

1st TRIMESTER / 1r TRIMESTRE

| UPF Code | 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 13.30-15.45 Seminario: Lunes 101: 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 Seminario Lunes: 101: 15.50-16.45 | Business organization | Español |
| 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 15.00 - 17.15 Seminario Miércoles 101: 17.20-18.15 | 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 |
| 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 Seminar Monday: 101: 15.50-16.45 | 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 09.00-11.15 Seminarios Lunes 101: 08.00-08.55 102: 11.20-12.15 | 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. | Group 1 Tuesday 13.30-15.45 Seminar Tuesday: 101: 15.50-16.45 | Microeconomics | English |
| 51823 | 40325 | Marketing en motores de búsqueda (SEM) | GNMI | Elective | 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. | Group 1 Monday 09.00-11.15 Seminars Monday 101: 08.00-08.55 102: 11.20-12.15 | International Digital Marketing | Español |

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| 51852 | 40326 | Interfaz de usuario y experiencia de usuario | GNMI | Optativa | 4 | Asimilar el proceso de pensamiento de diseño tanto desde la vertiente teórica cómo de la práctica.. | Creación de interfaz / interacción digital para resolver problemas o facilitar actividades de compra, relación, etc. Diseño de UI / UX e instrucción práctica basada en habilidades centrada en una perspectiva de comunicación visual. Etapas del proceso de desarrollo de UI / UX, desde la investigación del usuario hasta la definición de la estrategia, el alcance y la arquitectura de información de un proyecto, pasando por el desarrollo de mapas de sitio y wireframes. | Grupo 1 Lunes 17.00-19.15 Seminarío Lunes: 101: 19.20-20.15 | Business marketing | Español |
| 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 16.50-19.05 Wednesday 16.50-19.05 | 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 Group 2 Tuesday 19.10-21.25 Thursday 19.10-21.25 | 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 |
| 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 Monday 14.30-16.45 Wednesday 14.30-16.45 | 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 19.10-21.25 Thursday 19.10-21.25 Group 2 Monday 19.10-21.25 Wednesday 19.10-21.25 | Corporate finance. Not compatible with Financial Risk Management | 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 12.00-14.15 Wednesday 12.00-14.15 | Accounting, Financial 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 Group 2 Monday 16:50-19:05 Wednesday 16:50-19:05 | 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 19.10-21.25 Wednesday 19.10-21.25 | 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 16.50-19.05 Thursday 16.50-19.05 | Marketing management | English |