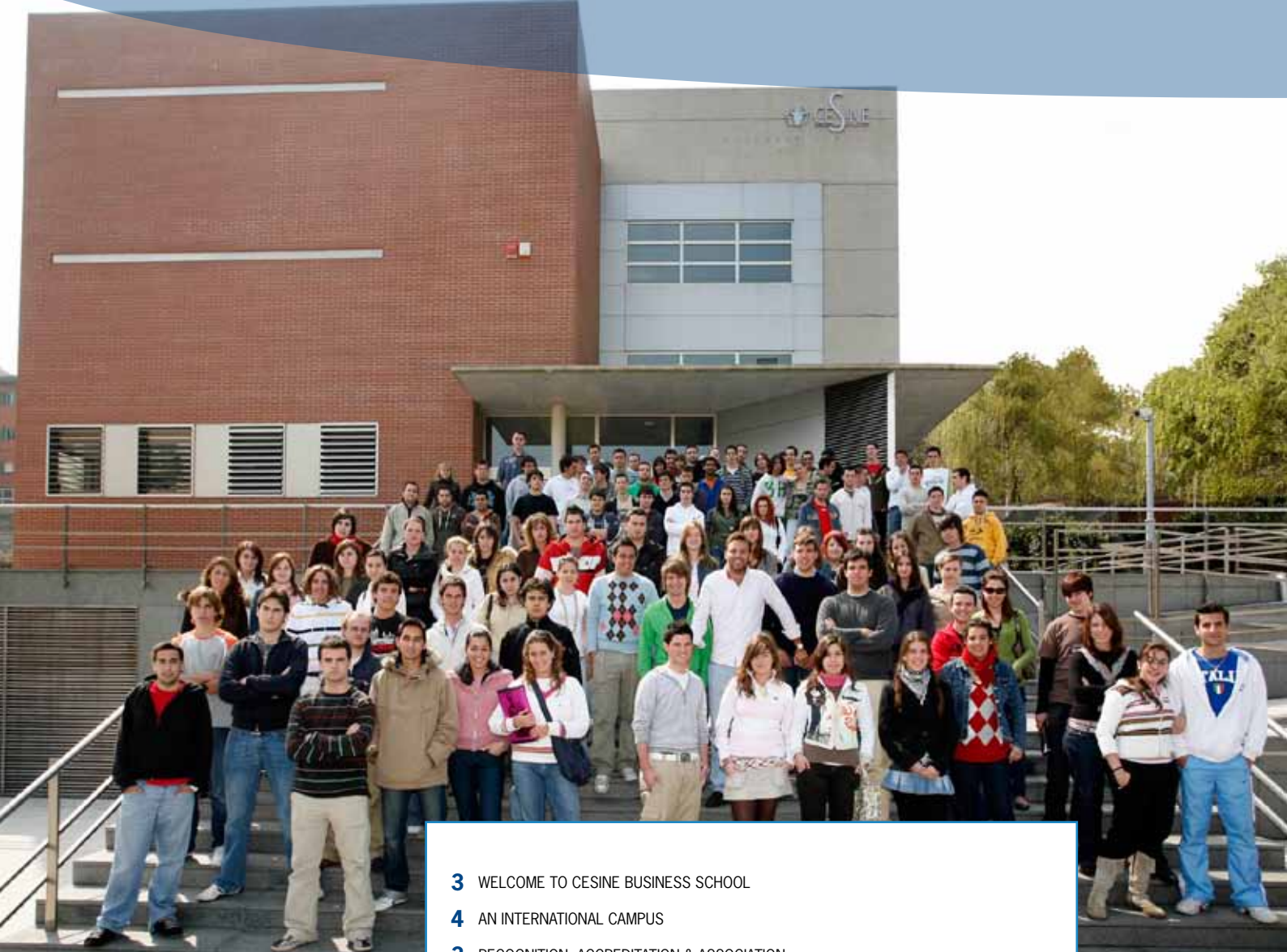


CESINE BUSINESS SCHOOL

YOUR LIFE, YOUR FUTURE!



CESINE
business school



Education for your future in Santander, Spain

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+ MBA IN IT SECURITY AND TECHNOLOGY MANAGEMENT

Welcome to CESINE Business School



Welcome and thank you for your interest in CESINE Business School.

Our educational commitment is based on a transmitter model that is more formative and international, meant to foment responsibility. Our students are encouraged not only to study but also to reflect, and through an understanding of the world, prepare for lives of leadership and service.

The ever growing basis business reality shows that organisations are demanding a collection of skills from graduates that are not developed in the traditional universities. The CESINE graduates are professionals who are fully capable of integrating themselves in firms and in fact the placement figure is maximum for our graduates.

The key is to apply a teaching model based on academic excellence which is characterised by offering quality multicultural education that is practical, personalised and at the forefront of technologies. This type of education fully develops professional competence such as capacity of analysis, oral and written communication, empathy, leadership, teamwork, project management, task prioritisation and decision making.

It will be a pleasure for all of us to accompany you in your great adventure of growing, both personally and professionally, and to help you achieve your goals and your global skills. Whether you are a prospective student, a graduate or a parent, I hope you will have an opportunity to visit our campus and discover CESINE Business School spirit for yourself.

Come to CESINE, we are prepared to help you do it.
WELCOME!

