BUSINESS & MANAGEMENT

LA SALLE CAMPUS BARCELONA

Official Undergraduate Degree in:
Digital Business, Design and Innovation
We Love Challenge

Business studies for a **new generation of business leaders**, ready to lead digital tech companies in a global environment.
STUDY BUSINESS & MANAGEMENT AT LA SALLE CAMPUS BARCELONA

Business & Management studies of La Salle Campus Barcelona will give you a solid, cutting-edge grounding to help you meet the real needs for change and innovation in a constantly evolving jobs market.

Our Campus combines the world of business using the latest technology with a business incubator that allows students to understand the full potential of technology.

We are committed to offering an international outlook with a practical focus in small groups with different nationalities, perfect to help you develop the skills you need to take your place among the new 21st-century professionals.

LA SALLE TECHNOVA BRIDGING TALENT, STARTUPS AND CORPORATIONS.

At La Salle Campus Barcelona, our business ecosystem revolves around Technova, one of the largest startup accelerators in Spain. Students will enjoy all the benefits of studying at a university with a Technology Innovation Park on Campus, where they can take part in internships at companies or projects such as Technova Young, and all kinds of events such as 4YFN, hackathons, competitions and conferences.

LA SALLE-URL collaborates with Euroleague Basketball in the EB Tech Challenge 2019 project for startups in the world of sports.

“WE MAXIMISE ALL OUR STUDENTS’ POTENTIAL.”

WHY STUDY A BUSINESS & MANAGEMENT DEGREE AT LA SALLE CAMPUS BARCELONA?

1. IMPORTANCE OF TECHNOLOGY

Our business students learn how technology can add value to a company, how customers are changing in the digital era and how organizations need to continually adapt to rapidly changing environments.

2. INNOVATION AND CREATIVITY

Business leaders of the future will be defined by their creativity and ability to innovate. We help our students to think differently, to be original and transform their ideas into viable business solutions.

3. MINDSET ENTREPRENEURSHIP

We believe in developing entrepreneurial mindsets. Our students are characterised by their desire to solve complex problems, find viable business opportunities and lead change and innovation.

4. INTERNATIONAL EXPERIENCES

We offer international experiences that will help open your mind and learn about new cultures and ways of life.

5. SMART LEARNING

Our new personalized, flexible and intelligent educational model based on the use of technology that adapts to the needs of face-to-face, blended, distance and online education, in all its multiple versions and possible combinations, according to the needs of the program and the students.

6. LEARNING BY CHALLENGE METHODOLOGY

Projects are based on challenges, and allow you to apply what you are learning to real-life cases.

PROFESSIONAL DEVELOPMENT

Ensuring our graduates find jobs is one of our main objectives. In addition to offering needed to enhance the employability of our students, we also offer personalised advice to focus their professional futures. Our students are part of La Salle Alumni, La Salle’s international professional network, a forum for the exchange of knowledge and experiences in an environment geared towards cooperation, networking and professional growth.

Some companies where our students work:

Ramon Llull University Top 130 Global Employability Ranking (Number 3 in Spain)
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 lasts 3 years and is taught 100% in English.

Your startup starts here. Calling the innovators!

3 stages program

Stage 1 Exploration & Creation

Stage 2 Validation & Launch

Stage 3 Growth, Acceleration & Internationalization

Digital Entrepreneurship

Business Innovation

Official Degree Title: Degree in Digital Business, Design & Innovation

*Subject to academic performance.

3rd COURSE

Annual subjects

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<tr>
<td>100% in English</td>
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<td>Barcelona Campus</td>
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<td>Mornings</td>
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<td>Stages included*</td>
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Digital Business Foundations

Communication skills

Creativity and Innovation

Finances

Strategy

Humanities and Ethics

Electives

Final Thesis and Internship

Methodology

Our students get the chance to use our Digital Business Lab to create their ideas and solve the challenges posed by teachers, all while participating in activities in other contexts (workshops, events, visits to inspiring businesses, etc.).

We believe the role of the learner is to lead their own learning process by debating, defending their ideas and applying the contents of each course to their various projects.

Entrepreneurship in Technology-Based Ventures

Creativity and Innovation Management

Introduction to Accounting

Electives

Digital Skills Development

Communication, Leadership and Team Management

Foreign Language

Entrepreneurship in Technology-Based Ventures

Creativity and Innovation Management

Introduction to Accounting

Electives

Digital Entrepreneurship

Business Innovation

Areas of Knowledge

Transactional

6%

Digital Business Foundations

19%

Economics

12%

Final Thesis and Internship

30 ECTS

Digital Entrepreneurship

100% in English

Barcelona Campus

September

Mornings

100% in English

Stages included*
WHAT YOU WILL LEARN WITH THIS DEGREE

**DEGREE IN**
**DIGITAL BUSINESS, DESIGN & INNOVATION**

**WHAT YOU WILL LEARN WITH THIS DEGREE**

- You will acquire the skills you need to create your own company or head up an innovation department within an organisation.
- You will develop business skills with methodologies such as Design Thinking, Lean Start-up, and Agile Development (SCRUM), and learn how to create initiatives from scratch.
- You will develop your personal skills. This Degree will prepare you to make a valuable contribution and make a difference at business or startups.
- You will be able to create and develop global projects as you nurture your ability to adapt to changes and make an impact on society.
- You will also enjoy the experience of having taken part in the creation of a real company.

