

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<b>Grupo 1</b> Lunes 15.30-17.45 Seminario: Miércoles 101: 15.30-16.25	Contabilidad financiera. Contabilidad de costes.	Español
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.	<b>Grupo 1</b> Martes 15.30 - 17.45 Seminarios Jueves: 101: 15.30-16.25 102: 16.30-17.25	Organización de empresas	Español
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.	<b>Grupo 1</b> Martes- 13.00-15.15 Seminarios Jueves: 101: 13.00-13.55 102: 14.00-14.55	Business organization	Español
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.	<b>Group 1</b> Tuesday 10.30-12.45 Seminars Thursday: 101- 10:45-11:40 102- 11.45-12.40	Business organization	English
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.	<b>Grupo 1</b> Lunes 13.00-15.15 Seminarios Miércoles: 101: 13.00-13.55 102: 14.00-14.55	Macroeconomía Economía internacional.	Español
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.	<b>Grupo 1</b> Tuesday 15.30-17.45 Seminars Thursday: 101: 15.30 - 16.25 102: 16.30-17.25	Business organization. Marketing	English
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.	<b>Grupo 1</b> Martes 18.15-20.30 Seminarios Jueves: 101:18.15-19.10 102: 19.15-20.10	Organización de empresas	Español
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.	<b>Group 1</b> Monday 18.15-20.30 Seminars Wednesday: 101: 18.15-19.10 102: 19.15-20.10	Finance	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
42101	International Economics	GNMI	2	6	The contemporary European and international economy. International trade: economic theory of international trade and trade policy instruments	Understand the economic interactions between countries and economic areas. Identify the economic consequences of globalisation processes.	<p><b>Group 1</b> Monday 13.00-14.30 Wednesday 14.45-16.15 Seminars Friday: 101: 13.00-13.55 102: 14.00-14.55</p>	Introductory Microeconomics and Macroeconomics. Not compatible with 80126/80226	English
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.	<p><b>Group 1</b> Monday 18.15-20.30 Seminars Wednesday: 101: 18.15-19.10 102: 19.15-20.10 103: 17.15-18.10</p>	Marketing. Market Research. Strategy.	English
42102	Management communication	GNMI	1	4	Corporate communication. Effective presentations. Communication plans. External communications.	Give effective presentations in English and understand the importance of planning in corporate communication. Draw up a company's communication plan. Establish outwards communication.	<p><b>Group 1</b> Tuesday 13.00-15.15 Seminars Thursday: 101: 17.05-18.00 102: 18.05-19.00</p>	None	English
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.	<p><b>Group 1</b> Monday 13.00-15.15 Seminar Wednesday 101: 14.00-14.55</p>	Business marketing, Market research, Statistics	English
40209	Marketing Digital Internacional	GNMI	Optativa	4	Definición, diseño, implementación y evaluación de estrategias y programas de marketing en un entorno digital a nivel internacional.	Capacidad para pensar y planificar como un gestor de marketing en la web.	<p><b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles: 101: 08.00-08.55 102: 09.00-09.55</p> <p><b>Grupo 2</b> Lunes 10.30-12.45 Seminarios Miércoles 201: 10.45-11.40 202: 11.45- 12.40</p>	Marketing	Español
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.	<p><b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles: 101: 08.00-08.55 102: 09.00-09.55</p> <p><b>Grupo 2</b> Lunes 10.30-12.45 Seminarios Miércoles: 201: 10.45-11.40 202: 11.45-12.40</p>	Organización de empresas	Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<p><b>Group 1</b> Tuesday 08.00-10.15 Seminars Thursday: 101: 08.00-08.55 102: 09.00-09.55</p> <p><b>Group 2</b> Tuesday 10.30-12.45 Seminars Thursday: 201: 10.45-11.40 202: 11.45-12.40</p>	Business organization	English
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.	<p><b>Group 1</b> Tuesday 13.30-15.15 Seminars Thursday: 101: 13.00-13.55 102: 14.00-14.55</p>	Microeconomics	English
40316	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.	<p>Group 1 Friday 13.30-15.45 Seminar Friday 15.45-16.40</p>	Statistics	English
