

ESCI ACADEMIC COURSE OFFERING – YEAR 2009-10. FIRST TRIMESTER

Subject	Degree	Year	Credit	ECTS	Description	Times & Classroom	Advised previous requirements
European Integration and Economic and International Law	GSCI	2	4,5	3,6	<i>European economic development throughout the 20th century. European construction process. International economic law.</i>	Group 1: Monday, 17:15-18:30 Tuesday, 17:15-18:30 Wednesday, 17:15-18:30. Classroom: Port de Barcelona / 1 Group 2: Monday, 15:45-17 Wednesday, 15:45-17 Thursday, 15:45-17. Classroom: Chupa Chups / 1	Economic history.
European Integration I	GSCI	3	4,5	3,6	<i>Convergence process. The European Union. Economic policies.</i>	Monday, 8:30-9:45 Wednesday, 8:30-9:45 Friday, 8:30-9:45 Classroom: Pimec / 2	Economic history.
Financial Accounting I	GSCI	3	6,0	4,8	<i>Accounting. Financial situation analysis. The Anglo-Saxon and Spanish models. Accounting principles.</i>	Monday, 10:00-11:30 Wednesday, 10:00-11:30 Friday, 10:00-11:30 Classroom: Pimec / 2	Introductory financial accounting.
International Trade II	GSCI	3	4,5	3,6	<i>Compensating operations. The financing of commercial international operations.</i>	Monday, 12:00-13:15 Tuesday, 8:30-9:45 Thursday, 8:30-9:45 Classroom: Pimec / 2	Introductory international trade.
Marketing Management I	GSCI	3	4,5	3,6	<i>Strategic marketing decisions. The market. Marketing strategies: Marketing mix.</i>	Group 1: Tuesday, 10:00-11:15 Wednesday, 12:00-13:15 Thursday, 10:00-11:15. Classroom: Pimec / 2 Group 2: Tuesday, 12-13:15 Thursday 12-13:15 Friday, 12-13:15. Classroom: Damn / 1	None.
Strategic Management I	GSCI	3	4,5	3,6	<i>Strategy definition. Decisions that define a company's strategy: technology, products, markets...</i>	Group 1: Tuesday, 12:00-13:15 Thursday, 12:00-13:15 Friday, 12:00-13:15. Classroom: Pimec / 2 Group 2: Tuesday, 10-11:15 Wednesday, 12-13:15, Thursday, 10-11:15 Classroom: Damn / 1	Business economics.
Electronic Commerce	ITM	2	4,5	3,6	<i>The Internet and intal. trade. Design and creation of web pages. The HTTP protocol. Sales through the network. Security.</i>	Tuesday, 18:45-20:00 Thursday, 18:45-20:00 Classroom: Port de Barcelona / 1	None.
Pricing Policy	ITM	2	4,5	3,6	<i>Price setting and microeconomic structures.</i>	Monday, 18:45-20:00 Tuesday, 15:30-16:45 Wednesday, 18:45-20:00 Classroom: Port de Barcelona / 1	Intermediate microeconomics.
Strategic and Operational Marketing	-	-	4,5	3,6	<i>Decision techniques and effects on the market. Advertising elements. Analysis of promotional effectiveness.</i>	Monday, 17:15-18:30 Tuesday, 17:15-18:30 Wednesday, 17:15-18:30 Classroom: 3.6 / 3	Subject equivalent to Marketing Management II
International Strategic Management	-	-	4,5	3,6	<i>Globalization. International strategies. Diversification.</i>	Monday, 18:45-20:00 Wednesday, 18:45-20:00 Thursday, 17:15-18:30 Classroom: 3.6 / 3	Business Economics. Strategic Management.
International Trade CANCELLED	-	-	4,5	3,6	<i>Compensating operations. The financing of commercial international operations.</i>	-	Introductory international trade.