Sincerely,
Fermín Gutiérrez
President

An International Campus

CESINE Business School, founded in 1993 based in Santander city (Spain), is a private institution for university, post-graduate and executive education. It has consolidated itself as one of the most prestigious higher education institutions in the north of Spain in the areas of Business Administration, Advertising and Marketing, Information Technology Engineering, and Industrial Design and Multimedia Engineering.

CESINE has two Schools offering undergraduate (Single and Double degrees), and postgraduate degrees:

School of Business and Marketing

- Bachelor (Hons) in Business Administration
- Bachelor (Hons) in Advertising and Marketing
- MBA International Marketing
- MBA International Management
- Executive MBA
- Certificate in International Business Management
- Programa Intensivo en Estrategia y Gestión de Negocios (Master level)

School of Engineering

- Bachelor (Hons) in Information Technology Engineering
- Bachelor (Hons) in Industrial Design and Multimedia Engineering
- MBA in Innovation and Technology Management
- MBA in IT Security and Technology Management

CESINE Business School is an international higher education institution with students from all around the globe that study programmes in English and Spanish.

CESINE has one of the most extensive work placement networks in Spain, guaranteeing 100% of our students work experience in leading companies.

CESINE is mainly characterised by being the “Business School of the Companies” due to the career opportunities we offer. Every year the Career and Placement department handles a large number of job opportunities for our graduates and currently our graduates are fully employed. This department also provides companies with top candidates for their hiring needs. The success is three-fold, being shared by CESINE, students and companies. In fact more than 500 top companies use our placement service.

Our excellent academic staff comes not only from R&D area, but from top business companies providing a global approach programme with an innovative learning methodology and participatory.



Recognition, Accreditation & Association



Government of Cantabria

By the Royal Decree 557/1999, Art. 19 CESINE has the authorization of the Government of Cantabria (Spain), according to the Royal Decree 557/1991 about the creation and recognition of Universities and University Centres, and the Organic Law 6/2001 on Universities.

CESINE bachelor degree programmes provide full access to official masters and doctorate programmes in whole Europe and Spain, according to RD 1393/2007 of 29 October, by establishing the management of university officials.



Centre for Business Research and Innovation

Ciie, is an institution that arose from the CESINE commitment with the Cantabrian society. It is a point of encounter and debate for creativity and innovation, for which these serve to help the future social –economic development of Cantabria, Spain and Europe. The general Ciie framework is established in the fomenting and development of business investigation with a renowned academic base.



University of Wales

CESINE Bachelor honors programmes (Business Administration; Advertising and Marketing, Industrial Design and Multimedia Engineering and Information Technology Engineering) are validated and awarded by the University of Wales which allows our students obtain their undergraduate degree from said university, as well as from CESINE Business School.



The Quality Assurance Agency for Higher Education UK.

CESINE Business School, through University of Wales, carries out annual quality audits, a procedure which is obligatory for all British and affiliated universities and centres, that guarantee that all UK university institutions follow the same common guidelines imposed by the UK quality agency.



Cantabrian Association of Qualified Finance and Economy Experts

The CESINE degree programmes in business and its MBA's are recognised by the Cantabrian Association of Qualified Finance and Economy Experts, the professional body for finance and economy in Spain.

Why choose CESINE Business School?

1- CESINE Double Degree Programmes

In just 4 years you will be awarded a Bachelor Honours Degree recognized in the whole Europe and a specialised MBA

2- International Experience

CESINE bachelor and MBA programmes allow to have a unique international experience in

- Spain
- China
- United States
- Ireland

3- Guarantees Internship

CESINE Business School guarantees 100% of our students paid internships.

4- The Business School for Companies

With more than 500 agreements with national and multinational companies, 87% of CESINE Business School graduates are working within 6 months after their graduation.

5- Academic Excellence

CESINE teaching staff comes from the most prestigious companies and universities around the globe, providing with their effort, one of the highest completion rates in the country: 89%

6- Bilingual Programmes

CESINE Business School will provide you with proficiency in Spanish and English, and allow you to stay for periods in American or European universities, as well as interning abroad in known multinational companies.

7- Joint Awarding Bodies

CESINE Bachelor honours programmes are validated and awarded by the University of Wales which allows our students obtain their undergraduate degree from said university, as well as from CESINE Business School.

8- Research & Innovation pioneers

The Centre for Research and Innovation of CESINE Business School is the meeting point and discussion for creativity and innovation in socio-economic future of Santander, Spain and Europe. Its general framework set out in the promotion and development of business research.

9- Santander, a Financial Capital

Santander city is based in Northern Spain and it is as well where the headquarters of Santander Bank (1st of Europe, 7th of the world) are located. This makes our city one of the most relevant of Spain.

10- A Unique Campus

CESINE Business School Campus is based in the heart of Santander city, only 500 meters from beaches and has one of the most technological facilities of Spain.



Santander, city of beauty

CESINE Business School is located in the university area of Santander (northern Spain), close to the city centre and only 500 metres from beaches, parks and golf courses. Santander is also a member of the French club: "Le club des plus belles baies du monde"

Santander's international airport enables communication with many important European cities in less than 1.5 hours: London, Dublin, Munich, Paris, Rome, etc. Santander is famous for its beaches, picturesque landscapes, surfing and skiing tradition and moreover, it is a city steeped in history and cultural activity.

