



Important: Please take in account that even when all titles and abstracts have been prepared in English for this document, it is not an indication of the language in which the course will be taught. Language of the courses is still to be confirmed.

BUSINESS ADMINISTRATION AND MANAGEMENT

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| Code: 363645 | Credits: 6 ECTS |
| Course: Mathematics I | Year: 1 |
| <p>Main objectives of the course: On one hand, to provide the student with basic tools in order to be able to understand the mathematic language. On the other hand, the student should be able to use these tools in order to solve economic problems.</p> <p>Main concepts: vector space, Euclidian space, quadratic forms, real functions, unconstrained optimisation.</p> | |

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| Code: 363646 | Credits: 6 ECTS |
| Course: Mathematics II | Year: 1 |
| <p>Main objectives of the course: On one hand, to provide the student with basic tools in order to be able to understand the mathematic language. On the other hand, the student should be able to use these tools in order to solve economic problems.</p> <p>Main concepts: constrained optimisation, integration, differential equations.</p> | |



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| Code: 363649 | Credits: 6 ECTS |
| Course: Introduction to Economics | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to learn basic economic lessons and to get tools from economic theory to interpret economic reality.</p> <p>Main concepts: Economy as science; Microeconomics and Macroeconomics; Competitive and Absolute Advantage; Demand and Supply; Company and Markets; GDP (types and deflators); Cost of live and unemployment rate; Open Economies and Macroeconomic objectives; Currency rates.</p> | |

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| Code: 363650 | Credits: 6 ECTS |
| Course: Microeconomics | Year: 1 |
| <p>Main objectives of the course: To understand the basic principles of economics; to acquire knowledge of the main instruments of economic theory for interpreting economic situations; to understand the tools and models behind the decisions taken by economic agents: consumers (demand) and companies (supply); to understand how markets operate and how equilibrium is determined in perfect competition markets and monopoly markets; to discuss the conditions that justify possible public sector intervention in markets and analyse the consequences; to be able to calculate different types of elasticity and understand their application to real situations; to learn to determine market equilibrium; to be able to quantify consumer surplus and producer surplus and changes in welfare in different situations; to be able to calculate the market effects of a tax or duty; to learn the relationships between the production functions of a company and its total, average and marginal costs; to understand how competitive companies maximize profits; to develop an analytical and critical intellectual approach to socio-economic phenomena; to acquire regular work habits through continuous assessment; to develop greater critical skills through critical analysis of the models studied.</p> <p>Main concepts: Market, state and welfare; Consumers; Business: production and costs; Equilibriums; Price-Consume Function; Engel's curve; Costs' curbs; Perfect competition; Imperfect competition; Market failures.</p> | |



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| Code: 363653 | Credits: 6 ECTS |
| Course: Business Economics | Year: 1 |
| <p>Main objectives of the course: To acquire a general understanding of business economics, including accurate knowledge of professional language and terminology in this field; to acquire an understanding of the roles of the businessperson and the process of creating a Business; to learn to analyse the various costs of business operations and the impact of cost structure on results; to learn to analyse the factors influencing the decision to locate a business in a particular area, to be able to choose between possible alternatives; to develop the ability to evaluate the financial structure of a company and select investment projects.</p> <p>Main concepts: Basic concepts of economics; The company and the businessperson; Business growth; entrepreneurship; Business size; Types of costs and Break-even point; Localization of business activity; Sources of financing and internal business cycles; Business investments.</p> | |

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| Code: 363654 | Credits: 6 ECTS |
| Course: Business Administration | Year: 1 |
| <p>Main objectives of the course: To understand the general aspects of business administration and the administration process; to understand the key notions in business administration, applying professional language and terminology with the greatest possible accuracy; to understand the basic functions and activities in business administration: planning, organization, human resources and control.</p> <p>Main concepts: Business Administration; Business Planning; Organic Business structure; Human Resource management; Business control; Business decisions; Procurement decisions, logistics and economic aspects.</p> | |

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| Code: 363655 | Credits: 6 ECTS |
| Course: Accounting I | Year: 1 |
| <p>Main objectives of the course: The student will be able to distinguish basic Accounting concepts and their ends, gain knowledge about the Accounting system as information system to take economic decisions, and learning how to present accounting information to external partners, among other features.</p> <p>Main concepts: Accountability as information system; Active; Passive; Types of balance; Balance Sheet; Harmonization; Active and Passive Treatment (Current and Non-current) and Net Profit; Income Statement.</p> | |



