL ECOSYSTEM
3.0	S2	PA	CREATIVITY AND INNOVATION
3.0	S2	PA	LEADERSHIP AND MANAGEMENT STYLES
3.0	S2	PA	QUALITY MANAGEMENT
3.0	S2	PA	PROJECT MANAGEMENT IN DIGITAL ENVIRONMENTS
22.5			CREDITS FOURTH YEAR

240

TOTAL CREDITS URJC BBAM

60

TOTAL CREDITS ESIC DPS

300 TOTAL CREDITS

* ESIC students enrolled on the **Bachelor's Degree in Business Administration and Management [BBAM]** by URJC, will in turn be able to receive an **Advanced Program of Skills and Tools [DPS]** by ESIC (**60 additional credits**)

BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT* [BBAM]**+ DEGREE IN MARKETING AND COMMERCIAL MANAGEMENT [DMCM]****BBAM 1ST YEAR**

CR	S	TP	
6.0	S1	BE	ECONOMIC HISTORY
6.0	S1	COM	CORPORATE MATHEMATICS
6.0	S1	BE	INTRODUCTION TO CORPORATIONS I
6.0	S1	BE	PROFESSIONAL ETHICS, BASIC PRINCIPALS OF LAW AND EQUALITY (PROFESSIONAL ETHICS)
6.0	S1	BE	HISTORY OF SPANISH INSTITUTIONS (HUMANITIES)
6.0	S2	BE	INTRODUCTION TO ECONOMICS
6.0	S2	COM	FINANCIAL MATHEMATICS
6.0	S2	COM	INTRODUCTION TO CORPORATIONS II
6.0	S2	BE	MERCANTILE LAW
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO CORPORATIONS
60.0			ECTS FIRST YEAR

BBAM 2ND YEAR

CR	S	TP	
6.0	A	BE	MODERN LANGUAGE (ENGLISH)
6.0	S1	BE	INTRODUCTION TO MARKETING AND COMMUNICATIONS AT THE FIRM
6.0	S1	COM	FINANCIAL ACCOUNTING I
4.5	S1	COM	MICRO-ECONOMICS
6.0	S1	COM	CORPORATE STATISTICS I
6.0	S1	BE	CORPORATE SOCIOLOGY
4.5	S2	COM	FINANCIAL ACCOUNTING II
6.0	S2	COM	PRODUCTION MANAGEMENT
4.5	S2	COM	MACRO-ECONOMICS
6.0	S2	COM	CORPORATE STATISTICS II
4.5	S2	COM	MARKETING MANAGEMENT
60.0			ECTS SECOND YEAR

BBAM 3RD YEAR

CR	S	TP	
4.5	A	COM	CORPORATE TAXATION
6.0	S1	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
4.5	S1	COM	ANALYTICAL ACCOUNTING
4.5	S1	COM	COMMERCIAL MANAGEMENT
6.0	S1	COM	FINANCIAL MANAGEMENT I
4.5	S1	COM	CORPORATE DECISION METHODS
4.5	S2	COM	MANAGEMENT INFORMATION SYSTEMS
6.0	S2	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
4.5	S2	COM	HUMAN RESOURCES
6.0	S2	COM	FINANCIAL MANAGEMENT II
4.5	S2	COM	BALANCE ANALYSIS
4.5	S2	COM	NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM
60.0			ECTS THIRD YEAR

BBAM 4TH YEAR

CR	S	TP	
6.0	S1	COM	LABOUR LAW
4.5	S1	EL	CORPORATE ACCOUNTING
4.5	S1	EL	CORPORATE ASSESSMENT AND ACQUISITION
4.5	S1	EL	OPERATIONS MANAGEMENT IN SERVICE CORPORATIONS
4.5	S1	EL	ENTREPRENEURSHIP
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
2.4	A	COM	INTERNSHIP PLACEMENT
6.0	A	COM	END OF DEGREE PROJECT
60.0			ECTS FOURTH YEAR

DMCM 1ST YEAR

CR	S	TP	
6.0	S1	TS	MODERN LANGUAGE
3.0	S1	TS	SALES TECHNIQUES
6.0	S2	TS	MODERN LANGUAGE
3.0	S2	TS	THEORY AND STRUCTURE OF COMMUNICATION
18.0			TOTAL CREDITS FIRST YEAR

DMCM 2ND YEAR

CR	S	TP	
6.0	S1	TS	MODERN LANGUAGE
3.0	S1	TS	COMPUTING II
3.0	S2	TS	CHRISTIAN SOCIAL THOUGHT
3.0	S2	TS	THE DIGITAL ECOSYSTEM
15.0			TOTAL CREDITS SECOND YEAR

DMCM 3RD YEAR

CR	S	TP	
3.0	S1	TS	MODERN LANGUAGE
3.0	S2	TS	CONSUMER BEHAVIOUR
6.0			TOTAL CREDITS THIRD YEAR

DMCM 4TH YEAR

CR	S	TP	
3.0	S2	TS	COMMERCIAL NEGOTIATION
4.5	S2	TS	ADVERTISING PLANNING AND MANAGEMENT
3.0	S2	TS	SALES METHODS AND FORECASTING
4.5	S2	TS	PRODUCT MANAGEMENT
3.0	S2	TS	DISTRIBUTION CHANNELS
3.0	S2	TS	PRICE MANAGEMENT
21.0			TOTAL CREDITS FOURTH YEAR

DMCM 5TH YEAR

CR	S	TP	
3.0	S1	TS	DIGITAL MARKETING STRATEGIES
3.0	S1	TS	DIGITAL ADVERTISING
3.0	S1	TS	DIGITAL COMMUNICATION
4.5	S1	TS	MARKETING PLAN
3.0	S1	TS	E-COMMERCE
3.0	S1	TS	CORPORATE IMAGE MANAGEMENT
3.0	S1	TS	STRATEGIC BRAND MANAGEMENT
4.5	S1	TS	MARKET RESEARCH I
3.0	S1	TS	RELATIONAL AND DIRECT MARKETING
4.5	S2	TS	BUSINESS ETHICS
3.0	S2	TS	ECONOMETRICS
3.0	S2	TS	BUDGETS AND MARKETING CONTROL
1.5	S2	TS	FINANCING SOLUTIONS FOR ENTREPRENEURS
3.0	S2	TS	GLOBAL MINDSET
1.5	S2	TS	MARKETING SIMULATOR
3.0	S2	TS	DIGITAL MARKETING. METRICS & ANALYTICS
3.0	S2	TS	NEGOTIATION MODELS IN THE DIGITAL ENVIRONMENT
3.0	S2	TS	PROJECT MANAGEMENT IN DIGITAL ENVIRONMENTS
3.0	S2	TS	DIGITAL MARKETING INTELLIGENCE
1.5	S2	TS	DIGITAL MARKETING TRENDS
60.0			TOTAL CREDITS FIFTH YEAR

240

TOTAL CREDITS URJC

120

TOTAL CREDITS ESIC DMCM

360 TOTAL CREDITS

GRADO OFICIAL EN NEGOCIOS INTERNACIONALES/INTERNATIONAL BUSINESS [GRIB]**+ PROGRAMA AVANZADO DE HABILIDADES Y HERRAMIENTAS EMPRESARIALES [PAHE]****GRIB PRIMER CURSO**

CR	S	TP	
6,0	S1	FB	FUNDAMENTOS DE MARKETING
6,0	S1	FB	DERECHO DEL TRABAJO
6,0	S1	FB	DERECHO MERCANTIL
6,0	S1	FB	FUNDAMENTOS DE ECONOMÍA DE LA EMPRESA
6,0	S1	FB	INGLÉS PARA LOS NEGOCIOS
6,0	S2	FB	ADMINISTRACIÓN Y ORGANIZACIÓN DE EMPRESAS
6,0	S2	FB	BASES ACTUALES DEL SISTEMA TRIBUTARIO
6,0	S2	FB	ANÁLISIS DE DATOS
6,0	S2	FB	CONTABILIDAD FINANCIERA
6,0	S2	FB	PRINCIPIOS DE ECONOMÍA
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRIB SEGUNDO CURSO

CR	S	TP	
6,0	S1	OB	DERECHO INTERNACIONAL
6,0	S1	OB	CONTABILIDAD INTERNACIONAL
6,0	S1	OB	ENTORNO ECONÓMICO INTERNACIONAL
6,0	S1	OB	INFORMÁTICA APLICADA A LA GESTIÓN DE EMPRESAS
6,0	S1	OB	IDIOMA MODERNO I
6,0	S2	OB	ÁREAS Y MERCADOS INTERNACIONALES
6,0	S2	OB	OPERACIONES INTERNACIONALES
6,0	S2	OB	INVESTIGACIÓN DE MERCADOS INTERNACIONALES
6,0	S2	OB	MATEMÁTICAS DE LAS OPERACIONES FINANCIERAS
6,0	S2	OB	IDIOMA MODERNO II
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRIB TERCER CURSO

CR	S	TP	
6,0	S1	OB	DIRECCIÓN INTERNACIONAL DE PRODUCTO Y PRECIOS
6,0	S1	OB	CROSS CULTURAL MANAGEMENT
6,0	S1	OB	ESTRATEGIAS DE ACCESO A MERCADOS INTERNACIONALES
6,0	S1	OB	FINANCIACIÓN INTERNACIONAL
6,0	S1	OB	MACROECONOMÍA INTERNACIONAL
6,0	S2	OB	DIRECCIÓN INTERNACIONAL DE MARKETING
6,0	S2	OB	ESTRATEGIAS INTERNACIONALES DE COMUNICACIÓN
6,0	S2	OB	TRANSPORTE, LOGÍSTICA Y DISTRIBUCIÓN INTERNACIONAL
6,0	S2	OB	INSTRUMENTOS Y OPERAC. EN MERCADOS FINANCIEROS
6,0	S2	OB	POLÍTICA INTERNACIONAL EN EL MUNDO DE LOS NEGOCIOS
60,0			TOTAL CRÉDITOS TERCER CURSO

GRIB CUARTO CURSO

CR	S	TP	
6,0	S1	OP	E-COMMERCE
6,0	S1	OP	PLAN DE MARKETING INTERNACIONAL
6,0	S1	OP	ESTRATEGIA Y DIRECCIÓN ESTRATÉGICA
6,0	S1	OP	GLOBAL ENTREPRENEURSHIP E INTERNAC. DE LA EMPRESA
6,0	S1	OB	MERCADOS EMERGENTES
24,0	S2	PE	PRÁCTICAS EXTERNAS
6,0	S2	TFG	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

PAHE PRIMER CURSO

CR	S	TP	
3,0	S1	PA	COMPORTAMIENTO DEL CONSUMIDOR
3,0	S1	PA	SISTEMAS INFORMÁTICOS I
6,0	S2	PA	INGLÉS II
3,0	S2	PA	SISTEMAS INFORMÁTICOS II
15,0			TOTAL CRÉDITOS PRIMER CURSO

