

School of Management

**Itineraries of courses
Fall 2023**

COURSE ITINERARIES FALL 2023

HOW TO CHOOSE YOUR COURSES?

- Each itinerary consists of different subjects. You must choose the itinerary that suits you best. By clicking here, you will find the syllabuses of the courses*:

[Business Administration courses](#)

[Marketing courses](#)

[Tourism & Hospitality Management courses](#)

**Please note that you are not allowed to take to choose courses that are not included in the present itineraries.*

- You will not be able to choose courses from different itineraries.
- Once you have selected the itinerary, you will have to choose courses you want to be enrolled in. Bear these considerations in mind:
 - a. **Erasmus +** students need to enrol in a minimum of 30 ECTS.
 - b. **Non-Erasmus +** students must be enrolled in a minimum of 24 ECTS.
- Courses offered in the itineraries are part of Bachelor's degrees level.
- It is your responsibility to verify that elected courses in the host institution will be recognised by the home institution.
- Besides your selection, all international students will be registered in *International Experience Fall course*, equivalent to 1 ECTS. This course includes all activities organized by Student Life office that are compulsory.
- In a few weeks we will send you the information about the process to follow to select the courses. Bear in mind that the sending of your request does not imply the automatic allocation of places. Registration will be done in order of receipt of applications. Groups will be closed as soon as these are full.
- Exchange students must remain flexible as courses are never guaranteed due to prerequisites, classrooms capacity, time conflicts and class cancellations. IQS reserves the right to modify courses in the last minute in the interest of academic development.
- The planification of the semesters – courses, format, platform and time slots – is subject to changes ordered by competent authorities in this worldwide context of COVID-19 outbreak.

COURSE ITINERARY FALL 1		
Code	Course	ECTS
15561	International Experience Fall	1
28017	Economics	6
28022	Tourism Sectors	4
28029	Personal and Professional skills	4
28033	Events Management	3
28034	Financial Management in Tourism & Hospitality	6
28037	Hotel & Restaurant Management	6
28038	Operational Marketing in Tourism and Hospitality	3
28040	Revenue Management	3
28041	Diversity Management	6

COURSE ITINERARY FALL 2		
Code	Course	ECTS
15561	International Experience Fall	1
15551	Introduction to Corporate Finance	6
15564	Creativity & Innovation	6
15579	Business Ethics & CSR	6
53005	Marketing	6
53009	Organizational Behaviour	6
53048	Applied Corporate Finance	6
53049	Entrepreneurship	6
53051	International Marketing	6
	SAP	6

COURSE ITINERARY FALL 3		
Code	Course	ECTS
15561	International Experience Fall	1
15551	Introduction to Corporate Finance	6
15579	Business Ethics & CSR	6
26025	New Electronic Marketing Devices	6
26029	Principles of Digital Marketing	6
26030	Virtual Communities	6
26031	Introduction to WEB Design	6
53005	Marketing	6
53009	Organizational Behaviour	6
53051	International Marketing	6

COURSE ITINERARY FALL 4		
Code	Course	ECTS
15561	International Experience Fall	1
15551	Introduction to Corporate Finance	6
15579	Business Ethics & CSR	
26034	Marketing Services	6
26040	Strategic Management	6
26041	Cross-Cultural Management	6
53005	Marketing	6
53009	Organizational Behaviour	6
53051	International Marketing	6

COURSE ITINERARY FALL 5		
Code	Course	ECTS
15561	International Experience Fall	1
15551	Introduction to Corporate Finance	6
15579	Business Ethics & CSR	6
27023	Geopolitics	6
27025	Cross-Cultural Management	6
27026	Logistics and International Transport	6
27027	International Negotiation Skills	6
53005	Marketing	6
53009	Organizational Behaviour	6
53051	International Marketing	6

COURSE ITINERARY FALL 6		
Code	Course	ECTS
15561	International Experience Fall	1
15551	Introduction to Corporate Finance	6
15579	Business Ethics & CSR	6
53005	Marketing	6
53009	Organizational Behaviour	6
53019	International Trade	4,5
53022	Labour Law	4,5
53023	Sales Management	4,5
53051	International Marketing	6

COURSE ITINERARY FALL 7		
Code	Course	ECTS
15561	International Experience Fall	1
15564	Creativity & Innovation	6
26041	Cross-Cultural Management	6
53049	Entrepreneurship	6
53132	Leadership	3
53133	Analysis of Financial Statements	6
53134	Global 4.0 in Economy	6
53136	Financial Mathematics	3