

### PRE-ENROLMENT

#### NUMBER OF PLACES ON OFFER

Total number of places for the degree programme on offer.

2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
115	110	110	110	110

#### RATIO: FIRST CHOICE / PLACES ON OFFER

Ratio of the number of students who applied for the degree programme as their first choice to the number of places on offer.

2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
1.14	1.22	1.36	1.19	1.52

#### CUT-OFF MARK

Cut-off mark (maximum 14)

2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
8.76	9.64	9.37	9.22	9.41

**NEWLY ENROLLED STUDENTS**

**NEW STUDENTS**

Number of new students. Total and by sex.

	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Women	79 (61.7%)	79 (63.7%)	82 (65.6%)	-	-
Men	49 (38.3%)	45 (36.3%)	43 (34.4%)	-	-
Total	128	124	125	127	126

**FIRST-CHOICE NEW STUDENTS**

Percentage of newly enrolled students who chose this degree programme as their first preference through a PAU-related route (PAU, further education, PAU and a university course under way, further education and a university course under way). Total and by sex.

	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Women	96.1%	91.1%	93.8%	-	-
Men	93.8%	88.1%	97.6%	-	-
Total	95.2%	90.1%	95.1%	90.2%	86.4%

**PAU-RELATED ROUTE NEW STUDENTS**

Percentage of newly enrolled students who enrolled on this degree programme through a PAU-related route (PAU, further education, PAU and a university course under way, further education and a university course under way). Total and by sex.

	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Women	97.5%	98.7%	97.6%	-	-
Men	98.0%	93.3%	97.7%	-	-
Total	97.7%	96.7%	97.6%	97.6%	96.1%

**AVERAGE ADMISSION SCORE FOR NEW STUDENTS**

Average admission score for newly enrolled students who scored higher than the cut-off mark. Total and by sex.

	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Women	10.7	11.1	10.8	-	-
Men	10.3	10.8	10.6	-	-
Total	10.6	11.0	10.8	10.4	10.4

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### NEW STUDENTS BY ADMISSION SCORE

Breakdown of new students by admission score. Total and by sex.

		2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
12.000 or higher	Women	15 (19.5%)	10 (12.8%)	9 (11.4%)	-	-
	Men	1 (2.1%)	3 (7.1%)	3 (7.1%)	-	-
	Total	16 (12.8%)	13 (10.8%)	12 (9.9%)	9 (7.3%)	7 (5.6%)
11.000-11.999	Women	8 (10.4%)	26 (33.3%)	20 (25.3%)	-	-
	Men	5 (10.4%)	6 (14.3%)	2 (4.8%)	-	-
	Total	13 (10.4%)	32 (26.7%)	22 (18.2%)	20 (16.3%)	18 (14.4%)
10.000-10.999	Women	26 (33.8%)	20 (25.6%)	29 (53.7%)	-	-
	Men	16 (33.3%)	17 (40.5%)	25 (46.3%)	-	-
	Total	42 (33.6%)	37 (40.5%)	54 (44.6%)	54 (43.9%)	57 (45.6%)
9.000-9.999	Women	18 (23.4%)	20 (25.6%)	21 (26.6%)	-	-
	Men	16 (33.3%)	9 (21.4%)	12 (28.6%)	-	-
	Total	34 (27.2%)	29 (24.2%)	33 (27.3%)	34 (27.6%)	43 (34.4%)
Lower than 9.000	Women	10 (13.0%)	2 (2.6%)	0 (0.0%)	-	-
	Men	10 (20.8%)	7 (16.7%)	0 (0.0%)	-	-
	Total	20 (16.0%)	9 (7.5%)	0 (0.0%)	6 (4.9%)	0 (0.0%)

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### NEW STUDENTS BY ADMISSION ROUTE

Breakdown of new students by admission route. Total and by sex.