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| Code: 363656 | Credits: 6 ECTS |
| Course: Introduction to Company Law | Year: 1 |
| <p>Main objectives of the course: To understand the concepts of legal norm, legal person, legal act and legal contract; to understand the characteristics that define businesspersons and companies; to understand the basic obligations of businesspersons; to acquire a knowledge of the basic regulations that govern the organization of business activity and intangible assets; to know the main fields of business procurement; to understand the basic instruments of credit circulation; to acquire knowledge of the specific laws that govern the different areas and the norms applicable to each instance and legal situation; to be able to locate the laws and norms in question and understand their fundamental aspects</p> <p>Main concepts: General concepts of private law; Company regimes; Right of competition and industrial law; General contract theory; Securities</p> | |

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| Code: 363657 | Credits: 6 ECTS |
| Course: Economic History | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to analyze World economic development and to understand the growth and development of the contemporary World economy and the key stages and factors of change in the World economy over time.</p> <p>Main concepts: The Great Divergence; The Industrial Revolution (1780-1850); Industrialization and divergence in the XIXth century; First Globalization in XIXth century; War, depression and deglobalization (1914-1950); Golden Age (1950-1970); World Economy from 1970 to nowadays.</p> | |

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| Code: 363658 | Credits: 6 ECTS |
| Course: Sociology | Year: 1 |
| <p>Main objectives of the course: To define and relate key sociological concepts to analyse society and basic social processes; to relate social structure and change processes and social conflicts; to identify and analyse elements and flows shaping organizations, as well as agents and organizational cultures.</p> <p>Main concepts: Fundamental concepts in Sociology; Social and class structure in post-</p> | |



industrial societies; Conflict and social change; Basic concepts in Political Sociology; Economy, culture and society; Main approaches to business' organization and business models: from Classical School to business networks; Introduction to Labour Relations.

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| Code: 363647 | Credits: 6 ECTS |
| Course: Statistics I | Year: 2 |
| <p>Main objectives of the course: The student will be able to interpret the results of the descriptive analysis of the statistics models studies taking into account its limitations.</p> <p>Main concepts: Introduction and presentation of statistics; Descriptive statistics, frequency distribution, graphic representation, lineal transformations, correlation and lineal regression, probability and probability theorem; Bayes Theorem; Discrete and continuous variables; Distribution function, Mean and variance.</p> | |

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| Code: 363648 | Credits: 6 ECTS |
| Course: Statistics II | Year: 2 |
| <p>Main objectives of the course: The course will introduce the student to the statistics inference techniques, thus providing him with means to take better economic decisions during his professional activity.</p> <p>Main concepts: Distribution models of random variables, discrete random variables models; Continuous random variables; Random sample and other types of samples, introduction to the estimation process and properties of estimators; Trust interval estimation, critical regions, mean equality test, variance equality test, Chi square test.</p> | |

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| Code: 363651 | Credits: 6 ECTS |
| Course: Macroeconomics | Year: 2 |
| <p>Main objectives of the course: The student will understand basic aspects of the aggregate economy, as well as which are the factors and relations between the elements that influence the course of an economy.</p> <p>Main concepts: Introduction to macroeconomics concepts, national accounting; Neo-classical model and economic growth; the Income-Expenses model; The monetary and financial system, the IS-LM model, the Aggregate Demand – Aggregate Supply model; Macroeconomic analysis of open economy.</p> | |



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| Code: 363652 | Credits: 6 ECTS |
| Course: Public Sector Economics | Year: 2 |
| <p>Main objectives of the course: The student should acquire the capacity to identify the different types of economic agents that configure an economy, how they interact with each other in order to take economic decisions and anticipate their effects.</p> <p>Main concepts: State functions in the economy; Resource assignment efficiency, welfare economics and Pareto Criteria, First and Second Theorem of welfare economics, externalities, public goods, imperfect competition, asymmetric information and innovation, equity and resource distribution; macroeconomic failures: economic cycles and instability, unemployment, inflation and growth; Market failures; Decision making factors in the public sector; Calculus and evaluation of social impact; Market intervention models; Specific analysis: Market power regulation and competition policy.</p> | |