PAHE SEGUNDO CURSO

CR	S	TP	
3,0	S1	PA	TECNOLOGÍAS MULTIMEDIA
6,0	S1	PA	INGLÉS III
3,0	S2	PA	NEGOCIACIÓN COMERCIAL
3,0	S2	PA	TEORÍA Y ESTRUCTURA DE LA COMUNICACIÓN
15,0			TOTAL CRÉDITOS SEGUNDO CURSO

PAHE TERCER CURSO

CR	S	TP	
3,0	S1	PA	GESTIÓN ESTRATÉGICA DE MARCAS
4,5	S1	PA	ÉTICA EMPRESARIAL
4,5	S2	PA	DIRECCIÓN COMERCIAL (DIR. VENTAS)
3,0	S2	PA	EL ECOSISTEMA DIGITAL
15,0			TOTAL CRÉDITOS TERCER CURSO

PAHE CUARTO CURSO

CR	S	TP	
3,0	S2	PA	DIRECCIÓN DE EQUIPOS COMERCIALES
3,0	S2	PA	CREATIVIDAD E INNOVACIÓN
3,0	S2	PA	MODELOS PARA LA TOMA DE DECISIONES
3,0	S2	PA	LIDERAZGO Y ESTILOS DE DIRECCIÓN
3,0	S2	PA	MODELOS DE NEGOCIO EN EL ÁMBITO DIGITAL
15,0			TOTAL CRÉDITOS CUARTO CURSO

GRIB PRIMER CURSO

CR	S	TP	
6,0	S1	FB	FUNDAMENTOS DE MARKETING
6,0	S1	FB	DERECHO DEL TRABAJO
6,0	S1	FB	DERECHO MERCANTIL
6,0	S1	FB	FUNDAMENTOS DE ECONOMÍA DE LA EMPRESA
6,0	S1	FB	INGLÉS PARA LOS NEGOCIOS
6,0	S2	FB	ADMINISTRACIÓN Y ORGANIZACIÓN DE EMPRESAS
6,0	S2	FB	BASES ACTUALES DEL SISTEMA TRIBUTARIO
6,0	S2	FB	ANÁLISIS DE DATOS
6,0	S2	FB	CONTABILIDAD FINANCIERA
6,0	S2	FB	PRINCIPIOS DE ECONOMÍA
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRIB SEGUNDO CURSO

CR	S	TP	
6,0	S1	OB	DERECHO INTERNACIONAL
6,0	S1	OB	CONTABILIDAD INTERNACIONAL
6,0	S1	OB	ENTORNO ECONÓMICO INTERNACIONAL
6,0	S1	OB	INFORMÁTICA APLICADA A LA GESTIÓN DE EMPRESAS
6,0	S1	OB	IDIOMA MODERNO I
6,0	S2	OB	ÁREAS Y MERCADOS INTERNACIONALES
6,0	S2	OB	OPERACIONES INTERNACIONALES
6,0	S2	OB	INVESTIGACIÓN DE MERCADOS INTERNACIONALES
6,0	S2	OB	MATEMÁTICAS DE LAS OPERACIONES FINANCIERAS
6,0	S2	OB	IDIOMA MODERNO II
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRIB TERCER CURSO

CR	S	TP	
6,0	S1	OB	DIRECCIÓN INTERNACIONAL DE PRODUCTO Y PRECIOS
6,0	S1	OB	CROSS CULTURAL MANAGEMENT
6,0	S1	OB	ESTRATEGIAS DE ACCESO A MERCADOS INTERNACIONALES
6,0	S1	OB	FINANCIACIÓN INTERNACIONAL
6,0	S1	OB	MACROECONOMÍA INTERNACIONAL
6,0	S2	OB	DIRECCIÓN INTERNACIONAL DE MARKETING
6,0	S2	OB	ESTRATEGIAS INTERNACIONALES DE COMUNICACIÓN
6,0	S2	OB	TRANSPORTE, LOGÍSTICA Y DISTRIBUCIÓN INTERNACIONAL
6,0	S2	OB	INSTRUMENTOS Y OPERAC. EN MERCADOS FINANCIEROS
6,0	S2	OB	POLÍTICA INTERNACIONAL EN EL MUNDO DE LOS NEGOCIOS
60,0			TOTAL CRÉDITOS TERCER CURSO

GRIB CUARTO CURSO

CR	S	TP	
6,0	S1	OP	E-COMMERCE
6,0	S1	OP	PLAN DE MARKETING INTERNACIONAL
6,0	S1	OP	ESTRATEGIA Y DIRECCIÓN ESTRATÉGICA
6,0	S1	OP	GLOBAL ENTREPRENEURSHIP E INTERNAC. DE LA EMPRESA
6,0	S1	OB	MERCADOS EMERGENTES
24,0	S2	PE	PRÁCTICAS EXTERNAS
6,0	S2	TFG	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

TSDMC PRIMER CURSO

CR	S	TP	
3,0	S1	TS	COMPORTAMIENTO DEL CONSUMIDOR
3,0	S1	TS	SISTEMAS INFORMÁTICOS I
6,0	S2	TS	INGLÉS II
3,0	S2	TS	SISTEMAS INFORMÁTICOS II
15,0			TOTAL CRÉDITOS PRIMER CURSO

TSDMC SEGUNDO CURSO

CR	S	TP	
3,0	S1	TS	TECNOLOGÍAS MULTIMEDIA
6,0	S1	TS	INGLÉS III
3,0	S2	TS	NEGOCIACIÓN COMERCIAL
3,0	S2	TS	TEORÍA Y ESTRUCTURA DE LA COMUNICACIÓN
15,0			TOTAL CRÉDITOS SEGUNDO CURSO

TSDMC TERCER CURSO

CR	S	TP	
4,5	S1	TS	DIRECCIÓN DE MARKETING
3,0	S1	TS	EL ECOSISTEMA DIGITAL
3,0	S2	TS	TÉCNICAS DE VENTA
4,5	S2	TS	DIRECCIÓN COMERCIAL (DIR. VENTAS)
15,0			TOTAL CRÉDITOS TERCER CURSO

TSDMC CUARTO CURSO

CR	S	TP	
4,5	S1	TS	ÉTICA EMPRESARIAL
3,0	S2	TS	DIRECCIÓN DE EQUIPOS COMERCIALES
3,0	S2	TS	CREATIVIDAD E INNOVACIÓN
3,0	S2	TS	MODELOS PARA LA TOMA DE DECISIONES
3,0	S2	TS	LIDERAZGO Y ESTILOS DE DIRECCIÓN
3,0	S2	TS	MODELOS DE NEGOCIO EN EL ÁMBITO DIGITAL
3,0	S2	TS	ANÁLISIS DE ESTADOS FINANCIEROS
22,5			TOTAL CRÉDITOS CUARTO CURSO

TSDMC QUINTO CURSO

CR	S	TP	
3,0	S1	TS	MARKETING RELACIONAL Y DIRECTO
3,0	S1	TS	MARKETING SECTORIAL
3,0	S1	TS	MARKETING PROMOCIONAL
3,0	S1	TS	GESTIÓN ESTRATÉGICA DE MARCAS
3,0	S1	TS	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES
3,0	S1	TS	GESTIÓN DE LA IMAGEN CORPORATIVA
4,5	S1	TS	PLANIFICACIÓN Y GESTIÓN DE LA PUBLICIDAD
4,5	S1	TS	INVESTIGACIÓN MERCADOS II
4,5	S1	TS	COSTES TOMA DE DECISIONES
3,0	S1	TS	ECONOMETRÍA
3,0	S2	TS	ESTRATEGIAS DE MARKETING DIGITAL
1,5	S2	TS	SIMULADOR DE MARKETING
3,0	S2	TS	DIGITAL MARKETING, METRICS AND ANALYTICS
1,5	S2	TS	TENDENCIAS EN MARKETING DIGITAL
3,0	S2	TS	MÉTODOS Y PREVISIÓN DE VENTAS
3,0	S2	TS	COMUNICACIÓN DIGITAL
4,5	S2	TS	CREACIÓN DE EMPRESAS
3,0	S2	TS	PUBLICIDAD DIGITAL
3,0	S2	TS	DIGITAL MARKETING INTELLIGENCE
3,0	S2	TS	PRESUPUESTOS Y CONTROL DE MARKETING
1,5	S2	TS	SOLUCIONES DE FINANC. PARA EMPRENDEDORES
64,5			TOTAL CRÉDITOS QUINTO CURSO

GRADO OFICIAL EN PUBLICIDAD Y RELACIONES PÚBLICAS [GRPUB]**+ PROGRAMA AVANZADO DE HABILIDADES Y HERRAMIENTAS EMPRESARIALES [PAHE]****GRPUB PRIMER CURSO**

CR	S	TP	
6,0	S1	FB	HISTORIA DEL MUNDO ACTUAL
6,0	S1	FB	LENGUAJE EN LA PUBLICIDAD Y LA EMPRESA
6,0	S1	OB	MARKETING
6,0	S1	FB	PRINCIPIOS DE ECONOMÍA
6,0	S1	FB	TEORÍAS DE LA COMUNICACIÓN
6,0	S2	FB	ESTRUCTURA SOCIAL CONTEMPORÁNEA
6,0	S2	OB	FUNDAMENTOS DE LA PUBLICIDAD
6,0	S2	OB	FUNDAMENTOS DE LAS RELACIONES PÚBLICAS
6,0	S2	FB	NUEVAS TECNOLOGÍAS Y SOCIEDAD DE LA INFORMACIÓN
6,0	S2	OB	TEORÍA DE LA INFORMACIÓN
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRPUB SEGUNDO CURSO

CR	S	TP	
6,0	S1	FB	PRINCIPIOS JURÍDICOS BÁSICOS: DEONTOLOGÍA PROFESIONAL E IGUALDAD
6,0	S1	OB	DOCUMENTACIÓN INFORMATIVA
6,0	S1	FB	ORGANIZACIÓN Y ADMINISTRACIÓN DE EMPRESAS
6,0	S1	OB	PLANIFICACIÓN ESTRATÉGICA PUBLICITARIA
6,0	S1	OB	SOCIOLOGÍA DEL CONSUMO
6,0	S2	OB	DIRECCIÓN DE COMUNICACIÓN
6,0	S2	OB	ESTRATEGIAS CREATIVAS EN PUBLICIDAD
6,0	S2	FB	IDIOMA MODERNO (INGLÉS IV)
6,0	S2	OB	LENGUAJE Y TECNOLOGÍAS AUDIOVISUALES
6,0	S2	FB	DERECHO DE LA COMUNICACIÓN
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRPUB TERCER CURSO