It has a great college tradition and offers an excellent student environment, abundant extracurricular activities and a lively social scene.



CESINE Business School, at the forefront of technology

CESINE Business School Campus has a modern, smart centre equipped with the most advanced technological means. All classrooms have a communication system that allow the teacher and student to use the computer as teaching support, backed by an advanced computing infrastructure with 2,500 meters of optic fibre that connect 250 computers and several servers. It also has high speed Wi-Fi.

Facilities and equipment

- Modern computer laboratories allow students to receive a highly practical and competitive training.
- The latest generation Mac laboratories with high performance workstations for multimedia design.
- A specialised library with a large collection of over 5,000 volumes and numerous publications and reference databases.
- Workshop rooms, meant to facilitate study and research tasks for two or more library users.
- Free broadband Internet network access for students and free Wi-Fi network.
- Online Campus that uses Moodle, the most important platform worldwide and is available to both in-class and on-line students, 24 hours a day so that students can, at their convenience, consult the contents of each subject, check their academic progress with self-assessment exercises, or contact with their teachers and peers.
- Other provisions: comfortable classrooms, auditorium, cafeteria and dining room, offices, staff rooms, gardens, audio and video systems, overhead projectors, computer processed imagery and all the advances that are emerging in Higher Education







BACHELOR HONOURS DEGREE IN BUSINESS ADMINISTRATION

The Bachelor (Hons) Degree in Business Administration from CESINE Business School, is aimed at training company executives, leaders to be able to take decisions and find solutions.

CANDIDATE PROFILE

Students who wish to develop their career in firms with an international vocation and who wish to receive comprehensive business training. CESINE students will enable to have extensive knowledge on the fundamental principles of international management in data analysis so as to draw conclusions and prioritize imagination and creativity, so that you are adequately prepared to incorporate into positions of high responsibility and expertise and take business to the "next level".

OBJECTIVES

- Specific training in the internationalization of business.
- Know corporate law at a global level.
- Learn to trade on the Asian & Spanish market and carry out work placements abroad.
- Undergo training in management skills.
- Be proficient in conducting business plans.
- Training in information technologies.
- Mastery of communication skills, negotiation and leadership.
- Learning and development of languages.

THE MOST INTERNATIONAL TRAINING

- Internships abroad

CESINE Business School guarantees 100% of our students paid internships.

CESINE bilingual programmes also allow students to study at American or European universities for a period of time and also to engage in practical training in leading multinational companies and institutions, such as Oracle Corporation, American Chamber of Commerce, CNN, Embassies, World Bank, BBC, Ernst & Young, Barclays Bank, etc.. Thus helping to improve the curriculum vitae of graduates and providing important added value to their training.

CAREER OUTLOOK

CESINE graduates will be able to enter into any position of responsibility in multinational companies and activities such as general management, foreign trade, international financial operations manager, logistics and warehouse management, international business management, financial management, banking, human resource management, consulting and business consultancy or creation, organization and direction of his/her own company.

PROGRAMME STRUCTURE

FIRST YEAR	SEMESTER
Financial Accounting I	1
Microeconomics	1
Fundamental Aspects of Management Companies	1
Communication Skills	1
Business English I	1
Financial Accounting II	2
Business Economics	2
Statistics	2
Information Systems in the Enterprise	2
Business English II	2
Business Mathematics	Annual

SECOND YEAR	
Macroeconomics	1
Statistical Analysis and Research Methods	1
Fundamentals of Marketing	1
Business English III	1
Economic Environment	2
Consumer Behaviour	2
Business Law	2
Business English IV	2
Mathematics + Financial Operations	Annual
Cost Accounting and Management	Annual

THIRD YEAR	
Logistics and Production Management	1
Research Markets	1
Financial Markets	1
Commercial Management	1
Research Project Markets	2
Organizational Behaviour	2
Commerce	2
Investment and Financial Decisions	2
Review, Consolidation and Financial Statement Audit	Annual
Taxation	Annual

FOURTH YEAR	
Companies Management	1
Management skills	1
Managing Human Resources	1
Financial Investments	2
International Trade and Finance	2
Business Taxation	Annual
Strategic Management and Business Policy	Annual
Dissertation	Annual
Business Project	Annual
Internships	Annual

JOINT AWARDING BODIES
Bachelor (Hons) degree
in Business Administration:
- CESINE Business School
- University of Wales



BACHELOR HONOURS DEGREE IN BUSINESS ADMINISTRATION + MBA IN INTERNATIONAL MANAGEMENT

The Double Degree; Bachelor (Hons) Degree in Business Administration + MBA in International Management from CESINE Business School, allows that In just 4 years you will be awarded a Bachelor Honours Degree in Business Administration and a MBA in International Management

This double degree provides all the management techniques in the areas of management, finance, IT, languages and human resources, and provides an overall view of international business management. Globalization creates greater complexity and uncertainty in the current corporate management, so businesses require professionals who are able to solve new problems arising from the expansion and who are very attentive to the opportunities offered by the current situation. Our graduates, in addition to the management, will use the new paths opened by globalization in efficient multicultural communication and in international business networks.

THE MOST INTERNATIONAL TRAINING

- International Experience in China

The Double Degree; the Bachelor (Hons) degree in Business Administration + MBA in International Management, includes a 12-day stage to China, allowing the student to directly know the performance of Asian markets. This internationalization program, provides a cultural, political and economic perspective of the Asian giant, with visits to cultural centres, companies from different sectors, interviews with political, economic, seminars and various activities.