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| Code: 363659 | Credits: 6 ECTS |
| Course: Strategic Management | Year: 3 |
| <p>Main objectives of the course: The student will be introduced to the field of strategic management and its main concepts and terms.</p> <p>Main concepts: Introduction to strategic management: the Enterprise and the strategic management, the objectives and assets of the Enterprise; Strategic analysis and diagnosis: analysis of the environment, internal analysis, strategic analysis matrix; Planning the strategy, General competition strategy, Sector strategies, Innovation strategies, Growth and development strategies, the internationalisation of the enterprise; Implementing and evaluating the strategy: evaluation and selection of strategies, planning and strategic control.</p> | |

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| Code: 363660 | Credits: 6 ECTS |
| Course: Principles of Marketing | Year: 2 |
| <p>Main objectives of the course: The student will gain information on which are the foundations of marketing and its application to the modern enterprise.</p> <p>Main concepts: Basic marketing concepts, marketing and the company; Macro and Micro environment analysis, the market, the demand and the competition, consumer behaviour; The marketing mix: Product, Price, Placement (Distribution), Promotion.</p> | |



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| Code: 363661 | Credits: 6 ECTS |
| Course: Human Resources | Year: 2 |
| <p>Main objectives of the course: The student will gain basic and fundamental knowledge in order to be able to evaluate and organize human resource management.</p> <p>Main concepts: Strategy, structure, culture and human resources; The role of human resources in an enterprise: Human resource strategy; Human Resources planning, Work: teams and workplaces; the profile of the workplace, personnel selection: interviews, tasks and CV analysis; Selection plans; Workplace integration plans, leadership and career planning, workplace satisfaction and environment; Compensation elements, fixed retribution and income: practices and policies.</p> | |

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| Code: 363662 | Credits: 6 ECTS |
| Course: Financial Management | Year: 3 |
| <p>Main objectives of the course: This course seeks for the student to receive information on which are the main instruments for the decision making process on the financing sources of the enterprise.</p> <p>Main concepts: Financing sources, the financial function of the enterprise, traditional and modern concept of the financial function; Investment and financing decisions, financial cycles, the economic-financial structure of the company, financing sources of the company, basic differences between self-generated and external financing sources; Capital extension: concept and methods, the Stock value, the cost of self-generated capital resources, securities in the primary market; Internal financing sources; External financing: sources and methods, loans, leasing and bonds, international bonds and financing, risk management, financial options, swaps, spots.</p> | |

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| Code: 363663 | Credits: 6 ECTS |
| Course: Mathematics for Finance | Year: 2 |
| <p>Main objectives of the course: The student will learn how to interpret and analyse financial variables, as well as how to evaluate financing solutions for the enterprise.</p> <p>Main concepts: Financial operations: concepts and types, the equilibrium of a financial operation, Simple and Compound interest rates; Financial Annuities: concepts and types, Constant annuity, Arithmetic annuity, Geometrical annuity; Loans: definition and classification, mathematical reserve, unique loan repayment and other types of loans.</p> | |



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| Code: 363664 | Credits: 6 ECTS |
| Course: Business Econometrics | Year: 4 |
| <p>Main objectives of the course: The student will get acquainted with econometric models, the theoretical concepts behind the multiple regression model and how to interpret the results of the model.</p> <p>Main concepts: The Multiple Linear Regression model: basic assumptions and estimation, variance analysis, result interpretation, Ordinary least squares estimation, Restricted estimation, Interval and punctual estimation, estimation capacity measures, Estimator assumption contrast, Homoscedasticity and heteroscedasticity; multi-co-linearity: concept and solutions, dummy variables: concepts and uses, outliers and other types of influent variables.</p> | |

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| Code: 363665 | Credits: 6 ECTS |
| Course: Accounting II | Year: 2 |
| <p>Main objectives of the course: The student will be able to comprehend multiple financial accounting notions, the relation between accounting and other factors that determine the actions of an enterprise and the normative legislation that applies to accounting operations.</p> <p>Main concepts: Introduction to financial accounting terms and concepts; Link between law and accounting; Groups of assets and liabilities of the Spanish accounting plan; Provisions and basic financing; Subventions and donations; Value Added Tax; Enterprise Taxation and accounting; Operations in foreign currency.</p> | |

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| Code: 363666 | Credits: 6 ECTS |
| Course: Analysis of Financial Statements | Year: 4 |
| <p>Main objectives of the course: The student will learn how to analyse financial statements, as well as receive insight on the causes which have determined the current economic situation of the company and how to avoid negative situations.</p> <p>Main concepts: Financial statements analysis and the assets and liabilities structure, instruments and techniques; Periodic financial statements: the balance sheet, statement of total recognised gains and losses, ordinary and extra-ordinary results; The working capital and current assets; Study of the exploitations cycle; Dynamic analysis of investment and financing; Cash flow; Financial equilibrium; ROI analysis, Benefits results; Economic and</p> | |



financial diagnose of the enterprise, symptoms of disequilibrium, causes of a crisis situation; Designing a viability plan for the company.

