

1st TRIMESTER / 1r TRIMESTRE

UPF Code	ESCI-UPF Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
52100	40310	Auditoria	GNMI	Optativa	4	Técnicas de análisis de los estados financieros y económicos de la empresa. Diagnóstico económica y financiera. Contabilidad creativa.	Analizar información económica y financiera. Diagnosticar la situación económica y financiera de la empresa.	Grupo 1 Lunes: 15.45 - 17.15 Seminarios: Miércoles 101: 15.45 - 17.15	Contabilidad financiera. Contabilidad de costes.	Español
52101	40115	Compras internacionales	GNMI	Optativa	4	Gestión de la calidad, del precio y la cantidad y del servicio. Métodos de evaluación y de selección de proveedores. Suministro global.	Entender y gestionar la función de compras en una empresa. Evaluar la opción de compra frente a la opción de producción.	Grupo 1 Martes 15.45-17.15 Seminarios Jueves 101: 15.45-17.15 102: 17.45-19.15	Organización de empresas	Español
52102	40102	Cultura y Negocios en Asia	GNMI	Optativa	4	Aproximación social, geopolítica y cultural a Asia. Elementos específicos de la organización económica y empresarial.	Diseñar estrategias de negocio adaptadas a los elementos específicos del entorno político, económico, social, tecnológico e histórico de Asia.	Grupo 1 Martes 19.30-21.00 Seminario Jueves: 101: 19.30-21.00	Business organization	Español
52103	40101	Culture & Business in Europe	GNMI	Elective	4	Understanding European society, geopolitics and culture. Specific elements of economic and business organization.	Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in Europe.	Grupo 1 Tuesday 8.30-10.00 Seminars Thursday: 101: 8.30-10.00 102: 10.15-11.45	Business organization Not compatible with Doing business in Europe (80227)	English
52104	40309	Economía y Globalización	GNMI	Optativa	4	Desarrollo y crecimiento económico. Comercio internacional: competencia y cooperación entre países. Geografía económica. Competitividad.	Analizar e interpretar estadísticas e informes económicos.	Grupo 1 Martes 12.15-13.45 Seminario Jueves 101: 12.15-13.45	Macroeconomía Economía internacional.	Español
52105	40107	Industrial and services marketing	GNMI	Elective	4	Industrial and services companies. Fundamental characteristics. Industrial markets. Design of service operations. The meeting between the client and the service provider. Quality management in services and industry.	Manage marketing strategies in a B2B environment (industrial marketing) and in a services environment. Assess and monitor the effects of marketing strategies defined for a B2B environment (industrial marketing) and in a services environment.	Grupo 1 Monday 15.45-17.15 Seminars Wednesday: 101: 15.45-17.15	Business organization. Marketing	English
52106	40208	Innovación y emprendimiento	GNMI	Optativa	4	Habilidades creativas. Definición, potenciación y gestión de la innovación. Diferentes tipologías de innovación. Estructura organizativa: roles individuales y cultura corporativa. El proceso emprendedor asociado tanto al desarrollo de un proyecto en una empresa como a la implementación de una nueva iniciativa.	Buscar, reconocer y explotar las oportunidades de negocio en diversos entornos organizativos y valorar el potencial innovador de las mismas.	Grupo 1 Martes 17.45-19.15 Seminarios Jueves: 101: 17.45-19.15	Organización de empresas	Español
52107	40313	International business finance	GNMI	Elective	4	Monetary markets. Stock exchanges and commodities markets. Cash and deposit operations. Options and contracting of financial futures. Inter-banking products. Business risk.	Understand and apply systems and models for carrying out financial operations that help consolidate customer relations by facilitating invoice and payment methods and means of finance in commercial negotiations with customers.	Grupo 1 Monday 17.45-19.15 Seminar Wednesday: 101: 17.45-19.15	Corporate finance. Not compatible with International Finance (80125)	English
52108	40112	International Product Management	GNMI	Elective	4	This course takes a holistic approach to product management and sets out how to make a product consumers' preferred choice across markets. It comprises four modules: Product Innovation and Innovation Ecosystems, New Product Development, Product Branding and Positioning, and Product Life Cycle Management	Define product strategies and positioning at international level in accordance with the company's general strategy.	Grupo 1 Tuesday 12.15-13.45 Seminars Thursday: 101: 12.15-13.45 102: 10.15-11.45	Marketing. Market Research. Strategy. Not compatible with International product management (80241)	English
52109	40331	International Talent Management	GNMI	Elective	4	The tasks in a company's personnel area. Selection, training, payment and promotion of personnel. Cessation of employment and turnover. Performance assessment.	Learn about the functions of the personnel department in a company. Understand the stages of selecting, training, remunerating and promoting personnel, when personnel leave the company and staff rotation. Assess performance.	Grupo 1 Tuesday 10.15-11.45 Seminars Thursday: 101: 10.15-11.45	Business organization Not compatible with Global people management and leadership (80146/80246)	English
52110	40314	Law and global markets	GNMI	Elective	4	Law in markets from the business and consumer perspective. Competition law. Relevant variables in B2B and B2C transactions and interactions in a digital environment.	Understand the legal framework of the digital market.	Grupo 1 Monday 19.30-21.00 Seminars Wednesday: 101: 19.30-21.00	Corporate law	English

