

ESCI Code	UPF code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
40310	51687	Auditoria	GNMI	Optativa	4	Técnicas de análisis de los estados financieros y económicos de la empresa. Diagnósis económica y financiera. Contabilidad creativa.	Analizar información económica y financiera. Diagnosticar la situación económica y financiera de la empresa.	Grupo 1 Lunes 15.30-17.45 Seminario: Miércoles 101: 16.30-17.25	Contabilidad financiera. Contabilidad de costes.	Español
40115	51294	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 15.30 - 17.45 Seminarios Jueves: 101: 15.30-16.25	Organización de empresas	Español
40102	51291	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- 13.00-15.15 Seminarios Jueves: 101 – 13.00-13.55	Business organization	Español
40101	51239	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.	Group 1 Tuesday 08.00-10.15 Seminars Thursday: 101- 08.00-08.55 102- 09.00-09.55 Group 2 Tuesday 10.30-12.45 Seminars Thursday: 201- 10.45-11.40 202- 11.45-12.40	Business organization	English
40309	51671	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 Lunes 13.00-15.15 Seminarios Miércoles: 101: 13.00-13.55	Macroeconomía. Economía internacional.	Español
40107	51266	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.	Group 1 Tuesday 15.30-17.45 Seminars Thursday: 101: 15.30 - 16.25	Business organization. Marketing	English
40208	51311	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 18.15-20.30 Seminarios Jueves: 101:18.15-19.10 102: 19.15-20.10	Organización de empresas	Español

ESCI Code	UPF code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
40110	51264	International 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.	Group 1 Monday 18.15-20.30 Seminar Wednesday: 101: 18.15 - 19.10	Finance. Not compatible with 80125/80225-80133/80233	English
40112	51265	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.	Group 1 Monday 18.15-20.30 Seminars Wednesday: 101: 18.15-19.10 102: 19.15-20.10 103: 17.15-18.10	Marketing. Market Research. Strategy.	English
40210	51716	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 13.00-15.15 Seminar Wednesday 101: 14.00-14.55	Business marketing, Market research, Statistics	English
40209	51310	Marketing Digital Internacional	GNMI	Optativa	4	Definición, diseño, implementación y evaluación de estrategias y programas de marketing en un entorno digital a nivel internacional.	Capacidad para pensar y planificar como un gestor de marketing en la web.	Grupo 1 Lunes 08.00-10.15 Seminarios Miércoles: 101: 08.00- 08.55 102: 09.00-09.55 Grupo 2 Lunes 10.30-12.45 Seminarios Miércoles 201: 10.45-11.40 202: 11.45- 12.40	Marketing	Español
40109	51749	Métodos cuantitativos	GNMI	Optativa	4	Técnicas estadísticas aplicadas al mercado. Métodos multivariantes de interdependencia.	Aplicar adecuadamente las técnicas multivariantes de interdependencia según el tipo de datos y las características de los informes que se necesiten.	Grupo 1 Viernes 15.00-17.15 Seminar Viernes 17.20-18.15	Marketing, investigación de mercados	Español
40111	51243	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 08.00-10.15 Seminarios Miércoles: 102: 09.00-09.55 Grupo 2 Lunes 10.30-12.45 Seminarios Miércoles: 201: 10.45-11.40 202: 11.45-12.40	Organización de empresas	Español
40103	51240	People 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.	Group 1 Tuesday 08.00-10.15 Seminars Thursday: 101: 08.00-08.55 102: 09.00-09.55 Group 2 Tuesday 10.30-12.45 Seminars Thursday: 201: 10.45-11.40 202: 11.45-12.40	Business organization	English

