

4-YEAR DEGREE IN INTERNATIONAL BUSINESS MANAGEMENT AND SPANISH WITH SPECIALIZATION IN DIGITAL MARKETING & COMMUNICATION



BLC SPAIN
Business and Language
College Spain

Madrid



**A world of opportunities is
waiting for you...**

www.blcspain.com



Join us and become a leader in global business, ready to make an impact and drive success in the digital era.

Our graduates finish their four years equipped with the skills and knowledge to excel in the fast-paced world of digital marketing.

We also focus on ensuring that our students finish their program with a fluent level of Spanish and are able to work in any Spanish-speaking environment confidently.



Course Outline & Accreditation

4-years | 8 semesters
240 ECTS Credits



SPANISH LINGUISTIC AND CULTURAL IMMERSION



INTERNATIONAL MANAGEMENT



GLOBAL ECONOMICS AND INTERNATIONAL RELATIONS



FINANCE AND ACCOUNTING



LAW AND ETHICS



ENTREPRENEURSHIP



MARKETING & COMMUNICATION



With nearly two decades of international educational experience, BLC Spain stands as a beacon of excellence in the field. Founded by two visionaries with extensive backgrounds in international business, marketing, and education, we bring a wealth of knowledge and expertise to every aspect of our programs.

As a testament to our commitment to quality, we hold prestigious national and international accreditations:

Our courses are offered in partnership with Universidad Europea del Atlántico, a renowned Spanish University. This partnership underscores the rigorous academic standards upheld across all our programs, ensuring that students receive a world-class education that is recognized and respected globally. The Spanish component of our programs is delivered in collaboration with LAE Madrid, our Spanish language school, accredited by Instituto Cervantes, the highest accrediting body for Spanish language learning courses.



LAE MADRID
La Aventura Española



Cámara
MADRID

Academic Program

4-YEAR DEGREE IN INTERNATIONAL BUSINESS MANAGEMENT AND SPANISH WITH SPECIALIZATION IN DIGITAL MARKETING & COMMUNICATION (240 ECTS)



Year 1

- Spanish Language and Cultural Immersion I
- International Business Management in the Digital World
- Understanding Economics
- Business Communication Skills
- Business Accounting
- International Business Law
- International Business Finance
- Introduction to AI and Digital Business Tools
- Marketing in the Digital World
- Business Ethics
- Operations Management
- Intro to Data Analytics and Visualization

Year 2

- Spanish Language and Cultural Immersion I
- Organizational Structures and Behavior
- Data-Driven Decision Making
- Digital Marketing Strategies
- Business Accounting II
- International Corporate Law
- Talent Management
- International Trade
- Project Management
- Corporate Social Responsibility
- Design Thinking and Business Problem Solving
- Sustainable Business Strategies

Year 3

- Big Data Management
- Brand Management
- Consumer Behavior and Psychology
- Process and Quality Management
- Basics and Fundamentals of Coding
- AI in the Digital Marketing Industry
- International Relations and Global Business
- Negotiation and Selling Strategies
- Crisis Management and Public Relations
- Company Placement

Year 4

- Cross-Cultural Communication
- Digital Transformation
- Advanced Digital Marketing Strategies
- E-Commerce Fundamentals
- Digital Marketing Ethics
- Influencer Marketing Strategies
- Business Research Skills



TYPICAL SCHEDULE POSSIBILITIES (DEPENDING ON THE WEEK/PROGRAM)

Monday to Friday **Mornings**

10:00 to 14:00 Business
14:00 to 15:00 Break
15:20 to 17:00 Spanish

Monday to Friday **Afternoons**

13:20 to 15:00 Spanish
15:00 to 15:30 Break
15:30 to 19:30 Business



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@BLCSpain





What sets our degree apart from the rest?



BECOME A BILINGUAL MARKETING PRO

With our 4-year Degree program, you will be able to kickstart your career in marketing in a dynamic environment, all while speaking two languages and being totally immersed in a culture designed to maximize your learning.



SPEAK PROFESSIONAL SPANISH FLUENTLY

We prioritize fluency and cultural awareness, ensuring students are well-equipped to navigate the Spanish-speaking professional landscape. Our **immersive language** programs make our graduates effective communicators in international contexts.



GAIN PRACTICAL INTERNATIONAL BUSINESS EXPERIENCE

We believe in bridging the gap between theory and practice, offering students **real-world** exposure through hands-on projects, case studies, and industry collaborations. This empowers them with practical skills and insights vital for success in the business world.



RECEIVE UNRIVALLED STUDENT CARE AND SUPPORT

We nurture the professional and personal development of our students, far beyond just their academic journey. We provide a **supportive learning environment**, personalized guidance, and a diverse community that encourages personal growth and well-being.

The First Two Years: A Solid Foundation in Business and Language

At BLC Spain, our unique four-year degree program begins with a comprehensive two-year foundation, offering a blend of business knowledge and Spanish language immersion.

This approach equips students with essential skills for the global marketplace, combining academic learning with cultural and language proficiency.