The cost of this international program is covered by a CESINE scholarship.



PROGRAMME STRUCTURE

(Course content from Bachelor Honours in Business Administration (Double Degree) will be the same as in the Single Bachelor Honours)
Below you can see the modules of the MBA in International Management.

FIRST YEAR	SEMESTER
MBA International Management Modules	
Introduction to international business environment	2

SECOND YEAR	
MBA International Management Modules	
Internationalization of Management:	Annual
• Global Society	
• Communication and international negotiation	
• Joint-Ventures	
Global Business Situation:	2
• Legal and investment rules	
• Corporate social responsibility in the international context	

THIRD YEAR	
MBA International Management Modules	
Economics and International Finance:	Annual
• International analytical-financial accounting	
• Financial management for international finance	
• Emerging markets and credit quality analysis	

Management skills in global enterprises:	2
• International CRM	
• International Marketing	

FOURTH YEAR	
MBA International Management Modules	
Management skills in the globalization era:	Annual
• International Strategic Management	
• International Negotiation	
• Development of leadership talent	
• Social-cultural Management	
• Ethics in Globalization	

Management and control of international operations:	2
• Innovation, industrialization and international competitiveness	
• Supply chain management	

JOINT AWARDING BODIES
Bachelor (Hons) Degree in Business Administration:
- CESINE Business School
- University of Wales
MBA in International Management:
- CESINE Business School





PROGRAMME STRUCTURE

FIRST YEAR SEMESTER

Persuasive Communication	1
Language in Advertising and Firms	1
History of Advertising	1
Information Systems in the Enterprise	1
Communication Skills	1
Business English I	1
Fundamental Aspects of Management	2
Documentation	2
Structure of the Advertising Sector	2
Introduction to Public Relations	2
Business English II	2

SECOND YEAR SEMESTER

Audiovisual Media Technology	1
Written Media Technology	1
Business English III	1
Fundamental Aspects of Marketing	1
Statistical Analysis and research Methods	1
Advertising Design I	1
Event Management and Protocol	2
Advertising Design II	2
Business English IV	2
Social Networks and New Trends	2
Advertising Media Planning	2
Consumer Behaviour	2

THIRD YEAR SEMESTER

Commercial Management	1
Corporate Identity and Image I	1
Ethics and Communication	1
Creative Advertising I	1
Research Markets	1
Publicity Law	1
Management of Marketing Channels	2
Direct and Promotional Marketing	2
Customer Services Division	2
Creative Advertising II	2
Corporate Identity and Image II	2

FOURTH YEAR TYPE

Commerce	1
Institutional and Business Communication	1
Marketing Decisions	1
Management skills	1
International Marketing Strategies	2
Applied Psychology	2
Marketing Project	2
Strategic Management and Business Policy	Annual
Internships	Annual
Dissertation	Annual

JOINT AWARDING BODIES

- Bachelor (Hons) degree in Business Administration:
- CESINE Business School
 - University of Wales



BACHELOR HONOURS DEGREE IN ADVERTISING AND MARKETING

The Bachelor (Hons) Degree in Advertising and Marketing from CESINE Business School, means to train professionals experts in taking decisions in the Advertising and Marketing fields, as well as offer students broad contact with the technologies and techniques required in solving problems in any of these areas while taking advantage of the opportunities that the new markets offer.

CANDIDATE PROFILE

Students who want to develop their professional activity in a global environment and wish to specialize in communication and international marketing.

OBJECTIVES

- Specific training in institutional and international protocol.
- Know local laws and international marketing and advertising
- Develop a global and multicultural vision of international business and professional internships in the U.S and Spain.
- Understand and accurately apply the skills and techniques in market research.
- Proficiency in effective business communication.
- Have thorough communication, negotiation and leadership skills.
- Knowledge of ICT.
- Learning and development of languages.

THE MOST INTERNATIONAL TRAINING

- Internships abroad.

CESINE Business School guarantees 100% of our students paid internships.

CESINE bilingual programs allow students to study at American or European universities for a stay and carry out training in leading multinational companies such as Oracle Corporation, American Chamber of Commerce, CNN, Embassies, World Bank, BBC, Ernst & Young, Barclays Bank, etc.

Thus helping to improve the curriculum of graduates and providing important added value to their training.

CAREER OUTLOOK

- Departments of International Relations
- Communication Departments in national and multinational companies
- International Operations and customs management departments
- Departments of Advertising Agencies
- Market Research Departments
- Media Research Departments
- Media: press, radio or television: Communication Offices, Public Relations and Design.

BACHELOR HONOURS DEGREE IN ADVERTISING AND MARKETING + MBA IN INTERNATIONAL MARKETING

The Double Degree; Bachelor (Hons) Degree in Advertising and Marketing + MBA in International Marketing from CESINE Business School, provides more specialized training in the fields of advertising, public relations and international marketing. Graduates will gain a solid foundation in business management and global marketing, thus converting them into multidisciplinary professionals who are capable of guiding product or service segmentation and who know the best techniques of market research.