		2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
PAU or similar	Women	76 (96.2%)	73 (92.4%)	78 (95.1%)	-	-
	Men	42 (85.7%)	42 (93.3%)	34 (79.1%)	-	-
	Total	118 (92.2%)	115 (92.7%)	112 (89.6%)	112 (88.2%)	115 (91.3%)
University degree	Women	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Men	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Further education	Women	0 (0.0%)	3 (3.8%)	0 (0.0%)	-	-
	Men	2 (4.1%)	0 (0.0%)	3 (7.0%)	-	-
	Total	2 (1.6%)	3 (2.4%)	3 (2.4%)	3 (2.4%)	3 (2.4%)
Further education and a university course under way	Women	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Men	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
PAU and a university course under way	Women	1 (1.3%)	2 (2.5%)	2 (2.4%)	-	-
	Men	4 (8.2%)	0 (0.0%)	5 (11.6%)	-	-
	Total	5 (3.9%)	2 (1.6%)	7 (5.6%)	7 (5.5%)	7 (5.6%)
Over-25s	Women	0 (0.0%)	1 (1.3%)	0 (0.0%)	-	-
	Men	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	0 (0.0%)	1 (0.8%)	0 (0.0%)	1 (0.8%)	0 (0.0%)
Over-45s	Women	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Men	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Direct access (over 30 ECTS credits)	Women	2 (2.5%)	0 (0.0%)	2 (2.4%)	-	-
	Men	1 (2.0%)	3 (6.7%)	1 (2.3%)	-	-
	Total	3 (2.3%)	3 (2.4%)	3 (2.4%)	2 (2.4%)	1 (0.8%)

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### NEW STUDENTS BY AGE

Breakdown of new students by age. Total and by sex.

Age		2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
18	Women	74 (93.7%)	73 (92.4%)	82 (65.6%)	-	-
	Men	38 (77.6%)	41 (91.1%)	43 (34.4%)	-	-
	Total	112 (87.5%)	114 (91.9%)	125 (100.0%)	110 (86.6%)	112 (88.9%)
19	Women	2 (2.5%)	1 (1.3%)	0 (0.0%)	-	-
	Men	7 (14.3%)	3 (6.7%)	0 (0.0%)	-	-
	Total	9 (7.0%)	4 (3.2%)	0 (0.0%)	11 (8.7%)	9 (7.1%)
20	Women	3 (3.8%)	2 (2.5%)	0 (0.0%)	-	-
	Men	3 (6.1%)	0 (0.0%)	0 (0.0%)	-	-
	Total	6 (4.7%)	2 (1.6%)	0 (0.0%)	3 (2.4%)	4 (3.2%)
21-24	Women	0 (0.0%)	2 (2.5%)	0 (0.0%)	-	-
	Men	1 (2.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	1 (0.8%)	2 (1.57%)	0 (0.0%)	2 (1.57%)	1 (0.8%)
25 and over	Women	0 (0.0%)	1 (1.3%)	0 (0.0%)	-	-
	Men	0 (0.0%)	1 (2.2%)	0 (0.0%)	-	-
	Total	0 (0.0%)	2 (1.6%)	0 (0.0%)	1 (0.8%)	0 (0.0%)

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### NEW STUDENTS BY PLACE OF ORIGIN

Breakdown of new students by place of origin. Total and by sex.

		2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Barcelona	Women	62 (78.5%)	60 (76.0%)	62 (75.6%)	-	-
	Men	39 (79.6%)	38 (84.4%)	37 (86.1%)		
	Total	101 (78.9%)	98 (79.0%)	99 (79.2%)	94 (74.0%)	99 (78.6%)
Girona	Women	7 (8.9%)	5 (6.3%)	5 (6.1%)	-	-
	Men	5 (10.2%)	0 (0.0%)	1 (2.3%)	-	-
	Total	12 (9.4%)	5 (4.0%)	6 (4.8%)	13 (10.2%)	9 (7.1%)
Lleida	Women	3 (3.8%)	4 (5.1%)	4 (4.9%)	-	-
	Men	1 (2.0%)	3 (6.7%)	1 (2.3%)	-	-
	Total	4 (3.1%)	7 (5.7%)	5 (4.0%)	9 (7.1%)	4 (3.2%)
Tarragona	Women	2 (2.5%)	4 (5.1%)	6 (7.3%)	-	-
	Men	3 (6.1%)	2 (4.4%)	2 (4.7%)	-	-
	Total	5 (3.9%)	6 (4.8%)	8 (6.4%)	8 (6.3%)	3 (2.4%)
Elsewhere in Spain	Women	3 (3.8%)	5 (6.3%)	3 (3.7%)	-	-
	Men	1 (2.0%)	2 (4.4%)	2 (4.6%)	-	-
	Total	4 (3.1%)	7 (5.7%)	5 (4.0%)	2 (1.6%)	4 (3.2%)
Elsewhere in the world	Women	2 (2.5%)	1 (1.3%)	2 (2.4%)	-	-
	Men	0 (0.0%)	0 (0.0%)	0 (0.0%)	-	-
	Total	2 (1.6%)	1 (0.8%)	2 (1.6%)	1 (0.8%)	7 (5.6%)