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52114	40121	Lengua francesa en los negocios I	GNMI	Optativa	4	Introducción al conocimiento del francés en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	Grupo 1 Lunes 10.15-11.45 Seminario Miércoles 101: 10.15-11.45	A minimum of A2 in Spanish is required. A minimum of A2 in French is required.	Francés/Español
52115	40325	Search Engine Marketing (SEM)	GNMI	Elective	4	Promote businesses and their products or services through paid advertising via search engines. Create highly relevant potential customers for any online business. Contextual orientation to help address targets in accordance with their needs, location, demographics, time, etc. CPC (cost per click) advertising model.	Create and manage an online advertising campaign using Google AdWords and Google AdSense.	Group 1 Monday 08.30-10.00 Seminars Wednesday 101: 08.30-10.00	International Digital Marketing	English
52116	40210	Market Research Analytics	GNMI	Elective	4	Application of statistical techniques to the market. Multivariate dependence methods. ANOVA, multiple progression, conjoint analysis, discrete choice models.	Properly apply multivariate methods for dependent variables, analyse the results and present a suitable report of findings.	Group 1 Monday 12.15-13.45 Seminar Wednesday: 101: 12.15-13.45	Business marketing, Market research, Statistics	English
52117	40111	Negociación Internacional	GNMI	Optativa	4	Negociación y comunicación comercial. Factores culturales y su influencia en la negociación. Criterios de referencia para estructurar negociaciones multiculturales. Estilos de negociación. Estructura y etapas del proceso de negociación. La preparación de la negociación internacional. Desarrollo de las diferentes fases de la negociación.	Aplicar criterios cuantitativos y aspectos cualitativos en la toma de decisiones. Introducir los elementos básicos de la comercialización y planificar estrategias comerciales.	Grupo 1 Lunes 08.30-10.00 Seminarios Miércoles 101: 08.30-10.00 102: 10.15-11.45	Organización de empresas	Español
52118	40114	Pricing Policies	GNMI	Elective	4	The role of price in marketing strategies. Calculation of a pricing policy that maximises profit. Knowledge of the various concepts used in setting prices. Development of an appropriate pricing strategy for the company.	Analyse how a distribution channel can affect a profit margin. Apply and distinguish between different innovative pricing policy strategies.	Group 1 Tuesday 17.45-19.15 Seminars Thursday: 101: 17.45-19.15	Microeconomics	English
52119	40330	Programming and big data	GNMI	Elective	4	Large data sets in international business and marketing. Introduction to Linux, Python, R and MySQL.	Provide basic skills in programming in order to be able to handle large databases in commerce, logistics, mass consumption, etc. Designing and creating a data base and interpreting and presenting results and making recommendations.	Group 1 Tuesday 19.30-21.00 Seminars Thursday: 101: 19.30-21.00	Statistics	English
52120	40320	Public Relations and Content Marketing	GNMI	Elective	4	Communication and public relations with consumers. Managing consumer recruitment, retention and reactivation.	Assess and apply methods for managing the company's relationship with individual and segmented consumers (CRM). Integrate and link CRM activity with other activities in the sales department.	Group 1 Monday 19.30-21.00 Seminars Wednesday: 101: 19.30-21.00 102: 17.45-19.15	Marketing	English
52121	40104	Publicidad y Comunicación	GNMI	Optativa	4	Desarrollo de una campaña de publicidad: marca, planificación de medios, campañas de publicidad internacional, estructura de la publicidad, legislación publicitaria.	Preparar y desarrollar una campaña publicitaria, utilizando los medios más adecuados para las circunstancias de la empresa. Analizar los efectos de la campaña publicitaria.	Grupo 1 Martes 08.30-10.00 Seminarios Jueves 101: 08.30-10.00	Marketing. Nivel B2 de lengua española	Español
52123	40324	Search Engine Optimisation (SEO)	GNMI	Elective	4	Search Engine Optimisation (SEO): the process of increasing the quality and quantity of organic traffic towards a website by increasing its visibility. SEO and digital marketing campaigns. Capturing online users by means of keywords to meet business objectives, create potential customers, manage online reputation, etc.	Plan and develop an effective SEO strategy. Implement website optimisation processes.	Group 1 Tuesday 10.15-11.45 Seminars Thursday 101: 10.15-11.45 102: 08.30-10.00	International Digital Marketing	English
52124	40329	Social Media and inbound marketing	GNMI	Elective	4	Inbound marketing is a business methodology that attracts customers by creating valuable content and tailor-made experiences. Social media as an inbound marketing channel. Use of different social networks to reach consumers effectively. Tools and knowledge to build a full marketing strategy on social media, from consumer perception to final justification metrics. Understanding the basic concepts of social media platforms and strategy creation and using the unique characteristics of platforms such as Twitter, Facebook and Instagram to benefit business	Understand the use of social media in customer capture and customer loyalty processes. Create and develop an effective inbound marketing strategy.	Group 1 Monday 17.45-19.15 Seminars Wednesday: 101: 17.45-19.15 102: 15.45-17.15	International Digital Marketing	English