THE MOST INTERNATIONAL TRAINING

- International Experience in USA

The Double Degree, the Bachelor (Hons) degree in Advertising and Marketing + MBA in International Marketing from Cesine includes an 8-day stage to USA in order to see the world of marketing and advertising in the United States. This internationalization programme provides a cultural, economic and political perspective of the American giant, with visits to cultural centres, companies from different sectors, interviews with political and economic representatives, seminars and various activities..

The cost of this international program is covered by a CESINE scholarship.



PROGRAMME STRUCTURE

(Course content from Bachelor Honours in Advertising and Marketing (Double Degree) will be the same as in the Single Bachelor Honours)
Below you can see the modules of the MBA in International Marketing.

FIRST YEAR	SEMESTER
MBA International Marketing Modules	
Introduction to international business environment	2

SECOND YEAR	SEMESTER
MBA International Marketing Modules	
Marketing management in Small and Medium Sized Firms:	1
<ul style="list-style-type: none"> • Family Business • SMSFs and International Marketing 	
Internationalization of Management:	Annual
<ul style="list-style-type: none"> • Global Society • Communication and international negotiation • Joint-Ventures 	

THIRD YEAR	SEMESTER
MBA International Marketing Modules	
Management Skills in Marketing:	1
<ul style="list-style-type: none"> • International CRM • Relationship marketing • Viral Marketing 	

Economics and International Finance:	Annual
<ul style="list-style-type: none"> • Accounting and financial analysis for Marketing • International financial markets • Emerging markets and commercial development 	

FOURTH YEAR	TYPE
MBA International Marketing Modules	
International Marketing Management:	1
<ul style="list-style-type: none"> • Product and brand management • International pricing strategy • Marketing, Commerce and Trade • International communication strategy 	

Management skills in the globalization era:	Annual
<ul style="list-style-type: none"> • International Strategic Management • International Negotiation • Development of leadership talent • Social-cultural Management • Ethics in Globalization 	

JOINT AWARDING BODIES
Bachelor (Hons) degree in Business Administration:
- CESINE Business School
- University of Wales
MBA in International Marketing:
- CESINE Business School





PROGRAMME STRUCTURE

International students will study the following courses at CESINE for the Certificate in International Business Management*:

- Companies Management
- Management Skills
- Strategic Management
- Business English
- Organizational Behaviour
- International Trade Management

*International students will share lectures and classes with local and international students, from our Bachelor Honours Degree in Business Administration.

AWARDING BODY
CESINE Business School

CERTIFICATE IN INTERNATIONAL BUSINESS MANAGEMENT

CESINE Business School offers to international students the training and knowledge that will allow them to know the business world of Spanish speaking countries.

International students will study, 1 semester at CESINE Business School. They will be awarded the Certificate in International Business Management (30 credits, taught in English). This programme offers an overall view of international business management, as well as a view of Spain's cultural, political, social and economic areas.

The lectures are given by well known active professionals from companies, consultancies, education and research fields.

Besides the programme includes visits to cultural centres, companies from different sectors, interviews with political and economic representatives, as well as seminars and different activities. Therefore it is a very important added value factor that CESINE offers its students for managing international business.

OBJECTIVES

- Identify the opportunities and challenges that European and Spanish companies face in emerging markets.
- Understand and analyse business management in the Spanish markets.
- Evaluate student capacity when applying the principles learned in this programme in a simulated environment.
- Use a range of business communication skills in order to survive and prosper in the business world.
- Know and understand the different feedback and coaching models in Spanish firms.



- Use of Spanish as a second language when communicating with customers and its function in an international industry.
- Thoroughness of technical English in managerial skills.

Some of the main firms, institutions and organisations to be visited are:

- Parliament of Cantabria
- Headquarters of Banco Santander
(7th biggest bank in the world and the 1st European bank)
- Bilbao Stock Market
- Exchequer Headquarters in Santander
- Main Office of Bosch-Siemens
- Main Offices of Diario El Mundo and Diario Montañés newspapers.



EXECUTIVE MBA

The Executive MBA from CESINE Business School prepares students to become leaders in the increasingly and international marketplace. Businesses now operate in environments that are rapidly changing, and for that reason, opportunities and threats to our businesses can arise at any time and anywhere in the world. Any place in the world can have instant impact on our markets.

International Experience

o CESINE Business School is guarantee 100% of graduates, paid internships.

- o The Executive MBA programme includes 3 modules of internationalization;
 - Spain
 - China (full scholarship stage)
 - USA (optional).

The China stage includes a 12-day trip, allowing the student to directly know the performance of Asian markets. This internationalization programme provides a cultural, political and economic perspective of the Asian giant, with visits to cultural centres, companies from different sectors, interviews with political, economic, seminars and various activities.

OBJECTIVES

- Provide a global vision and strategic business venture.
- Get a triple, international experience in the Spanish, Asian and American market, which enables you to expand your knowledge in international management.
- Consolidate the expertise necessary to manage a company in all its business areas.
 - Train students in skills needed to apply in their work a permanent culture of proactivity and innovation.
 - Encouraging entrepreneurship.
- Empower our students the skills and abilities of senior management and develop the entrepreneurial spirit in business management.

NETWORKING

Executive MBA students benefit from the close relationship we have with the business world, thanks to its more than 500 agreements with national and multinational companies.

One of the most enduring aspects of your experience is joining the global network of CESINE alumni.

