

# 1st TRIMESTER / 1r TRIMESTRE

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 17.15-19.30 Seminarios: Miércoles 101: 17.15-18.10 102: 18.30-19.25	Contabilidad financiera. Contabilidad de costes.	Español
41202	Business Organisation	GNMI	1	6	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.	<b>Group 1</b> Monday 10.30-12.00 Tuesday 08.30-10.00 Seminars Friday 101: 12.15-13.10 102: 11.00-11.55 <b>Group 2</b> Monday 08.30-10.00 Tuesday 11.45-13.15 Seminars Friday 201: 09.45-10.40 202: 08.30-09.25	-	English
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 14.30 - 16.45 Seminarios Jueves 101: 14.30-15.25 102: 15.40-16.35	Organización de empresas	Español
42103	Contabilidad financiera	GNMI	2	6	Introducción a los estados financieros obligatorios. Instrumentos contables: asientos y cuenta. Introducción al ciclo contable. Transacciones empresariales básicas.	Capacidad para, siguiendo las normas, establecer la imagen fiel de la empresa en los estados contables.	<b>Grupo 2</b> Lunes 13.30-15.00 Martes 16.15-17.45 Seminarios Viernes 201: 16.00-16.45 202: 17.15-18.10	-	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 10.45-13.00 Seminario Miércoles: 101: 10.45-11.45	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 08.00-10.15 Seminars Thursday: 101: 08.00-8.55 102: 9.15-10.10	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 10.45 - 13.00 Seminario Miércoles 101: 10.45-11.40	Macroeconomía Economía internacional.	Español
42104	Historia Económica internacional	GNMI	2	4	Evolución de las relaciones y de las instituciones económicas. El desarrollo de Europa dentro de la perspectiva mundial. Especial referencia a la historia económica desde la Segunda Guerra Mundial.	Interrelacionar los desarrollos principales de la historia económica internacional contemporánea con las corrientes de pensamiento social, económico y político. Identificar las sucesivas fases del proceso de integración europea y sus causas y consecuencias económicas y	<b>Grupo 2</b> Miércoles 16.45-17.45 Jueves 13.30-14.30 Seminarios Viernes: 201: 13.30-14.25 202: 14.45-15.40	-	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>Group 1</b> Tuesday 17.15-19.30 Seminars Thursday: 101: 17.15-18.10 102: 18.25-19.20	Business organization. Marketing	English

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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 17.15-19.30 Seminarios Jueves: 101: 17.15-18.10 102: 18.25-19.20	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 14.30-16.45 Seminar Wednesday: 101: 14.30-15.25	Corporate finance. Not compatible with International Finance (80125)	English
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.	<b>Group 1</b> Monday 13.30-15.00 Wednesday 16.45-18.15 Seminars Friday: 101: 14.45-15.40 102: 13.30-14.25 <b>Group 2</b> Monday 15.30-17.00 Wednesday 14.45-16.15 Seminars Friday: 201: 17.15-18.10 202: 16.00-16.55	Introductory Microeconomics and Macroeconomics.	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.	<b>Group 1</b> Tuesday 10.45-13.00 Seminars Thursday: 101: 10.45-11.40 102: 12.00-12.55	Marketing. Market Research. Strategy.	English
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.	<b>Group 1</b> Tuesday 10.45-13.00 Seminars Thursday: 101: 10.45-11.40 102: 12.00-12.55	Business organization	English
40122	Lengua alemana en los negocios I	GNMI	Optativa	4	Introducción al conocimiento del alemán en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 14.30-16.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required. A minimum of A2 in German is required.	Alemán/Español
40126	Lengua árabe en los negocios I	GNMI	Optativa	5	Introducción al conocimiento del árabe en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 14.30-16.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required. A minimum of A2 in Arabic is required.	Alemán/Español
40123	Lengua china en los negocios I	GNMI	Optativa	4	Introducción al conocimiento de chino mandarín en el contexto de las relaciones empresariales internacionales.	Demostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 14.30-16.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required. A minimum of A2 in Chinese is required.	Chino/Español