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40114	51242	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 13.00-15:15 Seminars Thursday: 101: 13.00-13.55	Microeconomics	English
40119	51290	Public Relations and Consumer Relations Management	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 15.30-17.45 Seminars Wednesday: 101: 15.30-16.25 102: 16.30-17.25	Marketing	English
40130	51244	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 Lunes 08.00-10.15 Seminarios Miércoles: 101: 08.00-08.55 102: 09.00-09.55 Grupo 2 Lunes 10.30-12.45 Seminarios Miércoles: 201: 10.45-11.40 202: 11.45-12.40	Marketing. Nivel B2 de lengua española	Español
40198	51292	Retail Internacional	GNMI	Optativa	4	Objetivos de la distribución. Distribución comercial y retail. Canales de distribución y cadena logística. El retail: gestión y dirección.	Evaluar los diversos canales de comercialización que tiene la empresa y establecer estrategias adaptadas a cada canal.	Grupo 1 Martes 13.00-15.15 Seminarios Jueves: 101: 13.00-13.55 102: 14.00-14.55 Grupo 2 Martes 10.30-12.45 Seminarios Jueves: 201: 10.45-11.40 202: 11.45-12.40	Marketing	Español
80137	51751	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 16.30-18.40 Thursday 16.30-18.40	Introduction to Marketing . Not compatible with 40204	English
80128	51655	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 an 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 18.45-20.55 Thursday 18.45-20.55	Accounting	English

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80136	51745	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 interculturalism, 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 12.00-14.10 Wednesday 12.00-14.10	Business organization	English
80127	51636	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 behavior differences.	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 Tuesday 12.00-14.10 Thursday 12.00-14.10	Business organization	English
80133	51728	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 Tuesday 14.15-16.25 Thursday 14.15-16.25	Corporate finance. Not compatible with 40110	English
80126	51635	International Economics	IBP	Elective	6	Contemporary European economy and the global economy. International trade: economic theory and trade policy instruments	Understand the economic interactions between countries and economic regions. Identify the economic consequences of globalization.	TBA	Introductory Microeconomics and Macroeconomics	English
80125	51633	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.	Understanding and application of the systems and models that enable the financial operations to be carried out.	Group 1 Monday 14.15-16.25 Wednesday 14.15-16.25	Accounting, Financial management. Not compatible with 40110	English
80124	51634	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 Monday 16.30-18.40 Wednesday 16.30-18.40	Business organization	English
80129	51669	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 14.15-16.25 Wednesday 14.15-16.25	Introduction to marketing	English

ESCI Code	UPF code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
80134	51730	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.	<p>Group 1 Tuesday 16.30-18.40 Thursday 16.30-18.40</p>	Marketing management	English

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40204	51253	Consumer Behavior	GNMI	Elective	4	The psychological and sociological dimensions that influence consumer behaviour. Values, lifestyles and sociocultural and commercial aspects. Changes in individual consumption patterns.	Interpret the factors that affect consumer behaviour and understand the decisions consumers take in response to the stimuli created by companies. Interpret trends and create strategies to match identified consumer behaviour.	Group 1 Monday 13.00h-15.15h Seminars Wednesday 101: 13.00-13.55 102: 14.15-15.10 103: 15.15-16.10	Marketing. Not compatible with 80137-80237	English
43203	51252	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: 11.15h-12.10h 202: 12.15h-13.10h 203: 13.15h-14.10h	Introducción a la contabilidad	Español
40307	51670	Creatividad y Comercio Digital	GNMI	Optativa	4	Principios fundamentales: color, forma, composición, tipografía, armonía y contraste. Estructuras: identificar y crear. Storytelling: presentaciones, datos visuales, diagramas. Instrumentos básicos del diseño. Diseño web e e-commerce. E-mail marketing y social media.	Adaptar el desarrollo de un plan de marketing, en el proceso creativo, a la creación de un e-commerce.	Grupo 1 Martes 13.00-15.15 Seminarios Miércoles 101: 15.15-16.10 102: 16.15-17.10	Marketing. Nivel B2 de lengua española	Español
40201	51254	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.	Group 1 Monday 13.00-15.15 Seminar Wednesday: 101: 15.15-16.10	Business organization	English
40106	51308	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.	Group 1 Tuesday 13.00-15.15 Seminars Thursday: 101: 13.15-14.10 102: 14.15-15.10	Business organization	English
40202	51285	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 Miércoles 18.45-21.00 Seminario: Viernes 101: 17.00-17.55 102: 16.00-16.55	Organización de empresas. Marketing.	Español
43202	51592	Finanzas II	GNMI	3	4	Estructura de financiación. Políticas financieras a corto y largo plazo. El coste del capital: combinación de riesgo y rentabilidad. El teorema de Modigliani-Miller y la estructura financiera óptima.	Adquirir y aplicar los conocimientos sobre las diferentes fuentes de financiación con las que puede trabajar la empresa en sus operaciones a corto, medio y largo plazo.	Grupo 1 Lunes 10.30-12.45 Seminarios Jueves 101: 13.15-14.10 102: 11.15-12.10 103: 12.15-13.10 Grupo 2 Lunes 08.00-10.15 Seminarios Jueves: 201: 10.00-10.55 202: 08.00-08.55 203: 09.00-09.55	Economía de la empresa Introducción a la contabilidad Introducción a las finanzas	Español