**95% of Executive MBA
CESINE graduates
improve their job positions
within six months after
their graduation.**



ACREDITATION



Government of Cantabria



**Cantabrian Association of Qualified
Finance and Economy Experts**

PROGRAMME STRUCTURE

Managerial Economics
Financial Analysis and Planning
Management Accounting
Corporate Social Responsibility
Business Law
Operations Management
Competitive Strategy
Corporate Risk Management
Leadership and Motivation
Developing Effective Leadership in Organizations
Asia: Emerging International Markets:
Marketing and Sales Management
Business Plan

AWARDING BODY
CESINE Business School





PROGRAMME STRUCTURE

International students will study the following courses at CESINE for the Programa Intensivo en Estrategia & Gestión de Negocios *:

Business Law
Leadership and Motivation
Developing Effective Leadership in Organizations
Marketing and Sales Management
Financial Analysis and Planning
Business Plan

* International students will share lectures and classes with local and international students, from our Executive MBA Programme.

AWARDING BODY
CESINE Business School



PROGRAMA INTENSIVO EN ESTRATEGIA & GESTION DE NEGOCIOS (Master level)

CESINE Business School offers to international students a master level programme of 30 credits, taught in Spanish which enhance strategic management and entrepreneurship.

International students will study 1 semester at CESINE Business School. They will be awarded the Programa Intensivo en Estrategia & Gestión de Negocios. This programme provides an overall view of financial, strategic and management tools in the creation of companies.

Studying in Spain enables students to fully understand the way business are done in countries where Spanish is spoken (South America, USA and Spain) and to discover a market with some 350 million potential customers.

The programme also includes visits to cultural centres, companies from different sectors, interviews with political and economic representatives, as well as seminars and different activities. Therefore it is a very important added value factor that CESINE offers its students for managing any type of business.

OBJECTIVES

- Provide a global overview of the internationalization of the companies in Spain and Latin America from a management perspective.
- Delve in the international marketing field and in the development of marketing plans to suit a range of market situations.
- Identify the opportunities and challenges that European and Spanish companies face in emerging markets.
- Understand and analyse business management in the Hispanic markets.
- Evaluate student capacity when applying the principles learned in this programme in a simulated environment.
- Use a range of business communication skills in order to survive and prosper in the business world.
- Know and understand the different feedback and coaching models in Spanish firms.
- Use of Spanish as a second or third language when communicating with customers and its function in an international industry.

Some of the main firms, institutions and organisations to be visited are:

- Parliament of Cantabria
- Headquarters of Banco Santander
(7th biggest bank in the world and the 1st European bank)
- Bilbao Stock Market
- Exchequer Headquarters in Santander
- Main Office of Bosch-Siemens
- Main Offices of Diario El Mundo and Diario Montañés newspapers.





PROGRAMME STRUCTURE

FIRST YEAR	SEMESTER
Mathematical Foundations of Engineering I	1
Physics	1
Introduction to Programming I	1
Graphic Expression I	1
Communication Skills	1
Mathematical Foundations of Engineering II	2
Web Programming	2
Introduction to Programming II	2
Graphic Expression II	2
Videogame Design & Multimedia	2
Computer Design	Annual
Business English I	Annual

SECOND YEAR	SEMESTER
Artistic Expression	1
Graphic Design I	1
Electrical Technology and Electronics	1
Mechanical Systems I	1
Materials I	1
Aesthetics and Industrial Design	2
Graphic Design II	2
Digital Imagery	2
Mechanical Systems II	2
Materials II	2
Videogame Modelling	Annual
3D Design & Animation	Annual
Business English II	Annual

THIRD YEAR	SEMESTER
Design Methodology	1
Web Design	1
Industrial Processes I	1
Editorial Design and Layout I	1
Economic and Business Aspects of Design	1
Models & Prototype	2
Industrial Processes II	2
Editorial Design and Layout II	2
E-Commerce	2
Advanced Animation and Virtual Design	Annual

FOURTH YEAR	TYPE
Technical Office and Industrial Projects	1
Eco-design	1
Marketing and Advertising	2
Ergonomics and Packaging	2
Corporate Identity and Image Enterprise	Annual
Final Project	Annual
Innovation & Research Project	Annual
Internships	Annual

JOINT AWARDING BODIES
 Bachelor (Hons) degree in Industrial Design and Multimedia Engineering:
 - CESINE Business School
 - University of Wales



BACHELOR HONOURS DEGREE IN INDUSTRIAL DESIGN AND MULTIMEDIA ENGINEERING

The programme offers solid training in specific subjects of Industrial Engineering and others related with graphic design and new technology, including design in 2D and 3D, virtual animation and Web Engineering.

At the end of the bachelor, the CESINE graduates will be able to design and develop innovative products, using digital images and new multimedia technology, and will have a full multidisciplinary training in the digital, virtual and graphic fields.

CANDIDATE PROFILE

Those students who wish to carry out their professional career in R+D departments, either as researchers or developers of projects aimed at meeting future consumer needs.

OBJECTIVES

- Proficiency in design and industrial R & D & I.
- Proficiency in design, 3D modelling and animation.
- Specific training in project management and professional internships abroad.
- Know and apply leadership skills in strategic decisions on innovation and technology management.
- Training in the videogame industry.
- Understanding the management of innovation in operation departments.
- ICT Knowledge.
- Thorough communication, negotiation and leadership skills.
- Language learning and development.

