

ONLINE COURSES

2020-2021



CEU | *Universidad
San Pablo*

ONLINE COURSES

FACULTY OF LAW

LAW AND INTERNATIONAL RELATIONS DEGREES

FACULTY OF HUMANITIES AND COMMUNICATION

JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

FACULTY OF ECONOMICS

BUSINESS ADMINISTRATION AND MANAGEMENT DEGREE

BUSINESS INTELLIGENCE DEGREE

ECONOMICS DEGREE

MARKETING DEGREE

ADVANCED POLYTECHNIC SCHOOL

ARCHITECTURE DEGREE

BIOMEDICAL ENGINEERING DEGREE

FACULTY OF LAW
LAW AND INTERNATIONAL RELATIONS DEGREES

COURSE	ECTS	SEMESTER
Keys to Contemporary History	6	S1
European and International Political and Economic Geography	6	S1
Theory and History of International Relations	6	S1
United Nations and other International Organization	6	S1
Ethics and Deontology	6	S1
Theory of Law	6	S1
European and International Protection of Fundamental Rights	6	S1
EU Principles and Rights	6	S1
EU Constitutional Law	9	S1
Company Law	6	S1
European Single Market	6	S1
UE Policies	6	S1
International Arbitration and Dispute Resolution	6	S1
Competition Law	6	S1
Political Philosophy and Law	6	S1

FACULTY OF LAW
LAW AND INTERNATIONAL RELATIONS DEGREES

COURSE	ECTS	SEMESTER
External Relations of Spain and the EU		S2
Derecho Internacional Público	6	S2
History and Institutions of the EU	6	S2
Diplomacy and International Negotiations	6	S2
European and Compared Constitutional System	6	S2
Institutions and Principles of European Union Law	6	S2
Spanish Political System: Institutions and Fundamental Rights	6	S2
Social Model	6	S2
Mercado Único Europeo	6	S2
External Relations of Spain and the European Union	6	S2
European Single Market	6	S2
European and International Cooperation in Justice and Home Affairs		S2
International Trade	3	S2
European Legal System		S2
Legal Statute of the Entrepreneur	3	S2

FACULTY OF LAW
LAW AND INTERNATIONAL RELATIONS DEGREES

COURSE	ECTS	SEMESTER
European Law Practicum		S2
Political and International Community in the Social Teaching of the Church	3	S2
Lengua Moderna (inglés)	6	S2
Europe beyond the EU: Neighborhood	6	S2
Social Teaching of the Church	6	S2
International Private Law	6	S2
Derecho Mercantil II	6	S2
Idioma 1 Nivel 3 (Francés)	6	A
Idioma 1 Nivel 3 (Inglés)	6	A
Idioma 1 Nivel 3 (Alemán)	6	A
Idioma 2 Nivel 3 (Francés)	6	A
Idioma 2 Nivel 3 (Inglés)	6	A
Idioma 2 Nivel 3 (Alemán)	6	A
Idioma 1 Nivel 4 (Alemán)	6	A

FACULTY OF LAW
LAW AND INTERNATIONAL RELATIONS DEGREES

COURSE	ECTS	SEMESTER
Idioma 1 Nivel 4 (Inglés)	6	A
Idioma 1 Nivel 4 (Francés)	6	A

FACULTY OF HUMANITIES AND COMMUNICATION
JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

COURSE	ECTS	SEMESTER
Fundamentals of Writing I	6	S1/2
Social Networks	6	S1/2
Theory of Communication and Information	9	S1/2
Principles of Advertising	6	S1/2
Contemporary World History	6	S1/2
Contemporary Literary Movements	6	S1/2
Fundamentals of Art and Design	6	S1/2
Fundamentals of Photo and Aesthetics	6	S1/2
Digital Society	6	S1/2
Political and Cultural Thought	6	S1/2
Radio and Podcast	6	S1/2
Fundamentals of Writing II	6	S1/2
History of the Modern Day World	6	S1/2
Production in Digital Environment	6	S1/2
Communication and Marketing	6	S1/2