CR	S	TP	
6,0	T1	OB	CREATIVIDAD EN LA ELABORACIÓN DEL MENSAJE PUBLICITARIO
6,0	S1	OB	DISEÑO GRÁFICO Y DIRECCIÓN DE ARTE
6,0	S1	OB	ESTRUCTURA DEL SISTEMA DE MEDIOS
6,0	S1	OB	PLANIFICACIÓN ESTRATÉGICA DE LAS RELACIONES PÚBLICAS
6,0	S1	OB	TÉCNICAS Y RECURSOS DE RELACIONES PÚBLICAS
6,0	S2	OB	COMUNICACIÓN MULTIMEDIA
6,0	S2	OB	EMPRESA PUBLICITARIA Y GESTIÓN DE CUENTAS
6,0	S2	OB	GESTIÓN DE LA COMUNICACIÓN
6,0	S2	OB	INVESTIGACIÓN DE AUDIENCIAS Y PLANIF. DE MEDIOS
6,0	S2	OB	PROCESOS PERIODÍSTICOS Y RELAC. CON LOS MEDIOS
60,0			TOTAL CRÉDITOS TERCER CURSO

GRPUB CUARTO CURSO

CR	S	TP	
6,0	S1	OP	ESTADÍSTICA APLICADA A LA COMUNICACIÓN
6,0	S1	OB	MÉTODOS DE INVESTIGACIÓN EN COMUNICACIÓN
6,0	S1	OP	PSICOLOGÍA DE LA COMUNICACIÓN
6,0	S1	OP	PUBLICIDAD INTERACTIVA
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

PAHE PRIMER CURSO

CR	S	TP	
3,0	S1	P	TECNOLOGÍAS MULTIMEDIA
6,0	S1	P	INGLÉS I
6,0	S2	P	INGLÉS II
3,0	S2	P	DIRECCIÓN DE EQUIPOS
18,0			TOTAL CRÉDITOS PRIMER CURSO

PAHE SEGUNDO CURSO

CR	S	TP	
6,0	S1	P	INGLÉS III
3,0	S1	P	INFORMÁTICA II
3,0	S2	P	NEGOCIACIÓN COMERCIAL
12,0			TOTAL CRÉDITOS SEGUNDO CURSO

PAHE TERCER CURSO

CR	S	TP	
3,0	S1	P	INGLÉS V
4,5	S2	P	EMPRENEDORES
7,5			TOTAL CRÉDITOS TERCER CURSO

PAHE CUARTO CURSO

CR	S	TP	
4,5	S1	P	ÉTICA EMPRESARIAL
3,0	S2	P	GLOBAL MINDSET
3,0	S2	P	EL ECOSISTEMA DIGITAL
3,0	S2	P	CREATIVIDAD E INNOVACIÓN
3,0	S2	P	LIDERAZGO Y ESTILOS DE DIRECCIÓN
3,0	S2	P	GESTIÓN DE LA CALIDAD
3,0	S2	P	GESTIÓN DE PROYECTOS EN ENTORNOS DIGITALES
22,5			TOTAL CRÉDITOS CUARTO CURSO

GRPUB PRIMER CURSO

CR	S	TP	
6,0	S1	FB	HISTORIA DEL MUNDO ACTUAL
6,0	S1	FB	LENGUAJE EN LA PUBLICIDAD Y LA EMPRESA
6,0	S1	OB	MARKETING
6,0	S1	FB	PRINCIPIOS DE ECONOMÍA
6,0	S1	FB	TEORÍAS DE LA COMUNICACIÓN
6,0	S2	FB	ESTRUCTURA SOCIAL CONTEMPORÁNEA
6,0	S2	OB	FUNDAMENTOS DE LA PUBLICIDAD
6,0	S2	OB	FUNDAMENTOS DE LAS RELACIONES PÚBLICAS
6,0	S2	FB	NUEVAS TECNOLOGÍAS Y SOCIEDAD DE LA INFORMACIÓN
6,0	S2	OB	TEORÍA DE LA INFORMACIÓN
60,0			TOTAL CRÉDITOS PRIMER CURSO

GRPUB SEGUNDO CURSO

CR	S	TP	
6,0	S1	FB	PRINCIPIOS JURÍDICOS BÁSICOS: DEONTOLOGÍA PROFESIONAL E IGUALDAD
6,0	S1	OB	DOCUMENTACIÓN INFORMATIVA
6,0	S1	FB	ORGANIZACIÓN Y ADMINISTRACIÓN DE EMPRESAS
6,0	S1	OB	PLANIFICACIÓN ESTRATÉGICA PUBLICITARIA
6,0	S1	OB	SOCIOLOGÍA DEL CONSUMO
6,0	S2	OB	DIRECCIÓN DE COMUNICACIÓN
6,0	S2	OB	ESTRATEGIAS CREATIVAS EN PUBLICIDAD
6,0	S2	FB	IDIOMA MODERNO (INGLÉS IV)
6,0	S2	OB	LENGUAJE Y TECNOLOGÍAS AUDIOVISUALES
6,0	S2	FB	DERECHO DE LA COMUNICACIÓN
60,0			TOTAL CRÉDITOS SEGUNDO CURSO

GRPUB TERCER CURSO

CR	S	TP	
6,0	T1	OB	CREATIVIDAD EN LA ELABORACIÓN DEL MENSAJE PUBLICITARIO
6,0	S1	OB	DISEÑO GRÁFICO Y DIRECCIÓN DE ARTE
6,0	S1	OB	ESTRUCTURA DEL SISTEMA DE MEDIOS
6,0	S1	OB	PLANIFICACIÓN ESTRATÉGICA DE LAS RELACIONES PÚBLICAS
6,0	S1	OB	TÉCNICAS Y RECURSOS DE RELACIONES PÚBLICAS
6,0	S2	OB	COMUNICACIÓN MULTIMEDIA
6,0	S2	OB	EMPRESA PUBLICITARIA Y GESTIÓN DE CUENTAS
6,0	S2	OB	GESTIÓN DE LA COMUNICACIÓN
6,0	S2	OB	INVESTIGACIÓN DE AUDIENCIAS Y PLANIF. DE MEDIOS
6,0	S2	OB	PROCESOS PERIODÍSTICOS Y RELAC. CON LOS MEDIOS
60,0			TOTAL CRÉDITOS TERCER CURSO

GRPUB CUARTO CURSO

CR	S	TP	
6,0	S1	OP	ESTADÍSTICA APLICADA A LA COMUNICACIÓN
6,0	S1	OB	MÉTODOS DE INVESTIGACIÓN EN COMUNICACIÓN
6,0	S1	OP	PSICOLOGÍA DE LA COMUNICACIÓN
6,0	S1	OP	PUBLICIDAD INTERACTIVA
6,0	S1	OB	SEMINARIOS DE INFORMÁTICA (Rec. de Créditos)
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	PROYECTO FIN DE GRADO
60,0			TOTAL CRÉDITOS CUARTO CURSO

TSM PRIMER CURSO

CR	S	TP	
6,0	S1	P	INGLÉS I
3,0	S1	P	TÉCNICAS DE VENTAS
6,0	S2	P	INGLÉS II
3,0	S2	P	CONTABILIDAD I
18,0			TOTAL CRÉDITOS PRIMER CURSO

TSM SEGUNDO CURSO

CR	S	TP	
6,0	S1	P	INGLÉS III
3,0	S1	P	PENSAMIENTO SOCIAL CRISTIANO
3,0	S2	P	CONTABILIDAD II
4,5	S2	P	MATEMÁTICAS PARA LA EMPRESA
16,5			TOTAL CRÉDITOS SEGUNDO CURSO

TSM TERCER CURSO

CR	S	TP	
3,0	S1	P	INGLÉS V
3,0	S2	P	INFORMÁTICA II
6,0			TOTAL CRÉDITOS TERCER CURSO

TSM CUARTO CURSO

CR	S	TP	
3,0	S2	P	EL ECOSISTEMA DIGITAL
4,5	S2	P	EMPRENDEDORES
3,0	S2	P	ANÁLISIS ESTADOS FINANCIEROS
3,0	S2	P	DERECHO EMPRESARIAL I
3,0	S2	P	NEGOCIACIÓN COMERCIAL
4,5	S2	P	ÉTICA EMPRESARIAL
21,0			TOTAL CRÉDITOS CUARTO CURSO

TSM QUINTO CURSO

CR	S	TP	
4,5	S1	P	DIRECCIÓN COMERCIAL
4,5	S1	P	INVESTIGACIÓN DE MERCADOS
4,5	S1	P	DIRECCIÓN DE MARKETING
3,0	S1	P	DIRECCIÓN DE PRODUCTO
3,0	S1	P	DISTRIBUCIÓN COMERCIAL
3,0	S1	P	DIRECCIÓN DE PRECIOS
3,0	S1	P	MÉTODOS Y PREVISIÓN DE VENTAS
4,5	S1	P	RECURSOS HUMANOS
3,0	S2	P	MARKETING RELACIONAL Y DIRECTO
6,0	S2	P	DIRECCIÓN ESTRATÉGICA
3,0	S2	P	DIRECCIÓN DE EQUIPOS COMERCIALES
3,0	S2	P	ESTRATEGIAS DE MARKETING DIGITAL
3,0	S2	P	DECISIONES DE INVERSIÓN Y FINANCIACIÓN
3,0	S2	P	PUBLICIDAD DIGITAL
3,0	S2	P	COMUNICACIÓN DIGITAL
4,5	S2	P	PLAN DE MARKETING
58,5			TOTAL CRÉDITOS QUINTO CURSO

Study Plans 2018 / 2019

CR S TP

6,0	S1	FB	HISTORIA ECONÓMICA Y DEL MARKETING
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA
6,0	S1	FB	MARKETING Y TÉCNICAS DE COMUNICACIÓN INTERPERSONAL
6,0	S1	OB	MATEMÁTICAS APLICADAS AL MARKETING
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA
6,0	S2	FB	DERECHO CIVIL
6,0	S2	OB	ESTADÍSTICA APLICADA AL MARKETING
6,0	S2	FB	HA DE LA CULTURA COMERCIAL Y SOCIEDAD
6,0	S2	FB	INFORMÁTICA APLICADA AL MARKETING
6,0	S2	OB	INTRODUCCIÓN AL MARKETING

60,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

4,5	S1	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING I
4,5	S1	OB	DERECHO MERCANTIL: REGULACIÓN JURÍDICA DEL MERCADO
4,5	S1	OB	DIRECCIÓN ESTRATÉGICA
6,0	S1	FB	ECONOMÍA I: MICROECONOMÍA
4,5	S1	OB	PSICOLOGÍA APLICADA AL MARKETING
4,5	S2	OB	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING II
4,5	S2	OB	DERECHO DEL TRABAJO Y DE LA SEGURIDAD SOCIAL
6,0	S2	OB	ECONOMÍA II: MACROECONOMÍA
4,5	S2	OB	MARKETING ESTRATÉGICO
4,5	S2	OB	MÉTODOS DE DECISIÓN APLICADOS AL MARKETING
6,0	S2	FB	RESPONSABILIDAD Y MARKETING SOCIAL CORPORATIVO
6,0	A	FB	INGLÉS IV - IDIOMA MODERNO

