

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. Diagnosis económica y financiera. Contabilidad creativa.	Analizar información económica y financiera. Diagnosticar la situación económica y financiera de la empresa.	Grupo 1 Lunes 17.15-19.30 Seminarios: Miércoles 101: 17.15-18.10 102: 18.30-19.25	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 Martes 14.30 - 16.45 Seminarios Jueves 101: 14.30-15.25 102: 15.40-16.35	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 Martes 10.45-13.00 Seminario Miércoles: 101: 10.45-11.45	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 Tuesday 08.00-10.15 Seminars Thursday: 101: 08.00-8.55 102: 9.15-10.10	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 Lunes 10.45 - 13.00 Seminario Miércoles 101: 10.45-11.40	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 Tuesday 17.15-19.30 Seminars Thursday: 101: 17.15-18.10 102: 18.25-19.20	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 17.15-19.30 Seminarios Jueves: 101: 17.15-18.10 102: 18.25-19.20	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 Monday 14.30-16.45 Seminar Wednesday: 101: 14.30-15.25	Corporate finance. Not compatible with International Finance (80125)	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 Tuesday 10.45-13.00 Seminars Thursday: 101: 10.45-11.40 102: 12.00-12.55	Marketing. Market Research. Strategy.	English
51851	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.	Group 1 Tuesday 10.45-13.00 Seminars Thursday: 101: 10.45-11.40 102: 12.00-12.55	Business organization	English
51823	40325	Marketing en motores de búsqueda (SEM)	GNMI	Optativa	4	El marketing en buscadores (SEM) se ha convertido en una herramienta vital para establecer contactos y aumentar las ventas por Internet. Implica la promoción de las empresas y de sus productos o servicios mediante publicidad de pago a través de motores de búsqueda. SEM es una forma rentable de generar clientes potenciales altamente relevantes para cualquier negocio en línea.	Capacitación para la creación y gestión de una campaña de publicidad en línea a través de Google AdWords y Google AdSense.	Grupo 1 Lunes 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	International Digital Marketing	Español
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 14.30-16.45 Seminar Wednesday: 101: 14.30-15.25 102: 15.45-16.35	Business marketing. Market research, Statistics	English

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 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	Organización de empresas	Español
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.	Grupo 1 Tuesday 14.30-16.45 Seminars Thursday: 101: 14.30-15.25 102: 15.40-16.35	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.	Grupo 1 Friday 14.30-16.30 Seminar Friday: 101: 16.45-17.40	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.	Grupo 1 Monday 17.15-19.30 Seminars Wednesday: 101: 17.15-18.10 102: 18.30-19.25	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 Lunes 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	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 08.00-10.15 Seminarios Jueves 101: 08.00-08.55 102: 09.15-10.10	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 Monday 10.45-13.00 Seminars Wednesday 101: 10.45-11.40 102: 12.00-12.55	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.	Grupo 1 Monday 17.15-19.30 Seminars Wednesday: 101: 17.15-18.10 102: 18.30-19.25	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.	Grupo 1 Tuesday 14.30-16.45 Seminar Thursday: 101: 14.30-15.25 102: 15.45-16.40	European integration	English
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.	Grupo 1 Monday 17.00-19.15 Wednesday 17.00-19.15	Introduction to Marketing.	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 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.	Grupo 1 Monday 11.30-13.45 Wednesday 11.30-13.45	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 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.	Grupo 1 Monday 11.30-13.45 Wednesday 11.30-13.45	Business organization	English

51636	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 Tuesday 11.30-13.45 Thursday 11.30-13.45	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 13.30-15.45 Thursday 13.30-15.45	Corporate finance.	English
51633	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 18.30-20.45 Wednesday 18.30-20.45	Accounting, Financial management. Not compatible with International business finance (40313)	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 Group 2 Monday 17:00-19:15 Wednesday 17:00-19:15	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 14.30-16.45 Wednesday 14.30-16.45	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 18.30-20.45 Thursday 18.30-20.45	Marketing management	English