

1. BASIC DATA

Subject	University Activities
Titration	Bachelor's Degree in Business Management based on data analysis
School/ Faculty	Social Sciences and Communication
Course	4th
ECTS	6 ECTS
Character	Optional
Language/s	Spanish
Modality	Face
Semester	1st semester
Academic year	2025/26
Coordinating Teacher	Joaquín Pérez

2. PRESENTATION

The subject of University Activities in the degree in Business Management focuses on developing skills in students to foster their own initiative, sense of responsibility and collective awareness. Through the participation and organization of activities beneficial to the university community and society in general, it is sought that students can apply the knowledge acquired in their career and contribute positively to their environment.

During the course, students will have the opportunity to participate in various activities such as sports, cultural, charity and environmental events, among others, which will allow them to apply the theoretical concepts learned in their career, develop leadership, teamwork, communication and event organization skills. In addition, critical reflection on the importance of social commitment and responsibility in the construction of a fairer and more equitable society will be encouraged. In summary, the subject of University Activities is essential for Advertising students to acquire skills and values that allow them to contribute positively to their environment and become leaders committed to social transformation.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB1 - Students must have demonstrated that they possess and understand knowledge in an area of study that is based on general secondary education, and is usually at a level that, although

supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study

CB2 - Students must know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

CB3 - Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues

CB4 - Students are able to transmit information, ideas, problems and solutions to both a specialised and non-specialised audience

CB5 - Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy

Transversal competences:

CT1 - Ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at their full development and that entails a commitment to certain social values.

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to achieve common goals

Specific competencies:

No data

Learning outcomes:

RA1: Self-initiative, sense of responsibility and collective awareness through participation and/or organization of activities beneficial to the university community or to society as a whole.

Competences	Learning Outcomes
CB1, CT1	RA1

4. CONTENTS

ECTS cumulative for recognition:

1 ECTS in the Mentor Reception Plan.

- 1 to 4 ECTS of the activities of each Faculty/School.
- 1 to 4 ECTS of University Life activities (workshops, conferences or Cultural Passport).
- 1 to 4 ECTS for participation in volunteering.
- 1 to 4 ECTS for participation in Sports Promotion.
- 1 to 4 ECTS for Professional Careers activities.
- 1 to 4 ECTS for participation in professional laboratories and in chairs at the University.

5. DIVERSITY CARE UNIT

Students with specific educational support needs:

Curricular adaptations or adjustments for students with specific educational support needs, in order to guarantee equity of opportunities, will be guided by the Diversity Attention Unit (UAD).

It will be an essential requirement to issue a report on curricular adaptations/adjustments by said Unit, so students with specific educational support needs must contact through: unidad.diversidad@universidadeuropea.es at the beginning of each semester.

6. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.