

# ESTUDIÁ

## #ADMINISTRATION AND INFORMATION MANAGEMENT

Name of the course: Bachelor's Degree in Administration and Information Management.

Title: **Bachelor's Degree in Administration and Information Management.**

Level: Degree.

Duration: 4 years.

Associate Degree: University Technician in Administration and Information Management.

Duration: 3 years

**Manage and empower flexible and efficient organisations.**

**Professional field of action**

Linking technology to management is a challenge for all organisations, whether in the public or private sector. The permanent changes brought about by digital transformation make it necessary to train new professionals capable of responding to these dynamic contexts.

The Bachelor's Degree in Administration and Information Management incorporates and integrates specific knowledge from the areas of systems and technologies into the basic training of management sciences. This integration defines a new model of professionals, capable of interpreting and innovatively managing a constantly changing environment.

The strategic combination of knowledge in the areas of administration, systems and technologies will allow graduates to participate in the processes of planning, organization, management and control in diverse organizations such as industries, service companies and public bodies. They will have the tools to connect and integrate the different sectors of the organization and articulate it with the environment in which it is inserted.

## Program

1° SEMESTER	University, Society and Knowledge	Contemporary Issues	Academic Reading and Writing Workshop	Statistics and Calculation Workshop	Management and Administration of Organisations
2° SEMESTER	Introduction to Economics	Mathematics 1	Probability and Statistics	Introduction to Accounting	
3° SEMESTER	Microeconomics	Mathematics 2	Computer Science	Management and Design of Organisational Processes	Human Capital Management
4° SEMESTER	Introduction to Communications	Programming Paradigms	Accounting and Balance Sheets	Marketing and Commercialisation	English I (Language level required for the Bachelor's Degree)
5° SEMESTER	Cost and Performance Calculation	Software Engineering	Sales Management	Digital Marketing	English II (Language level required for the Bachelor's Degree)
6° SEMESTER	Management Control	Introduction to Optimisation	Introduction to Data Management	Undergraduate Final Project	
7° SEMESTER	First four-month period	Operations Management	Strategic Management	Financing and Investment	
8° SEMESTER	Management and Administration of Technologies	Machine Learning and Data Mining	Technological Foresight	Bachelor's Degree Final Project	Elective Curricular Unit



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