THE MOST INTERNATIONAL TRAINING

- Internships abroad

CESINE Business School guarantees 100% of our students paid internships.

CESINE bilingual programs allow students to study at American or European universities for a stay and carry out training in leading multinational companies such as Oracle Corporation, American Chamber of Commerce, CNN, Embassies, World Bank, BBC, Ernst & Young, Barclays Bank, etc. Thus helping to improve the curriculum of graduates and providing important added value to their training.

CAREER OUTLOOK

- R & D & I Departments.
- Responsible for prototype development in the automotive industry.
- Engineering departments
- Chief designer
- Designer and implementer of multimedia projects.
- Designer of information systems, multimedia communication and interactive production.
- Free-lance designer.
- Creative director in printing, advertising agencies, publishing etc.

BACHELOR HONOURS DEGREE IN INDUSTRIAL DESIGN AND MULTIMEDIA ENGINEERING + MBA IN INNOVATION & TECHNOLOGY MANAGEMENT



PROGRAMME STRUCTURE

(Course content from Bachelor Honours in Industrial Design and Multimedia Engineering (Double Degree) will be the same as in the Single Bachelor Honours) Below you can see the modules of the MBA in Innovation and Technology Management

FIRST YEAR	SEMESTER
MBA Innovation and Technology Management Modules	
Introduction to international business environment	2

SECOND YEAR	SEMESTER
MBA Innovation and Technology Management Modules	
Industrial Design Management:	2
• Product design and development	
• Advanced design and innovation	
Internationalization of Management:	Annual
• Global Society	
• Communication and international negotiation	
• Joint-Ventures	

THIRD YEAR	SEMESTER
MBA Innovation and Technology Management Modules	
ICT Business management skills:	2
• Commercialization of new technologies	
• Decision making	
• Innovation management	
Economics & Finance:	Annual
• Analytical accounting and financial	
• Financial management in ICT companies	
• Emerging markets and innovation capacity	

FOURTH YEAR	TYPE
MBA Innovation and Technology Management Modules	
Management and technological creativity:	1
• Methods of creativity and innovation	
• International networks of production, service and logistics	
• Interaction in innovation networks	
• Technology strategy and industrial organization	
Management skills in the globalization era:	Annual
• International Strategic Management	
• International Negotiation	
• Development of leadership talent	
• Social-cultural Management	
• Ethics in Globalization	

JOINT AWARDING BODIES
 Bachelor (Hons) degree in Industrial Design and Multimedia Engineering:
 - CESINE Business School
 - University of Wales

MBA in Innovation and Technology Management:
 - CESINE Business School



In a world where innovation is a key point and R+D departments are becoming evermore important, the CESINE Business School bet for a Double Degree; Bachelor (Hons) Degree in Industrial Design and Multimedia Engineering + MBA in Innovation & Technology Management, which brings together all the essential components of an engineering degree and a specialised MBA in order to acquire the necessary experience to be versatile in the field of business as well as the engineering and multimedia fields. The Joint Degree provides a solid background in specific areas of Industrial Engineering and Multimedia and delves into the business policy of innovation, design and implementation of real projects carried out in prestigious companies such as Teka, Nissan, Bosch, Solvay, Sniace, Nestle, Equipos Nucleares, Sidenor, Bridgestone, etc.

THE MOST INTERNATIONAL TRAINING

- International experience in Ireland

The Double degree of Bachelor (Hons) Degree in Industrial Design and Multimedia Engineering + MBA in Innovation & Technology Management includes an 8-day stage to Ireland in order to see the technological innovation world in northern Europe. This internationalization programme provides a cultural and technological vision of Ireland, with visits to cultural centres, companies from different sectors, as well as seminars and various activities.

The cost of this international program is covered by a CESINE scholarship.





PROGRAMME STRUCTURE

FIRST YEAR SEMESTER

Methodology and Technology Programming	1
Mathematical Foundations I	1
Introduction to Programming I	1
Communication Skills	1
Business English I	1
Physics	1
Mathematical Foundations II	2
Videogame Design & Multimedia	2
Introduction to Databases	2
Business English II	2
Introduction to Programming II	2

SECOND YEAR SEMESTER

Advanced Database Designs	1
Company Management	1
Network Administration	1
Business English III	1
Statistics for Engineers	1
Videogame Modelling I	1
Operating Systems	2
OOP and Linear Structures	2
Business English IV	2
Computer Structure and Technology	2
SW Verification Techniques	2
Videogame Modelling II	2

THIRD YEAR SEMESTER

Cell Phone IT	1
Internet Programming and Multimedia	1
SW Engineering	1
Communicative Competence	1
Economic and Business Aspects	1
Computer Architecture	2
Programming Server	2
Programmable Automats and Industrial IT	2
User interface	2
E- Commerce	2

FOURTH YEAR SEMESTER

Artificial Intelligence and Robotics	1
Advanced Web Programming I	1
Distributed Systems	1
Protection and Security Systems	1
Project Management SW Development	2
Advanced Web Programming II	2
Language Processors	2
Final Project	Annual
Internships	Annual

JOINT AWARDING BODIES

- Bachelor (Hons) degree in Information Technology Engineering:
- CESINE Business School
- University of Wales



BACHELOR HONOURS DEGREE IN INFORMATION TECHNOLOGY ENGINEERING

The Bachelor (Hons) Degree in Information Technology Engineering, aims the formation of competent professionals with broad knowledge in every area related to the New Technologies. This bachelor provides solid training in the latest programming languages and operating systems, in computer architecture and engineering, artificial intelligence, and maintenance of computer systems and networks.

