

OFFICIAL UNDERGRADUATE DEGREES



240 ECTS



September



4 years



100 % English



Campus Barcelona



Study tours included*

*Subject to academic performance.



DEGREE IN DIGITAL BUSINESS DESIGN & INNOVATION

WHAT MAKES THIS DEGREE UNIQUE

- 1 The Degree has a practical orientation, and you will work **on digital projects which could become digital startups.**
- 2 You will take part in **master mentoring and coaching sessions** with renowned professionals.
- 3 You will have **an international experience every year**, thanks to Study tours in the USA and in another destination in the world that will allow you to get to know other cultures while finding inspiration for your project. Moreover, you will have the opportunity to experience an exchange and internship abroad.

1st year

2nd year

3rd year

4th year

Study tour

USA
Study tour

Exchange
program

International
Internship
Program

- 4 **Personalize the Degree choosing an area of focus** during the 3rd and 4th year. These areas of focus are co-created between the students and degree coordinators based on the latest market trends and needs.

- 5 You could choose among **3 different kinds of internships:**

- **Work in a startup incubator** or technology park in another country.
- **Incubate your own startup** at La Salle Technova with an accelerator program.
- **Work in a company** of your choosing.

BE READY TO LAUNCH YOUR STARTUP.

La Salle Campus Barcelona, in collaboration with the La Salle Technova technology business incubator, has created this specialist Degree that is one-of-its-kind in Spain as a **comprehensive experience in entrepreneurship and digital business.**

This Official Degree **is taught 100% in English.** It is intended as an **accelerator for each student's personal projects** in the fields of entrepreneurship and innovation, **preparing you to form part of a large project or an already consolidated startup.**

CAREER OPORTUNITIES

- CEO of your own startup, entrepreneur and founder of new companies.
- Digital project consultant.
- Intra-entrepreneur at a consolidated company - business development.
- Professional at a consolidated startup.
- Digital Transformer - Innovation Manager.

You will acquire the skills you need to create your own company.

SYLLABUS

1ST COURSE

Annual Subjects	ECTS
Thought and Creativity I	2
Introduction to Digital Business Environment	6
Marketing Principles	6
Digital Economy Principles	6
Quantitative and Qualitative Analysis	6
Digital Skills Development	6
Communication, Leadership and Team Management	6
Foreign Language	5
Entrepreneurship in Technology-Based Ventures	6
Creativity and Innovation Management	5
Introduction to Accounting	6

2ND COURSE

Annual Subjects	ECTS
Thought and Creativity II	2
First Semester	
Managing by Design	6
Online Marketing in Digital Business	6
Financing Technology-Based Projects	6
Business Model Design	6
Managing Emerging Technologies	5
Second Semester	
Managing Projects	6
E-commerce	6
Investment and Financial Management for Technology Based Firms	6
Strategic Management and Innovation for New Ventures	6
R&D&I Management	5

3RD COURSE

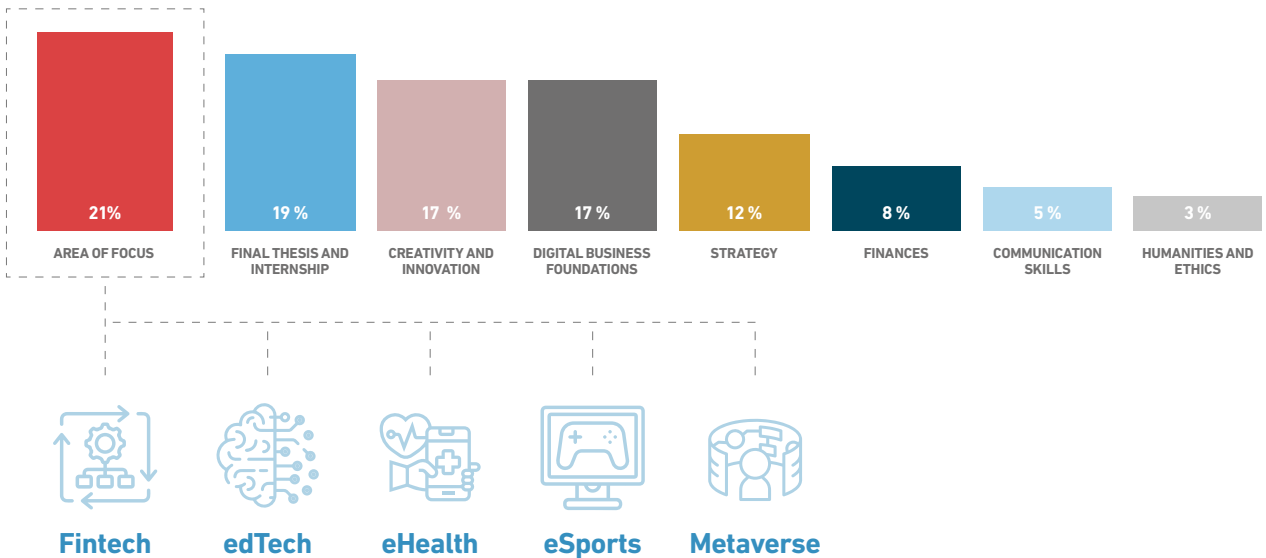
Annual Subjects	ECTS
Thought and Creativity III	3
Internship I	30
First Semester	
Social Entrepreneurship	5
Mobile App Management	5
Science of Business Intelligence and Data Analytics	6
Startup Law	6
Elective	5

4TH COURSE

Annual Subjects	ECTS
Final Thesis	15
Internship II	30
Electives	15

**YOUR STARTUP
STARTS HERE
CALLING THE
INNOVATORS!**

AREAS OF KNOWLEDGE



LA SALLE CAMPUS BARCELONA

sia@salleurl.edu | +34 932 902 405 | +34 608 765 104

www.salleurl.edu

Follow us at @LaSalleBcn:

BE REAL, BE YOU