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40311	51717	Gestión de la sostenibilidad	GNMI	Optativa	4	El nuevo paradigma de la Economía circular. Introducción de la perspectiva de ciclo de vida como mecanismo para evaluar el impacto ambiental de los sistemas productivos. Ecodiseño y marketing ambiental. Gestión integral de residuos. Análisis del valor social integrado.	Distinguir, elegir y aplicar las principales metodologías de evaluación, mejora y comunicación ambiental de productos y servicios. Juzgar y evaluar sobre la interiorización de la sostenibilidad en el mundo empresarial.	Grupo 1 Martes 13.00-15.15 Seminario Jueves: 101: 14.15-15.10 102: 13.15-14.10	Organización de empresas.	Español
44203	51281	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..	Group 1 Monday 16.30-18.45 Seminars Thursday: 101: 18.30-19.25 102: 19.30-20.25 103: 20.30-21.25 Group 2 Monday 19.00 - 21.15 Seminars Thursday: 201: 15.20-16.15 202: 16.20-17.15 203: 17.20-18.15	Business organization	English
44201	51279	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.	Group 1 Tuesday 16.30-18.45 Seminars Thursday: 101: 15.20-16.15 102: 16.20-17.15 103: 17.20-18.15 Group 2 Tuesday 19.00-21.15 Seminars Thursday: 201: 18.30-19.25 202: 19.30-20.25 203: 20.30-21.25	Marketing. Business organization	English
40207	51307	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.	Group 1 Wednesday 16.15-18.30 Seminars Friday 101: 16.00-16.55 102: 17.00-17.55	Business organization. Finance.	English
44303	51596	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.	Group 1 Tuesday 19.00-21.15 Seminars Thursday 102: 15.15-16.10 101: 17.15-18.10 Group 2 Tuesday 16.30-18.45 Seminars Thursday 202: 18.30-19.25 201: 20.30-21.25	Business organization. Marketing	English
44204	51282	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.	Group 1 Monday 19.00 -21.15 Seminars Thursday: 101: 20.30-21.25 102: 18.30-19.25 103: 19.30-20.25 Group 2 Monday 16.30-18.45 Seminars Thursday 201: 17.20-18.15 202: 15.20-16.15 203: 16.20-17.15	Business organization	English