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40121	Lengua francesa en los negocios I	GNMI	Optativa	4	Introducción al conocimiento del francés en el contexto de las relaciones empresariales internacionales.	Mostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 14.30-16.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required. A minimum of A2 in French is required.	Francés/Español
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.	<b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	International Digital Marketing	Español
40210	Market Research Analytics	GNMI	Elective	4	Application of statistical techniques to the market. Multivariate dependence methods. ANOVA, multiple regression, conjoint analysis, discrete choice models.	Properly apply multivariate methods for dependent variables, analyse the results and present a suitable report of findings.	<b>Group 1</b> Monday 14.30-16.45 Seminar Wednesday: 101: 14.30-15.25 102: 15.45-16.35	Business marketing, Market research, Statistics	English
41103	Matemáticas	GNMI	1	6	Cálculo univariante y multivariante. Cálculo diferencial. Álgebra lineal. Introducción a la programación lineal.	Aprender a resolver problemas matemáticos univariantes y multivariantes elementales y a interpretar correctamente la solución a un determinado problema.	<b>Grupo 2</b> Lunes 10.30-12.00 Miércoles 08.30-10.00 Seminarios Viernes 201: 08.30-09.25 202: 09.45-10.40	-	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.	<b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	Organización de empresas	Español
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.	<b>Group 1</b> Tuesday 14.30-16.45 Seminars Thursday: 101: 14.30-15.25 102: 15.40-16.35	Microeconomics	English
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.	<b>Group 1</b> Friday 14.30-16.30 Seminar Friday: 101: 16.45-17.40	Statistics	English
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.	<b>Group 1</b> Monday 17.15-19.30 Seminars Wednesday: 101: 17.15-18.10 102: 18.30-19.25	Marketing	English
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.	<b>Grupo 1</b> Lunes 08.00-10.15 Seminarios Miércoles 101: 08.00-08.55 102: 09.15-10.10	Marketing. Nivel B2 de lengua española	Español

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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.	<b>Grupo 1</b> Martes 08.00-10.15 Seminarios Jueves 101: 08.00-08.55 102: 09.15-10.10	Marketing	Español
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.	<b>Group 1</b> Monday 10.45-13.00 Seminars Wednesday 101: 10.45-11.40 102: 12.00-12.55	International Digital Marketing	English
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.	<b>Group 1</b> Monday 17.15-19.30 Seminars Wednesday: 101: 17.15-18.10 102: 18.30-19.25	International Digital Marketing	English
41101	Técnicas de la comunicación y Gestión de la información	GNMI	1	6	Comunicación en las organizaciones empresariales. Planificación de la comunicación estratégica. Diseño y gestión de bases de datos y hojas de cálculo. Expresión oral y escrita en lengua catalana y española.	Aprender a buscar, analizar, valorar y sintetizar la información. Aprender a elaborar, presentar y defender argumentos. Aprender los valores de la multiculturalidad: respeto, igualdad, solidaridad, compromiso.	<b>Grupo 2</b> Miércoles 10.30-11.30 Jueves 08.30-09.30 Seminarios Viernes 201: 12.15-13.10 202: 11.00-11.55	Solo disponible para alumnos que cursen 1er y 2o trimestres.	Español
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.	<b>Group 1</b> Tuesday 14.30-16.45 Seminar Thursday: 101: 14.30-15.25 102: 15.45-16.40	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> Monday 17.00-19.15 Wednesday 17.00-19.15	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> Monday 11.30-13.45 Wednesday 11.30-13.45	Accounting	English

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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.	<b>Group 1</b> Monday 11.30-13.45 Wednesday 11.30-13.45	Business organization	English
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.	<b>Group 1</b> Tuesday 11.30-13.45 Thursday 11.30-13.45	Business organization	English
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.	<b>Group 1</b> Tuesday 13.30-15.45 Thursday 13.30-15.45	Corporate finance.	English
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.	<b>Group 1</b> Monday 18.30-20.45 Wednesday 18.30-20.45	Accounting, Financial management. Not compatible with International business finance (40313)	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 14.30-16.45 Wednesday 14.30-16.45 <b>Group 2</b> Monday 17:00-19:15 Wednesday 17:00-19:15	Business organization	English
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.	<b>Group 1</b> Monday 14.30-16.45 Wednesday 14.30-16.45	Introduction to marketing	English
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.	<b>Group 1</b> Tuesday 18.30-20.45 Thursday 18.30-20.45	Marketing management	English