60,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

4,5	S1	OB	COMPORTAMIENTO DEL CONSUMIDOR
4,5	S1	OB	DIRECCIÓN DE VENTAS
4,5	S1	OB	INVESTIGACIÓN DE MERCADOS I
4,5	S1	OB	MARKETING INDUSTRIAL Y DE SERVICIOS
6,0	S1	OB	POLÍTICA DE COMUNICACIÓN Y PUBLICIDAD DIGITAL
6,0	S1	OB	POLÍTICA DE PRODUCTO
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS II
4,5	S2	OB	MARKETING RELACIONAL, DIRECTO E INTERACTIVO
4,5	S2	OB	MARKETING, SISTEMAS DE INFORMACIÓN Y AUTOMATIZACIÓN BASADA EN DATOS
6,0	S2	OB	POLÍTICA DE DISTRIBUCIÓN Y COMERCIO ELECTRÓNICO
6,0	S2	OB	POLÍTICA DE PRECIOS Y COSTES
4,5	S2	OB	TÉCNICAS DE NEGOCIACIÓN COMERCIAL

60,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

4,5	S1	OP	OPTATIVA 1
4,5	S1	OP	OPTATIVA 2
4,5	S1	OP	OPTATIVA 3
4,5	S1	OP	OPTATIVA 4
6,0	S1	OB	PLAN DE MARKETING
6,0	S1	OB	RECONOCIMIENTO ACADÉMICO DE CRÉDITOS
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	TRABAJO FIN DE GRADO

60,0 TOTAL CRÉDITOS CUARTO CURSO

+
OPTATIVAS
GRMK
4º CURSO

CR
4,5 ANÁLISIS Y PREVISIÓN DE VENTAS
4,5 ANÁLISIS ECONÓMICO INTERNACIONAL
4,5 LEGISLACIÓN ELECTORAL, COMUNICACIÓN Y ESTADO DEL DERECHO
4,5 DIRECCIÓN DE RECURSOS HUMANOS
4,5 DERECHO ECONÓMICO INTERNACIONAL
4,5 MARKETING GLOBAL E INTERNACIONAL Y COMERCIO EXTERIOR
4,5 MARKETING SECTORIAL
4,5 MARKETING Y DIRECCIÓN DE COMUNICACIÓN
4,5 MARKETING INTERNO
4,5 MARKETING POLÍTICO

240 TOTAL CRÉDITOS

* Los alumnos que cursan el **Grado Oficial en Marketing [GRMK]** por la URJC, podrán obtener a su vez uno de estos tres Títulos Superiores de ESIC: + **Título Superior en Negocios Digitales** o **Título Superior en Data Science** o **Título Superior en Emprendimiento e Innovación** cursando los **135 créditos adicionales** a los ya completados en el Plan de Estudios GRMK o bien uno de estos dos Diplomas de Especialización de ESIC: + **Diploma de Especialización en Habilidades Directivas** o **Diploma de Especialización en Herramientas Digitales y Multimedia**.

CR S TP

6.0	S1	BE	MARKETING AND INTERPERSONAL COMMUNICATION TECHNIQUES
6.0	S1	BE	INTRODUCTION TO CORPORATIONS
6.0	S1	COM	MATHEMATICS APPLIED TO MARKETING
6.0	S1	BE	ECONOMIC AND MARKETING HISTORY
6.0	S1	BE	CORPORATE SOCIOLOGY
6.0	S2	COM	INTRODUCTION TO MARKETING
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO MARKETING
6.0	S2	COM	APPLIED STATISTICS TO MARKETING
6.0	S2	BE	CIVIL LAW
6.0	S2	BE	HISTORY OF THE COMMERCIAL CULTURE AND SOCIETY

60,0 TOTAL CREDITS FIRST YEAR

CR S TP

6.0	S1	BE	ECONOMICS I: MICROECONOMICS
4.5	S1	COM	ECONOMIC-FINANCIAL ANALYSIS IN MARKETING I
4.5	S1	COM	PSYCHOLOGY APPLIED TO MARKETING
4.5	S1	COM	STRATEGIC MANAGEMENT
4.5	S1	COM	MERCANTILE LAW: LEGAL REGULATION OF THE MARKET
6.0	A	BE	CHINESE
4.5	S2	COM	STRATEGIC MARKETING
6.0	S2	BE	RESPONSIBILITY AND CORPORATE SOCIAL MARKETING
6.0	S2	COM	ECONOMICS II: MACROECONOMICS
4.5	S2	COM	ECONOMIC-FINANCIAL ANALYSIS IN MARKETING II
4.5	S2	COM	DECISION-MAKING METHODS APPLIED TO MARKETING
4.5	S2	COM	LABOUR AND SOCIAL SECURITY LAW

60,0 TOTAL CREDITS SECOND YEAR

CR S TP

6.0	S1	COM	COMMUNICATION POLICY AND DIGITAL ADVERTISING
4.5	S1	COM	CONSUMER BEHAVIOR
6.0	S1	COM	PRODUCT POLICY
4.5	S1	COM	SALES MANAGEMENT
4.5	S1	COM	MARKET RESEARCH I
4.5	S1	COM	INDUSTRIAL AND SERVICES MARKETING
6.0	S2	COM	DISTRIBUTION POLICY AND ECOMMERCE
6.0	S2	COM	PRICE AND COST POLICY AND ECOMMERCE
4.5	S2	COM	MARKET RESEARCH II
4.5	S2	COM	COMMERCIAL NEGOTIATION TECHNIQUES
4.5	S2	COM	RELATIONAL, DIRECT, AND INTERACTIVE MARKETING
4.5	S2	COM	APPLIED INFORMATION SYSTEMS AND DATA DRIVEN MARKETING

60,0 TOTAL CREDITS THIRD YEAR

CR S TP

6.0	S1	COM	MARKETING PLAN
4.5	S1	EL	ELECTIVE 1
4.5	S1	EL	ELECTIVE 2
4.5	S1	EL	ELECTIVE 3
4.5	S1	EL	ELECTIVE 4
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
24.0	A	COM	EXTERNAL PRACTICES
6.0	A	COM	END OF DEGREE PROJECT

60,0 TOTAL CREDITS FOURTH YEAR



ELECTIVES BDM
4TH YEAR

CR	4,5	SALES ANALYSIS AND FORECAST
	4,5	INTERNATIONAL ECONOMIC ANALYSIS
	4,5	ELECTORAL LEGISLATION, COMMUNICATION AND STATE OF LAW
<hr/>		
	4,5	HUMAN RESOURCES MANAGEMENT
	4,5	INTERNATIONAL ECONOMIC LEGISLATION
<hr/>		
	4,5	GLOBAL MARKETING AND INTERNATIONAL TRADE
	4,5	INDUSTRY-SPECIFIC MARKETING
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	4,5	MARKETING AND COMMUNICATION MANAGEMENT
	4,5	INTERNAL MARKETING
	4,5	POLITICAL MARKETING

240 TOTAL CREDITS

* Students enrolled in the **Bachelor's Degree in Marketing [BDM]** by URJC will in turn receive ESIC's Degree in: **+ Degree in Digital Business** or **Título Superior en Data Science** TAUGHT IN SPANISH or **Degree in Entrepreneurship and Innovation** granting **135 additional credits** to those already obtained in the Bachelor's Degree syllabus or add one of these two specialization diplomas to your official degree: **+ Diploma in Professional Skills** or **Diploma de Especialización en Herramientas Digitales y Multimedia** TAUGHT IN SPANISH.

GRADE GRADO OFICIAL EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

CR S TP

6,0	S1	FB	DEONT. PROF., PRINCIPIOS JURÍDI. BÁSICOS E IGUALDAD
6,0	S1	FB	HISTORIA DE LA ECONOMÍA
6,0	S1	FB	HISTORIA DE LAS INSTITUCIONES ESPAÑOLAS
6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA I
6,0	S1	OB	MATEMÁTICAS EMPRESARIALES
6,0	S2	FB	DERECHO MERCANTIL
6,0	S2	FB	INFORMÁTICA APLICADA A LA EMPRESA
6,0	S2	FB	INTRODUCCIÓN A LA ECONOMÍA
6,0	S2	OB	INTRODUCCIÓN A LA EMPRESA II
6,0	S2	OB	MATEMÁTICAS FINANCIERAS

60,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

6,0	S1	OB	CONTABILIDAD FINANCIERA I
6,0	S1	OB	ESTADÍSTICA EMPRESARIAL I
6,0	S1	FB	INTROD. AL MARKETING Y LACOMUNIC.N EN LA EMPRESA
4,5	S1	OB	MICROECONOMÍA
6,0	S1	FB	SOCIOLOGÍA DE LA EMPRESA
4,5	S2	OB	CONTABILIDAD FINANCIERA II
4,5	S2	OB	DIRECCIÓN DE MARKETING
6,0	S2	OB	DIRECCIÓN DE PRODUCCIÓN
6,0	S2	OB	ESTADÍSTICA EMPRESARIAL II
6,0	S2	FB	INGLÉS IV - IDIOMA MODERNO
4,5	S2	OB	MACROECONOMÍA

60,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

4,5	S1	OB	CONTABILIDAD ANALÍTICA
4,5	S1	OB	DIRECCIÓN COMERCIAL
6,0	S1	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA I
6,0	S1	OB	DIRECCIÓN FINANCIERA I
4,5	S1	OB	MÉTODOS DE DECISIÓN EMPRESARIAL
4,5	S1	OB	RÉGIMEN FISCAL DE LA EMPRESA
4,5	S2	OB	ANÁLISIS DE BALANCES
6,0	S2	OB	DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA II
6,0	S2	OB	DIRECCIÓN FINANCIERA II
4,5	S2	OB	ENTORNO ECONÓMICO NACIONAL E INTERNACIONAL
4,5	S2	OB	RECURSOS HUMANOS
4,5	S2	OB	SISTEMAS INFORMATIVOS DE GESTIÓN

60,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

6,0	S1	OB	DERECHO DEL TRABAJO
6,0	S1	OB	RECONOCIMIENTO ACADÉMICO DE CRÉDITOS
4,5	S1	OP	OPTATIVA 1
4,5	S1	OP	OPTATIVA 2
4,5	S1	OP	OPTATIVA 3
4,5	S1	OP	OPTATIVA 4
24,0	A	OB	PRÁCTICAS EXTERNAS
6,0	A	OB	TRABAJO FIN DE GRADO

