

UPF Code	ESCI Code	Subject	Degree	Year	ECTS	Times	Learning outcomes	Times	Advised previous requirements	Language of instruction
51253	40204	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 13.00-15.15 Seminars Wednesday 101: 13.00-13.55 102: 14.15-15.10	Marketing. Not compatible with 80137-80237	English
51670	40307	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
51254	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.	Group 1 Monday 13.00-15.15 Seminar Wednesday: 101: 14.15-15.10	Business organization	English
51308	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.	Group 1 Tuesday 13.00-15.15 Seminars Thursday: 101: 13.15-14.10	Business organization	English
51285	40202	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: 16.00-16.55	Organización de empresas. Marketing.	Español
51281	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..	Group 1 Monday 16.30 -18.45 Seminars Thursday: 101: 15.15-16.10 102: 17.45-18.40 Group 2 Monday 19.00 - 21.15 Seminars Thursday: 201: 18.55-19.50 202: 16.25-17.20	Business organization	English
51279	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.	Group 1 Tuesday 16.30-18.45 Seminars Thursday: 101: 16.00-17.25 102: 18.55-19.45 Group 2 Tuesday 19.00-21.15 Seminars Thursday: 201: 17.45-18.35 202: 15.20-16.15	Marketing. Business organization	English
51307	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.	Group 1 Wednesday 16.15-18.30 Seminars Friday 101: 17.15-18.05	Business organization. Finance.	English

51596	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.	<p>Group 1 Tuesday 19.00-21.15 Seminars Thursday 101: 17.45-18.40 102: 16.30-17.25</p> <p>Group 2 Tuesday 16.30-18.45 Seminars Thursday 202: 18.55-19.50 201: 15.20-16.15</p>	Business organization. Marketing	English
51282	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.	<p>Group 1 Monday 19.00 -21.15 Seminars Thursday: 101: 18.55-19.50 102: 15.20-16.15</p> <p>Group 2 Monday 16.30-18.45 Seminars Thursday 201: 16.30-17.25 202: 17.45-18.40</p>	Business organization	English
51250	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.	<p>Group 2 Tuesday 08.00-10.15 Seminars Thursday: 201: 09.10-10.05 202: 10.30-11.25</p>	Fundamentals of marketing Introductory statistics	English
51688	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).	<p>Grupo 1 Miércoles 16.15-18.30 Seminarios Viernes: 101: 15.00-15.55</p>	Ninguno	Español
	40315	New Trends in global trade governments	GNMI	Elective	2	Tensions between multilateralism and bilateralism in global trade. Reconfiguration of the WTO. Role and protagonism of the EU and other key actors.	To understand the transformation in the governance of global trade.	<p>Grupo 1 Monday 13.00-15.00</p>	European integration	English
51717	40311	Sustainability management	GNMI	Elective	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.	<p>Group 1 Tuesday 13.00-15.15 Seminars Thursday: 101: 14.25-15.20 102: 13.15-14.10</p>	Business organization	English
51674	40308	Técnicas de previsión	GNMI	Optativa	4	Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones.	Comprender el comportamiento temporal de variables económicas.	<p>Grupo 1 Friday 13.30-15.45 Seminario Friday 15.45-16.40</p>	None	Español
51752	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.	<p>Group 1 Monday 16.30-18.30 Wednesday 16.30-18.30</p>	Introduction to Marketing . Not compatible with 40204	English

51705	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 Tuesday 12.15-14.15 Thursday 12.15-14.15	Accounting	English
51746	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 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.	Group 1 Monday 12.00-14.00 Wednesday 12.00-14.00	Business organization	English
51701	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 Tuesday 14.30-16.30 Thursday 14.30-16.30	Business organization	English
51706	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 14:15- 16:15 Wednesday 14:15- 16:15	Introduction to marketing	English

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51597	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.	<p>Grupo 1 Lunes 18.30-20.45 Seminarios Jueves 101: 15.00-15.55 102: 16.00-16.55</p> <p>Grupo 2 Lunes 15.45-18.00 Seminarios Jueves 201: 17.00-17.55 202: 18.00-18.55</p>	Microeconomía. Macroeconomía. Economía internacional.	Español
51599	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.	<p>Group 1 Tuesday 16.00-18.00 Thursday 17.00-19.00</p> <p>Group 2 Tuesday 18.30-20.45 Thursday 15.00-17.00</p>	Advanced business economics, strategic management, financial accounting.	English
51686	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.	<p>Grupo 2 Lunes 18.30-20.45 Seminarios Jueves 201: 18.00-18.55 202: 17.00-17.55</p>	Ninguno	Español
	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
	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