52125	40318	The EU Trade policy in a time of changes	GNMI	Elective	4	Patterns of continuity and change in global economic flows and international economy and the role of the EU as another actor in this landscape. Emergence of new non-state actors.	Understand the importance and the role of the EU's Common Trade Policy as a policy instrument to establish itself as an actor on the international state and be recognised as such.	Group 1 Monday 12.15-13.45 Seminar Wednesday: 101: 12.15-13.45	European integration	English
52126	80145	Artificial Intelligence and Machine Learning in Business Management	IBP	Elective	6	Development of artificial intelligence and machine learning applications to provide tools of strategic importance in the progress of innovation, efficiency and sustainability of business organizations. Fundamentals of artificial intelligence and machine learning, their applications in the business field and the main challenges associated with their practical implementation.	Implement artificial intelligence and machine learning developments for their practical application in the business field. Learn and practice most important machine learning and optimization analytics.	Group 1 Tuesday 17.00-19.15 Thursday 17.00-19.15	Business organization, Business marketing	English

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52127	80137	Consumer behavior	IBP	Elective	6	Perception, memory, motivation and personality and their marketing applications in the contexts of product awareness, product recall, and product attitude formation. Decision-making models and influence techniques and marketing applications in the contexts of product choice and brand loyalty.	Capacity to answer important marketing questions such as how to boost product awareness or how to increase purchase intentions.	Group 1 Monday 14.30-16.45 Wednesday 14.30-16.45	Introduction to Marketing.	English
52128	80128	Corporate Finance	IBP	Elective	6	Introduction of the basic concepts of Financial Accounting and elements of Cost Accounting. Analysis and interpretation of the financial statements. Evaluation of corporate investment opportunities using both static and dynamic methods.	Mastering of the vocabulary of financial statements and accounting reports. Capacity to use it to communicate with internal and external interlocutors. Provide the tools to read and understand an Annual report of any company. Ability to measure corporate investments and to consider the different finance resources.	Group 1 Tuesday 14.30-16.45 Thursday 14.30-16.45	Accounting	English
52129	80136	Cross Cultural Management and Intercultural Communication	IBP	Elective	6	Concepts and tools of intercultural communication and cross cultural management that make sense of a globalizing world: Multiculturalism and inter-culturalism, diversity and super-diversity in the business environment. Culture convergence and cross-cultural connections.	To understand the concepts of culture and ethnocentrism in the business arena. To develop cultural intelligence. To recognise and identify the challenges and opportunities that offer cross cultural management in human resources and organizational culture, marketing, sales, negotiation.	Group 1 Monday 12.00-14.15 Wednesday 12.00-14.15	Business organization	English
52130	80127	Doing Business in Europe	IBP	Elective	6	Historical background of the EU. Institutional structure. Internal and external policies. The European business environment: managerial and consumer behavioural differences.	To understand and identify the economic, political, social and cultural dimensions of the EU that may represent opportunities and threats for the development of business in the area.	Group 1 Monday 17.00-19.15 Wednesday 17.00-19.15	Business organization	English
52131	80133	Financial risk management	IBP	Elective	6	Financial risks: currency risk exposure, interest rate risk, price volatility risk, among others. Hedging financial risk with various risk management concepts, tools and techniques held by the derivative products: Futures, Forwards, Options and Swaps.	Discussion on the design and implementation of risk management practices. Realize and understand various state-of-the-art risk management theories and practices (such as loss control, loss financing, and internal risk reduction mechanisms) as well as their advancement in the future.	Group 1 Monday 12.00-14.15 Wednesday 12.00-14.15	Corporate finance.	English
52132	80146	Global people management and leadership	IBP	Elective	6	Leadership and authority. Organization and motivation in work teams. Conflicts in labor relations. Teams in international and multicultural environments.	Understand the impact of teamwork on designing company strategy. To be able to mediate and integrate multiple environmental settings to improve the performance of global organizations.	Group 1 Tuesday 12.00-14.15 Thursday 12.00-14.15	Business organization Not compatible with International team management (44204), Organizational behavior (80244), Compartimiento organizacional (43207) y International Talent management (40331)	English
