



BA (Hons) Business Administration and additional specialisation in **Marketing Management**

ESEI's three-year Business Administration Degree, with a specialisation in Marketing Management, lays the foundations for a successful career in business, putting you on the fast track to management position in the future.

Taught entirely in English and consisting of three separate qualifications, you will develop business, leadership and communications skills, and will come away with an accredited degree from a respected UK university.

With this qualification in hand, you can step into a number of marketing or business roles in a whole range of industries. You will also qualify for a variety of related master's degrees and postgraduate qualifications at ESEI and in other universities and institutions around the world.



Accredited by UK University



Internationally Recognised



100% English Language Programme



Expert Tutors



Real-world skills

KEY FACTS

Degree type	Undergraduate
Language	English
Study mode	Full time
Duration	3 academic years
Start dates	January & September
Class schedule	Weekdays, 3-6pm
Tuition	10,700€ per year*

ACADEMIC INFORMATION

Total ECTS Credits	240ECTS
Bachelor (Hons) in Business Administration	180ECTS
Specialisation	60ECTS
N° of semesters	2 per year (6 total)
Duration of semester	12 teaching weeks

	HIGHER EDUCATION LEVEL	CREDIT VALUE*	FULL TIME DEGREE EQUIVALENCE
ESEI Diploma in Business	Level 4 (L4)	60 ECTS	Year 1
ESEI Advanced Diploma in Business	Level 5 (L5)	120 ECTS	Year 2
University of Worcester BA (Hons) Business Administration	Level 6 (L6)	180 ECTS	Year 3
UCAM Additional specialisation pathway in Marketing Management	Level 5 and Level 6 (L5, L6)	60 ECTS	

YEAR 1
Leadership and Organisational Behaviour 7.5 ECTS
Professional & Academic Communication 7.5 ECTS
Markets, Prices & Strategy 7.5 ECTS
Mathematics in Business 7.5 ECTS
Finance for Performance Management 7.5 ECTS
Understanding Business Organisations 7.5 ECTS
Business Online 7.5 ECTS
Strategic Marketing in Action 7.5 ECTS

YEAR 2
Quantitative Research in Business 7.5 ECTS
Efficiency in Business Operations 7.5 ECTS
Technology in Business Organisation 7.5 ECTS
Consumer Behaviour 7.5 ECTS
Advertising, Influence and Persuasion 7.5 ECTS
Work-Based Learning 15 ECTS
Strategic Digital Marketing 7.5 ECTS
Advanced Financial Management 7.5 ECTS
Organisations and Individuals 7.5 ECTS
Macroeconomics for Business 7.5 ECTS
Social Media 7.5 ECTS

YEAR 2
Strategic Operations and Quality Management 7.5 ECTS
Management and Organisational Behaviour 7.5 ECTS
Business-to-Business Marketing 7.5 ECTS
Management Accounting and Finance 7.5 ECTS
Public Relations and Communication 7.5 ECTS
Brand Management 7.5 ECTS
Business Research Methodology 7.5 ECTS
Business Strategy 7.5 ECTS
International Marketing Strategy 7.5 ECTS
Business Analysis and Decision Making 7.5 ECTS
Thesis project 15 ECTS





INTERNSHIPS

Our internship programme is linked to a broad network of multinational companies and organisations in Barcelona. It offers you the chance to gain real-world work experience relevant to your future career goals.



SEMINARS AND GUEST SPEAKING SESSIONS

Each year, ESEI welcomes industry experts to give talks to our student body, offering unique perspectives on different business-related topics. Our speakers demonstrate how the knowledge and skills you acquire on your courses can be applied in a real-world work environment.

Some of the past guest speakers at ESEI include Sergi Codonyer, Coca-Cola PAC Director; Ben Walker, Founder and CEO at the ZOOM Agency; Loïc LeJoliff, Founder at Piknic Electronic.



SCOLARSHIPS

ESEI provides scholarships of up to 20% of the first year's tuition fees. Successful candidates demonstrate motivation, excellence and complete an evaluated scholarship task.

The scholarship task, which is presented as a short essay, allows you to reflect on a specific topic, chosen by the admission department. It evaluates your critical and self-reflective capabilities, as well as your creativity.

To apply for the scholarship, you must submit the application form provided by ESEI.

Candidates are notified of the decision by email at the address indicated on the application form.



QUALIFICATIONS AWARDED

Advanced diploma in Business awarded by ESEI

BA (Hons) in Business Administration awarded by Worcester University

Specialisation diploma awarded by UCAM



COACHING SESSIONS

At ESEI we want you to excel as a person and as a business leader. Our individual and group coaching sessions are designed to make you conscious of the fact that everyone has the resources and capacity needed to achieve their ambitions. All our coaches are internationally certified and are experts in working with you in an academic, personal and professional setting.



ASSESSMENT

The assessment of all modules is based on continuous learning, examinations and assignments. Examinations are held twice a year, in June and December.



COMPANY VISITS

ESEI organises company visits all throughout the year, giving you an insight into the practices and processes of some of Barcelona's top companies. You will discover new areas of interest and learn about the different types of business you might be working with - or even creating - in the near future.

Our students have previously visited companies like Talent-Garden, a co-working space where freelancers and start-ups work and develop their innovative projects; the 5-star Hotel Fairmont Rey Juan Carlos I and the In-Edit offices, birthplace of the Moritz Feed Dog and In-Edit Festivals.



ADMISSION REQUIREMENTS

At ESEI, we use a holistic approach in our selection, looking at all elements of your application and above all your motivation and passion in pursuing a career in your chosen field. Documents required to start your application include:

1. Completed online application form
2. High School diploma and academic transcripts
3. Statement of Purpose
4. Proof of English proficiency - TOEFL 85 / IELTS 6.0/ ESEI online test / Proof of having previously studied in
5. English for at least three years.
6. One Academic / Professional Reference Letter
7. Updated C.V.
8. Copy of valid passport / ID card