40119	Public Relations and Consumer Relations Management	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.	<p><b>Group 1</b> Monday 15.30-17.45 Seminars Wednesday: 101: 15.30-16.25 102: 16.30-17.25</p>	Marketing	English
40130	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.	<p><b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles: 101: 08.00-08.55 102: 09.00-09.55</p> <p><b>Grupo 2</b> Lunes 10.30-12.45 Seminarios Miércoles: 201: 10.45-11.40 202: 11.45-12.40</p>	Marketing. Nivel B2 de lengua española	Español
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.	<p><b>Grupo 1</b> Martes 13.00-15.15 Seminarios Jueves: 101: 13.00-13.55 102: 14.00-14.55</p> <p><b>Grupo 2</b> Martes 10.30-12.45 Seminarios Jueves: 201: 10.45-11.40 202: 11.45-12.40</p>	Marketing	Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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 Martes 08.00-10.15 Jueves: 101: 08.00-08:55 102: 09.00-09.55	European integration	English
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.	<b>Group 1</b> Tuesday 16.30-18.40 Thursday 16.30-18.40	Introduction to Marketing . Not compatible with 40204	English
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.	<b>Group 1</b> Tuesday 18.45-20.55 Thursday 18.45-20.55	Accounting	English
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.	<b>Group 1</b> Monday 12.00-14.10 Wednesday 12.00-14.10	Business organization	English
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.	<b>Group 1</b> Monday 16.30-18.40 Wednesday 16.30-18.40	Business organization	English

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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.	<p><b>Group 1</b></p> <p>Monday 18:45-20:55</p> <p>Wednesday 18:45-20:55</p>	Introduction to marketing	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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## 2nd TRIMESTER / 2o TRIMESTRE

Code	Subject	Degree	Year	ECTS	Times	Learning outcomes	Times	Advised previous requirements	Language of instruction
41202	Business Organization	GNMI	1	6.0	Organisations and markets. Business decisions and strategies. Functional areas: production, financing, logistics. Business management and control: coordination and motivation. The entrepreneur.	Understand how a business organisation works in detail and appreciate its relationships with its customers and suppliers. Identify the main and secondary purposes of a company or organisation.	<p><b>Group 1</b> Monday 10.30-12.00 Wednesday 08.30- 10.00 Friday: 101: 09.30-10.25 102: 08.30-9.25</p> <p><b>Group 2</b> Monday 08.30-10.00 Wednesday 10.30-12.00 Seminars Friday: 201: 12.00-12.55 202: 11.00-11.55</p>	None	English
42202	Business Marketing	GNMI	2	6	Commercial policy decisions and developing a marketing plan. Commercial strategy. Product lifecycle. Developing and launching new products.	Draw up a marketing plan and integrate it within a company's commercial strategy. Consider the strategic improvements offered by introducing a product onto the market.	<p><b>Group 1</b> Monday 13.00-14.30 Wednesday 14.45-16.15 Seminars Friday: 101: 15.30-16.25 102: 16.30-17.25</p> <p><b>Group 2</b> Monday 14.45-16.15 Wednesday 13.00-14.30 Seminars Friday: 202: 13.00-13.55 201: 14.00-14.55</p>	Business Organization	English
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.	<p><b>Group 1</b> Monday 13.00h-15.15h Seminars Wednesday 101: 13.00-13.55 102: 14.15-15.10</p>	Marketing. Not compatible with 80137-80237	English
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.	<p><b>Grupo 2</b> Martes 10.30-12.45 Seminarios Jueves: 201: 11.15h-12.10h 202: 12.15h-13.10h 203: 13.15h-14.10h</p>	Introducción a la contabilidad	Español
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.	<p><b>Grupo 1</b> Martes 13.00-15.15 Seminarios Miércoles 101: 15.15-16.10 102: 16.15-17.10</p>	Marketing. Nivel B2 de lengua española	Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<b>Group 1</b> Monday 13.00-15.15 Seminar Wednesday: 101: 15.15-16.10 102: 14.15-15.10	Business organization	English
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.	<b>Group 1</b> Tuesday 13.00-15.15 Seminars Thursday: 101: 13.15-14.10 102: 14.15-15.10	Business organization	English