52133	80125	International Finance	IBP	Elective	6	The monetary markets. Stock exchanges and commodity markets. Cash and deposit operations. Options and contracting of financial futures. Inter-banking products. Business risk.	To understand and apply the systems and models that enable financial operations to be carried out.	Group 1 Monday 14.30-16.45 Wednesday 14.30-16.45	Accounting, Financial management. Not compatible with International business finance (40313)	English
52134	80124	International Management	IBP	Core	6	Understanding of the international environment challenge. Analysis of country differences in political economy and political risks as well as cultural and social heterogeneities. Analysis of global organizational forms and international strategies. Importation and exportation strategies and financing. Global marketing and human resource management.	To analyze and to understand the challenge and chances that companies face when expanding their activities internationally. To distinguish about the different tools and analytic competences available to the different specialized managerial roles when competing internationally.	Group 1 Tuesday 12.00-14.15 Thursday 12.00-14.15 Group 2 Tuesday 14.30-16.45 Thursday 14.30-16.45	Business organization	English
52135	80129	New Trends in International Marketing	IBP	Elective	6	Neuro-marketing. Social Responsibility in Marketing. Last trends in giving services through innovation.	To be able to develop the marketing-mix strategy, define the brand extension as well as the communication strategies and distribution alternatives, striving to look towards the future and provide insights for a successful relationship with customers and clients.	Group 1 Monday 17.00-19.15 Wednesday 17.00-19.15	Introduction to marketing	English
52136	80134	Strategic brand management	IBP	Elective	6	The strategic role of branding. Designing an effective brand strategy. Developing a brand value proposition that engages customers. Brand architecture and dynamics (brand portfolios, brand repositioning brand extensions and co-branding). Building lifestyle and premium brands. Brand ethics and social responsibility.	Building enduring brands in competitive markets and creation of market value. Developing managerial perspective regarding strategic brand management in a global framework.	Group 1 Monday 17.00-19.15 Wednesday 17.00-19.15	Marketing management	English

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52137	43207	Organizational Behaviour and Team Management	GNMI	3	4	Behavior in organizations. Leadership and authority. Organization and motivation in work teams. Conflicts in labor relations. Teams in international and multicultural environments.	Understanding the forms of behavior within organizations. Understanding the impact of teamwork on the development of the company's strategy. Learning to delegate and assign tasks and to motivate people. Understanding how performance is managed. Identifying elements related to overcoming inequalities based on sex or gender within organizations.	Group 2 Monday 08.00-10.15 Seminars Thursday 201: 08.00-08.55 202: 09.15-10.10	Not compatible with Organizational behavior (80244) and International team management (44204)	English
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52138	43203	Contabilidad de costes	GNMI	3	4	Determinación de los costes y su utilización en las decisiones. Fijación de precios. Subcontratación. Análisis de desviaciones.	Conocer y relacionar los diferentes elementos que componen el coste de un producto/servicio y aplicar los sistemas de optimización que permiten la obtención de precios competitivos en los mercados nacionales e internacionales.	Grupo 2 Martes 10.30-12.45 Seminarios Jueves: 201: 10.30-11.25 202: 11.45-12.40	Introducción a la contabilidad	Español
52140	40201	Culture & Business in Middle East and Africa	GNMI	Elective	4	Understanding society, geopolitics and culture in the Middle East and Africa. Specific aspects of economic and business organisation.	Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in the Middle East and Africa.	Grupo 1 Monday 14.45-16.15 Seminar Wednesday: 101: 14.45-16.15	Business organization	English
52141	40106	Culture & Business in America	GNMI	Elective	4	Understanding American society, geopolitics and culture. Specific aspects of economic and business organisation.	Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in America.	Grupo 1 Tuesday 13.00-14.30 Seminar Thursday: 101: 13.00-14.30	Business organization Not compatible with Doing business in America (80227)	English
52181	40323	Data mapping	GNMI	Elective	4	Dimensionality reduction and data mapping in the area of marketing. Techniques to analyse and represent spatial data of high dimensionality in a significant way, including techniques associated with geographic information systems (GIS). Factorial models, multidimensional scaling techniques, correspondence analysis and the use of GIS in applied market research environments. Use of R programming and open-source GIS software.	Understand and interpret dimensionality reduction for data and its spatial representation, as well as its application in the area of marketing.	Grupo 1 Monday 14.45-16.15 Wednesday 14.45-16.15	40330 -Programming and big data	English
