

Faculty of  
**Social Sciences  
and Humanities**

# **Business Administration**

RPC-SE-09-No.086-2020

espol<sup>®</sup>

# Bachelor's Degree in Business Administration



## Applicant Profile

Applicants to the Business Administration program should be observant, reflective, analytical, and perseverant, with a critical mindset and abstract reasoning abilities. They should possess basic knowledge in social sciences and mathematics, be capable of working under pressure, and collaborate effectively in interdisciplinary teams.



## Graduate Profile

After completing the four-year program, students will be able to:

- ▶ Design administrative strategies and solutions using analytical tools to help organizations achieve their mission, while being aware of corporate social responsibility.
- ▶ Evaluate an organization's financial situation using both qualitative and quantitative tools to make efficient and informed decisions.
- ▶ Analyze the macroeconomic environment using economic analysis tools to support the organization's strategic decision-making.
- ▶ Assess the processes within the value chain through optimization models to ensure the efficient management of business resources.



## Career Opportunities

Graduates of the Business Administration program will be qualified to work in areas such as Finance, Operations, Human Resources, and Marketing Management. Additionally, they will have the skills to create and manage their own businesses, with a focus on innovation and digital transformation.

# Curriculum Structure

## LEVEL 100 - I

SINGLE VARIABLE  
CALCULUS

ARTS, SPORTS AND  
LANGUAGES  
ELECTIVE COURSES

PROBLEM SOLVING

INTRODUCTION TO  
ECONOMICS

SOCIAL SCIENCE  
SEMINAR

FINANCIAL  
ACCOUNTING

ENGLISH I

## LEVEL 100 - II

CALCULUS OF SEVERAL  
VARIABLES

MACROECONOMICS I

MANAGERIAL  
ECONOMICS

PRINCIPLES OF  
MANAGEMENT

MATHEMATICS FOR  
FINANCE

ENGLISH II

## LEVEL 200 - I

STATISTICS I

PROGRAMMING  
FUNDAMENTALS

HUMANITIES ELECTIVE  
COURSES

ORGANIZATIONAL  
BEHAVIOUR

HUMAN RESOURCES  
MANAGEMENT

COMMUNICATION

ENGLISH III

## LEVEL 200 - II

STATISTICS II

PRINCIPLES OF  
MARKETING

SOCIOLOGY

FINANCIAL ANALYSIS

COST ACCOUNTING

ENGLISH IV

### LEVEL 300 - I

ENTREPRENEURSHIP  
AND INNOVATION

MARKETING  
RESEARCH

INFORMATION  
SYSTEMS

OPERATIONS  
MANAGEMENT

INVESTMENTS  
FUNDAMENTALS

ENGLISH V

### LEVEL 300 - II

SUSTAINABILITY  
SCIENCE

MARKETING  
MANAGEMENT

COMMERCIAL  
MANAGEMENT

TAX MANAGEMENT

CORPORATE AND  
LABOR LAW

COMMUNITY  
SERVICE  
INTERNSHIPS

### LEVEL 400 - I

CORPORATE AND  
BUSINESS  
STRATEGIES

LOGISTIC  
ADMINISTRATION

FOREIGN TRADE

FINANCIAL  
PLANNING AND  
CONTROL

PROJECT  
MANAGEMENT

SELECTED ELECTIVE  
COURSE

### LEVEL 400 - II

STRATEGIC  
PLANNING

MANAGEMENT  
CAPSTONE COURSE

SELECTED ELECTIVE  
COURSE

PRE-PROFESSIONAL  
BUSINESS PRACTICES



#### By the way...

The future graduate of the Business Administration program at ESPOL takes several core professional courses in English. Additionally, students gain innovative knowledge related to business management through specialized courses such as Innovation Management and Professional Development.



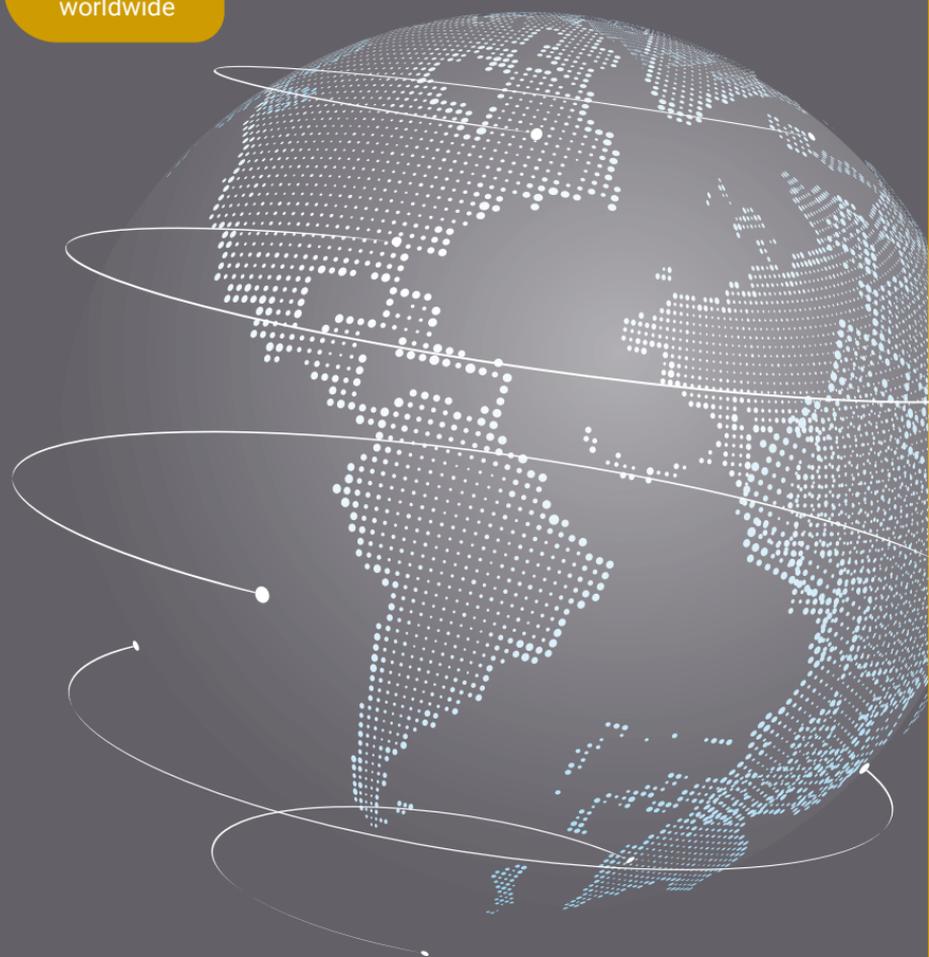
## International Relations

Through its Foreign Relations Management, ESPOL fosters and expands connections with international cooperation organizations, academic institutions, and research bodies. These connections create mobility opportunities for the entire polytechnic community, contributing to our hallmark of excellence.

More than 165 agreements allow our students to undertake stays abroad, whether for semester or annual exchanges, pre-professional internships, research internships, and participation in conferences, competitions, and other academic activities.

**106**

universities  
worldwide





**ACCREDITED  
PROGRAM**



**Did you know?**

In this program, we use simulators and software in various courses such as Corporate and Business Strategies and Market Research, among others, to apply knowledge in a practical way. Additionally, some courses are taught in English to strengthen language learning.

[www.fcsh.espol.edu.ec](http://www.fcsh.espol.edu.ec)

[www.admision.espol.edu.ec](http://www.admision.espol.edu.ec)

