

Bachelor's Degree in Applied Management

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Universidad
de Navarra

The Bachelor's Degree in Applied Management is an innovative and unique university degree in Spain. It educates and trains students to become experts in organization, Business Process Management, Resource Management, and Team Management. Our students also acquire communication skills and proficiency in at least three languages to prepare them to work in any international setting.

Student's profile

Our students are globally-minded. They enjoy languages, management and organization, the world of business, digital tools, intercultural environments, internal and external communication, interpersonal relations, events and protocol, travel abroad, working on multiple projects at a time, coordinating teams... and all of this with a deep spirit of service.

Project Based Learning

Beyond memorizing theories, our students learn how to work in a company through the practical application of the knowledge they acquire, namely by projects and teamwork.

In this way, they develop the necessary skills to respond to the current job market demands, and learn to adapt to the ever-changing environments we live in. Knowledge is integrated within this method and aims for greater interaction and autonomy from the student. They are the protagonists, while the teacher becomes a guide for achieving academic success. Teamwork is one of the main tools for learning in this program, and is essential to valuing and experiencing the different roles.

Course curriculum

Business Management

Business Management (I-VII)

Accounting and Finance (I-V)

Business Law (I-II)

Business and Organization
Accounting and Finance
Law: Commercial, Labor and Tax Law
International Trade
Lean Management
Agile Management
Quality Management
Logistics
Human Resources
Psychology

Communication and Foreign Languages

Business Communication (I-VI)

Foreign Language II: English

Foreign Language III: French or German

Communication inside Organizations
Internal Communication
External Communication
Digital Communication
Marketing
CSR
Oral and Written Communication
Protocol
Languages: English and either French or German

Digital Management Tools

These digital tools are learned in the context of seven semester-long, realistic projects throughout the degree.

Programming
CRM
ERP
Spreadsheets
Computerized Accounting
Data Analytics

Core Curriculum

Anthropology

Ethics

Humanities

WHY IS IT A UNIQUE DEGREE

International Outlook

- Proficiency in 3 languages.
- 40% international students.
- Exchange programs with more than 50 universities around the world.
- Internships in international companies.

Global Campus

Classes are not only held on the campus of the University of Navarra in Pamplona, but they also take place in other parts of the world through two mandatory international experiences.

These involve an academic, cultural and linguistic immersion that enhances the students' global profile.

- First year: Boston (USA)
- Third year: Paris (France) or Cologne (Germany)*.

* DEPENDING ON THE LANGUAGE BEING STUDIED.

High rates of employment and Career Opportunities

This cross-disciplinary and versatile profile is one of the most in-demand in the labor market. 97.4% of graduates find a job in less than a year. Companies give a score of 9 out of 10 for the overall training and abilities of graduates from our degree. In addition, we have a lifelong job bank available to alumni.

Mentoring and Personal Brand

From the very beginning, we work with each student in the development of his/ her skills and competencies to forge their personal brand. In addition, they receive personalized guidance from a mentor. During the course of their studies, they also participate in numerous conferences, sessions and career seminars to help them define their interests and professional preferences. Upon completion of the Bachelor's degree, students have the opportunity to use what they've learned and further their careers by pursuing a master's or postgraduate degree in: International Trade, Human Resources, Fashion, Marketing, MBA, etc.

Specialization Diplomas / Entrepreneurship / Process Management / Logistics Management / Human Resources Management / Tourism and Hospitality Management / Fashion Business Management / Sports Management

5 KEY ASPECTS

1

Pioneers and Unique

The only university in Spain that offers a Bachelor's Degree in Applied Management. Since its origins in 1963, ISSA has been known for its prowess in the business world, knowing how to continuously adapt to the needs of organizations.

2

University Life

You will find us in the Amigos Building at the the University of Navarra campus in Pamplona, made up of more than 100 hectares of green space. Our students have a complete university experience at their disposal. They can choose to participate in many different cultural and athletic activities, volunteering opportunities, academic services, and above all, the countless interactions with thousands of students from other degrees and nationalities.

3

Leading School in Employability*

We prepare our students with a professional, versatile, and highly demanded profile in the workforce.

Last year we managed an average of 6 job offers per recent graduate. 97.4% of our graduates find a job in less than one year. Companies rate their training competencies with a 9 out of 10.

* STUDY CARRIED OUT BY IKERFEL

4

Development of one's Personal Brand

Throughout the four years, students participate in different sessions and workshops to develop their skills and abilities to forge their personal brand and professional career path.

5

Alumni Network

More than 3,300 successful ISSA alumni have passed through our classrooms. The University of Navarra has more than 177,000 alumni around the world. They are our best ambassadors.

Universidad de Navarra

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1 RANKING QS GRADUATE EMPLOYABILITY (SPAIN)

45 RANKING TIMES HIGHER EDUCATION EMPLOYABILITY (WORLD)

150 UI GREEN METRIC WORLD UNIVERSITY AMONG THE BEST IN THE WORLD REGARDING SUSTAINABILITY

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Have any questions?
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