

MARKETING AND COMMERCIAL MANAGEMENT

Program	Code	Year/ Semester	ECTS	Subjects	Language
TSDMC	TSMK13-0076	4th-2	3	Global mindset	English
TSDMC	TSMK13-0067	4th-2	1,5	Marketing simulator	English
TSDMC	TSMK13-0068	4th-2	3	Digital Marketing Metrics and Analytics	English
TSDMC	TSMK13-0069	4th-2	3	Business models in the Digital Environment	English
TSDMC	TSMK13-0070	4th-2	3	Operations and Technology Management	English
TSDMC	TSMK13-0071	4th-2	4,5	Company Startups	English
TSDMC	TSMK13-0072	4th-2	3	Marketing Budgets and Control	English
TSDMC	TSMK13-0073	4th-2	3	Project Management in Digital Environments	English
TSDMC	TSMK13-0074	4th-2	3	Digital Marketing Intelligence	English
TSDMC	TSMK13-0075	4th-2	1,5	Trends in Digital Marketing	English

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MARKETING

Program	Code	Year/ Semester	ECTS	Subjects	Language
GRMK	1422-0027	5th-2	3	Global Mindset	English
GRMK	1422-0028	5th-2	1,5	Marketing simulator	English
GRMK	1422-0029	5th-2	3	Digital Marketing Metrics and Analytics	English
GRMK	1422-0030	5th-2	3	Business models in the Digital Environment	English
GRMK	1422-0031	5th-2	3	Operations and Technology Management	English
GRMK	1422-0032	5th-2	4,5	Company Startups	English
GRMK	1422-0033	5th-2	3	Economic environment	English
GRMK	1422-0034	5th-2	3	Project Management in Digital Environments	English
GRMK	1422-0035	5th-2	3	Digital Marketing Intelligence	English
GRMK	1422-0036	5th-2	1,5	Trends in Digital Marketing	English

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DIGITAL BUSINESS (Option 1)

Program	Code	Year/ Seme ster	ECTS	Subjects	Language
GRDB	2272029	3rd-2	4,5	Human Resources Management	English
GRDB	2272033	3rd-2	6	Integrated Marketing Plan	English
GRDB	2272031	3rd-2	6	Financial Management	English
GRDB	2272030	3rd-2	4,5	ICT Governance and Technology Management	English
GRDB	2272032	3rd-2	4,5	Business Models in a Digital Economy	English
GRDB	2272034	3rd-2	4,5	Company Creation in a Digital Environment	English
GRDB	1511-0007	3rd-2	3	Team Management	English
GRDB	1511-0008	3rd-2	3	Models For Decision Making	English

DIGITAL BUSINESS (Option 2)

Program	Code	Year/ Seme ster	ECTS	Subjects	Language
GRDB	2272029	3rd-2	4,5	Human Resources Management	English
GRDB	2272033	3rd-2	6	Integrated Marketing Plan	English
GRDB	2272031	3rd-2	6	Financial Management	English
GRDB	2272030	3rd-2	4,5	ICT Governance and Technology Management	English
GRDB	2272032	3rd-2	4,5	Business Models in a Digital Economy	English
GRDB	2272034	3rd-2	4,5	Company Creation in a Digital Environment	English
GRDB	1512-0007	3rd-2	4,5	IT Applied to Business Management	English

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BUSINESS ADMINISTRATION (Option 1)

Program	Code	Year/ Semest er	ECTS	Subjects	Language
BBAM	2271029	3rd-2	6	Strategic Management and Corporate Politics II	English
BBAM	2271030	3rd-2	4,5	Human Resources	English
BBAM	2271032	3rd-2	6	Financial Management II	English
BBAM	2271031	3rd-2	4,5	Balance Analysis	English
BBAM	2271022	3rd-2	4,5	Corporate Taxation	English
BBAM	1611-0005	3rd-2	4,5	Entrepreneurial Initiative	English

BUSINESS ADMINISTRATION (Option 2)

Program	Code	Year/ Semest er	ECTS	Subjects	Language
BBAM	2271029	3rd-2	6	Strategic Management and Corporate Politics II	English
BBAM	2271030	3rd-2	4,5	Human Resources	English
BBAM	2271032	3rd-2	6	Financial Management II	English
BBAM	2271031	3rd-2	4,5	Balance Analysis	English
BBAM	1612-0007	3rd-2	3	Consumer Behavior	English
BBAM	2271022	3rd-2	4,5	Corporate Taxation	English

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BUSINESS ADMINISTRATION

Programa	Code	Year/ Semester	ECTS	Subjects	Language
GRADE	1424-0026	5th-2	4,5	Business ethics	English
GRADE	1424-0027	5th-2	3	Econometrics	English
GRADE	1424-0028	5th-2	1,5	Financing Solutions for Entrepreneurs	English
GRADE	1424-0037	5th-2	3	Global Mindset	English
GRADE	1424-0030	5th-2	1,5	Marketing simulator	English
GRADE	1424-0031	5th-2	3	Digital Marketing Metrics and Analytics	English
GRADE	1424-0032	5th-2	3	Business models in the Digital Environment	English
GRADE	1424-0033	5th-2	3	Marketing Budgets and Control	English
GRADE	1424-0034	5th-2	3	Project Management in Digital Environments	English
GRADE	1424-0035	5th-2	3	Digital Marketing Intelligence	English
GRADE	1424-0036	5th-2	1,5	Trends in Digital Marketing	English

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ADVERTISING AND PUBLIC RELATIONS

Program	Code	Year/ Semester	ECTS	Subjects	Language
GRPUB	1423-0025	5th-2	3	Relational and Direct Marketing	English
GRPUB	1423-0026	5th-2	6	Strategic Management	English
GRPUB	1423-0027	5th-2	3	Commercial Teams Management	English
GRPUB	1423-0028	5th-2	3	Digital Marketing Strategies	English
GRPUB	1423-0029	5th-2	3	Investment and Financing decisions	English
GRPUB	1423-0030	5th-2	3	Digital Advertising	English
GRPUB	1423-0031	5th-2	3	Digital Communication	English
GRPUB	1423-0032	5th-2	4,5	Marketing Plan	English

Language Courses

Code	Semester	ECTS	Subjects	Language
ING2	2 nd	6	English II	English
ING4	2 nd	6	English IV	English
ESP1	2 nd	3	Español	Español

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