FACULTY OF HUMANITIES AND COMMUNICATION
JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

COURSE	ECTS	SEMESTER
Theory and Techniques in Public Relations	6	S1/2
Creative Thought	6	S1/2
Graphic Communication and Digital Narrative	6	S1/2
Marketing and Digital Communication	6	S1/2
Web Environment I: Prog. and Development	6	S1/2
Journalistic Design	6	S1/2
History of Spanish Journalism	6	S1/2
Audiovisual Narrative	6	S1/2
Audiovisual System	6	S1/2
Journalistic Writing I	6	S1
Ethics and Deontology	6	S1
Contemporary Spanish History	6	S1
Technology and the New Media	6	S1
Law	6	S1
Single-Camera Directing	6	S1

FACULTY OF HUMANITIES AND COMMUNICATION
JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

COURSE	ECTS	SEMESTER
Technologies for Web Design and Programming	6	S1
Creation and Management of Social Network	6	S1
Art Direction	6	S1
Documentation and Research Techniques	6	S2
History of Journalism	6	S2
Specialized Journalism I	6	S2
Journalistic Writing II	6	S2
Non-linear Editing and Graphic Design	6	S2
Photography and Lighting	6	S2
Screenwriting	6	S2
English	6	S2
Content Management and Storage in Internet	6	S2
Digital Integration of Contents	6	S2
On-line Strategic Communication	6	S2
Technologies rfor Web Design and Programming II	9	A

FACULTY OF HUMANITIES AND COMMUNICATION
JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

COURSE	ECTS	SEMESTER
Creation and Management of Social Networks	9	A
Corporate and Institutional Communication	6	S2
Market Research	6	S2
Structure of the Communication and Advertising Sector	6	S2
Advertising Production	6	S2
Political Communication	6	S1
Media Conglomerates and Companies	6	S1
Opinion Journalism	6	S1
Applied Law	6	S1
International Relations	6	S1
History of Audiovisual Communication	6	S1
Postproduction	6	S1
Television Direction I	6	S1
On-line Marketing and Advertising	6	S1
E-Commerce	6	S1

FACULTY OF HUMANITIES AND COMMUNICATION
JOURNALISM, BROADCAST MEDIA, ADVERTISING & PR, DIGITAL COMMUNICATION DEGREES

COURSE	ECTS	SEMESTER
Integrated Communication	6	S1
Communication and Culture	6	S1
Brand Management	6	S1
Business and Institutional Communication	6	S2
Public Opinion	6	S2
Specialized Journalism II	6	S2
Radio Production and Direction	6	S2
Television Direction II	6	S2
Brand Management: On-line Image and Reputation	6	S2
On-line Marketing and Advertising	6	S2
Development of Multimedia Projects	6	S2
Media Planning	6	S2
Strategic Communication	6	S2

FACULTY OF ECONOMICS
BUSINESS ADMINISTRATION AND MANAGEMENT DEGREE

COURSE	ECTS	SEMESTER
Fundamentals of Business Management	6	S1
Economic Theory	6	S1
Mathematics I	6	S1
Computer Science	6	S1
History and Society	6	S1
Introduction to Financial Accounting	6	S2
Statistics I	6	S2
Fundamentals of Marketing	6	S2
Business Civil Law	6	S2
Business Management and Organization I	6	S1
Macroeconomic and Monetary Theory	6	S1
Moder Language	6	S1
Financial Accounting	6	S1
World Economy and International Markets	6	
Economic Policy	6	S2

FACULTY OF ECONOMICS
BUSINESS ADMINISTRATION AND MANAGEMENT DEGREE

COURSE	ECTS	SEMESTER
Business Management and Organization II	6	S2
Mathematics II	6	S2
Cost Accounting	6	S2
Spanish and Comparative Tax System I	6	S2
Commercial Administration and Management	9	S1
Business Finance	6	S1
Balance Sheet Analysis	6	S1
Statistics and Econometrics for Business	9	S1
Social Doctrine of the Catholics Church	6	S2
Economic History	6	S2
Fiancial Management	6	S2
Financial Instruments	6	S2
Operational Company Management	6	S2
Spanish and Comparative Tax System II	6	S1
Business Policy	6	S1

FACULTY OF ECONOMICS
BUSINESS ADMINISTRATION AND MANAGEMENT DEGREE

COURSE	ECTS	SEMESTER
Human Resources Management	6	S1
Corporate Finance	6	S1
Professional Deontology and Ethics in Business	6	S1
Information Systems Management	6	S2
Business Strategy Management	6	S2
Merchandising	6	S2
Structure and International Markets	6	S1
Economic Theory	6	S2