52142	40333	Dirección de ventas	GNMI	Optativa	4	El proceso de ventas. La organización del Departamento de Ventas. Territorios y cuotas de venta. Reclutamiento y selección del personal de ventas.	Organizar, coordinar y controlar las actividades de un equipo de ventas.	Grupo 1 Martes 14.45-16.15 Seminarios: Jueves 101: 14.45-16.15	Organización de empresas. Marketing.	Español
52143	44203	International Expansion	GNMI	4	4	International expansion models for businesses. Phases and alternatives in the expansion of SMEs. Successful cases.	Distinguish between the different alternatives a company has for introducing its products and services in different countries and select the most suitable options, taking account of the company's interests and market features..	Grupo 2 Monday 19.00-21.15 Seminars Thursday: 201: 20.15-21.10 202: 19.00-19.55	Business organization	English
52144	44201	International Marketing	GNMI	4	4	Strategic and operational marketing tools for international marketing. Decision-making techniques and influence on the international markets.	Design a company's international marketing strategy. Assess the consequences of the selected marketing mix and adapt as necessary to carry it out globally.	Grupo 2 Tuesday 19.00-21.15 Seminars Thursday: 201: 19.00-19.55 202: 20.15-21.10	Marketing. Business organization	English
52145	40207	International Project Management	GNMI	Elective	4	Processes, methods and systems used to plan, schedule and track projects. Economic and financial management of projects. Quality management.	Design and implement dynamic international team projects and assess the risks they entail.	Grupo 1 Monday 13.00-14.30 Seminars: Wednesday 101: 13.00-14.30	Business organization. Finance.	English
52146	44303	International Strategic Management	GNMI	4	4	Globalisation. International strategies. Diversification.	Assess and interpret the variables that make it possible to define a strategy for positioning and/or consolidating a company in an international market.	Grupo 2 Tuesday 16:30-18.45 Seminars Thursday 201: 17.45-18.40 202: 16.30-17.25	Business organization. Marketing	English
52147	44204	International Team Management	GNMI	4	4	Leadership and authority. Organisation and motivation in work teams. Conflicts in labour relations. Teams in international and multicultural environments.	Understand the impact of teamwork on designing company strategy. Learn to delegate and assign tasks. Learn to motivate people. Understand how to manage performance.	Grupo 2 Monday 16.30-18.45 Seminars Thursday 201: 16.30-17.25 202: 17.45-18.40	Business organization	English
52150	40223	Lengua china en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento de chino mandarín en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	Grupo 1 Monday 13.00-14.30 Seminars: Wednesday 101: 13.00-14.30	A minimum of A2 in Spanish is required A minimum of A2/B1 in Chinese is required	Chino/Español
52151	40221	Lengua francesa en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento del francés en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	Grupo 1 Monday 13.00-14.30 Seminars: Wednesday 101: 13.00-14.30	A minimum of A2 in Spanish is required A minimum of A2/B1 in french is required	Francés/Español
52152	43206	Logística Internacional	GNMI	3	4	La estrategia logística global. Producción internacional y aprovisionamiento internacional. Redes logísticas internacionales. Agentes internacionales. Transporte no regular aéreo y marítimo. Zonas francas. La logística en distintas partes del mundo.	Analizar las consecuencias del proceso de integración de la cadena logística a nivel internacional y el desarrollo logístico en diversas partes del mundo.	Grupo 2 Lunes 10.30-12.45 Seminarios Jueves 201: 11.45-12.40 202: 10.30-11.25	Gestión de operaciones. Distribución comercial	Español

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52153	40206	Management control	GNMI	Elective	4	An assessment of the work of individuals and groups within an organisation. Centres of responsibility. Profit centres and transfer prices. New techniques in accounting and management control.	Understand and assimilate processes to link people's actions with the economic and financial results obtained by defining responsibilities and transfers between departments.	Group 1 Monday 14.45-16.15 Seminar Thursday 101: 14.45-16.15	Business organization. Accounting. Finance.	English
52154	43205	Market Research I	GNMI	3	4	Market research design. Quantitative and qualitative market research methods and techniques. Data analysis and presentation of results.	Carry out market research: define the sample size, select the appropriate means for carrying it out and present the findings in a suitable form.	Group 2 Tuesday 08.00-10.15 Seminars Thursday: 201: 09.15-10.10 202: 08.00-08.55	Fundamentals of marketing Introductory statistics Not compatible with Marketing research (80239)	English
52155	40306	Negocios Inclusivos	GNMI	Optativa	4	Marco conceptual de la base de la pirámide (BDP). Crecimiento empresarial y reducción de la pobreza. Modelos de financiación de negocio en la BDP. Marketing, diseño e innovación de productos para la BDP. Mecanismos de evaluación de impacto.	Generar proyectos empresariales basados en la población con menos recursos económicos (base de la pirámide).	Grupo 1 Lunes 13.00-14.30 Seminario Miércoles: 101: 13.00-14.30	-	Español