## 2nd TRIMESTER / 2o TRIMESTRE

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40321	Artificial Intelligence and Machine Learning	GNMI	Elective	4	Development of artificial intelligence and machine learning applications to provide tools of strategic importance in the progress of innovation, efficiency and sustainability of business organizations. Fundamentals of artificial intelligence and machine learning, their applications in the business field and the main challenges associated with their practical implementation.	Implement artificial intelligence and machine learning developments for their practical application in the business field.	<b>Group 1</b> Tuesday 13.30-15.45 Seminars Thursday: 101: 14.00-14.55	Business organization. Business marketing	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.	<b>Grupo 2</b> Martes 10.30-12.45 Seminarios Jueves: 201: 11.30-12.25 202: 12.45-13.40	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.	<b>Grupo 1</b> Miércoles 15.45-18.00 Seminarios Viernes 101: 14.00-14.55 102: 15.15-16.10	Marketing. Nivel B2 de lengua española	Español
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 13.30-15.45 Seminar Wednesday: 101: 14.30-15.25	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 13.30-15.45 Seminar Thursday: 101: 14.00-14.55	Business organization	English
41203	Data Analysis	GNMI	1	4	An introduction to data processing and descriptive statistics. Main sources of economic statistical information.	Represent data synthetically in the form of tables, graphs, etc. Give basic data descriptions and carry out basic data processing.	<b>Group 1</b> Tuesday 08.30-09.30 Thursday 08.30-09.30 Seminars Friday: 101: 11.00-11.55 102: 12.15-13.10  <b>Group 2</b> Tuesday 11.45-12.45 Thursday 12.15-13.15 Seminars Friday: 201: 09.45-10.40 202: 08.30-09.25	-	English
40333	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 15:45-18.00 Seminarios: Viernes 101: 14.00-14.55 102: 15.15-16.10	Organización de empresas. Marketing.	Español
42203	Derecho de la empresa 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 del derecho laboral en España y en la UE. Estudios de casos.	Entender las principales implicaciones, posibilidades y limitaciones jurídicas de la actividad empresarial y de las diferentes tipologías de sociedades mercantiles. 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.	<b>Grupo 2</b> Lunes 15.30-17.00 Miércoles 14.30-16.00 Seminarios Viernes: 201: 16.00-16.55 202: 17.15-18.10	-	Español

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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 2</b> Lunes 08.00-10.15 Seminarios Jueves: 201: 09.00-09.55 202: 10.15-11.10	Economía de la empresa Introducción a la contabilidad Introducción a las finanzas	Español
41204	Habilidades emprendedoras	GNMI	1	4	Identificación de las habilidades, actitudes y aptitudes necesarias en los procesos de emprendimiento. Presentación de las distintas áreas de conocimiento necesarias para emprender.	Fomentar las habilidades creativas de los estudiantes en el marco específico de los procesos de emprendimiento.	<b>Grupo 2</b> Lunes 10.30-11.30 Miércoles 12.00-13.00 Seminarios Viernes 201: 11.00-11.55 202: 12.15-13.10	-	Español
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 2</b> Monday 18.45-21.00 Seminars Thursday: 201: 15.15-16.10 202: 16.30-17.25	Business organization	English
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.	<b>Group 1</b> Wednesday 16.15-18.30 Seminars Thursday: 101: 15.15-16.10 102: 16.30-17.25 <b>Group 2</b> Tuesday 18.45-21.00 Seminars Thursday: 201: 17.45-18.40 202: 19.00-19.55	Marketing. Business organization	English
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> Monday 13.30-15.45 Seminars: Wednesday 101: 14.30-15.25 102: 15.40-16.35	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 18.45-21.00 Seminars Thursday 101: 17.45-18.40 102: 19.00-19.55 <b>Group 2</b> Tuesday 16.15-18.30 Seminars Thursday 201: 16.30-17.25 202: 15.15-16.10	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 2</b> Monday 16.15-18.30 Seminars Thursday 201: 19.00-19.55 202: 17.45-18.40	Business organization	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
40222	Lengua alemana en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento del alemán en el contexto de las relaciones empresariales internacionales.	Mostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 13.30-15.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required A minimum of A2/B1 in German is required	Alemán/Español
40226	Lengua árabe en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento del árabe en el contexto de las relaciones empresariales internacionales.	Mostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 13.30-15.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required A minimum of A2/B1 in arabic is required	Alemán/Español
40223	Lengua china en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento de chino mandarín en el contexto de las relaciones empresariales internacionales.	Mostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 13.30-15.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required A minimum of A2/B1 in Chinese is required	Chino/Español
40221	Lengua francesa en los negocios II	GNMI	Optativa	4	Profundización en el conocimiento del francés en el contexto de las relaciones empresariales internacionales.	Mostrar las capacidades necesarias para comprender y transmitir de forma oral y escrita, en la lengua seleccionada, información significativa en un registro acorde con las exigencias de las relaciones empresariales.	<b>Grupo 1</b> Lunes 13.30-15.45 Seminario Miércoles 14.30-15.25	A minimum of A2 in Spanish is required A minimum of A2/B1 in french is required	Francés/Español
43206	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 2</b> Lunes 10.30-13.45 Seminarios Jueves 201: 12.45-13.40 202: 11.30-12.25	Gestión de operaciones. Distribución comercial	Español
42303	Management of International Operations	GNMI	2	4	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> Wednesday 14.30-15.30 Thursday 17.15-18.15 Seminars Friday 101: 16.00-16.55 102: 17.15-18.10 <b>Group 2</b> Wednesday 16.30-17.30 Thursday 13.30-14.30 Seminars Friday 201: 13.30-14.25 202: 14.45-15.40	Introductory mathematics, business organization, excel	English
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.	<b>Group 1</b> Monday 13.30-15.45 Seminar Wednesday 101: 14.30-15.25	Business organization. Accounting. Finance.	English



Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<p><b>Group 1</b> Tuesday 10.30-12.45 Seminars Thursday: 101: 11.30-12.25 102: 12.45-13.40</p> <p><b>Group 2</b> Tuesday 08.00-10.15 Seminars Thursday: 201: 10.15-11.10 202: 09.00-09.55</p>	Fundamentals of marketing Introductory statistics	English
42202	Marketing empresarial	GNMI	2	6	Decisiones de política comercial y elaboración del plan de marketing. Estrategia comercial. Ciclo de vida del producto. Desarrollo y lanzamiento de nuevos productos.	Elaborar un plan de marketing e integrarlo en la estrategia comercial de la empresa. Plantear las mejores estrategias de introducción de un producto en el mercado..	<p><b>Grupo 2</b> Lunes 13.30-15.00 Martes 16.45-18.15 Seminarios Viernes: 201: 16.00-16.55 202: 17.15-18.10</p>	Business Organization	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.	<p><b>Grupo 2</b> Lunes 08.30-10.00 Miércoles 10.15-11.45 Seminarios Viernes 201: 12.15-13.10 202: 11.00-11.55</p>	-	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).	<p><b>Grupo 1</b> Lunes 13.30-15.45 Seminario Miércoles: 101: 14.30-15.25</p>	-	Español
41101	Técnicas de la comunicación y Gestión de la información	GNMI	1	6	Comunicación en las organizaciones empresariales. Planificación de la comunicación estratégica. Diseño y gestión de bases de datos y hojas de cálculo. Expresión oral y escrita en lengua catalana y española.	Aprender a buscar, analizar, valorar y sintetizar la información. Aprender a elaborar, presentar y defender argumentos. Aprender los valores de la multiculturalidad: respeto, igualdad, solidaridad, compromiso.	<p><b>Grupo 2</b> Martes 08.30-09.30</p>	Solo disponible para alumnos que cursen 1er y 2o trimestres.	Español
40311	Sustainability management	GNMI	Optativa	4	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.	<p><b>Group 1</b> Tuesday 13.30-15.45 Seminar Thursday: 101: 14.00-14.55</p>	Business organization. Not compatible with Responsabilidad Social de las Organizaciones (44311)	English
40328	Web analytics	GNMI	Elective	4	Web analytics for all business types. The only difference is the complexity of the data. Objectives of web analysis: elaboration of customer profiles, demographic segmentation and analysis of the competition to make strategic decisions. Impact of web analytics on marketing and sales processes. Analysis of business metrics such as traffic, leads, and sales. The theory and fundamentals of digital marketing analysis and practical applications of web analysis.	Understand the use of Google Analytics to link the results of web analysis with those of digital marketing analysis, to translate them into business data.	<p><b>Group 1</b> Tuesday 13.30-15.45 Seminar Thursday: 101: 14.00-14.55</p>	Business marketing SEM and SEO	English
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.	<p><b>Group 1</b> Monday 16.00-18.15 Wednesday 16.00-18.15</p>	Introduction to Marketing . Not compatible with 40204	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
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.	<p><b>Group 1</b> Monday 11.00-13.15 Wednesday 11.00-13.15</p> <p><b>Group 2</b> Monday 13.30-15.45 Wednesday 13.30-15.45</p>	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 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.	<p><b>Group 1</b> Monday 11.00-13.15 Wednesday 11.00-13.15</p>	Business organization	English
80240	Digital Business Modeling and Competitive Strategy	IBP	Elective	6	Development of a strategic approach to the analysis of competitive factors in digital environments. Technological disruption and the creation of digital business models. The Gartner Hype Cycle, the life cycle of technological industries, the concept of competitive paradigm, and the analysis of multi-layer platform models.	To approach the key levers for the construction of business models adapted to technological environments. To understand the process of analysis and monitoring of competitive models based on key economic and financial metrics and the impact of business indicators (KPIs).	<p><b>Group 1</b> Tuesday 11.00-13.15 Thursday 11.00-13.15</p>	Business organization Business strategy	English
80242	Doing Business in America	IBP	Elective	6	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.	<p><b>Group 1</b> Monday 16.00-18.15 Wednesday 16.00-18.15</p>	Business organization not compatible with 40106	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 threats for the development of business in the area.	<p><b>Group 1</b> Monday 13.30-15.45 Wednesday 13.30-15.45</p>	Business organization	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.	<p><b>Group 1</b> Monday 16.00-18.15 Wednesday 16.00-18.15</p> <p><b>Group 2</b> Monday 18.30-20.45 Wednesday 18.30-20.45</p>	Corporate finance.	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.	<p><b>Group 1</b> Monday 13.30-15.45 Wednesday 13.30-15.45</p>	Accounting, Financial management.	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
80241	International product management	IBP	Elective	6	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	<b>Group 1</b> Monday 11.00-13.15 Wednesday 11.00-13.15	Marketing. Market Research. Strategy. Not compatible with 40112	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.	<b>Group 1</b> Monday 13.30-15.45 Wednesday 13.30-15.45  <b>Group 2</b> Monday 16.00-18.15 Wednesday 16.00-18.15	Business organization	English
80239	Marketing research	IBP	Elective	6	Key principles of how to design and plan marketing research. Quantitative and qualitative market research methods and techniques. Data transformation, analysis and presentation of results. 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.	<b>Group 1</b> Tuesday 13.30-15.45 Thursday 13.30-15.45	Business organization; Business marketing	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.	<b>Group 1</b> Tuesday 13.30-15.45 Thursday 13.30-15.45	Introduction to marketing	English
80244	Organizational behavior	IBP	Elective	6	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.	<b>Group 1</b> Monday 11.00-13.15 Wednesday 11.00-13.15	Not compatible with 40331 International Talent Management	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.	<b>Group 1</b> Tuesday 18.30-20.45 Thursday 18.30-20.45	Marketing management	English