**ESCI-UPF GRANTS AND SCHOLARSHIP PROGRAMME****STUDENTS WITH AN ESCI-UPF GRANT OR SCHOLARSHIP**

Number of students awarded an ESCI-UPF grant or scholarship expressed as a percentage of the total number of enrolled students for a given academic year. Total and by sex.

	<b>2021-2022</b>	<b>2020-2021</b>	<b>2019-2020</b>	<b>2018-2019</b>	<b>2017-2018</b>
Women	14.4%	15.1%	10.7%	-	-
Men	23.0%	21.9%	20.3%	-	-
Total	20.2%	19.8%	17.2%	18.5%	18.7%

### ENROLMENT

#### ENROLLED STUDENTS

Number of enrolled students for a given academic year. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	331 (67.4%)	333 (68.7%)	335 (67.8%)	326 (66.4%)	323 (66.3%)
Men	160 (32.6%)	152 (31.3%)	159 (32.2%)	165 (33.6%)	164 (33.7%)
Total	491	485	496	491	487

#### AVERAGE NUMBER OF ENROLLED CREDITS PER STUDENT

Average number of enrolled credits for students in a given academic year. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	55.1	57.8	54.8	55.2	56.1
Men	55.8	58.7	51.4	52.7	52.8
Total	55.3	58.1	52.7	54.3	55.0



**INTERNATIONAL MOBILITY**

**LEVEL OF INTERNATIONALISATION**

Percentage of graduates who took part in an international mobility programme. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	65.8%	72.9%	-	-	-
Men	39.4%	46.4%	-	-	-
Total	57.8%	65.3%	79.5%	68.4%	63.5%

**STUDENTS ON INTERNATIONAL MOBILITY PROGRAMMES**

Number of degree students who took part in an international mobility programme as a percentage of the total number of students enrolled on the degree. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	23.0%	7.5%	-	-	-
Men	13.1%	2.6%	-	-	-
Total	19.8%	5.6%	18.7%	18.3%	16.6%

**EXCHANGE STUDENTS**

Number of exchange students expressed as a percentage of the total number of regular students on the degree.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	19.1%	10.7%	24.1%	19.6%	22.4%

**INTERNATIONAL STUDENTS**

Number of international students expressed as a percentage of the total number of regular students on the degree.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	114.1%	12.0%	117.4%	114.1%	135.9%

**STUDENT SATISFACTION WITH ERASMUS+ EXCHANGE PROGRAMMES**

Degree of satisfaction among students who took part in an Erasmus+ exchange programme. Scale of 1 to 5.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	4.7	4.7	4.5	4.8	4.5

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### STUDENT SATISFACTION WITH BILATERAL-AGREEMENT EXCHANGE PROGRAMMES

Degree of satisfaction among students who took part in an exchange programme through a bilateral agreement. Scale of 1 to 5.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	4.7	4.3	4.7	4.8	4.9

### INTERNATIONAL STUDENT SATISFACTION

Degree of satisfaction among international students who spent time at ESCI-UPF. Scale of 0 to 10.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	8.9	8.7	8.7	8.9	8.9