60,0 TOTAL CRÉDITOS CUARTO CURSO

OPTATIVAS GRADE 4º CURSO

CR
4,5 DIRECCIÓN DE OPERACIONES EN EMPRESAS DE SERVICIOS
4,5 ECONOMETRÍA
4,5 DERECHO ADMINISTRATIVO DE LOS SECTORES REGULADOS
4,5 INICIATIVAS EMPRESARIALES
4,5 JUEGO DE EMPRESAS
4,5 COMPORTAMIENTO Y DISEÑO ORGANIZATIVO
4,5 CONTABILIDAD DE SOCIEDADES
4,5 ANÁLISIS ECONÓMICO INTERNACIONAL
4,5 VALORACIÓN Y ADQUISICIÓN DE EMPRESAS
4,5 MARKETING GLOBAL E INTERNACIONAL
4,5 MARKETING SECTORIAL
4,5 MARKETING POLÍTICO

240 TOTAL CRÉDITOS

* Los alumnos que cursan el **Grado Oficial en Administración y Dirección de Empresas [GRADE]** por la URJC, podrán obtener a su vez uno de estos tres Títulos Superiores de ESIC: + **Título Superior en Dirección de Marketing Global** o **Título Superior en Data Science** o **Título Superior en Emprendimiento e Innovación** cursando los **135 créditos** adicionales a los ya completados en el Plan de Estudios **GRADE** o bien uno de estos dos Diplomas de Especialización de ESIC: + **Diploma de Especialización en Habilidades Directivas** o **Diploma de Especialización en Herramientas Digitales y Multimedia.**

CR	S	TP		CR	S	TP	
6.0	S1	BE	ECONOMIC HISTORY	4.5	S1	COM	CORPORATE TAXATION
6.0	S1	COM	CORPORATE MATHEMATICS	6.0	S1	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
6.0	S1	BE	INTRODUCTION TO CORPORATIONS I	4.5	S1	COM	ANALYTICAL ACCOUNTING
6.0	S1	BE	PROFESSIONAL ETHICS, BASIC PRINCIPALS OF LAW AND EQUALITY (PROFESSIONAL ETHICS)	4.5	S1	COM	COMMERCIAL MANAGEMENT
6.0	S1	BE	HISTORY OF SPANISH INSTITUTIONS (HUMANITIES)	6.0	S1	COM	FINANCIAL MANAGEMENT I
6.0	S2	BE	INTRODUCTION TO ECONOMICS	4.5	S1	COM	CORPORATE DECISION METHODS
6.0	S2	COM	FINANCIAL MATHEMATICS	4.5	S2	COM	MANAGEMENT INFORMATION SYSTEMS
6.0	S2	COM	INTRODUCTION TO CORPORATIONS II	6.0	S2	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
6.0	S2	BE	MERCANTILE LAW	4.5	S2	COM	HUMAN RESOURCES
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO CORPORATIONS	6.0	S2	COM	FINANCIAL MANAGEMENT II
				4.5	S2	COM	BALANCE ANALYSIS
				4.5	S2	COM	NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM

60,0 TOTAL CREDITS FIRST YEAR

60,0 TOTAL CREDITS THIRD YEAR

CR	S	TP	
6.0	A	BE	CHINESE
6.0	S1	BE	INTRODUCTION TO MARKETING AND COMMUNICATIONS AT THE COMPANY
6.0	S1	COM	FINANCIAL ACCOUNTING I
4.5	S1	COM	MICRO-ECONOMICS
6.0	S1	COM	CORPORATE STATISTICS I
6.0	S1	BE	CORPORATE SOCIOLOGY
4.5	S2	COM	FINANCIAL ACCOUNTING II
6.0	S2	COM	PRODUCTION MANAGEMENT
4.5	S2	COM	MACRO-ECONOMICS
6.0	S2	COM	CORPORATE STATISTICS II
4.5	S2	COM	MARKETING MANAGEMENT

CR	S	TP	
6.0	S1	COM	LABOUR LAW
4.5	S1	EL	ELECTIVE 1
4.5	S1	EL	ELECTIVE 2
4.5	S1	EL	ELECTIVE 3
4.5	S1	EL	ELECTIVE 4
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
24	A	COM	EXTERNAL PRACTICES
6.0	A	COM	END OF DEGREE PROJECT

60,0 TOTAL CREDITS FOURTH YEAR

60,0 TOTAL CREDITS SECOND YEAR

**+
ELECTIVES
BBAM
4TH YEAR**

CR	4,5	OPERATIONS MANAGEMENT IN SERVICES CORPORATION
4,5	ECONOMETRICS	
4,5	ADMINISTRATIVE LAW IN REGULATED SECTORS	
4,5	ENTREPRENEURSHIP	
4,5	BUSINESS SIMULATOR	
4,5	ORGANIZATIONAL BEHAVIOR AND DESIGN	
4,5	CORPORATE ACCOUNTING	
4,5	INTERNATIONAL ECONOMIC ANALYSIS	
4,5	CORPORATE ASSESSMENT AND ACQUISITION	
4,5	GLOBAL AND INTERNATIONAL MARKETING	
4,5	SECTORIAL MARKETING	
4,5	POLITICAL MARKETING	

240 TOTAL CREDITS

* Students enrolled in the **Bachelor's Degree in Business Administration and Management [BBAM]** by URJC will in turn receive ESIC's Degree in: + **Degree in Global Marketing Management** or **Título Superior en Data Science** ^{TAUGHT IN SPANISH} or **Degree in Entrepreneurship and Innovation** granting **135 additional credits** to those already obtained in the Bachelor's Degree syllabus or add one of these two specialization diplomas to your official degree: + **Diploma in Professional Skills** or **Diploma de Especialización en Herramientas Digitales y Multimedia** ^{TAUGHT IN SPANISH}.

CR S TP

6,0	S1	FB	INTRODUCCIÓN A LA EMPRESA
6,0	S1	FB	MICROECONOMÍA
6,0	S1	FB	HISTORIA DE LA EMPRESA Y DE LA ECONOMÍA DIGITAL
6,0	S1	OB	EL ECOSISTEMA DIGITAL
6,0	S1	FB	INFORMÁTICA APLICADA A LA EMPRESA
6,0	S2	FB	INTRODUCCIÓN A LA COMUNICACIÓN Y EL MARKETING
6,0	S2	OB	MATEMÁTICAS EMPRESARIALES
6,0	S2	OB	SISTEMAS DE INFORMACIÓN CONTABLE
6,0	S2	FB	DEONTOLOGÍA PROFESIONAL Y PRIN. JURÍDICOS BÁSICOS
6,0	S2	FB	LA SOCIEDAD DIGITAL

60,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

4,5	S1	OB	ESTRATEGIAS DE MARKETING DIGITAL
4,5	S1	OB	CONTABILIDAD ANALÍTICA
6,0	S1	FB	DERECHO MERCANTIL
4,5	S1	OB	ORGANIZACIÓN DE EMPRESAS
4,5	S1	OB	ESTADÍSTICA EMPRESARIAL
6,0	S2	FB	ÉTICA EMPRESARIAL
4,5	S2	OB	INVESTIGACIÓN DE MERCADOS DIGITALES
6,0	S2	OB	DIRECCIÓN DE OPERACIONES
4,5	S2	OB	ANÁLISIS ECONÓMICO FINANCIERO
4,5	S2	OB	TECNOLOGÍA OPERATIVA DE LA ECONOMÍA DIGITAL
4,5	S2	OB	MACROECONOMÍA
6,0	A	FB	IDIOMA MODERNO (INGLÉS III)

60,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

4,5	S1	OB	MANAGEMENT INFORMATION SYSTEMS
4,5	S1	OB	DIGITAL CLIENT MANAGEMENT
4,5	S1	OB	DIGITAL PROJECT MANAGEMENT
6,0	S1	OB	E-COMMERCE
4,5	S1	OB	INFORMATION ARCHITECTURE AND USABILITY
6,0	S1	OB	SALES MANAGEMENT IN A DIGITAL ENVIRONMENT
4,5	S2	OB	HUMAN RESOURCES MANAGEMENT
6,0	S2	OB	INTEGRATED MARKETING PLAN
6,0	S2	OB	FINANCIAL MANAGEMENT
4,5	S2	OB	ICT GOVERNANCE AND TECHNOLOGY MANAGEMENT
4,5	S2	OB	BUSINESS MODELS IN A DIGITAL ECONOMY
4,5	S2	OB	COMPANY CREATION IN A DIGITAL ENVIRONMENT

60,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

6,0	S1	OB	STRATEGIC MANAGEMENT
4,5	S1	OP	ELECTIVE 1
4,5	S1	OP	ELECTIVE 2
4,5	S1	OP	ELECTIVE 3
4,5	S1	OP	ELECTIVE 4
6,0	S1	OB	IT SEMINARS
24,0	A	OB	EXTERNAL PRACTICES
6,0	A	OB	END OF DEGREE PROJECT

60,0 TOTAL CRÉDITOS CUARTO CURSO

+
OPTATIVAS
GRDB
4º CURSO

CR

4,5	DIGITAL CORPORATE SOCIAL RESPONSIBILITY
4,5	DIGITAL BUSINESS AND INTERNATIONALIZATION
4,5	DIGITAL B2B STRATEGIES

4,5	DIGITAL MARKETING METRICS AND ANALYTICS
4,5	CUSTOMER SERVICES MANAGEMENT
4,5	DIGITAL CUSTOMER EXPERIENCE MANagements

4,5	FINANCING FOR DIGITAL ENTREPRENEURS
4,5	DIGITAL LEGISLATION & REGULATIONS
4,5	DIGITAL BUSINESS TRENDS

4,5	DIGITAL CREATIVITY
4,5	USER INTERFACE: ADVANCED DESIGN
4,5	ADVANCED DIGITAL PRODUCTION

240 TOTAL CREDITS

* Los alumnos que cursan el **Grado Oficial en Dirección y Gestión de Empresas en el Ámbito Digital / Digital Business [GRDB]** por la URJC, podrán obtener a su vez uno de estos tres Títulos Superiores de ESIC: + **Título Superior en Dirección de Marketing Global** o **Título Superior en Data Science** o **Título Superior en Emprendimiento e Innovación** cursando los **135 créditos** adicionales a los ya completados en el Plan de Estudios **GRDB** o bien uno de estos dos Diplomas de Especialización de ESIC: + **Diploma de Especialización en Habilidades Directivas** o **Diploma de Especialización en Herramientas Digitales y Multimedia**.