**WE ARE LOOKING FOR CANDIDATES WITH:**

- **BUSINESS KNOWLEDGE**
- **ENTREPRENEURIAL MINDSET**
- **ENThusiasm FOR THE STARTUP WORLD**
- **CREATIVE CONFIDENCE**
- **PASSION FOR TECHNOLOGY**
- **INTEREST IN SOCIAL TRANSFORMATION**

**WHAT MAKES THIS DEGREE UNIQUE**

1. The Degree is designed so you can choose the speciality that best suits your profile:
   - You can create your own business even as you study. It will prepare you to be a digital innovator at a startup or large company.
   - You will take part in master mentoring and coaching sessions with renowned professionals.
   - Access to seed capital: Students experience the realities of putting a business idea into practice, and the opportunity to start a business even while studying. At La Salle, we help you to find financing for your project through our Business Angels network.
   - You will have an international experience thanks to Stages abroad in Asia and the EUA that will allow you to get to know other cultures while finding inspiration for your project.

**CAREER OPPORTUNITIES**

Today's society requires professionals with digital skills, leadership and creativity, and creating your own company is not the only career opportunity for students from this Degree. Solid business sense, initiative and innovation are highly valued at most organisations.

These are some of the career opportunities that will be open to you:

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

LA SALLE TECHNOVA BARCELONA
LA SALLE, A GLOBAL EDUCATION NETWORK

We are part of a worldwide organisation with more than 300 years of history.

- 65 Universities worldwide
- 80 Countries La Salle Presence
- 90,000 Educators
- 350,000 Students University Education
- 650,000 Students Primary & Secondary Education

LA SALLE CAMPUS BARCELONA

Our university centre has a history spanning over 110 years, and we are proud to offer undergraduate, graduate and master’s programmes, PhDs and specialisation courses.

- 17 Official undergraduate Degrees
- 6 Double Degrees
- 66 Master’s, Postgraduates and Executive Programmes
- 6 Research groups
- 4,748 Students
- 31% International students
- 73 Nationalities

LA SALLE’S DNA

We train professionals with values, with innovative spirit and entrepreneurial capacity, who dominate technology and have an international global vision.

RAMON LLULL UNIVERSITY RANKINGS

We have been experts in Technology for more than 50 years, and it is present across all Degrees as a transversal axis.

- 8th Best-performing university in Spain 2019 (CYD Ranking)
- 3rd Spanish University and 38th in Europe (Multirank Ranking 2018)
- Top 25 Worldwide & Top 25 Europe, Best Business and Management studies 2019 (QS World University Rankings)
- Ranked 76/100 Best Universities for Teaching in Europe (University Teaching Ranking 2019)
- Top 150 Business administration ranking of the Shanghai Academic World Universities Ranking

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LA SALLE, EXPERTS IN TECHNOLOGY

We have been experts in Technology for more than 50 years, and it is present across all Degrees as a transversal axis.

- + 4,500 Job offers per year
- 96% Employability of students
- + 800 Corporate agreements

HIGH EMPLOYABILITY AND AN EXCLUSIVE INTERNATIONAL NETWORKING

At La Salle, we provide quality training in the areas of Architecture and Building Engineering, ICT Engineering and Technology, Computer Sciences, Business & Management and Digital Art, Animation & VFX.

These 5 areas of knowledge are also mixed through research, a close relationship with the business world and a unique, cutting-edge methodology.

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The admissions process begins every year on 1st December. We recommend you begin the process on our website, filling in the requested information and attaching the necessary documentation, before finishing your studies.

BEGIN YOUR APPLICATION ONLINE
FILL IN THE FORM
ATTACH THE DOCUMENTATION
RECEIVE THE RESOLUTION OF YOUR APPLICATION
BOOK YOUR PLACE

When you start the application process, you will have the option to arrange an interview. Each application is analysed on a case-by-case basis.

Types of Scholarships
- Financial
- Young Leaders
- La Salle Schools
- Academic Merits
- Summer School

More information: www.salleurl.edu/en/admissions/admission-process

Scholarships and Grants
At La Salle, people come first, and our scholarship programme means young people with the knowledge and skills can study with us, regardless of their economic, family, geographical or cultural background. On average, 53% of undergraduate students at La Salle - URL benefit every year from scholarships awarded by La Salle.