**MANDATORY INTERNSHIPS**

**SUCCESS RATE FOR THE MANDATORY INTERNSHIP SUBJECT**

Percentage of students who successfully completed their mandatory internship. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	100.0%	100.0%	100.0%	-	-
Men	100.0%	100.0%	100.0%	-	-
Total	100.0%	100.0%	100.0%	99.1%	100.0%

**STUDENT SATISFACTION WITH THE MANDATORY INTERNSHIP SUBJECT**

Students' degree of satisfaction with their mandatory internship. Scale of 0 to 10. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	8.9	-	-	-	-
Men	8.8	-	-	-	-
Total	8.9	8.6	8.7	8.9	8.5

**TUTOR SATISFACTION WITH MANDATORY INTERNSHIPS**

Tutors' degree of satisfaction with students' mandatory internships. Scale of 0 to 10.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	9.0	8.8	8.8	9.0	8.8

**COMPANY SATISFACTION WITH MANDATORY INTERNSHIP AGREEMENTS**

Companies' degree of satisfaction with the agreements governing students' mandatory internships signed with ESCI-UPF Careers Service. Scale of 0 to 10.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	9.1	9.1	8.9	8.7	-

### BACHELOR'S DEGREE FINAL PROJECT

#### FINAL PROJECT SUCCESS RATE

Percentage of students who successfully completed their Bachelor's Degree Final Project. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	95.5%	93.1%	95.2%	-	-
Men	83.8%	88.6%	91.3%	-	-
Total	92.0%	91.6%	93.8%	85.3%	87.9%

#### SATISFACTION WITH FINAL PROJECT

Students' degree of satisfaction with their Bachelor's Degree Final Project. Scale of 0 to 10. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	-	7.5	7.6	-	-
Men	-	8.5	7.2	-	-
Total	6.9	7.6	7.5	6.4	6.7

**TEACHING AND RESEARCH STAFF**

**CLASSROOM HOURS TAUGHT BY PhD HOLDERS**

Number of classroom hours taught by PhD holders expressed as a percentage of the total number of classroom hours taught by all staff, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	82.1%	78.9%	72.9%	-	-
Men	59.3%	56.9%	57.5%	-	-
Total	67.8%	64.9%	63.3%	62.7%	58.4%

**CLASSROOM HOURS TAUGHT BY ACCREDITED PhD HOLDERS**

Number of classroom hours taught by accredited PhD holders expressed as a percentage of the total number of classroom hours taught by all staff, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	58.4%	54.0%	44.5%	-	-
Men	36.7%	35.6%	36.9%	-	-
Total	44.7%	42.3%	39.8%	38.1%	37.2%

**CLASSROOM HOURS TAUGHT BY STAFF WITHOUT A PhD**

Number of classroom hours taught by staff without a PhD as a percentage of the total number of classroom hours taught by all staff, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	17.9%	21.1%	27.1%	-	-
Men	40.7%	43.1%	42.5%	-	-
Total	32.2%	35.1%	36.7%	37.3%	41.6%

**CLASSROOM HOURS TAUGHT BY FULL-TIME LECTURERS**

Number of classroom hours taught by full-time lecturers as a percentage of the total number of classroom hours taught by all staff, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	58.0%	47.5%	48.9%	-	-
Men	46.2%	43.4%	43.1%	-	-
Total	50.6%	44.9%	45.3%	44.5%	40.4%

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### CLASSROOM HOURS TAUGHT BY PART-TIME LECTURERS

Number of classroom hours taught by part-time lecturers as a percentage of the total number of classroom hours taught by all staff, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	42.0%	52.5%	51.1%	-	-
Men	53.8%	56.6%	56.9%	-	-
Total	49.4%	55.1%	54.7%	55.5%	59.6%

### CLASSROOM HOURS TAUGHT IN ENGLISH

Number of classroom hours taught in English as a percentage of the total number of classroom hours taught, excluding, in this case, language subjects. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	49.3%	46.9%	49.0%	-	-
Men	47.0%	42.6%	37.3%	-	-
Total	47.8%	44.2%	41.7%	42.3%	43.6%

