

UPF Code	Code	Subject	Degree	Year	ECTS	Description	Learning outcomes	Times	Advised previous requirements	Language of instruction
51853	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.	Group 1 Monday 13.00-15.15 Seminar Monday: 101: 15.20- 16.15	Business organization. Business marketing	English
51253	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.	Group 1 Monday 13.00-15.15 Seminars Monday: 101: 12.00-12.55 102: 15.20-16.15	Marketing. Not compatible with 80137-80237	English
51252	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.	Grupo 2 Martes 10.30-12.45 Seminarios Jueves: 201: 11.15-12.10 202: 12.15-13.10	Introducción a la contabilidad	Español
51670	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.	Grupo 1 Viernes 08.30-10.45 Seminario Viernes 101: 10.50-11.45	Marketing. Nivel B2 de lengua española	Español
51254	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.	Group 1 Monday 13.00-15.15 Seminar Monday: 101 : 15.20-16.15	Business organization	English
51308	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.	Group 1 Tuesday 13.00-15.15 Seminar Tuesday: 101 : 15.20-16.15	Business organization	English
51835	40323	Data mapping for marketing	GNMI	Elective	4	Dimensionality reduction and data mapping in the area of marketing. Techniques for significantly analysing and representing high-dimensional spatial data, including techniques linked to geographic information systems (GIS). Factorial models, multidimensional scaling techniques, correspondence analysis and use of GIS in applied market research environments. Use of R programming language and open-code GIS software.	Understand and interpret how data undergoes dimensionality reduction, together with its spatial representation and application in the area of marketing.	Group 1 Tuesday 13.00-15.15 Seminar Tuesday: 101 : 15.20-16.15	Programming and Big Data	English
51285	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.	Grupo 1 Miércoles 15:00-17.15 Seminario: Miércoles 101: 17.20-18.15	Organización de empresas. Marketing.	Español
51251	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.	Grupo 2 Lunes 08.00-10.15 Seminarios Jueves: 201: 09.00-09.55 202: 10.00-10.55	Economía de la empresa Introducción a la contabilidad Introducción a las finanzas	Español
51281	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..	Group 1 Monday 16.30-18.45 Seminars Thursday: 101: 18.30-19.25 102: 17.30-18.25 Group 2 Monday 19.00 - 21.15 Seminars Thursday: 201: 16.15-17.10 202: 15.15-16.10	Business organization	English

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51279	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.	Group 1 Tuesday 16.30-18.45 Seminars Thursday: 101: 15.15-16.10 102: 16.15-17.10 Group 2 Tuesday 19.00-21.15 Seminars Thursday: 201: 17.30-18.25 202: 18.30-19.25	Marketing. Business organization	English
51307	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.	Group 1 Wednesday 15:00-17.15 Seminar: Wednesday 101: 17.20-18.15	Business organization. Finance.	English
51596	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.	Group 1 Tuesday 19.00-21.15 Seminars Thursday 101: 17.30-18.25 102: 18.30-19.25 Group 2 Tuesday 16.30-18.45 Seminars Thursday 201: 15.15-16.10 202: 16.15-17.10	Business organization. Marketing	English
51282	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.	Group 1 Monday 19.00 -21.15 Seminars Thursday: 101: 16.15-17.10 102: 15.15-16.10 Group 2 Monday 16.30-18.45 Seminars Thursday 201: 18.30-19.25 202: 17.30-18.25	Business organization	English
51598	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.	Grupo 2 Lunes 10.30-12.45 Seminarios Jueves 201: 12.15-13.10 202: 11.15-12.10	Gestión de operaciones. Distribución comercial	Español
51790	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.	Group 1 Wednesday 15.00-17.15 Seminar Wednesday 101: 17.20-18.15	Business organization. Accounting. Finance.	English
51250	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.	Group 1 Tuesday 10.30-12.45 Seminars Thursday: 101: 11.15-12.10 102: 12.15-13.10 Group 2 Tuesday 08.00-10.15 Seminars Thursday: 201: 10.00-10.55 202: 09.00-09.55	Fundamentals of marketing Introductory statistics	English
51688	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).	Grupo 1 Lunes 13.00-15.15 Seminario Lunes: 101 : 15.20-16.15	None	Español
51791	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.	Group 1 Monday 13.00-15.00	European integration	English
51674	40308	Técnicas de previsión	GNMI	Optativa	4	Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones.	Comprender el comportamiento temporal de variables económicas.	Grupo 1 Viernes 13.00-15.15 Seminario Viernes 101: 15.20-16.15	Market research analytics	Español

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51854	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.	Group 1 Tuesday 13.00-15.15 Seminar Tuesday: 101: 15.20-16.15	Business marketing SEM and SEO	English
51752	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.	Group 1 Monday 16.50-19.05 Wednesday 16.50-19.05 Group 2 Monday 19.10-21.25 Wednesday 19.10-21.25	Introduction to Marketing . Not compatible with 40204	English
51705	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.	Group 1 Monday 12.00-14.15 Wednesday 12.00-14.15 Group 2 Monday 14.30-16.45 Wednesday 14.30-16.45	Accounting	English
51746	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.	Group 1 Monday 12.00-14.15 Wednesday 12.00-14.15	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).	Group 1 Tuesday 12.00-14.15 Thursday 12.00-14.15	Business organization Business strategy	English
51704	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.	Group 1 Monday 14.30-16.45 Wednesday 14.30-16.45	Business organization	English
51729	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.	Group 1 Monday 16.50-19.05 Wednesday 16.50-19.05 Group 2 Monday 19.10-21.25 Wednesday 19.10-21.25	Corporate finance. Not compatible with Financial Risk Management	English
51703	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.	Group 1 Monday 12.00-14.15 Wednesday 12.00-14.15	Accounting, Financial management.	English
51701	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.	Group 1 Monday 14.30-16.45 Wednesday 14.30-16.45 Group 2 Monday 16.50-19.05 Wednesday 16.50-19.05	Business organization	English
	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.	Group 1 Tuesday 14.30-16.45 Thursday 14.30-16.45	Business organization; Business marketing	English
51706	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.	Group 1 Tuesday 14.30-16.45 Thursday 14.30-16.45	Introduction to marketing	English

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51837	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.	Group 1 Tuesday 13.00-15.15 Thursday: 13.00-15.15 (twice a month) Seminars Tuesday: 101: 15.20-16.15 102: 12.00-15.55	Business organization.	English
80234	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.	Group 1 Tuesday 16.50-19.05 Thursday 16.50-19.05	Marketing management	English

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3r TRIMESTER / 3r TRIMESTRE										
51597	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.	Grupo 2 Lunes 15.45-18.00 Seminarios Jueves 201: 17.10-18.05 202: 18.10-19.05	Microeconomía. Macroeconomía. Economía internacional.	Español
51599	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.	Group 1 Tuesday 16.00-18.00 Thursday 17.10-19.10 Group 2 Tuesday 18.30-20.30 Thursday 15.00-17.00	Advanced business economics, strategic management, financial accounting.	English
51686	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.	Grupo 2 Lunes 18.30-20.45 Seminarios Jueves 201: 18.10-19.05 202: 17.10-18.05	-	Español
51741	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
51780	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 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