52156	40311	Sustainability management	GNMI	Optativa	4	The new paradigm of the circular economy. Introduction to life cycle as a mechanism for assessing the environmental impact of production systems. Ecodesign and environmental marketing. Comprehensive waste management. Analysis of the integrated social value.	Distinguish, choose and apply the main assessment methodologies, improvement and environmental communication of products and services. Assess the internalization of sustainability in businesses.	Group 1 Tuesday 14.45-16.15 Seminar Thursday: 101: 14.45-16.15	Business organization. Not compatible with Responsabilidad Social de las Organizaciones (44311)	English
52182	40308	Técnicas de previsión	GNMI	4	4	Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones.	Comprender el comportamiento temporal de variables económicas.	Grupo 1 Lunes 14.45-16.15 Seminario 101: TBA	40210 Market Research Analytics	Español
52157	40326	User interface and user experience	GNMI	Elective	4	Creating digital interfaces/interactions to solve problems and facilitate purchasing and related activities. UI/UX design and practical, skill-based instruction centred on a visual communications perspective. Stages of the UI/UX development process, from user research to defining a project's strategy, scope and information architecture and developing sitemaps and wireframes. Current best practices and conventions in UX design. Creating effective and compelling screen-based experiences for websites and apps. Information architecture (IA) for creating website structures, web and mobile applications and social media software.	Assimilate the thought process of design from both a theoretical and a practical perspective.	Group 1 Tuesday 13.00-14.30 Seminars: Thursday 101: 13.00-14.30	-	English
52158	40328	Web analytics	GNMI	Elective	4	Web analytics for all business types. The only difference is the complexity of the data. Objectives of web analysis: elaboration of customer profiles, demographic segmentation and analysis of the competition to make strategic decisions. Impact of web analytics on marketing and sales processes. Analysis of business metrics such as traffic, leads, and sales. The theory and fundamentals of digital marketing analysis and practical applications of web analysis.	Understand the use of Google Analytics to link the results of web analysis with those of digital marketing analysis, to translate them into business data.	Group 1 Friday 15.00-16.30 Seminar Friday: 101: 16.45-18.15	Business marketing SEM and SEO	English
52159	80245	Artificial Intelligence and Machine Learning in Business Management	IBP	Elective	6	Development of artificial intelligence and machine learning applications to provide tools of strategic importance in the progress of innovation, efficiency and sustainability of business organizations. Fundamentals of artificial intelligence and machine learning, their applications in the business field and the main challenges associated with their practical implementation.	Implement artificial intelligence and machine learning developments for their practical application in the business field. Learn and practice most important machine learning and optimization analytics.	Group 1 Tuesday 16.30-18.45 Thursday 16.30-18.45	Business organization, Business marketing	English
52160	80237	Consumer behavior	IBP	Elective	6	Perception, memory, motivation and personality and their marketing applications in the contexts of product awareness, product recall, and product attitude formation. Decision-making models and influence techniques and marketing applications in the contexts of product choice and brand loyalty.	Capacity to answer important marketing questions such as how to boost product awareness or how to increase purchase intentions.	Group 1 Tuesday 16.30-18.45 Thursday 16.30-18.45	Introduction to Marketing . Not compatible with 40204	English
52161	80228	Corporate Finance	IBP	Elective	6	Introduction to the basic concepts of financial accounting and elements of cost accounting. Analysis and interpretation of financial statements. Evaluation of corporate investment opportunities using both static and dynamic methods.	To master the vocabulary of financial statements and accounting reports. To develop the skills to use it to communicate with internal and external interlocutors. To learn how to use the tools to read and understand any company's annual report. To know how to measure corporate investments and consider the different financial resources.	Group 1 Monday 10.30-12.45 Wednesday 10.30-12.45 Group 2 Monday 14.00-16.15 Wednesday 14.00-16.15 Group 3 Monday 16.30-18.45 Wednesday 16.30-18.45	Accounting	English

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52162	80236	Cross Cultural Management and Intercultural Communication	IBP	Elective	6	Concepts and tools of intercultural communication and cross cultural management that make sense of a globalizing world: Multiculturalism and inter-culturalism, diversity and super-diversity in the business environment. Culture convergence and cross-cultural connections.	To understand the concepts of culture and ethnocentrism in the business arena. To develop cultural intelligence. To recognise and identify the challenges and opportunities that offer cross cultural management in human resources and organizational culture, marketing, sales, negotiation.	Group 1 Monday 14.00-16.15 Wednesday 14.00-16.15	Business organization	English