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.	<b>Grupo 1</b> Miércoles 18.45-21.00 Seminario: Viernes 101: 17.00-17.55 102: 16.00-16.55	Organización de empresas. Marketing.	Español
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.	<b>Grupo 1</b> Lunes 10.30-12.45 Seminarios Jueves 101: 13.15-14.10 102: 11.15-12.10 103: 12.15-13.10 <b>Grupo 2</b> Lunes 08.00-10.15 Seminarios Jueves: 201: 10.00-10.55 202: 08.00-08.55 203: 09.00-09.55	Economía de la empresa Introducción a la contabilidad Introducción a las finanzas	Español
42301	International Contracting and Trade	GNMI	2	6	An introduction to international trade. Administrative management, transport, customs and international banking. Commercial contracts in international trade. Civil liability.	Settle the main disputes that might arise as a result of basic international trade operations.	<b>Group 1</b> Monday 14.45-16.15 Wednesday 13.00-14.30 Seminars Friday: 101: 16.30-17.25 102: 15.30-16.25 <b>Group 2</b> Monday 13.00-14.30 Wednesday 14.45-16.15 Seminars Friday: 201: 14.00-14.55 202: 13.00-13.55	Introductory business law	English
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..	<b>Group 1</b> Monday 16.30-18.45 Seminars Thursday: 101: 16.20-17.15 102: 17.20-18.15 103: 15.20-16.15 <b>Group 2</b> Monday 19.00 - 21.15 Seminars Thursday: 201: 19.30-20.25 202: 20.30-21.25 203: 18.30-19.25	Business organization	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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><b>Group 1</b>                      Tuesday 16.30-18.45                      Seminars                      Thursday:                      101: 15.20-16.15                      102: 16.20-17.15                      103: 17.20-18.15</p> <p><b>Group 2</b>                      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



Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<b>Group 1</b> Wednesday 16.15-18.30 Seminars Friday 101: 16.00-16.55 102: 17.00-17.55	Business organization. Finance.	English
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.	<b>Group 1</b> Tuesday 19.00-21.15 Seminars Thursday 101: 18.30-19.25 101: 19.30-20.25 <b>Group 2</b> Tuesday 16.30-18.45 Seminars Thursday 202: 17.20-18.15 201: 16.20-17.15	Business organization. Marketing	English
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.	<b>Group 1</b> Monday 19.00 -21.15 Seminars Thursday: 101: 17.20-18.15 102: 15.20-16.15 103: 16.20-17.15 <b>Group 2</b> Monday 16.30-18.45 Seminars Thursday 201: 20.30-21.25 202: 18.30-19.25 203: 19.30-20.25	Business organization	English
41102	Introducción al derecho empresarial	GNMI	1	4	Introducción al derecho: fuentes del derecho y filosofía del derecho. El ordenamiento jurídico. Instituciones básicas del derecho civil, mercantil, fiscal y laboral. Derecho mercantil. Sociedades mercantiles. Estructuras societarias de cooperación. Títulos y valores. Letra de cambio.	Entender las principales implicaciones, posibilidades y limitaciones jurídicas de la actividad empresarial. Capacidad para comparar ventajas e inconvenientes de las diferentes sociedades mercantiles.	<b>Grupo 2</b> Martes 12.15-14.30 Seminarios Jueves 201: 08.30-09.25 202: 09.30-10.25	Ninguno	Español
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.	<b>Group 1</b> Monday 13.00-15.15 Seminar: Wednesday 101: 13.00-13.55	Corporate law	English
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.	<b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Jueves: 101: 10.00-10.55 102: 08.00-08.55 103: 09.00-09.55 <b>Grupo 2</b> Lunes 10.30-12.45 Seminarios Jueves 201: 13.15-14.10 202: 11.15-12.10 203: 12.15-13.10	Gestión de operaciones. Distribución comercial	Español
42303	Management of International Operations	GNMI	2	4.0	An introduction to logistics, supply chain management and quantitative methods for decision making in the international sphere. Design and assessment of international logistics services.	Analyse the impact of logistical activity on establishing international business strategy and understand the function of operations, their objectives and the basic concepts inherent to a process of internationalisation.	<b>Group 1</b> Tuesday 13.00-15.15 Seminars Thursday 101: 13.00-13.55 102: 14.00-14.55 <b>Group 2</b> Tuesday 16.45-19.00 Seminars Thursday 201: 17.05-18.00 202: 18.05-19.00	Introductory mathematics, business organization, excel	English

