

1st TRIMESTER / 1r TRIMESTRE

UPF Code	ESCI-UPF Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
51687	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 13.30-15.45 Seminar: Lunes 101: 12.30-13.25 102: 15.50-16.45	Contabilidad financiera. Contabilidad de costes.	Español
51294	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 Miércoles 16.00 - 18.15 Seminarios Miércoles 101: 15.00-15.55 102: 18.20-19.15	Organización de empresas	Español
51291	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 Lunes: 13.30-15.45 Seminarios Lunes: 101 : 12.30-13.25 102: 15.50-16.45	Business organization	Español
51239	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.	Group 1 Thursday 13.30-15.45 Seminars Thursday: 101 : 12.30-13.25 102: 15.50-16.45	Business organization	English
51671	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 Miércoles 16.00 - 18.15 Seminarios Miércoles 101: 15.00-15.55 102: 18.20-19.15	Macroeconomía Economía internacional.	Español
51266	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.	Group 1 Thursday 18.00-20.15 Seminars Thursday: 101: 17.00-17.55 102: 20.20-21.15	Business organization. Marketing	English
51311	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 18.00-20.15 Seminarios Martes: 101: 17.00-17.55 102: 20.20-21.15	Organización de empresas	Español
51786	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.	Group 1 Thursday 13.30-15.45 Seminars Thursday: 101 : 12.30-13.25 102: 15.50-16.45	Not compatible with Financial Risk Management	English
51265	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.	Group 1 Monday 18.00-20.15 Seminars Monday: 101: 17.00-17.55 102: 20.20-21.15	Marketing. Market Research. Strategy.	English
51789	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.	Group 1 Wednesday 18.30-20.45 Seminar: Friday 101: 12.00-12.55	Corporate law	English
51716	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 13.30-15.45 Seminars Monday: 101 : 12.30-13.25 102: 15.50-16.45	Business marketing, Market research, Statistics	English

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51243	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 09.00-11.15 Seminarios Lunes 101: 08.00-08.55 102: 11.20-12.15	Organización de empresas	Español
51240	40103	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 13.30-15.45 Seminars Tuesday: 101 : 12.30-13.25 102: 15.50-16.45	Business organization	English
51242	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 13.30-15.45 Seminars Tuesday: 101 : 12.30-13.25 102: 15.50-16.45	Microeconomics	English
51787	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 Friday 14.30-16.45 Seminar Friday: 101: 13.30-14.25 102:16.50-17.45	Statistics	English
51290	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 Tuesday 18.00-20.15 Seminars Tuesday: 101: 17.00-17.55 102: 20.20-21.15	Marketing	English
51244	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 Miércoles 09.30-11.45 Seminarios Miércoles 101: 08.30-09.25 102: 11.50-12.45	Marketing. Nivel B2 de lengua española	Español
51292	40198	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 09.00-11.15 Seminarios Martes 101: 08.00-08.55 102: 11.20-12.15	Marketing	Español
51822	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.	Grupo 1 Thursday 09.00-11.15 Seminars Thursday 101: 08.00-08.55 102: 11.20-12.15	International Digital Marketing	English
51823	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.	Grupo 1 Monday 09.00-11.15 Seminars Monday 101: 08.00-08.55 102: 11.20-12.15	International Digital Marketing	English
51824	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 18.00-20.15 Seminars Monday: 101: 17.00-17.55 102: 20.20-21.15	International Digital Marketing	English
51788	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 Tuesday 13.30-15.45 Seminars Tuesday: 101 : 12.30-13.25 102: 15.50-16.45	European integration	English

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51751	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 17.00-19.15 Wednesday 17.00-19.15	Introduction to Marketing . Not compatible with 40204	English
51655	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 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 14.30-16.45 Thursday 14.30-16.45	Accounting	English
51745	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 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 12.00-14.15 Wednesday 12.00-14.15	Business organization	English
51728	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 Tuesday 19.30-21.45 Thursday 19.30-21.45	Not compatible with Financial Risk Management	English
51634	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 Monday 14.30-16.45 Wednesday 14.30-16.45	Business organization	English
51669	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 19.30-21.45 Wednesday 19.30-21.45	Introduction to marketing	English
51730	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 Tuesday 17.00-19.15 Thursday 17.00-19.15	Marketing management	English