GRPUB GRADO OFICIAL EN PUBLICIDAD Y RELACIONES PÚBLICAS

CR S TP

- 6,0 S1 FB HISTORIA DEL MUNDO ACTUAL
- 6,0 S1 FB LENGUAJE EN LA PUBLICIDAD Y LA EMPRESA
- 6,0 S1 OB MARKETING
- 6,0 S1 FB PRINCIPIOS DE ECONOMÍA
- 6,0 S1 FB TEORÍAS DE LA COMUNICACIÓN
- 6,0 S2 FB ESTRUCTURA SOCIAL CONTEMPORÁNEA
- 6,0 S2 OB FUNDAMENTOS DE LA PUBLICIDAD
- 6,0 S2 OB FUNDAMENTOS DE LAS RELACIONES PÚBLICAS
- 6,0 S2 FB NUEVAS TECNOLOGÍAS Y SOCIEDAD DE LA INFORMACIÓN
- 6,0 S2 OB TEORÍA DE LA INFORMACIÓN

60,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

- 6,0 S1 FB PRINCIPIOS JURÍDICOS BÁSICOS:
DEONTOLOGÍA PROFESIONAL E IGUALDAD
- 6,0 S1 OB DOCUMENTACIÓN INFORMATIVA
- 6,0 S1 FB ORGANIZACIÓN Y ADMINISTRACIÓN DE EMPRESAS
- 6,0 S1 OB PLANIFICACIÓN ESTRATÉGICA PUBLICITARIA
- 6,0 S1 OB SOCIOLOGÍA DEL CONSUMO
- 6,0 S2 OB DIRECCIÓN DE COMUNICACIÓN
- 6,0 S2 OB ESTRATEGIAS CREATIVAS EN PUBLICIDAD
- 6,0 S2 OB LENGUAJE Y TECNOLOGÍAS AUDIOVISUALES
- 6,0 S2 FB DERECHO DE LA COMUNICACIÓN
- 6,0 A FB IDIOMA MODERNO (INGLÉS IV)

60,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

- 6,0 T1 OB CREATIVIDAD EN LA ELABORACIÓN
DEL MENSAJE PUBLICITARIO
- 6,0 S1 OB DISEÑO GRÁFICO Y DIRECCIÓN DE ARTE
- 6,0 S1 OB ESTRUCTURA DEL SISTEMA DE MEDIOS
- 6,0 S1 OB PLANIFICACIÓN ESTRATÉGICA
DE LAS RELACIONES PÚBLICAS
- 6,0 S1 OB TÉCNICAS Y RECURSOS DE RELACIONES PÚBLICAS
- 6,0 S2 OB COMUNICACIÓN MULTIMEDIA
- 6,0 S2 OB EMPRESA PUBLICITARIA Y GESTIÓN DE CUENTAS
- 6,0 S2 OB GESTIÓN DE LA COMUNICACIÓN
- 6,0 S2 OB INVESTIGACIÓN DE AUDIENCIAS
Y PLANIFICACIÓN DE MEDIOS
- 6,0 S2 OB PROCESOS PERIÓDICOS Y RELACIÓN CON LOS MEDIOS

60,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

- 6,0 S1 RA RECONOCIMIENTO ACADÉMICO DE CRÉDITOS
- 6,0 S1 OB MÉTODOS DE INVESTIGACIÓN EN COMUNICACIÓN
- 6,0 S1 OP OPTATIVA 1
- 6,0 S1 OP OPTATIVA 2
- 6,0 S1 OB OPTATIVA 3
- 24,0 A OB PRÁCTICAS EXTERNAS
- 6,0 A OB TRABAJO FIN DE GRADO

60,0 TOTAL CRÉDITOS CUARTO CURSO

+
**OPTATIVAS
GRPUB
4º CURSO**

- CR
- 6,0 PUBLICIDAD INTERACTIVA
- 6,0 PUBLICIDAD Y CULTURA DE MASAS
- 6,0 REDACCIÓN PUBLICITARIA

- 6,0 PSICOLOGÍA DE LA COMUNICACIÓN
- 6,0 OPINIÓN PÚBLICA
- 6,0 ARTE Y CULTURA CONTEMPORÁNEA

- 6,0 ESTADÍSTICA APLICADA A LA COMUNICACIÓN
- 6,0 RELACIONES PÚBLICAS ESPECIALIZADAS
- 6,0 CULTURA E IMAGEN DE LA EMPRESA

240 TOTAL CREDITS

* Los alumnos que cursan el **Grado Oficial en Publicidad y Relaciones Públicas [GRPUB]** por la URJC, podrán obtener a su vez uno de estos dos Títulos Superiores de ESIC: + **Título Superior en Marketing** o **Título Superior en Emprendimiento e Innovación** cursando los **135 créditos** adicionales a los ya completados en el Plan de Estudios **GRPUB** o bien uno de estos dos Diplomas de Especialización de ESIC: + **Diploma de Especialización en Habilidades Directivas** o **Diploma de Especialización en Herramientas Digitales y Multimedia.**

TÍTULO SUPERIOR EN NEGOCIOS DIGITALES [TSND-GRMK]

CR S TP

6,0	S1	P	INGLÉS I
3,0	S1	P	ANTROPOLOGÍA
6,0	S2	P	INGLÉS II
3,0	S2	P	SER PROFESIONAL

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

6,0	S1	P	INGLÉS III
3,0	S1	P	ESPÍRITU CRÍTICO
3,0	S2	P	MULTIMEDIA
4,5	S2	P	ECOSISTEMA DIGITAL

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0	S1	P	PENSAMIENTO SOCIAL CRISTIANO
3,0	S1	P	GENERACIÓN DE ESPACIOS DIGITALES
3,0	S1	P	DESARROLLO CREATIVO
4,5	S2	P	INVESTIGACIÓN CIENTÍFICA
4,5	S2	P	BÚSQUEDA Y ANÁLISIS DE TENDENCIAS

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0	S2	P	ÉTICA EMPRESARIAL
3,0	S2	P	TEAMWORKING
3,0	S2	P	AUTODIAGNÓSTICO
4,5	S2	P	ESTRATEGIAS DE MARKETING DIGITAL
4,5	S2	P	MARKETING INTELLIGENCE
4,5	S2	P	MARKETING DE CLIENTES

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

3,0	S1	P	REALIDAD DIGITAL
3,0	S1	P	LIDERAZGO
3,0	S1	P	TRANSFORMACIÓN Y CAMBIO
3,0	S1	P	MI HUELLA DIGITAL
4,5	S1	P	DIGITAL MARKETING METRICS&ANALYTICS
4,5	S1	P	E-MARKETS
4,5	S1	P	EMPRENDIMIENTO
4,5	S1	P	FINANZAS ESTRATÉGICAS
3,0	S2	P	MINDLAB
4,5	S2	P	GLOBAL MINDSET
4,5	S2	P	GLOBAL COMMUNICATION
4,5	S2	P	DATA DRIVEN MARKETING
4,5	S2	P	CREACIÓN DE EMPRESAS
4,5	S2	P	INNOVACIÓN EMPRESARIAL
4,5	S2	P	NEGOCIOS CON CAUSA GLOBAL

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Los alumnos que cursan el **Título Superior en Negocios Digitales [TSND]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en los Planes de Estudios **GRMK**.

CR S TP

6,0	S1	P	CHINESE I
3,0	S1	P	ANTHROPOLOGY
6,0	S2	P	CHINESE II
3,0	S2	P	TO BE PROFESSIONAL

18,0 TOTAL CREDITS FIRST YEAR

CR S TP

6,0	S1	P	CHINESE III
3,0	S1	P	CRITICAL THINKING
3,0	S1	P	MULTIMEDIA SOFTWARE
4,5	S2	P	DIGITAL ENVIRONMENT

16,5 TOTAL CREDITS SECOND YEAR

CR S TP

3,0	S1	P	CHRISTIAN SOCIAL THINKING
3,0	S1	P	CREATION OF DIGITAL SPACES
3,0	S1	P	CREATIVE MINDSET
4,5	S2	P	SCIENTIFIC INVESTIGATION
4,5	S2	P	TREND SEARCH AND ANALYSIS

18,0 TOTAL CREDITS THIRD YEAR

CR S TP

3,0	S2	P	BUSINESS ETHICS
3,0	S2	P	TEAMWORKING
3,0	S2	P	SELF-DIAGNOSIS
4,5	S2	P	DIGITAL MARKETING STRATEGIES
4,5	S2	P	MARKETING INTELLIGENCE
4,5	S2	P	CUSTOMER MARKETING

22,5 TOTAL CREDITS FOURTH YEAR

CR S TP

3,0	S1	P	DIGITAL REALITY
3,0	S1	P	LEADERSHIP
3,0	S1	P	TRANSFORMATION AND CHANGE
3,0	S1	P	DIGITAL FOOTPRINT
4,5	S1	P	DIGITAL MARKETING METRICS&ANALYTICS
4,5	S1	P	E-MARKETS
4,5	S1	P	ENTREPRENEURSHIP
4,5	S1	P	STRATEGIC FINANCES
3,0	S2	P	MINDLAB
4,5	S2	P	GLOBAL MINDSET
4,5	S2	P	GLOBAL COMMUNICATION
4,5	S2	P	DATA DRIVEN MARKETING
4,5	S2	P	BUSINESS START-UP
4,5	S2	P	BUSINESS INNOVATION
4,5	S2	P	BUSINESS WITH GLOBAL CAUSE

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the **Bachelor's Degree in Marketing [BDM]** by URJC will in turn receive ESIC's **Degree in Digital Business [DDB]**, granting **135 additional credits** to those already obtained in the Official Degree syllabus.

TÍTULO SUPERIOR EN DIRECCIÓN DE MARKETING GLOBAL [TSDMG-GRADE]

CR S TP

6,0	S1	P	INGLÉS I
3,0	S1	P	ANTROPOLOGÍA
6,0	S2	P	INGLÉS II
3,0	S2	P	ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

3,0	S1	P	DESARROLLO CREATIVO
6,0	S1	P	INGLÉS III
3,0	S2	P	MULTIMEDIA
4,5	S2	P	INVESTIGACIÓN CIENTÍFICA

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0	S1	P	GENERACIÓN DE ESPACIOS DIGITALES
4,5	S1	P	INVESTIGACIÓN DE MERCADOS
3,0	S1	P	ECOSISTEMA DIGITAL
3,0	S2	P	PENSAMIENTO SOCIAL CRISTIANO
4,5	S2	P	BÚSQUEDA Y ANÁLISIS DE TENDENCIAS

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0	S2	P	ÉTICA EMPRESARIAL
3,0	S2	P	LIDERAZGO
3,0	S2	P	MI HUELLA DIGITAL
4,5	S2	P	COMPORTAMIENTO DEL CONSUMIDOR
4,5	S2	P	MARKETING DE PRODUCTO
4,5	S2	P	PRICING

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

3,0	S1	P	REALIDAD DIGITAL
4,5	S1	P	TRADE&RETAIL MARKETING
4,5	S1	P	COMUNICACIÓN COMERCIAL
4,5	S1	P	PREVISIÓN DE VENTAS
4,5	S1	P	ESTRATEGIAS DE MARKETING DIGITAL
4,5	S1	P	MARKETING INTELLIGENCE
4,5	S1	P	DIGITAL MARKETING METRICS&ANALYTICS
3,0	S2	P	MINDLAB
3,0	S2	P	GLOBAL MINDSET
4,5	S2	P	GLOCAL MARKETING
3,0	S2	P	MARKETING DE CLIENTES
3,0	S2	P	INNOVACIÓN EMPRESARIAL
4,5	S2	P	DATA DRIVEN MARKETING
4,5	S2	P	E-MARKETS
4,5	S2	P	PLAN DE MARKETING

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Los alumnos que cursan el **Título Superior en Dirección de Marketing Global [TSDMG]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en los Planes de Estudios **GRADE**.

