

# CEU UCH BOSTON UNIVERSITY PROGRAM

Certificate in International Business

Advanced International Business Certificate

Certificate in Business of Biotechnology & Biomedical Engineering

Certificate in Applied Sustainability

Food Studies Certificate



CEU | *Universidad  
Cardenal Herrera*

**BOSTON  
UNIVERSITY**

# WHAT IS IT?

CEU Cardenal Herrera University joins forces with Boston University to boost its global academic profile with an international study program where students will be able to pursue their undergraduate degree at CEU UCH in parallel with Boston University.

Certificates are offered to students of different degrees:

- **Undergraduate Certificate in International Business** - Business Administration and Marketing (and its double degrees).
- **Advanced Graduate International Business Certificate** - Business Administration and Marketing (and its double degrees).
- **Advanced Graduate Certificate in Business of Biotechnology & Biomedical Engineering** - Pharmacy.
- **Graduate Certificate in Applied Sustainability Curriculum** - Architecture.
- **Food Studies Graduate Certificate** - Gastronomy.

## BUSINESS AND MARKETING

There are 2 itineraries: the Undergraduate Certificate in International Business and the Advanced Graduate International Business Certificate, which start in the 1st year of the degree.

### ITINERARY I

**Undergraduate Certificate in International Business**, ITINERARY I: will take place in June and consists of a training course at CEU San Pablo in Madrid and another in Boston.



#### Step 1: Training in Madrid

- 1st course: module I - Digital Marketing
- 2nd course: module II - Current Trends in Business
- 3rd course: module III - Business Analytics

### ITINERARY II

If you want to follow ITINERARY II, **Advanced Graduate International Business Certificate**, and after taking the modules of ITINERARY I, you will continue in the spring of the 2nd semester with two core courses and two electives + summer internship.



#### Step 2: Training in Boston

- 4th year: mobility to Boston for theoretical courses (years 4 and 5, first semester, fall).

## PHARMACY

### ADVANCED GRADUATE CERTIFICATE in Business of Biotechnology and Biomedical Engineering

Aimed at students of the School of Pharmacy who want to highlight their professional career in the biotechnology and biomedical engineering industry.

**Training in Madrid:** During your undergraduate studies, you will have access to a series of courses, workshops and seminars in preparation for your mobility to the United States.

**Training in Boston:** During your mobility you will take the following courses at the Metropolitan College of Boston University:

- Business of Biotechnology
- 3 asignaturas a elegir entre: Financial Concepts, Project Management, Ecommerce, International Business, Economics and Cultures of the Innovation Process, Developing New Products and Services.
- 1 asignatura del Administrative Sciences Department de Boston University.

**Supervised internships:** The program is completed with an internship, after the end of the academic period at Boston University, in companies in the Biotechnology and Biomedical Technology Sector in the United States.

# ARCHITECTURE

## GRADUATE CERTIFICATE in Applied Sustainability Curriculum

It is a program for students in the Bachelor of Architecture program. The program offers a unique interdisciplinary perspective on what it takes to make urban and economic development compatible with the natural environment while promoting greater social, economic, gender and racial justice.

**Training in Boston:** It is always offered in the spring and consists of two 8-credit courses each semester.

Se requieren como mínimo 4 cursos para un total de 16 créditos entre: «Planning Sustainable and Climate Adapted Urban Futures», «Actionable Sustainability», y dos a elegir entre «Selected Topics in Urban Affairs», «Environmental Law, Policy, and Justice», «Multi-modal Transportation Planning and Design», «Feeding the City: Alimentación urbana».

The call will be in the spring.

# GASTRONOMY

## Food Studies GRADUATE CERTIFICATE

It is a program aimed at students of the Gastronomy Degree where they will broaden the horizons of the degree by acquiring an international vision on the other side of the pond.

This program is offered in the spring and consists of an online and an on-site development part in the U.S. It is possible to do it part-time in one year following two courses per semester and its total duration is 8 months.

**Training in Boston:** They will study: History of Food + Anthropology of Food

In addition, they will be able to choose 2 courses from:

“Food Marketing”, “Food and Museums”, “Wild and Foraged Foods”; “Food Waste: Scope, Scale, & Signals for Sustainable Change”, “Culture and Cuisine of the African Diaspora”, “Cookbooks and History”, “Launching a Food Business”, “Food and Visual Culture”, “Food Writing for the Media”, “Laboratory in the Culinary Arts: Cooking” “Laboratory in the Culinary Arts: Baking”, “Food and Gender”, “Urban Agriculture”, “Sociology of Taste”, “Food Policy and Food Systems”, “US Food Policy and Culture”.

**\*\*Depending on the subjects offered in a particular semester, one of them may be offered Online.\*\***

The call will be in the spring.

# REQUIREMENTS

- Be enrolled at CEU UCH.
- Pass the regular university entrance exams.
- Have an academic record with an average grade of at least 7 out of 10.
- Pass a personal interview in English.
- Interested students will have to go through a filter with the IR coordinator to explore the possibilities of validations and fill out their study plan.
- Support the economic capacity of the cost of the program.

# WHAT DOES IT PROVIDE?

The student obtains an official Certificate from Boston University. The Diploma represents academic recognition by two prestigious universities in two continents, access to bilingual, international and multicultural training from the first years of undergraduate studies, which will be reflected in their academic and personal transcripts.

More information on the website and the International Programs SharePoint.

# CONTACT

For any questions or other information please contact: [international.programs@uchceu.es](mailto:international.programs@uchceu.es)



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