

**SYLLABUS**

**2023-24**

<p style="text-align: center;">Centre responsible</p> <p>Qualification obtained on completion of the course</p> <p style="text-align: center;">Duration</p> <p style="text-align: center;">Structure of subjects</p>  <p style="text-align: center;">Teaching load</p>  <p style="text-align: center;">Languages</p>	<p style="text-align: center;"><b>School of Economic and Business</b></p> <p style="text-align: center;"><b>Graduate in International Business Economics</b></p> <p style="text-align: center;"><b>Four academic years</b></p> <p style="text-align: center;"><b>Most subjects are termly, but some are taught over two terms</b></p> <p><b>240 ECTS credits</b></p> <p>Basic training subjects:           <b>60 ECTS credits</b></p> <p>Compulsory subjects:           <b>120 ECTS credits</b></p> <p>Optional subjects:               <b>54 ECTS credits</b></p> <p>Final Year Project:               <b>6 ECTS credits</b></p> <p><b>All subjects are taught in English. Students must have a level of English equivalent to the B.2 Common European Framework of Reference, although students will not be expected to take a specific linguistic competence test in English to gain admittance to the bachelor's degree course.</b></p>
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**Credits for optional subjects – Tracks**

No tracks are defined in the degree, as one of the main objectives of the syllabus is to enable the highest level of flexibility by means of a significant number of credits in optional subjects. This will enable students to increase and broaden their knowledge in the areas in which they want to specialize.

Unless basic and obligatory credits are recognized, credits obtained for academic mobility are counted as optional. The minimum number of ECTS credits (whether basic training, compulsory or optional) than can be obtained for academic mobility is 20.

External internships are not compulsory. They must be carried out abroad, and account for up to 14 credits, which are counted as optional credits.

**Timetables**

In general, students will receive two hours of theory and one seminar hour per subject every week. The rest of the educational process takes place through the student's personal work (each ECTS credit is equivalent to 25 hours of training). Each term consists of ten teaching weeks. The course is full time.

**Competences acquired by the graduates**

- ▣ Use economic models of international trade to analyze the impact of trade policies on the main macroeconomic variables.
- ▣ Know the mechanisms for the internationalization of a company and the various routes of entry into foreign markets.
- ▣ Evaluate the limitations and opportunities of various foreign markets, in order to make internationalization decisions for a company.
- ▣ Implement strategies to adapt the various marketing and promotion tools for products and services in foreign markets.
- ▣ Understand the limitations and opportunities of transactions in international financial markets.
- ▣ Be aware of the main differences between the various accounting systems and their adaptation by means of international accounting standards.
- ▣ Take fiscal decisions regarding locating sources of income and residence in an international business context, assessing the impact on the company's management and results.
- ▣ Be able to apply the knowledge acquired and adapt it to new situations flexibly and creatively.
- ▣ Understand microeconomic strategies and their implications in management.
- ▣ Create and maintain a network of professional contacts that enables them to take advantage of synergies and opportunities.

**SCHOOL OF ECONOMIC AND BUSINESS**

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**COMPULSORY SUBJECTS**

FIRST YEAR	T.	C.	SECOND YEAR	T.	C.	THIRD AND FOURTH YEARS	T.	C.
<b>Basic training subjects</b>			<b>Basic training subjects</b>			<b>Compulsory subjects</b>		
22095 Introduction to Microeconomics	1	6	21120 Probability and Statistics	1-2	10	21213 International Economics I	1	5
21117 Business Economics	1-2	9	21121 International Economic and Business History	1-2	9	21136 Cost Accounting I	1	5
21116 Data Analysis	1	6	22103 Introduction to Game Theory	2	6	21137 Marketing	1	5
22098 Introduction to Macroeconomics	2	6				21138 Finance	1	5
21119 Introduction to Business Law	2-3	8				21139 International Marketing	2	5
<b>Compulsory subjects</b>			<b>Compulsory subjects</b>			21140 Operations Management	2	5
21123 Mathematics I	1	5	21128 Financial Statements Analysis	1	5	21141 International Finance	2	5
21124 Mathematics II	2	5	22105 Macroeconomics I	1	5	21142 Strategic Management I	2	5
21125 Microeconomics I	3	5	21130 Economic Institutions and Markets	2	5	21143 International Financial Accounting	3	5
						21144 International Strategic Management	3	5
21126 Introduction to Financial Accounting	3	5	21129 Microeconomics II	3	5	21157 International Taxation	3	5
21127 Mathematics III	3	5	21152 International Business	3	5	21135 Human Resources I	3	5
			21133 Financial Economics	3	5	<b>FOURTH YEAR</b>		
			21134 Econometrics I	3	5	21279 Final Year Project	0	6