TAUGHT IN ENGLISH

DGMM

DEGREE IN GLOBAL MARKETING MANAGEMENT
[DGMM–BBAM]

CR S TP

6,0 S1 P CHINESE I

3,0 S1 P ANTHROPOLOGY

6,0 S2 P CHINESE II

3,0 S2 P CRITICAL THINKING

18,0 TOTAL CREDITS FIRST YEAR

CR S TP

3,0 S1 P CREATIVE MINDSET

6,0 S1 P CHINESE III

4,5 S2 P SCIENTIFIC INVESTIGATION

3,0 S2 P MULTIMEDIA SOFTWARE

16,5 TOTAL CREDITS SECOND YEAR

CR S TP

3,0 S1 P CREATION OF DIGITAL SPACES

3,0 S1 P DIGITAL ENVIRONMENT

4,5 S1 P MARKET RESEARCH

3,0 S2 P CHRISTIAN SOCIAL THINKING

4,5 S2 P TREND SEARCH AND ANALYSIS

18,0 TOTAL CREDITS THIRD YEAR

CR S TP

3,0 S2 P BUSINESS ETHICS

3,0 S2 P LEADERSHIP

3,0 S2 P DIGITAL FOOTPRINT

4,5 S2 P CONSUMER BEHAVIOR

4,5 S2 P PRODUCT MANAGEMENT

4,5 S2 P PRICING

22,5 TOTAL CREDITS FOURTH YEAR

CR S TP

3,0 S1 P DIGITAL REALITY

4,5 S1 P TRADE & RETAIL MARKETING

4,5 S1 P BUSINESS COMMUNICATION

4,5 S1 P SALES FORECASTING

4,5 S1 P DIGITAL MARKETING STRATEGIES

4,5 S1 P MARKETING INTELLIGENCE

4,5 S1 P DIGITAL MARKETING METRICS & ANALYTICS

3,0 S2 P MINDLAB

3,0 S2 P GLOBAL MINDSET

4,5 S2 P GLOBAL MARKETING

3,0 S2 P CUSTOMER MARKETING

3,0 S2 P BUSINESS INNOVATION

4,5 S2 P DATA DRIVEN MARKETING

4,5 S2 P E-MARKETS

4,5 S2 P MARKETING PLAN

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the **Bachelor's Degree in Business Administration and Management [BBAM]** by URJC will in turn receive ESIC's **Degree in Global Marketing Management [DGMM]**, granting **135 additional credits** to those already obtained in the Official Degree syllabus.

TÍTULO SUPERIOR EN DIRECCIÓN DE MARKETING GLOBAL
[TSDMG-GRDB]

CR S TP

6,0 S1 P INGLÉS I

3,0 S1 P ANTROPOLOGÍA

6,0 S2 P INGLÉS II

3,0 S2 P ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

3,0 S1 P MULTIMEDIA

4,5 S1 P INTRODUCCIÓN AL MARKETING

3,0 S2 P DESARROLLO CREATIVO

6,0 S2 P INGLÉS IV

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0 S1 P CREATION OF DIGITAL SPACES

4,5 S1 P SCIENTIFIC INVESTIGATION

3,0 S1 P TREND SEARCH AND ANALYSIS

3,0 S2 P CHRISTIAN SOCIAL THINKING

4,5 S2 P CONSUMER BEHAVIOUR

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0 S2 P LEADERSHIP

3,0 S2 P DIGITAL FOOTPRINT

4,5 S2 P PRODUCT MANAGEMENT

4,5 S2 P PRICING

4,5 S2 P TRADE & RETAIL MARKETING

3,0 S2 P BUSINESS NEGOTIATION

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

3,0 S1 P DIGITAL REALITY

4,5 S1 P MARKETING MANAGEMENT

4,5 S1 P ON-OFF MARKETING INTELLIGENCE

4,5 S1 P DATA DRIVEN MARKETING

4,5 S1 P MARKCOM

4,5 S1 P SALES FORECASTING

4,5 S1 P DECISION MAKING

3,0 S2 P MINDLAB

4,5 S2 P GLOBAL MINDSET

4,5 S2 P GLOBAL COMMUNICATION

4,5 S2 P GLOCAL MARKETING

4,5 S2 P ENTREPRENEURSHIP

4,5 S2 P BUSINESS INNOVATION

4,5 S2 P BUSINESS WITH A GLOBAL CAUSE

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Los alumnos que cursan el **Título Superior en Dirección de Marketing Global [TSDMG]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en el Plan de Estudios **GRDB**.

TÍTULO SUPERIOR EN MARKETING
[TSM-GRPUB]

CR S TP

6,0	S1	P	INGLÉS I
3,0	S1	P	ANTROPOLOGÍA
6,0	S2	P	INGLÉS II
3,0	S2	P	ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

6,0	S1	P	INGLÉS III
3,0	S1	P	DESARROLLO CREATIVO
3,0	S2	P	MULTIMEDIA
4,5	S2	P	INVESTIGACIÓN CIENTÍFICA

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0	S1	P	GENERACIÓN DE ESPACIOS DIGITALES
4,5	S1	P	ECOSISTEMA DIGITAL
3,0	S1	P	BÚSQUEDA Y ANÁLISIS DE TENDENCIAS
3,0	S2	P	PENSAMIENTO SOCIAL CRISTIANO
4,5	S2	P	BUSINESS ANALYTICS

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0	S2	P	ÉTICA EMPRESARIAL
3,0	S2	P	LIDERAZGO
3,0	S2	P	MI HUELLA DIGITAL
4,5	S2	P	MARKETING DE PRODUCTO
4,5	S2	P	PRICING
4,5	S2	P	NEGOCIACIÓN COMERCIAL

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

4,5	S1	P	ESTRATEGIA EMPRESARIAL
4,5	S1	P	SISTEMAS DE INFORMACIÓN CONTABLE
4,5	S1	P	DIRECCIÓN DE MARKETING
4,5	S1	P	TRADE&RETAIL MARKETING
4,5	S1	P	MARKETING DE CLIENTES
4,5	S1	P	ESTRATEGIAS DE MARKETING DIGITAL
3,0	S1	P	DIRECCIÓN DE VENTAS
4,5	S2	P	MARKETING INTELLIGENCE
4,5	S2	P	DIGITAL MARKETING METRICS&ANALYTICS
4,5	S2	P	FINANZAS PUBLICITARIAS
4,5	S2	P	DATA DRIVEN MARKETING
4,5	S2	P	DECISION MAKING
3,0	S2	P	EMPRENDIMIENTO
4,5	S2	P	PLAN DE MARKETING

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Los alumnos que cursan el **Título Superior en Marketing [TSM]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en el Plan de Estudios **GRPUB**.

CR S TP

3,0 S1 P TECNOLOGÍA EN CIENCIA DE DATOS I:
ARQUITECTURA DE SISTEMAS

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS I:
BASE DE DATOS

3,0 S1 P ANTROPOLOGÍA

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS II:
CURACIÓN DE CONTENIDOS

3,0 S2 P TECNOLOGÍA EN CIENCIA DE DATOS II:
ARQUITECTURA DE DATOS

3,0 S2 P ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

4,5 S1 P PROGRAMACIÓN PARA CIENCIA DE DATOS I: JAVA / SQL

3,0 S1 P PROGRAMACIÓN DE CIENCIA DE DATOS II: PHYTON

3,0 S2 P PENSAMIENTO SOCIAL CRISTIANO

6,0 S2 P MODELACIÓN ESTADÍSTICA CON R

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

6,0 S2 P BUSINESS INTELLIGENCE

6,0 S2 P CLOUD SERVICES PROVIDERS

4,5 S2 P DATA DRIVEN CORPORATIONS:
GESTIÓN DE DATOS DE SENSIBILIDAD MEDIA

6,0 S2 P APLICACIONES BIG DATA I:
IMPLEMENTACIÓN DE PROYECTOS DE BIG DATA I

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0 S2 P ÉTICA EMPRESARIAL

3,0 S2 P TEAMWORKING

3,0 S2 P AUTODIAGNÓSTICO

4,5 S2 P ESTRATEGIAS DE MARKETING DIGITAL

4,5 S2 P MARKETING INTELLIGENCE

4,5 S2 P MARKETING DE CLIENTES

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

6,0 S1 P APLICACIONES BIG DATA II:
IMPLEMENTACION DE PROYECTOS DE BIG DATA II

6,0 S1 P APLICACIONES BIG DATA III:
BIG DATA EN LA INDUSTRIA 4.0

6,0 S1 P DATA DRIVEN CORPORATIONS II:
GESTIÓN DE DATOS DE ALTA SENSIBILIDAD

6,0 S1 P APLICACIONES BIG DATA IV:
IDENTIFICACIÓN DE BLACK OPS

6,0 S1 P INTELIGENCIA ARTIFICIAL Y REDES NEURONALES

6,0 S2 P MODELIZACIÓN DE VARIABLES CATEGÓRICAS

6,0 S2 P MODELOS PREDICTIVOS II:
PATRONES DE ABANDONO ON-LINE

6,0 S2 P MODELOS PREDICTIVOS III:
OPINIÓN PÚBLICA Y CONSENTIMIENTO

6,0 S2 P PROCESAMIENTO DEL LENGUAJE NATURAL: CHAT-BOTS

6,0 S2 P NEUROMARKETING ANALÍTICO

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CREDITS

Los alumnos que cursan el **Título Superior en Data Science [TSDS]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en los Planes de Estudios **GRMK / BDM / GRADE / BBAM / GRDB**.

