

1. BASIC INFORMATION

Course	University Activities
Degree program	Global Bachelor Degree in International Business
School	Social Sciences and Communication
ECTS	6
Language(s)	English
Delivery mode	Face-to-face
Semester	S1/S2
Academic year	2024/ 25
Coordinating professor	Servicios al Estudiante

2. PRESENTATION

In order to obtain a holistic formation of the discipline, the student will be able to choose to obtain credits through activities of cooperation, voluntary work, social action, fomentation, as optional subject.

This subject, offers a range of possibilities for the student to meet the essential competencies of the degree from a transversal training in values, social responsibility and knowledge from the specialization that offer training activities such as seminars and conferences.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies (Basic skills):

- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies (Cross skills):

- CS1: Self-learning skills: The ability to choose the most effective strategies for controlling our own learning environment and acting autonomously throughout the learning process.
- CS3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
- CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic

contexts in situations that resemble as closely as possible the reality of the chosen future profession.

- CS6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.
- CS7: Ethical values: The ability to think and act according to universal principles based on individual worth and full development of the human personality, and which entails a commitment to certain social values.

Specific competencies:

- SS1: Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.
- SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- SS5: Ability to communicate effectively in two languages, at a general level and specifically in the professional field of business in international forums.
- SS14: Capacity to adapt to new trends and business practices including the application of corporate social responsibility policies, in the context of international business.
- SS22: Ability to integrate oneself into different international environments, adapting successfully the business model to other geopolitical and cultural contexts.
- SS25: Ability to apply new trends in business administration such as knowledge management, innovation management, etc., which will allow one to achieve greater professional development and business success.

Learning outcomes:

- LO1: Self-initiative, sense of responsibility and collective awareness through participation and/or organization of profitable activities for the university community or for society as a whole.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS3, BS4, CS1, CS3, CS5, CS6, CS7, SS1, SS4, SS5, SS14, SS22, SS25	LO1

4. LEARNING ACTIVITIES

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Assistance and active participation in the activities offered	150 h
TOTAL	150 h

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO1	Susceptible to be determined by the University/faculty until accredited obtaining 6 ECTS	Assistance and active participation in the activities offered	Contents related to a transversal formation in values, social responsibility and knowledge from the specialization of the degree.

5. ASSESSMENT

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
To be determined by the university/faculty until the student accredits the obtaining of 6 ECTS	The student elaborates a detailed report compiling and analyzing the participation in the "university activities" proposed that are described in the presentation of this guide.	100%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

5.1 First exam period

To pass the subject in the first exam period (ordinary call) you comply with the assistance and the requirements established to obtain the 6 ECTS of the subject.

5.2 Second exam period

To pass the subject in the first exam period (ordinary call) you comply with the assistance and the requirements established to obtain the 6 ECTS of the subject.

6. BIBLIOGRAPHY

Here is the recommended bibliography:

- Normativa general de la universidad para las enseñanzas oficiales de grado

https://universidadeuropea.es/myfiles/pageposts/normativa-uem/normativa_general_enseñanzas_grado.pdf?_ga=2.221567386.30928791.1532339812-766879330.1517859887

7. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

8. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.