CANDIDATE PROFILE

This degree meets the current needs of companies who have seen how society has evolved in interpersonal communication and where commerce and electronic transactions take on a growing importance. Therefore, ITE is the key to being at the forefront of technology environments, and their business and security.

OBJECTIVES

- Specialized training in security against IT crime.
- Training of specialists in customised IT solutions in different areas of the company.
- Expertise in designing and maintaining systems and computer networks.
- Know the management aspects in ICT companies and the possibility of internships abroad.
- Mastery of the legal aspects relating to the Data Protection Act.
- Interconnectivity and software maintenance.
- Learning and development of languages.

THE MOST INTERNATIONAL TRAINING

- Internships abroad

CESINE Business School guarantees 100% of our students paid internships.

CESINE bilingual programs allow students to study at American or European universities for a stay and carry out training in leading multinational companies such as Oracle Corporation, Embassies, World Bank, BBC, Ernst & Young, Barclays Bank, etc. Thus helping to improve the curriculum of graduates and providing important added value to their training.

CAREER OUTLOOK

CESINE's Bachelor (Hons) in Information Technology Engineering train students to work in companies in every information technology and communications sector and area.

- Security system manager
- Videogame designer and creator
- Head of IT quality management department
- Project Manager programming software and data centre
- Manager of Internet and electronic commerce
- Webmaster // Programmer
- Applications systems analyst
- Director of online banking
- Computer consultant

BACHELOR HONOURS DEGREE IN INFORMATION TECHNOLOGY ENGINEERING + MBA IN IT SECURITY AND TECHNOLOGY MANAGEMENT

The Double Degree; the Bachelor (Hons) Degree in Information Technology Engineering + MBA in IT Security and Technology Management, aims to train students to become versatile professionals with extensive knowledge in areas related to information technology, computer security and management, with capacity to lead development projects, able to identify problems, assess risks and provide efficient solutions in a rapidly changing environment. It is the union of current and cutting-edge qualifications, recognized by employers, and an MBA, which allows the graduate to train in the business management field and to exploit all the opportunities afforded by ICT's.

THE MOST INTERNATIONAL TRAINING

- International experience in Ireland

The Double degree of Bachelor (Hons) Degree in Industrial Design and Multimedia Engineering + MBA in Innovation & Technology Management includes an 8-day stage to Ireland in order to see the technological innovation world in northern Europe. This internationalization programme provides a cultural and technological vision of Ireland, with visits to cultural centres, companies from different sectors, as well as seminars and various activities.

The cost of this international program is covered by a CESINE scholarship



PROGRAMME STRUCTURE

(Course content from Bachelor Honours in Information Technology Engineering (Double Degree) will be the same as in the Single Bachelor Honours)
Below you can see the modules of the MBA in IT Security and Technology Management

FIRST YEAR	SEMESTER
MBA IT Security and Technology Management Modules	
Introduction to International Business Environment	2

SECOND YEAR	SEMESTER
MBA IT Security and Technology Management Modules	
Safety Legislation and ICT companies:	1
• Introduction to network security	
• Data Protection Act	
• Technology and electronic security	
Internationalization of Management:	Annual
• Global Society	
• Communication and international negotiation	
• Joint-Ventures	

THIRD YEAR	SEMESTER
MBA IT Security and Technology Management Modules	
Management skills in ICT companies:	1
• Commercialization of new technologies	
• Decision making	
• Innovation management	
Economics & Finance:	Annual
• Analytical and financial accounting	
• Financial management in ICT companies	
• Emerging markets and innovation capacity	

FOURTH YEAR	SEMESTER
MBA IT Security and Technology Management Modules	
Managing information security in business:	1
• Techniques for information retrieval	
• Security in Networks and communication systems	
• Management of safety equipment	
• IT Crime prevention study and technology	
Management skills in the globalization era:	Annual
• International Strategic Management	
• International Negotiation	
• Development of leadership talent	
• Social-cultural Management	
• Ethics in Globalization	

JOINT AWARDING BODIES
Bachelor (Hons) degree in Information Technology Engineering:
- CESINE Business School
- University of Wales
MBA in IT Security and Technology Management:
- CESINE Business School



Admissions & Entry Requirements

1. The application form completed in detail, with examination records certified by school/University authorities, attested photocopies of all additional educational qualifications already obtained and English or Spanish language translations of qualifications not issued in English or Spanish.
2. Evidence of a good academic level.
3. Mandatory Online exams: IQ test and language exam (English or Spanish). These exams will be schedule between CESINE Business School, prospective student and the Agency/University.
4. Letter of recommendation, signed by academic referee and sealed in an envelope marked "Confidential".
5. Detailed Curriculum Vitae in English (If the student has professional experience).
6. Any other relevant information regarding qualifications or previous work experience.
7. Three recent passport size photographs, signed on the back.
8. Photocopy of original passport or birth certificate.
9. Proof of ability to sustain oneself financially for the academic year (Official bank statement, from the last 6 months) (only students who need VISA).







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