### 3r TRIMESTER / 3r TRIMESTRE

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.	<b>Grupo 2</b> Lunes 15.45-18.00 Seminarios Jueves 201: 17.10-18.05 202: 18.10-19.05	Microeconomía. Macroeconomía. Economía internacional.	Español
44202	Business Game	GNMI	4	4	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.	<b>Group 1</b> Tuesday 15.30-17.45 Thursday 17.30-19.45  <b>Group 2</b> Tuesday 18.00-20.15 Thursday 15.00-17.15	Advanced business economics, strategic management, financial accounting.	English

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
41304	Corporate communications and branding	GNMI	1	4	Corporate communication. Differences between public relations, advertising and marketing. Construction and application of planning communication tools. Brand building. Personal branding	<p>Identify the different situations, audiences and actions in corporate communication in order to choose the most effective and efficient way to communicate.</p> <p>Understand the scope of brand management in an organizational context and its relation with other functional areas.</p>	<p><b>Group 1</b> Wednesday 08.30-09.30 Thursday 08.30-09.30 Seminars Friday 101: 12.15-13.10 102: 11.00-11.55</p> <p><b>Group 2</b> Wednesday 10.30-11.30 Thursday 12.15-13.15 Seminars Friday 201: 08.30-09.25 202: 09.45-10.40</p>	-	English
42201	European Integration	GNMI	2	4	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.	<p>Reflect on the future evolution of the EU and learn about its economic, social, political and cultural implications.</p>	<p><b>Group 1</b> Wednesday 16.30-17.30 Thursday 17.15-18.15 Seminars Friday 101: 16.00-16.55 102: 17.15-18.10</p> <p><b>Group 2</b> Wednesday 14.30-15.30 Thursday 13.30-14.30 Seminars Friday 201: 13.30-14.25 202: 14.45-15.40</p>	Economic History	English
42304	Finanzas	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.	<p>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>	<p><b>Grupo 2</b> Lunes 13.30-15.00 Miércoles 16.45-18.15 Seminarios Viernes 201: 16.00-16.55 202: 17.15-18.10</p>	Economía de la empresa. Contabilidad financiera	Español
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.	<p>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.</p>	<p><b>Grupo 2</b> Lunes 15.30-17.45 Seminarios Jueves 201: 18.45-19.40 202: 17.30-19.25</p>	Not compatible with Sustainability management (80238)	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.	<p>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.</p>	<p><b>Grupo 2</b> Lunes 08.30-10.00 Martes 11.45-13.15 Seminarios Viernes 201: 11.00-11.55 202: 12.15-13.10</p>	-	Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
41303	Statistics	GNMI	1	6	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.	<p><b>Group 1</b> Monday 08.30-10.00 Wednesday 10.30-12.00 Seminars Friday 101: 08.30-09.25 102: 09.45-10.40</p> <p><b>Group 2</b> Monday 10.30-12.00 Wednesday 08.30-10.00 Seminars Friday 201: 12.15-13.10 202: 11.00-11.55</p>	Introduction to data Analysis.	English