T.: term C.:credits

**OPTIONAL SUBJECTS (third and fourth years)**

Training profile in Business Organization	C.	Training profile in Macroeconomics	C.	Training profile in Quantitative Techniques	C.	Training profile in Microeconomics	C.
21254 Business Games	5	22728 Applied Macroeconomics	5	21171 Applied Econometrics	5	21212 Applied Economy	5
		21209 International Economics II	5	26181 Applied Machine Learning and Optimisation	5	21229 Environmental Economics	5
21149 Current Issues in Business Policy	5	21204 International Macroeconomics I	5	22962 Computational Marketing	5	21232 Experimental Economics	5
21148 Entrepreneurship	5	21249 International Macroeconomics II	5	21179 Computing	5	23170 Game Theory and the Design of Institutions	5
21153 Foreign Trade I	5	<b>Training profile in History</b>	<b>C.</b>	23638 Dynamic Pricing and Revenue Management	5	21228 Industrial Organization	5
21154 Foreign Trade II	5	22726 Economic History of Asia	5	21169 Econometrics II	5	21227 Information Economics	5
22834 Innovation and Technology Management	5	22724 Economic History of Latin America	5	21170 Econometrics III	5	21224 Innovation and Technological Change	5
21147 International Business Policy	5	21244 European Economy	5	21176 Forecasting Techniques	5	21225 Law and Economics	5
21155 Management of the Family Firm	5	21240 Financial Institutions History	5	23639 Introduction to Mathematical Economics	5	21226 Negotiation	5
21156 Management of the Sport and Leisure Firms	5	21242 History of Business Thought	5	23169 Linear Algebra and Dynamic Systems	5	21237 Political Economics and Political Institutions Economics	5
21150 Organizational Behavior	5	23167 History of Economic Thought	5	26463 Modern Statistical Computing	5	21233 Regulation and Competition Policies	5
22835 Project Management	5	21246 International Business History	5	26180 Multivariate Data Analysis	5	21235 Topics in Applied Economics	5
21836 Psychology and Business	5	21245 International Economic History	5	22997 Networks, Crowds and Markets	5	<b>Training profile in Private International Law</b>	<b>C.</b>
22833 Social Entrepreneurship	5	21239 Present and Future of European Integration	5	23168 Real Analysis	5	21267 Conflict of Laws	4
21151 Social Corporate Responsibility and Business Ethics	5	22725 Topics in Economic History	5	<b>Training profile in Marketing</b>	<b>C.</b>	21268 International Civil Procedure	5
<b>Training profile in Financial Economics</b>	<b>C.</b>	<b>Training profile in Economics and Public Management</b>	<b>C.</b>	21193 Consumer Behavior	5	21252 International Trade Law	5
21184 Banking and Financial Institutions	5	21161 Analysis of Public Policies	5	22839 Direct Digital Marketing	5	<b>Training profile in Public International Law</b>	<b>C.</b>
21183 Business Valuation	5	21255 Business Taxation	5	22727 E-business	5	21158 European Union Law	6
21185 Corporate Finance III	5	25886 Entrepreneurship and Innovation in the Third Social Sector	5	21190 Marketing Research I	5	21253 International Economic Law	4
21189 Current Issues in Corporate Finance	5	21164 Management of Health Institutions	5	21191 Marketing Research II	5	21172 International Public Law	6
21186 International Finance Economics	5	21168 Management of Service Firms	5	22838 Marketing services	5	<b>Training profile in Law</b>	<b>C.</b>
21181 International Finance Operations	5	21163 Management of Public Firms	5	21194 New Topics in Marketing Management	5	21260 Collective Labor Law	4
21188 Investment	5	21167 Public Management	5	21195 Price Policy	5	21256 Corporate Law	6
25360 Financial Derivatives and Risk Management	5	21166 Public Sector Finance	5	21192 Product Management	5	21263 Legal English	5
21187 Mathematics for Finance	5	23173 Principles of Public Economics	5	<b>Training profile in Accounting</b>	<b>C.</b>	<b>Training profile in Engineering</b>	<b>C.</b>
21180 Statistics for Finance	5	21162 Spanish Fiscal System	5	21197 Auditing	5	23157 Databases	4
<b>Training profile in Operations Research</b>	<b>C.</b>	26464 The Spanish Public Sector	5	21199 Consolidation of Financial Statements	5	23160 Differential Equations	4
21218 Business Logistics	5	<b>Training profile in International Relationships</b>	<b>C.</b>	21196 Cost Accounting II	5	23159 Digital Logic and Computers	6
21216 Information Systems	5	21175 Contemporary International Relations	6	21202 Current Issues in Financial Accounting	5	23156 Programming Fundamentals	8
21219 Operations Research	5	21174 Introduction to International Relations	4	21203 Current Issues in Management Accounting	5	23161 Projects Based on Open Source Software	4
21220 Programming I	5	<b>Training profile in Humanities</b>	<b>C.</b>	21198 Corporate Accounting	5	23158 Structure of Data and Algorithms	4
21221 Programming II	5	23164 Mediterranean World	5	21201 Management Control	5	<b>Synthesis</b>	<b>C.</b>
21217 Quality Management	5	23166 Modern and Contemporary History of Latin America	5	21200 Public Accounting	5	22964 Práctiques I_Internship I	5
22840 Supply Chain Management	5	23162 Modern and Contemporary History of Islamic Countries	5	<b>Training profile in Human Resources</b>	<b>C.</b>	22965 Práctiques II_Internship II	5
<b>Training profile in Communication</b>	<b>C.</b>	23165 Philosophy of Science	5	22837 Current Issues in Human Resources	5	22966 Práctiques III_Internship III	4
23633 Direct and Promotional Marketing	4	23163 War and Violence	5	25368 Gender Economics	5	21132 Seminar Paper	5
23635 Organisation Protocols	4			21222 Human Resources II	5		
23636 Pressure Groups and Stakeholders	4			21223 Labor Economics	5		
23632 Strategic and Operational Marketing	6						
23634 Strategy and Brand Management	4						

(\*) The range of optional subjects is defined on an annual basis