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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 Monday: 101 : 15.20-16.15	Marketing. Not compatible with 80137-80237	English
51252	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: 11.15h-12.10h 202: 12.15h-13.10h	Introducción a la contabilidad	Español
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 Viernes 08.30-10.45 Seminarios Viernes 101: 10.50-11.45	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 Seminars Monday: 101 : 15.20-16.15	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 Tuesday: 101 : 15.20-16.15	Business organization	English
51825	40323	Data mapping for marketing	GNMI	Elective	4	Dimensionality reduction and data mapping in the area of marketing. Techniques for significantly analysing and representing high-dimensional spatial data, including techniques linked to geographic information systems (GIS). Factorial models, multidimensional scaling techniques, correspondence analysis and use of GIS in applied market research environments. Use of R programming language and open-code GIS software.	Understand and interpret how data undergoes dimensionality reduction, together with its spatial representation and application in the area of marketing	Group 1 Tuesday 13.00-15.15 Seminars Tuesday: 101 : 15.20-16.15	Programming and Big Data	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 15:00-17.15 Seminario: Miércoles 101: 17.20-18.15	Organización de empresas. Marketing.	Español

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51251	43202	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.	<p>Grupo 1 Lunes 10.30-12.45 Seminarios Jueves 101: 12.15-13.10 102: 11.15-12.10</p> <p>Grupo 2 Lunes 08.00-10.15 Seminarios Jueves: 201: 09.00-09.55 202: 10.00-10.55</p>	Economía de la empresa Introducción a la contabilidad Introducción a las finanzas	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..	<p>Group 1 Monday 16.30-18.45 Seminars Thursday: 103: 15.20-16.15 101: 16.20-17.15 102: 17.20-18.15</p> <p>Group 2 Monday 19.00 - 21.15 Seminars Thursday: 203: 18.30-19.25 201: 19.30-20.25 202: 20.30-21.25</p>	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.	<p>Group 1 Tuesday 16.30-18.45 Seminars Thursday: 101 15.20-16.15 102: 16.20-17.15 103: 17.20-18.15</p> <p>Group 2 Tuesday 19.00-21.15 Seminars Thursday: 201: 18.30-19.25 202: 19.30-20.25 203: 20.30-21.25</p>	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.	<p>Group 1 Wednesday 15:00-17.15 Seminar: Wednesday 101: 17.20-18.15</p>	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 102: 19.30-20.25 101: 18.30-19.25</p> <p>Group 2 Tuesday 16.30-18.45 Seminars Thursday 202: 17.20-18.15 201: 16.20-17.15</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: 17.20-18.15 102: 15.20-16.15 103: 16.20-17.15</p> <p>Group 2 Monday 16.30-18.45 Seminars Thursday 201: 20.30-21.25 202: 18.30-19.25 203: 19.30-20.25</p>	Business organization	English
51598	44302	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.	<p>Grupo 1 Lunes 08.00-10.15 Seminarios Jueves: 101: 10.00-10.55 102: 09.00-09.55</p> <p>Grupo 2 Lunes 10.30-12.45 Seminarios Jueves 201: 12.15-13.10 202: 11.15-12.10</p>	Gestión de operaciones. Distribución comercial	Español

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51790	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 Wednesday 15.00-17.15 Seminar Wednesday 101: 17.20-18.15	-	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.	Group 1 Tuesday 10.30-12.45 Seminars Thursday: 101: 11.15-12.10 102: 12.15-13.10 Group 2 Tuesday 08.00-10.15 Seminars Thursday: 202: 09.00-09.55 201: 10.00-10.55	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).	Grupo 1 Lunes 13.00-15.15 Seminar Lunes: 101 : 15.20-16.15	-	Español
51791	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.	Group 1 Monday 13.00-15.00 Seminar Monday 101 : 15.20-16.15	European integration	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.	Grupo 1 Viernes 13.00-15.15 Seminar Viernes 101: 15.20-16.15	Market research analytics	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.	TBA	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.	TBA	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.	TBA	Business organization	English
51703	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.	TBA	Accounting, Financial management.	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.	TBA	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.	TBA	Introduction to marketing	English

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51731	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.	TBA	Marketing management	English

UPF Code	ESCI-UPF Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
3r TRIMESTER / 3r TRIMESTRE										
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.	Grupo 1 Lunes 18.30-20.45 Seminarios Jueves 101: 15.00-15.55 102: 16.00-16.55 Grupo 2 Lunes 15.45-18.00 Seminarios Jueves 201: 17.10-18.05 202: 18.10-19.05	Microeconomía. Macroeconomía. Economía internacional.	Español
51599	44202	Business Game	GNMI	4	4.0	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 16.00-18.00 Thursday 17.10-19.10 Group 2 Tuesday 18.30-20.30 Thursday 15.00-17.00	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.	Grupo 2 Lunes 18.30-20.45 Seminarios Jueves 201: 18.10-19.05 202: 17.10-18.05	-	Español
51741	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
51780	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 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.	TBA	Business organization	English