### RATIO OF FTE STUDENTS AND FTE TEACHING STAFF

Number of full-time equivalent students divided by the number of full-time equivalent teaching staff. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	11.2	12.5	11.2	-	-
Men	5.5	5.8	5.0	-	-
Total	16.7	18.3	16.2	16.4	16.1

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### ADMINISTRATIVE AND SERVICE STAFF

#### STUDENT SATISFACTION WITH ASSISTANCE FROM ADMINISTRATIVE AND SERVICE STAFF

Students' global and annual degree of satisfaction with assistance from administrative and service staff. Scale of 0 to 5. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	4.2	-	-	-	-
Men	4.0	-	-	-	-
Total	4.1	3.6	3.5	3.7	3.8

#### RATIO OF STUDENTS TO FTE ADMINISTRATIVE AND SERVICE STAFF

Number of students enrolled on the degree divided by the number of full-time equivalent administrative and service staff.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	27.0	27.0	29.3	-	-
Men	13.0	12.3	13.9	-	-
Total	40.0	39.3	43.2	40.4	38.4

### ACADEMIC RESULTS

#### ACADEMIC PERFORMANCE

Number of passed credits as a percentage of the total number of enrolled credits for students in a given academic year. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	91.0%	95.4%	96.4%	-	-
Men	88.1%	90.9%	91.3%	-	-
Total	89.9%	94.0%	94.9%	94.2%	94.2%

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### ACADEMIC PERFORMANCE OF ALL STUDENTS BY ADMISSION MARK

Number of passed credits as a percentage of the total number of enrolled credits for all students in a given academic year broken down by admission mark. Total and by sex.

		2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
13.000-13.999	Women	100.0%	100.0%	100.0%	-	-
	Men	100.0%	100.0%	-	-	-
	Total	100.0%	100.0%	100.0%	100.0%	100.0%
12.000-12.999	Women	98.8%	99.6%	99.7%	-	-
	Men	100.0%	100.0%	100.0%	-	-
	Total	99.0%	99.6%	99.7%	100.0%	99.0%
11.000-11.999	Women	92.7%	95.9%	97.2%	-	-
	Men	94.6%	99.5%	98.7%	-	-
	Total	93.0%	96.4%	97.4%	99.6%	97.6%
10.000-10.999	Women	92.1%	96.1%	97.1%	-	-
	Men	92.9%	92.0%	95.7%	-	-
	Total	92.4%	94.7%	96.6%	96.8%	94.0%
9.000-9.999	Women	82.8%	93.1%	96.5%	-	-
	Men	81.7%	85.7%	85.3%	-	-
	Total	82.4%	90.4%	92.4%	92.1%	92.5%
8.000-8.999	Women	88.6%	91.7%	74.6%	-	-
	Men	53.3%	97.2%	95.7%	-	-
	Total	69.2%	93.4%	78.1%	94.0%	90.1%
7.000-7.999	Women	75.6%	100.0%	69.2%	-	-
	Men	55.6%	40.0%	88.9%	-	-
	Total	69.8%	85.0%	74.3%	80.0%	76.7%
6.000-6.9999	Women	-	-	-	-	-
	Men	-	-	-	-	-
	Total	-	-	-	100.0%	97.1%
5.000-5.999	Women	-	-	-	-	-
	Men	-	100.0%	100.0%	-	-
	Total	-	100.0%	100.0%	77.78%	93.3%
Direct access with recognised credits	Women	100.0%	100.0%	96.6%	-	-
	Men	83.5%	92.1%	72.3%	-	-
	Total	89.7%	94.7%	79.6%	84.6%	100.0%



## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### ACADEMIC PERFORMANCE OF NEW STUDENTS BY ADMISSION MARK

Number of passed credits as a percentage of the total number of enrolled credits for new students in a given academic year broken down by admission mark. Total and by sex.