52163	80240	Digital Business Modeling and Competitive Strategy	IBP	Elective	6	Development of a strategic approach to the analysis of competitive factors in digital environments. Technological disruption and the creation of digital business models. The Gartner Hype Cycle, the life cycle of technological industries, the concept of competitive paradigm, and the analysis of multi-layer platform models.	To approach the key levers for the construction of business models adapted to technological environments. To understand the process of analysis and monitoring of competitive models based on key economic and financial metrics and the impact of business indicators (KPIs).	Group 1 Monday 10.30-12.45 Wednesday 10.30-12.45	Business organization Business strategy	English
52164	80242	Doing Business in America	IBP	Elective	6	Understanding American society, geopolitics and culture. Specific aspects of economic and business organisation.	Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in America.	Group 1 Monday 16.30-18.45 Wednesday 16.30-18.45	Business organization not compatible with Culture & Business in America (40106)	English
52165	80227	Doing Business in Europe	IBP	Elective	6	Historical background of the EU. Institutional structure. Internal and external policies. The European business environment: managerial and consumer behavioural differences.	To understand and identify the economic, political, social and cultural dimensions of the EU that may represent opportunities and threads for the development of business in the area.	Group 1 Monday 14.00-16.15 Wednesday 14.00-16.15	Business organization Not compatible with Culture in Business in Europe (40101)	English
52166	80246	Global people management and leadership	IBP	Elective	6	Leadership and authority. Organization and motivation in work teams. Conflicts in labor relations. Teams in international and multicultural environments.	Understand the impact of teamwork on designing company strategy. To be able to mediate and integrate multiple environmental settings to improve the performance of global organizations.	Group 1 Tuesday 14.00-16.15 Thursday 14.00-16.15	Business organization Not compatible with International team management (44204) , Organizational behavior (80244), Compartamiento organizacional (43207) y International Talent management (40331)	English
52167	80233	Financial risk management	IBP	Elective	6	Financial risks: currency risk exposure, interest rate risk, price volatility risk, among others. Hedging financial risk with various risk management concepts, tools and techniques held by the derivative products: Futures, Forwards, Options and Swaps.	Discussion on the design and implementation of risk management practices. Realize and understand various state-of-the-art risk management theories and practices (such as loss control, loss financing, and internal risk reduction mechanisms) as well as their advancement in the future.	Group 1 Monday 14.00-16.15 Wednesday 14.00-16.15 Group 2 Monday 16.30-18.45 Wednesday 16.30-18.45	Corporate finance.	English
52168	80225	International Finance	IBP	Elective	6	The monetary markets. Stock exchanges and commodity markets. Cash and deposit operations. Options and contracting of financial futures. Inter-banking products. Business risk.	To understand and apply the systems and models that enable financial operations to be carried out.	Group 1 Monday 19.00-21.15 Wednesday 19.00-21.15 Group 2 Tuesday 19.00-21.15 Thursday 19.00-21.15	Accounting, Financial management. Not compatible with International business finance (40313)	English
52169	80241	International product management	IBP	Elective	6	This course takes a holistic approach to product management and sets out how to make a product consumers' preferred choice across markets. It comprises four modules: Product Innovation and Innovation Ecosystems, New Product Development, Product Branding and Positioning, and Product Life Cycle Management	Define product strategies and positioning at international level in accordance with the company's general strategy	Group 1 Tuesday 10.30-12.45 Thursday 10.30-12.45	Marketing. Market Research. Strategy. Not compatible with International product management (40112)	English
52170	80224	International Management	IBP	Core	6	Understanding challenges in the international environment. Analysis of country differences in terms of political economy and political risks as well as cultural and social heterogeneities. Analysis of global organisational forms and international strategies. Import and export strategies and financing. Global marketing and human resource management.	To analyse and understand the challenges and opportunities companies face when expanding their activities internationally. To distinguish between the different tools and analytical skills available to the different specialised managerial roles when competing internationally.	Group 1 Monday 10.30-12.45 Wednesday 10.30-12.45 Group 2 Tuesday 10.30-12.45 Thursday 10.30-12.45	Business organization	English
52171	80247	Managing Justice, Equity, Diversity and Inclusion in business	IBP	Elective	6	Identify problems in and around organizations in the dimensions of justice, equity, diversity and inclusion and define workplaces that address these issues. Manage justice, equity, diversity and inclusion as a competitive advantage for companies.	Learning tools and techniques to build more fair, diverse, equitable and inclusive organizations.	Group 1 Tuesday 14.00-16.15 Thursday 14.00-16.15	Business organization	English