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.	<p><b>Group 1</b> Monday 13.30-15.00 Wednesday 14.30-16.00 Seminars Friday 101: 14.45-15.40 102: 13.30-14.25</p> <p><b>Group 2</b> Monday 15.30-17.00 Wednesday 16.30-18.00 Seminars Friday 201: 17.15-18.10 202: 16.00-16.55</p>	Introductory business law	English
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
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 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

## ANNUAL COURSES (only opened for FULL YEAR STUDENTS September-June)

41022	Alemán I	GNMI	1	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<p><b>Grupo 1</b> Martes 10.30-11.30 Jueves 10.00-11.00 Seminario Jueves 101: 11.05-12.00</p>	A minimum of A2 in Spanish is required.	Alemán/Español
41026	Árabe I	GNMI	1	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<p><b>Grupo 1</b> Martes 10.30-11.30 Jueves 10.00-11.00 Seminario Jueves 101: 11.05-12.00</p>	A minimum of A2 in Spanish is required	Árabe/Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
41023	Chino I	GNMI	1	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 10.30-11.30 Jueves 10.00-11.00 Seminario Jueves 101: 11.05-12.00	A minimum of A2 in Spanish is required	Chino/Español
41021	Francés I	GNMI	1	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 10.30-11.30 Jueves 10.00-11.00 Seminario Jueves 101: 11.05-12.00	A minimum of A2 in Spanish is required	Francés/Español
41024	Japonés I	GNMI	1	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 10.30-11.30 Jueves 10.00-11.00 Seminario Jueves 101: 11.05-12.00	A minimum of A2 in Spanish is required	Japonés/Español
42022	Alemán II	GNMI	2	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 15.00-16.00 Jueves 15.00-16.00 Seminario Jueves 101: 16.05-17.00	A minimum of A2 in Spanish is required. Previous level of German A1	Alemán/Español
42026	Árabe II	GNMI	2	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 15.00-16.00 Jueves 15.00-16.00 Seminario Jueves 101: 16.05-17.00	A minimum of A2 in Spanish is required. Previous level of Arabian A1	Árabe/Español
42023	Chino II	GNMI	2	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 15.00-16.00 Jueves 15.00-16.00 Seminario Jueves 101: 16.05-17.00	A minimum of A2 in Spanish is required. Previous level of Chinese A1	Chino/Español

Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
42021	Francés II	GNMI	2	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 15.00-16.00 Jueves 15.00-16.00 Seminario Jueves 101: 16.05-17.00	A minimum of A2 in Spanish is required. Previous level of French A2	Francés/Español
42024	Japonés II	GNMI	2	12	Léxico y gramática de una lengua extranjera a elegir.	Aplicar las habilidades básicas necesarias para la comprensión oral y escrita en la lengua seleccionada. Implementar las habilidades básicas necesarias para la producción de textos en la lengua seleccionada. Elegir y aplicar el uso de léxico básico en situaciones informales y formales en la lengua seleccionada.	<b>Grupo 1</b> Martes 15.00-16.00 Jueves 15.00-16.00 Seminario Jueves 101: 16.05-17.00	A minimum of A2 in Spanish is required. Previous level of Japanese A1	Japonés/Español