		2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
13.000-13.999	Women	100.0%	100.0%	-	-	-
	Men	-	100.0%	-	-	-
	Total	100.0%	100.0%	-	-	100.0%
12.000-12.999	Women	97.8%	98.3	100.0%	-	-
	Men	100.0%	100.0%	100.0%	-	-
	Total	98.3%	98.6%	100.0%	100.0%	98.3%
11.000-11.999	Women	89.7%	90.2%	90.3%	-	-
	Men	88.3%	100.0%	98.9%	-	-
	Total	89.5%	91.1%	92.9%	100.0%	92.9%
10.000-10.999	Women	78.2%	91.7%	95.4%	-	-
	Men	85.5%	80.2%	90.2%	-	-
	Total	81.6%	86.4%	94.5%	93.9%	85.0%
9.000-9.999	Women	63.4%	81.3%	90.9%	-	-
	Men	79.6%	72.0%	73.3%	-	-
	Total	68.5%	77.9%	82.6%	83.1%	83.6%
8.000-8.999	Women	100.0%	80.0%	52.5%	-	-
	Men	52.8%	-	-	-	-
	Total	59.5%	80.0%	52.5%	-	87.3%
7.000-7.999	Women	66.7%	-	69.2%	-	-
	Men	46.7%	-	-	-	-
	Total	60.0%	-	69.2%	-	46.5%
6.000-6.9999	Women	-	-	-	-	-
	Men	-	-	-	-	-
	Total	-	-	-	-	100.0%
5.000-5.999	Women	-	-	-	-	-
	Men	-	-	-	-	-
	Total	-	-	-	-	100.0%
Direct access with recognised credits	Women	-	100.0%	100.0%	-	-
	Men	97.3%	76.0%	86.9%	-	-
	Total	97.3%	86.7%	90.7%	100.0%	100.0%

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### EFFICIENCY RATE IN T

Average results obtained by taking the number of enrolled credits for each student in a given cohort who graduated within the estimated length of the degree divided by the number of credits set out in the degree programme. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	98.2%	98.5%	98.5%	-	-
Men	98.6%	98.6%	98.6%	-	-
Total	97.2%	98.1%	98.3%	97.9%	99.2%

### EFFICIENCY RATE IN T, T+1

Average results obtained by taking the number of enrolled credits for each student in a given cohort who graduated either within the estimated length of the degree (T) or within the estimated length of the degree plus one year (T+1) divided by the number of credits set out in the degree programme. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	97.5%	97.7%	98.0%	-	-
Men	96.2%	97.0%	96.2%	-	-
Total	97.1%	97.5%	97.4%	97.5%	97.5%

### GRADUATION RATE IN T

Percentage of students in a given cohort who graduated within the estimated length of the degree. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	70.2%	70.9%	74.4%	-	-
Men	59.5%	61.8%	73.7%	-	-
Total	66.7%	68.3%	74.2%	67.2%	66.4%

### GRADUATION RATE IN T, T+1

Percentage of students in a given cohort who graduated either within the estimated length of the degree (T) or within the estimated length of the degree plus one year (T+1). Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	70.2%	84.9%	82.6%	-	-
Men	59.5%	76.5%	86.8%	-	-
Total	66.7%	82.5%	83.9%	86.1%	88.5%

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### AVERAGE LENGTH OF DEGREE

Average number of years that enrolled students took to graduate for a given academic year. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	4.2	4.2	4.2	-	-
Men	4.1	4.4	4.5	-	-
Total	4.2	4.3	4.3	4.3	4.3

### DROPOUT RATE PER COHORT

Percentage of students in a given cohort who dropped out of the degree, did not graduate and did not re-enrol within the following two years. Total and by sex.

	2018-2019 cohort	2017-2018 cohort	2016-2017 cohort	2015-2016 cohort	2014-2015 cohort
Women	7.1%	11.6%	12.8%	-	-
Men	19.1%	14.3%	7.9%	-	-
Total	11.1%	12.4%	11.3%	9.0%	7.3%

### DROPOUT RATE FOR THE FIRST YEAR

Percentage of students who dropped out of the degree during the first year. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	12.7%	9.8%	5.6%	-	-
Men	15.6%	14.0%	2.7%	-	-
Total	13.7%	11.2%	4.7%	9.5%	12.4%