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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.	Grupo 1 Miercoles 16.15-18.30 Seminario Viernes 15.00-15.55	None	English
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.	<b>Group 1</b> Tuesday 10.30-12.45 Seminars Thursday: 101: 11.15-12.10 102: 12.15-13.10 103: 13.15-14.10 <b>Group 2</b> Tuesday 08.00-10.15 Seminars Thursday: 201: 08.00-08.55 202: 09.00-09.55 203: 10.00-10.55	Fundamentals of marketing Introductory statistics	English
40109	Métodos cuantitativos	GNMI	Optativa	4	Técnicas estadísticas aplicadas al mercado. Métodos multivariantes de interdependencia.	Aplicar adecuadamente las técnicas multivariantes de interdependencia según el tipo de datos y las características de los informes que se necesiten.	<b>Grupo 1</b> Martes 13.00-15.15 Seminario Jueves 13.15-14.10	Marketing, investigación de mercados	Español
41201	Microeconomía	GNMI	1	6	Conceptos microeconómicos: costes de oportunidad, producción, intercambio, ventaja comparativa y consumo. El modelo básico de funcionamiento de los mercados. Análisis de las decisiones bajo incertidumbre.	Plantear, resolver e interpretar las decisiones de los agentes económicos y su interacción en los mercados. Entender y distinguir los distintos problemas de incentivos a los que se enfrentan los agentes económicos.	<b>Grupo 2</b> Lunes 10.30-12.00 Miercoles 08.30-10.00 Seminarios Viernes 201: 11.00-11.55 202: 12.00-12.55	Ninguno	Español
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).	<b>Grupo 1</b> Miércoles 16.15-18.30 Seminarios Viernes: 101: 15.00-15.55 102: 16.00-16.55	Ninguno	Español
40308	Técnicas de previsión	GNMI	Optativa	4	Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones.	Comprender el comportamiento temporal de variables económicas.	<b>Grupo 1</b> Friday 13,30-15,45 Seminario Friday 15,45-16,40	None	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.	Grupo 1 Monday 13.00-15.00 Seminar Wednesday ?	European integration	English
80230	Applied Marketing Research in the Digital Era	IBP	Elective	6	Key principles of how to design and plan marketing research. Relevant research designs for B2B and B2C sectors. Data transformation and analysis. New trends in marketing research.	Students will be able to understand the critical details of modern marketing research and will be equipped with practical tools to apply in real-life situations.	TBA	Introduction to marketing	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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
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
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 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
80227	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 threads for the development of business in the area.	TBA	Business organization	English
80232	Economic global order	IBP	Elective	6	Development of the international political economy trends since 1945. Relevant institutions that deal with global economics and international trade, as well as the outcomes of the expected (and unexpected) current dynamics of globalization (economic imbalances, transnational migrations, environmental concerns ...).	Understand the key issues and critical moments of the historical path to the current state of the art in Global Governance. Assess and link the network of actors and interests of Global Governance.	TBA	Introductory Economics	English
80233	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.	TBA	Corporate finance. Not compatible with 40110	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
80226	International Economics	IBP	Elective	6	The contemporary European economy and the global economy. International trade: economic theory and trade policy instruments.	To understand the economic interactions between countries and economic regions. To identify the economic consequences of globalisation.	TBA	Introductory Microeconomics and Macroeconomics. Not compatible with 42101	English
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. Not compatible with 40110	English
