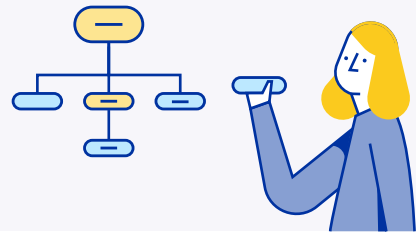


# DUAL Humanities-BBA

## YEAR 1 Grasp the background

Learn basic management principles



Explore and apply the insights of social theory



Develop your financial and IT skills



Unlock the keys of human development

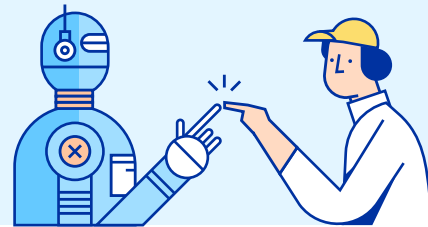


## YEAR 2 Get the bigger picture

Cultivate your leadership capacities



Interrogate the dynamics between humans and machines



Evaluate the ramifications of globalisation

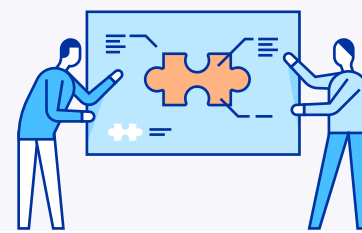


Maximize creative skills, apply efficiently to effective management



## YEAR 3 Start the path to leadership

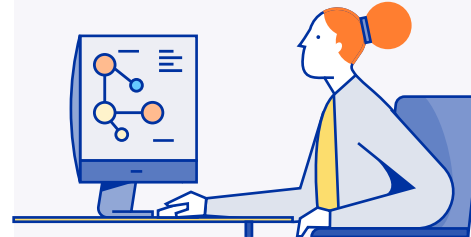
Apply your knowledge to problem solving



Learn how to think with algorithms



Understand the advantages of using AI in management



Use your creativity to create something unique



## YEAR 4 Make a difference

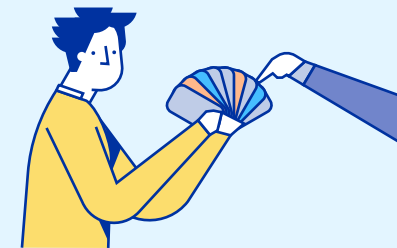
Choose your own path, in Madrid or abroad.



Grapple with present and future ethical challenges



Practice how to play your cards in global markets



Unlock your potential with electives: customize your education for success!

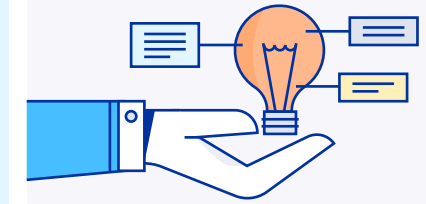


## YEAR 5 The first steps of future leaders

Master the variables under your control



Come up with innovative solutions that will make a difference



Conduct in-depth research with a mentor



Choose your future path and defend it: the world is ready for you to embrace and make a change