TÍTULO SUPERIOR EN EMPRENDIMIENTO E INNOVACIÓN [TSEI-GRMK / GRADE / GRDB / GRPUB]

CR S TP

6,0	S1	P	IDIOMA MODERNO I: (INGLÉS O CHINO)
3,0	S1	P	MODELOS DE NEGOCIO I: PRODUCT-MARKET FIT
6,0	S2	P	IDIOMA MODERNO II: (INGLÉS O CHINO)
3,0	S2	P	METODOLOGÍAS ÁGILES

18,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

3,0	S1	P	MODELOS DE NEGOCIO II: EMPRENDIMIENTO SOCIAL
3,0	S1	P	ECOSISTEMA EMPRENDEDOR I
3,0	S1	P	ESPÍRITU CRÍTICO
3,0	S2	P	PENSAMIENTO SOCIAL CRISTIANO
4,5	S2	P	METODOLOGÍA DE NEGOCIACIÓN Y VENTA

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

4,5	S1	P	HABILIDADES PERSONALES I: MARCA PERSONAL Y NETWORKING
3,0	S1	P	MODELOS DE NEGOCIO III: INTRAEMPRENDIMIENTO
3,0	S2	P	ANTROPOLOGÍA
3,0	S2	P	ECOSISTEMA EMPRENDEDOR II: FINANCIERO Y LEGAL
4,5	S2	P	METODOLOGÍAS NARRATIVAS

18,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0	S2	P	ÉTICA EMPRESARIAL
3,0	S2	P	MODELOS DE NEGOCIO IV: GO TO MARKET
3,0	S2	P	HABILIDADES PERSONALES II: LIDERAZGO, AUTOGESTIÓN Y GESTIÓN DE EQUIPOS
3,0	S2	P	ECOSISTEMA EMPRENDEDOR III: ASISTENCIA A FERIAS, EMPRESAS, BOOTCAMPs, PREMIOS
4,5	S2	P	E-MARKETS
6,0	S2	P	ESIC GARAGE I: COACH POR EQUIPO

22,5 TOTAL CRÉDITOS CUARTO CURSO

CR S TP

6,0	S1	P	PRODUCCIÓN DIGITAL I
4,5	S1	P	GLOBAL INNOVATION: PROCESOS, PRODUCTO Y ESTRUCTURA
3,0	S1	P	OPTATIVA 1
4,5	S1	P	OPTATIVA 2
12,0	S1	P	ESIC GARAJE II: COACH POR EQUIPO
6,0	S2	P	PRODUCCIÓN DIGITAL II
4,5	S2	P	GLOBAL MINDSET
4,5	S2	P	OPTATIVA 3
3,0	S2	P	HABILIDADES PERSONALES III: ORATORIA, DEBATE E INTERPRETACIÓN
12,0	S2	P	ESIC GARAJE III: COACH POR EQUIPO

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CREDITS

Los alumnos que cursan el **Título Superior en Emprendimiento e Innovación [TSEI]** de ESIC deberán añadir los **135 créditos** adicionales de este programa a los **240 créditos** ya cursados en los Planes de Estudios **GRMK / GRADE / GRDB / GRPUB**.

DEGREE IN ENTREPRENEURSHIP AND INNOVATION

[DEI-BDM / BBAM / GRDB]

CR	S	TP	
6,0	S1	P	CHINESE I
3,0	S1	P	BUSINESS MODELS I: PRODUCT-MARKET FIT
6,0	S2	P	CHINESE II
3,0	S2	P	AGILE METHODOLOGIES

18,0 TOTAL CREDITS FIRST YEAR

CR	S	TP	
3,0	S1	P	BUSINESS MODELS II: SOCIAL ENTREPRENEURSHIP
3,0	S1	P	ENTREPRENEURIAL ECOSYSTEM I
3,0	S1	P	CRITICAL THINKING
3,0	S2	P	CHRISTIAN SOCIAL THINKING
4,5	S2	P	NEGOTIATION AND SELLING METHODS

16,5 TOTAL CREDITS SECOND YEAR

CR	S	TP	
4,5	S1	P	PERSONAL COMPETENCES I: PERSONAL BRAND & NETWORKING
3,0	S1	P	BUSINESS MODELS III: INTRAPRENEURSHIP
3,0	S2	P	ANTHROPOLOGY
3,0	S2	P	ENTREPRENEURIAL ECOSYSTEM II: FINANCE AND LAW
4,5	S2	P	NARRATIVE METHODS

18,0 TOTAL CREDITS THIRD YEAR

CR	S	TP	
3,0	S2	P	BUSINESS ETHICS
3,0	S2	P	BUSINESS MODELS IV: GO TO MARKET
3,0	S2	P	PERSONAL COMPETENCES II: LEADING, SELF-MANAGING AND MANAGING TEAMS
3,0	S2	P	ENTREPRENEURIAL ECOSYSTEM III: PRESENCE AT TRADE FAIRS, COMPANIES, BOOTCAMPS AND AWARDS
4,5	S2	P	E-MARKETS
6,0	S2	P	ESIC GARAGE I: COACH IN TEAMS

22,5 TOTAL CREDITS FOURTH YEAR

CR	S	TP	
6,0	S1	P	DIGITAL PRODUCTION I
4,5	S1	P	GLOBAL INNOVATION: STRUCTURE, PRODUCT AND PROCESSES
3,0	S1	P	ELECTIVE SUBJECT I
4,5	S1	P	ELECTIVE SUBJECT II
12,0	S1	P	ESIC GARAGE II: COACH IN TEAMS
4,5	S2	P	ELECTIVE SUBJECT III
3,0	S2	P	PERSONAL COMPETENCES III: DEBATING, PUBLIC SPEAKING AND INTERPRETATION TECHNIQUES
6,0	S2	P	DIGITAL PRODUCTION I
4,5	S2	P	GLOBAL MINDSET
12,0	S2	P	ESIC GARAGE III: COACH IN TEAMS

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the **Bachelor's Degree in Marketing [BDM] / Bachelor's Degree In Business Administration And Management [BBAM] / Grado Oficial En Dirección y Gestión De Empresas en el Ámbito Digital / Digital Business [GRDB]** by URJC will in turn receive ESIC's **Degree in Entrepreneurship and Innovation [DEI]**, granting **135 additional credits** to those already obtained in the Official Degree syllabus.

DEHD

DIPLOMA ESPECIALIZADO

HABILIDADES DIRECTIVAS

[**DEHD**-GRMK/GRADE/GRDB/GRPUB]

CR S TP

6,0 S1 P INGLÉS I

6,0 S2 P INGLÉS II

12,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

6,0 S1 P INGLÉS III

3,0 S2 P MULTIMEDIA

3,0 S2 P ANTROPOLOGÍA

12,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0 S1 P GENERACIÓN DE ESPACIOS DIGITALES

3,0 S1 P ESPÍRITU CRÍTICO

3,0 S2 P PENSAMIENTO SOCIAL CRISTIANO

3,0 S2 P DESARROLLO CREATIVO

12,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0 S2 P MINDLAB

3,0 S2 P ÉTICA EMPRESARIAL

3,0 S2 P LIDERAZGO

3,0 S2 P MI HUELLA DIGITAL

12,0 TOTAL CRÉDITOS CUARTO CURSO

48 TOTAL CRÉDITOS

DEHDM

DIPLOMA ESPECIALIZADO

HERRAMIENTAS DIGITALES Y MULTIMEDIA

[**DEHDM**-GRMK/GRADE/GRDB/GRPUB]

CR S TP

3,0 S1 P PLANIFICACIÓN DE PROYECTOS: MS PROJECT

3,0 S1 P EDICIÓN DIGITAL DE IMAGEN: PHOTOSHOP

3,0 S2 P DISEÑO VECTORIAL E INFOGRAFÍA: ILLUSTRATOR

3,0 S2 P NARRATIVA AUDIOVISUAL Y EDICIÓN VIDEO: PREMIERE

12,0 TOTAL CRÉDITOS PRIMER CURSO

CR S TP

3,0 S1 P MOTION GRAPHICS Y 3D: AFTER EFFECTS

3,0 S1 P ARQUITECTURA DE LA INFORMACIÓN Y UX:
INVISION, XD, OPTIMIZE 360

3,0 S2 P CREACIÓN PÁGINAS WEB: WORDPRESS

3,0 S2 P PENSAMIENTO SOCIAL CRISTIANO

12,0 TOTAL CRÉDITOS SEGUNDO CURSO

CR S TP

3,0 S1 P SEO, SEM Y ASO: GOOGLE TOOLS, SEMRUSH, SISTRIX

3,0 S1 P CREACIÓN ECOMMERCE: PRESTASHOP, MAGENTO

3,0 S2 P AUDITORIA SEO:
SCREAMMING FROG, SEO META IN ONE CLICK

3,0 S2 P ANTROPOLOGÍA

12,0 TOTAL CRÉDITOS TERCER CURSO

CR S TP

3,0 S1 P VISUALIZACIÓN DATOS EN BSS INTELLIGENCE:
POWERBI, TABLEAU

3,0 S1 P GESTIÓN DEL CLIENTE Y COMMUNITY MANAGEMENT:
SALES FORCE

3,0 S2 P ÉTICA EMPRESARIAL

3,0 S2 P TRABAJO FIN DE DIPLOMA

12,0 TOTAL CRÉDITOS CUARTO CURSO

48 TOTAL CRÉDITOS

Los alumnos que cursan el **Grado Oficial en Marketing [GRMK]**, o el **Grado Oficial en Administración y Dirección de Empresas [GRADE]**, o el **Grado Oficial en Dirección y Gestión de Empresas en el Ámbito Digital-Digital Business [GRDB]**, o el **Grado Oficial en Publicidad y RR.PP.** por URJC podrán obtener, a su vez, el **Diploma de Especialización en Habilidades Directivas** o el **Diploma de Especialización en Herramientas Digitales y Multimedia** por ESIC, cursando **48 créditos** adicionales según el itinerario elegido.

DPS

TAUGHT IN ENGLISH

DIPLOMA IN

PROFESSIONAL SKILLS

[DPS-BDM/BBAM]

CR S TP

6,0 S1 P CHINESSE I

6,0 S2 P CHINESSE II

12,0 TOTAL CREDITS FIRST YEAR

CR S TP

6,0 S1 P CHINESSE III

3,0 S2 P MULTIMEDIA SOFTWARE

3,0 S2 P ANTHROPOLOGY

12,0 TOTAL CREDITS SECOND YEAR

CR S TP

3,0 S1 P CREATION OF DIGITAL SPACES

3,0 S1 P CRITICAL THINKING

3,0 S2 P CHRISTIAN SOCIAL THOUGHT

3,0 S2 P CREATIVE MINDSET

12,0 TOTAL CREDITS THIRD YEAR

CR S TP

3,0 S2 P MINDLAB

3,0 S2 P BUSINESS ETHICS

3,0 S2 P LEADERSHIP

3,0 S2 P DIGITAL FOOTPRINT

12,0 TOTAL CREDITS FOURTH YEAR**48** TOTAL CREDITS

URJC students taking the **Bachelor's Degree in Marketing [BDM]**, **Bachelor's Degree in Business Administration & Management [BBAM]**, will be able to obtain the ESIC's **Diploma in Professional Skills** or **Diploma de Especialización en Herramientas Digitales y Multimedia**^{TAUGHT IN SPANISH}, by taking **48 additional credits**.