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
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
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
80238	Sustainability management	IBP	Elective	6	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.	TBA	Business organization	Español

### 3r TRIMESTER / 3r TRIMESTRE

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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><b>Grupo 1</b> Lunes 18.30-20.45 Seminarios Jueves 101: 15.00-15.55 102: 16.00-16.55</p> <p><b>Grupo 2</b> Lunes 15.45-18.00 Seminarios Jueves 201: 17.00-17.55 202: 18.00-18.55</p>	Microeconomía. Macroeconomía. Economía internacional.	Español
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.	<p><b>Group 1</b> Tuesday 16.00-18.00 Thursday 17.00-19.00</p> <p><b>Group 2</b> Tuesday 18.30-20.45 Thursday 15.00-17.00</p>	Advanced business economics, strategic management, financial accounting.	English
42302	Derecho fiscal y laboral internacional	GNMI	2	6	El tratamiento fiscal de la empresa. La fiscalidad empresarial en España y análisis comparado del derecho fiscal en la UE. Principios de derecho laboral en España y en la UE. Estudios de casos.	Formular y elegir las diversas estrategias fiscales y de organización interna de la empresa, según los objetivos establecidos, desde una perspectiva comparada dentro de la UE.	<p><b>Grupo 1</b> Lunes 13.00-14.30 Miércoles 14.45-16.15 Seminarios Viernes 101: 14.00-14.55 102: 13.00-13.55</p> <p><b>Grupo 2</b> Lunes 14.45-16.15 Miércoles 13.00-14.30 Seminarios Viernes 201: 16.30-17.25 202: 15.30-16.25</p>	Introducción al derecho	Español
42201	European Integration	GNMI	2	4.0	The development of the European economy in the late 20th and early 21st century. Objectives, principles and stages of European construction. Institutional, legal and financial structures.	Reflect on the future evolution of the EU and learn about its economic, social, political and cultural implications.	<p><b>Group 1</b> Tuesday 13.00-15.15 Seminars Thursday 101: 18.05-19.00 102: 17.05-18.00</p> <p><b>Group 2</b> Tuesday 16.45-19.00 Seminars Thursday 201: 13.00-13.55 202: 14.00-14.55</p>	Economic History	English
42226	Finanzas I	GNMI	2	6	Las finanzas en la economía de la empresa. Análisis, valoración y selección de proyectos reales y financieros. Estrategias de diversificación del riesgo. Estrategias de inversión y selección de activos. Modelos de valoración de activos.	Entender y relacionar las estrategias financieras y el funcionamiento de la empresa. Valorar el impacto económico y financiero de diferentes operaciones y proyectos empresariales.	<p><b>Grupo 1</b> Lunes 14.45-16.15 Miércoles 13.00-14.30 Seminarios Viernes 101: 13.00-13.55 102: 14.00-14.55</p> <p><b>Grupo 2</b> Lunes 13.00-14.30 Miércoles 14.45-16.15 Seminarios Viernes 201: 15.30-16.25 202: 16.30-17.25</p>	Economía de la empresa. Contabilidad financiera	Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<b>Grupo 2</b> Lunes 18.30-20.45 Seminarios Jueves 201: 18.00-18.55 202: 17.00-17.55	Ninguno	Español
41301	Macroeconomía	GNMI	1	6	VARIABLES MACROECONÓMICAS: producto, renta e inflación. Ahorro, inversión y tipos de interés. El sector público y la política fiscal. El dinero y la política monetaria.	Entender la relación entre las decisiones individuales y los resultados macroeconómicos, tanto a partir de las decisiones de los agentes económicos como a partir de la influencia del entorno macroeconómico sobre el comportamiento de los agentes.	<b>Grupo 2</b> Lunes 10.30-12.00 Miércoles 08.30-10.00 Seminarios Viernes 201: 11.00-11.55	Ninguno	Español
41303	Statistics	GNMI	1	6.0	Statistical inference. Point and interval estimates. Hypothesis testing, analysis of variance and contingency tables. Simple linear regression modelling. Sampling principles.	Learn how to infer population properties (estimating a parameter, deciding the truth of a statement, etc.) from the information gathered from a subset or sample.	<b>Group 1</b> Monday 10.30-12.00 Wednesday 08.30-10.00 Seminars Friday 101: 09.30-10.25 102: 08.30-09.25  <b>Group 2</b> Monday 08.30-10.00 Wednesday 10.30-12.00 Seminars Friday 201: 12.00-12.55 202: 11.00-11.55	Introduction to data Analysis.	English