52172	80239	Marketing research	IBP	Elective	6	Key principles of how to design and plan marketing research. Quantitative and qualitative market research methods and techniques. Data transformation, analysis and presentation of results. New trends in marketing research.	Students will be able to understand the critical details of modern marketing research and will be equipped with practical tools to apply in real-life situations.	Group 1 Monday 16.30-18.45 Wednesday 16.30-18.45	Business organization; Business marketing Not compatible with Market research (43205)	English

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52173	80229	New Trends in International Marketing	IBP	Elective	6	Neuro-marketing. Social responsibility in marketing. Latest trends in giving services through innovation.	To be able to develop the marketing-mix strategy, define brand extension as well as communication strategies and distribution alternatives, strive to look towards the future and provide insights for a successful relationship with customers and clients.	Group 1 Monday 19.00-21.15 Wednesday 19.00-21.15	Introduction to marketing	English
52174	80244	Organizational behavior	IBP	Elective	6	Company's personnel area. Selection, training, payment and promotion of personnel. Cessation of employment and turnover. Performance assessment.	Learn about the functions of the personnel department in a company. Understand the stages of selecting, training, remunerating and promoting personnel, when personnel leave the company and staff rotation. Assess performance.	Group 1 Tuesday 14.00-16.15 Thursday 14.00-16.15	Not compatible with International Talent Management (40331), Compartimiento organizacional (43207), Global people management and leadership (80246)	English
52175	80234	Strategic brand management	IBP	Elective	6	The strategic role of branding. Designing an effective brand strategy. Developing a brand value proposition that engages customers. Brand architecture and dynamics (brand portfolios, brand repositioning brand extensions and co-branding). Building lifestyle and premium brands. Brand ethics and social responsibility.	Building enduring brands in competitive markets and creation of market value. Developing managerial perspective regarding strategic brand management in a global framework.	Group 1 Tuesday 16.30-18.45 Thursday 16.30-18.45	Marketing management	English

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3r TRIMESTER / 3r TRIMESTRE										
52176	44301	Análisis de los hechos económicos y políticos internacionales	GNMI	4	4	Estudio de los principales acontecimientos actuales en el mundo económico y de las relaciones internacionales. Tendencias y previsiones.	Adquirir un conocimiento amplio y específico sobre la realidad económica, social, política e histórica en que se mueven los diferentes países que conforman los mercados objetivo de la empresa.	Grupo 2 Lunes 15.30-17.45 Seminarios Jueves 201: 15.30-16.25 202: 19.15-20.10	Microeconomía. Macroeconomía. Economía internacional.	Español
52177	44202	Business Game	GNMI	4	4	The decision-making process. Decision making in marketing. Decision making in finance. Decision making in production. Market research. Presenting reports.	Interrelate the actions to be carried out by each area in a company in a given situation that might affect its market position and take the necessary decisions to ensure the company can operate normally in a global market.	Group 1 Tuesday 18.00-20.15 Seminars Thursday 101: 16.45-17.40 102: 18.00-18.45 Group 2 Tuesday 15.30-17.45 Seminars Thursday 201: 19.15-20.10 202: 15.30-16.25	Advanced business economics, strategic management, financial accounting.	English
52178	44311	Responsabilidad Social de las Organizaciones	GNMI	4	4	La responsabilidad humana y comunitaria. Dinámica y ética de los grupos. Los conflictos culturales. Los stakeholders. ONG y cooperación. Gestión ambiental de la empresa. Responsabilidad social corporativa.	Reflexionar sobre las situaciones de conflicto de intereses generadas por la actividad empresarial. Equilibrar las finalidades de la empresa con la protección del bienestar general. Aprender a dialogar con los diversos agentes sociales.	Grupo 2 Lunes 18.00-20.15 Seminarios Jueves 201: 18.00-18.55 202: 16.45-17.40	Not compatible with Sustainability management (80238)	Español
52179	80335	Business Innovation	IBP	Elective	6	Creative and innovation process. Management of innovative organizations. Development of innovative projects	To understand what innovation management means in companies created for success in the 21st century. To identify the key elements that define the creative and innovation process.	TBA	Business organization	English
52180	80336	Cross Cultural Management and Intercultural Communication	IBP	Elective	6	Concepts and tools of intercultural communication and cross cultural management that make sense of a globalizing word: Multiculturalism and inter-culturalism, diversity and super-diversity in the business environment. Culture convergence and cross-cultural connections.	To understand the concepts of culture and ethnocentrism in the business arena. To develop cultural intelligence. To recognise and identify the challenges and opportunities that offer cross cultural management in human resources and organizational culture, marketing, sales, negotiation.	TBA	Business organization	English