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44302	51598	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 1 Lunes 08.00-10.15 Seminarios Jueves: 101: 10.00-10.55 102: 08.00-08.55 103: 09.00-09.55 Grupo 2 Lunes 10.30-12.45 Seminarios Jueves 201: -13.15-14.10 202: 11.15-12.10 203: 12.15-13.10	Gestión de operaciones. Distribución comercial	Español
44305	51250	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 1 Tuesday 10.30-12.45 Seminars Thursday: 101: 11.15-12.10 102: 12.15-13.10 103: 13.15-14.10 Group 2 Tuesday 08.00-10.15 Seminars Thursday: 201: 08.00-08.55 202: 09.00-09.55 203: 10.00-10.55	Fundamentals of marketing Introductory statistics	English
40306	51688	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 Miércoles 16.15-18.30 Seminarios Viernes: 102: 16.00-16.55	Ninguno	Español
40308	51674	Técnicas de previsión	GNMI	Optativa	4	Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones.	Comprender el comportamiento temporal de variables económicas.	Grupo 1 Martes 13.00-15.15 Seminario Jueves 101: 13.15-14.10		Español
80230	51707	Applied Marketing Research in the Digital Era	IBP	Elective	6	Key principles of how to design and plan marketing research. Relevant research designs for B2B and B2C sectors. Data transformation and analysis. 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.	TBA	Introduction to marketing	English
80237	51752	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 16.30-18.40 Wednesday 16.30-18.40	Introduction to Marketing . Not compatible with 40204	English

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80228	51705	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.	<p>Group 1 Monday 18.45-20.55 Wednesday 18.45-20.55</p> <p>Group 2 Tuesday 18.45-20.55 Thursday 18.45-20.55</p>	Accounting	English
80236	51746	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.	<p>Group 1 Monday 12.00-14.10 Wednesday 12.00-14.10</p>	Business organization	English
80227	51704	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.	<p>Group 1 Monday 12.00-14.10 Wednesday 12.00-14.10</p>	Business organization	English
80232	51722	Economic global order	IBP	Elective	6	Development of the international political economy trends since 1945. Relevant institutions that deal with global economics and international trade, as well as the outcomes of the expected (and unexpected) current dynamics of globalization (economic imbalances, transnational migrations, environmental concerns ...).	Understand the key issues and critical moments of the historical path to the current state of the art in Global Governance. Assess and link the network of actors and interests of Global Governance.	<p>Group 1 Tuesday 16.30-18.40 Thursday 16.30-18.40</p>	Introductory Economics	English
80233	51729	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.	<p>Group 1 Monday 16.30-18.40 Wednesday 16.30-18.40</p> <p>Group 2 Monday 18.45-20.55 Wednesday 18.45-20.55</p>	Corporate finance. Not compatible with 40110	English
80226	51702	International Economics	IBP	Elective	6	The contemporary European economy and the global economy. International trade: economic theory and trade policy instruments.	To understand the economic interactions between countries and economic regions. To identify the economic consequences of globalisation.	TBA	Introductory Microeconomics and Macroeconomics	English

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80225	51703	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 14.15-16.25 Wednesday 14.15-16.25	Accounting, Financial management. Not compatible with 40110	English
80224	51701	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 Tuesday 12.00-14.10 Thursday 12.00-14.10	Business organization	English
80229	51706	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 14.15-16.25 Wednesday 14.15-16.25	Introduction to marketing	English
80234	51731	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 16.30-18.40 Thursday 16.30-18.40	Marketing management	English

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44301	51597	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.	<p>Grupo 1 Lunes 18.30-20.45 Seminarios Jueves 101: 15.15-16.15 102: 16.15-17.15</p> <p>Grupo 2 Lunes 15.45-18.00 Seminarios Jueves 201: 17.15-18.15 202: 18.15-19.15</p>	Microeconomía. Macroeconomía. Economía internacional.	Español
44202	51599	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.	<p>Group 1 Tuesday 16.00-18.00 Thursday 17.15-19.15</p> <p>Group 2 Tuesday 18.30-20.30 Thursday 15.15-17.15</p>	Advanced business economics, strategic management, financial accounting.	English
44311	51686	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.	<p>Grupo 2 Lunes 18.30-20.45 Seminarios Jueves 201: 18.15-19.10 202: 17.15-18.10</p>	Ninguno	Español