**FACULTY OF ECONOMICS
BUSINESS INTELLIGENCE DEGREE**

COURSE	ECTS	SEMESTER
Fundamentals of Business Management	6	S1
Ideas that Shape the World: Economic Concepts	6	S1
IT Tools for Business	6	S1
Mathematics for Business	6	S1
Creative Thinkihng	6	S1
Ethics	6	S1
Contemporary History	6	S2
Business Managements: Marketing and Sales	6	S2
Data Visualizations and Presentation	6	S2
Business Innovation	6	S2
Probability and Statistics	6	S2
Fundamentals of Computer Science	6	S2
Consumer Behaviour	6	S1
Business Management: Investig and Financing	6	S1
Markets and International Economy	6	S1

**FACULTY OF ECONOMICS
BUSINESS INTELLIGENCE DEGREE**

COURSE	ECTS	SEMESTER
Algorithms and Data Structures	6	S1
Inductive Statistics	6	S1
Business Management: Financial Accounting	6	S1
Entrepreneurship	6	S2
Quantitative Analysis of the Economic Environment	6	S2
Business Management: Taxation	6	S2
Technology and Human Development	6	S2
Predictive Statistics	6	S2
Database Management	6	S2

FACULTY OF ECONOMICS
ECONOMICS DEGREE

COURSE	ECTS	SEMESTER
Financial Accounting	6	S2
Labour Law	6	S1
Social Doctrine of the Catholic Church	6	S2
Fundamentals of Business	6	S1
Statistics I	6	S2
History and Society	6	S1
Introduction to Microeconomics	6	S1
Mathematics for Economics I	6	S1
Mathematics for Economics II	6	S2
Econometrics	6	S2
Economy of the Public Sector	6	S1
Spanish Economy	6	S2
Statistics II	6	S1
Economy and International Markets	6	S1

FACULTY OF ECONOMICS
ECONOMICS DEGREE

COURSE	ECTS	SEMESTER
Global Economic History	6	S1
Macroeconomics I	6	S1
Microeconomics I	6	S2
Economic Policy	6	S2
Dynamical Systems and Optimization Theory	6	S1
Financial Operations	6	S1
Financial Management	6	S2
Econometrics II	6	S1
International Finance	6	S1
International Taxation I	6	S1
International Taxation II	6	S2
International Macroeconomics	6	S2
International Economic Policy	6	S1
The International Financial System	6	
Theory of International Trade	6	S2

FACULTY OF ECONOMICS
ECONOMICS DEGREE

COURSE	ECTS	SEMESTER
Analysis of Financial Statements	6	S2
Financial Instruments	6	S2
Macroeconomics II	6	S2
The Financial System	6	S1
The Tax System	6	S1
Analysis of the International Economic Environment	6	S1
European Union Economy	6	S2
International Company Management	6	S2
History of Economic Thought	6	S1
International Marketing	6	S1
Financial Risk Management	6	S2
Applied Economics	6	S1
Corporate Finance	6	S1
Microeconomics II	6	S1

FACULTY OF ECONOMICS
MARKETING DEGREE

COURSE	ECTS	SEMESTER
Commercial Distribution	6	S1
Market Research in Marketing I	6	S1
Commercial Information and Communication	6	S1
E-Commerce	6	S1
Social Doctrine of the Catholic Church	6	S2
Consumer Behavior	6	S2
Advertising Management	6	S2
Commercial Logistics	6	S2
Merchandising	6	S2
International Marketing	6	S1
Commercial Management	6	S1
Commercial Simulation	6	S1
Strategic Marketing	6	S1
Financial Management	6	S1
Human Resources Management	6	S1
Sales Management	6	S2
Market Research in Marketing II	6	S2

**ADVANCED POLYTECHNIC SCHOOL
ARCHITECTURE DEGREE**

COURSE	ECTS	SEMESTER
Introduction to Architecture	6	S1
Architectural History I	3	S1
Architectural History 4	3	S1
Urban Design	3	S1
Key Aspects of Contemporary History and Literature	6	S1
Social Doctrine of the Church	6	S1
Ethics	6	S1

ADVANCED POLYTECHNIC SCHOOL
BIOMEDICAL ENGINEERING DEGREE

COURSE	ECTS	SEMESTER
Biostatistics II	6	S1
Bioinformatics	6	S1
Digital Image Processing	6	S2
Data Mining in Biomedics	4.5	S2
Decision Support Systems	4.5	S2