**STUDENT SATISFACTION**

**STUDENT SATISFACTION WITH SUBJECTS**

Regular and international students' global and annual degree of satisfaction with subjects on the degree programme. Scale of 0 to 10. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women (regular students)	7.9	8.0	7.9	-	-
Men (regular students)	7.9	7.5	7.9	-	-
Total (regular students)	7.9	7.8	7.9	-	-
Total (all students)	8.0	7.9	7.9	8.1	7.8

**STUDENT SATISFACTION WITH TEACHING STAFF**

Regular and international students' global and annual degree of satisfaction with the teaching staff on the degree programme. Scale of 0 to 10. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women (regular students)	8.3	8.3	8.3	-	-
Men (regular students)	8.4	8.0	8.2	-	-
Total (regular students)	8.3	8.2	8.2	-	-
Total (all students)	8.4	8.2	8.2	8.5	8.1

**STUDENT SATISFACTION WITH QUALITY OF DEGREE PROGRAMME**

Students' global and annual degree of satisfaction with the quality of the degree programme. Scale of 0 to 5. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	3.9	-	-	-	-
Men	3.9	-	-	-	-
Total	3.9	3.7	3.5	3.5	3.5

## Key Data and Indicators | Bachelor's Degree in International Business and Marketing

### HYPOTHETICAL REPEAT RATE

Number of graduates who would choose the same degree again as a percentage of the total number of students who graduated, when asked six months after graduating.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	-	75.0%	80.6%	79.0%	86.0%

**QUALITY OF FACILITIES**

**STUDENT SATISFACTION WITH QUALITY OF FACILITIES**

Students' degree of satisfaction with the quality of facilities. Scale of 0 to 5. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	4.3	-	-	-	-
Men	4.3	-	-	-	-
Total	4.3	4.2	-	-	-

**TEACHING AND RESEARCH STAFF SATISFACTION WITH QUALITY OF FACILITIES**

Teaching and research staff's degree of satisfaction with the quality of facilities. Scale of 0 to 10. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	8.6	8.8	-	-	-
Men	8.9	8.5	-	-	-
Total	8.7	8.6	-	-	-

**ADMINISTRATIVE AND RESEARCH STAFF SATISFACTION WITH QUALITY OF FACILITIES**

Administrative and service staff's degree of satisfaction with the quality of facilities. Scale of 0 to 5. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	3.8	-	-	-	-
Men	3.4	-	-	-	-
Total	3.7	4.3	-	-	-

**QUALITY OF PROMOTIONAL MATERIAL**

**STUDENT SATISFACTION WITH PROMOTIONAL MATERIAL**

Degree to which students rated promotional material on the degree programme as engaging and up-to-date. Scale of 0 to 5. Total and by sex.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Women	4.3	-	-	-	-
Men	3.9	-	-	-	-
Total	4.2	4.0	3.5	-	-

### EMPLOYABILITY

#### SIX-MONTH EMPLOYMENT RATE

Percentage of graduates in employment six months after graduating.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	-	88.6%	89.0%	92.0%	93.0%

#### SIX-YEAR EMPLOYMENT RATE

Percentage of graduates in employment six years after graduating.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	93.3%	94.0%	95.7%	98.0%	-

#### RELEVANCE OF DEGREE TO CURRENT JOB

Percentage of graduates whose specific degree was crucial to obtaining their current job six months after graduating.

	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018
Total	54.0%	41.5%	61.0%	47.0%	49.0%

#### EMPLOYABILITY RATE (AQU)

Percentage of graduates in employment. Findings of a survey carried out by the Catalan University Quality Assurance Agency (AQU) every three years.

	2019-2020	2016-2017	2013-2014
Total	87.8%	92.0%	96.6%

#### JOB QUALITY INDEX (AQU)

The job quality index (index de qualitat ocupacional, IQO) measures four indicators (contract, pay, job satisfaction and job fit) to express job quality as a percentage of how it measures up to an ideal job. Findings of a survey carried out by the Catalan University Quality Assurance Agency (AQU) every three years.

	2019-2020	2016-2017	2013-2014
Total	78.3%	70.8%	71.4%