YEAR 1: BUILDING A STRONG FOUNDATION

In the first year, students are introduced to core business concepts while developing their Spanish language skills. Key modules include International Business Management, Economics, Business Communication, and AI for business, providing a solid understanding of global operations and digital technologies.

Students also engage in practical courses such as Business Accounting, International Business Law, and Finance, preparing them to navigate complex financial and legal environments. The year concludes with advanced Spanish language immersion, ensuring students gain business-level fluency.

YEAR 2: ADVANCING KNOWLEDGE AND SPECIALIZATION

Year 2 builds on the foundational knowledge from the first year while enhancing Spanish proficiency through further cultural immersion. Students delve into Organizational Behavior, Data-Driven Decision Making, Digital Marketing Strategies, and Talent Management, gaining expertise in key business areas.

Advanced topics like International Trade, Corporate Social Responsibility, Project Management, and International Corporate Law equip students with the practical skills needed to tackle real-world business challenges. By the end of Year 2, students will be ready to specialize and apply their knowledge in their chosen career path.



Spanish and Digital Marketing & Communication

Learn, Apply, Succeed:

Dive into the dynamic world of business with our practical, English-taught classes for aspiring digital marketing professionals. At Business and Language College Spain, practical knowledge is viewed through global perspectives, offering a unique blend of theory and hands-on experience.



Live Learning, Real Impact:

Our classes come alive through a mix of in-person and virtual sessions, all conducted live to foster **interaction**, **debate**, and **collaboration**. Our students engage with peers and industry experts in a vibrant learning community.



Real World Case Studies:

At the heart of our curriculum are **real case studies**, allowing you to dissect, understand, and apply business strategies in actual scenarios. From startups to multinational corporations, **gain insights** into the challenges and triumphs of diverse business landscapes.



A Curriculum That Means Business:

Our courses cover the essentials of international business management, global economics, finance, marketing, and more. Each class is a step towards building a **robust** foundation, **critical thinking** skills, and the **agility** to navigate the complexities of the international business world.



Beyond the Classroom:

Our commitment extends beyond academic excellence. Through our network of partners and alumni, we offer **unparalleled opportunities** for internships, projects, and career advancement.

Spanish Immersion



Accredited Excellence:

Proudly accredited by the **Instituto Cervantes**, our curriculum and methodology will enable you to reach **fluency**. Whether navigating daily conversations or mastering Spanish for business contexts, our comprehensive approach ensures that you'll develop all the skills you need to work in an international environment.

A Journey to Proficiency:

Over four **transformative** years, you'll progress through level-specific Spanish courses, each carefully structured to build upon the last. From foundational vocabulary to advanced business communication, our expert teachers will guide you every step of the way.

Real-World Readiness:

Beyond linguistic skills, our program focuses on cultural insights and practical knowledge essential for doing business in Spanish-speaking territories. Graduates emerge not only **proficient** in language but also adept in **cross-cultural negotiation** and **communication**.

Your Path to Confidence:

We place keen focus on supporting students to become **confident communicators** in any setting. Imagine negotiating deals, leading teams, and expanding networks with ease in Spanish. Our students will graduate with a lot more than just **linguistic proficiency**.





Academic Support for every single student



At Business and Language College Spain, we pride ourselves on offering a **boutique** learning experience that goes beyond traditional education. We want your educational journey to be as **personalized** as it is profound and we'll be here every step of the way to ensure you reach your academic and personal goals during your time with us.

At BLC Spain, you're not just a number; you're an integral part of a close-knit community. Our inclusive environment welcomes learners from all walks of life and fosters a culture of **diversity, respect, and mutual support**.

You'll come together with students from all over the world and learn how to interact with professionals from all industries; while at the same time **immersing** yourself in the language and culture of one of the most forward-thinking business landscapes in the world.

If you're seeking a place where your individual needs are met, your goals are nurtured, and your success is celebrated - look no further.

Fees



Application Fee (non-refundable):
€100

First Installment (80% refundable in the unlikely event that your visa is denied):
€2800

Tuition Fees per semester (4-years, 8-semesters in total)
(100% refundable of any upcoming semester payments if your visa is denied):
€5200

Admission Requirements

You will have to submit the following documents as part of your application:

- **Proof of completion of secondary education or university entry level** with a recognized diploma (IB, A-level, etc.) or equivalent is required.
- **Official English language proficiency certification** (minimum B2 CEFR level) through tests such as IELTS, TOEFL, First Certificate, or equivalent. Any previous Spanish language knowledge will also be considered.
- **All academic transcripts or records** from secondary education.
- **Completion of BLC Spain application form**, providing all required personal information, educational history, etc.
- **Two letters of recommendation in English**, from teachers, counselors, or other individuals who can speak to your academic abilities and character.
- A 300-word comprehensive, original answer to a carefully selected Admissions **business case**.

After submitting the documents, you will take part in an **online admission interview with a member of our academic team**.

APPLY NOW



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