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| Code: 363667 | Credits: 6 ECTS |
| Course: Business Taxation | Year: 3 |
| <p>Main objectives of the course: The student will obtain information on the most important direct and indirect taxes that affect the individual and the company.</p> <p>Main concepts: Income tax: objects, application, personal, temporal and material aspects; Definition and determination of the taxed income: work income, capital income, income from other economic activities, tax deductions, tax management, special taxation regimes; Corporate tax: passive subject, fiscal and accounting earnings; Depreciation – general considerations and methods, negative earnings compensation, tax rate and integral taxation rate; Deductions to avoid double taxation; Deductions in order to incentive certain activities; Common norms; Indirect taxation: VAT, EU exports, Tax rates, Deductions, Requirements; Social Security Resources, financing sources, social security contributions.</p> | |

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| Code: 363668 | Credits: 3 ECTS |
| Course: Spanish Economic Environment | Year: 2 |
| <p>Main objectives of the course: The main objective of this course is to acquire knowledge and techniques in order to understand how the Spanish economy works and has worked in the past, as well as the factors which have conducted to his behaviour.</p> <p>Main concepts: Structural change in the Spanish economy; Economic growth and crisis cycle in the Spanish economy; Factors of the Spanish economic growth; Labour Market; Financial system, Spanish Industry and services.</p> | |

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| Code: 363669 | Credits: 6 ECTS |
| Course: Industrial Organization | Year: 3 |
| <p>Main objectives of the course: The student will be able to understand enterprise behaviour in the real market situation, evaluate correctly the way markets function and the cause and consequences of market intervention.</p> <p>Main concepts: Introduction to industrial organization; Company and the market; Costs and market structure; Perfect competition analysis; Company and industry: long and short term considerations; Monopoly analysis; the equilibrium in a monopoly, monopoly vs.</p> | |



competitive markets: productive and assignation efficiency; Market power: cause and measures, Natural monopoly and other types of monopolies; Market power and price discrimination; Price discrimination types; Oligopoly, cartels and collusions; Nash equilibrium; Cournot, Bertrand and Stackelberg solutions, the Hotelling model, monopolistic competition; Mergers and acquisitions; Innovation and development; Competition policy and regulation; Public and private corporations; Causes and roles of privatization, the privatization process in Spain and the European Union.

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| Code: 363670 | Credits: 6 ECTS |
| Course: Commercial Law | Year: 2 |
| <p>Main objectives of the course: The student will acquire information regarding the judicial framework of commercial enterprises such as SA and LLC's, as well as the judicial responsibilities the administrators of these companies have in front of the law.</p> <p>Main objectives: Commercial enterprises: classification and types, Limited Liability Company, Anonymous corporation (S.A), public limited company, Shareholders; The economic crisis and the entrepreneur: litigation contest and norms, contest budget, resolution of the litigation contest.</p> | |

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| Code: 363672 | Credits: 6 ECTS |
| Course: Organization Management | Year: 4 |
| <p>Main objectives of the course: Understand how contingent factors of the business environment influence the decision making of the manager. Know the decisions that the managers must take and the closest environment like the organization structure, which is the most influenced by the business, regional and national culture.</p> <p>Main concepts: Deployment of specific strategies defined by the management team on different premises (external and internal):</p> <p>External: Valuation of the consequences of the strategy on the interested parts or the stakeholders. Consequences regarding the firm property.</p> <p>Internal: Know the capabilities and skills of the one in charge of the deployment of the strategy. Manage the directions skills, as well as the different groups or people that may represent pressure groups.</p> | |



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| Code: 363673 | Credits: 6 ECTS |
| Course: Operations Management | Year: 3 |
| <p>Main objectives of the course: The student will be able to acquire a global vision on operations managements and its main concepts.</p> <p>Main concepts: Introduction to operations management: strategic aspects and tactics; Production and operations managements, the role of operations management; Strategic decisions; Tactical decisions; Aggregate planning; Obtaining the aggregate plan; Aggregate planning techniques; The MRP I systems, MRP: functioning and basic input information; Basic case of MRP; The MRP II systems, basic differences between the MRP I and II systems, short term planning and controlling, quality control, Pareto diagram; Production process design and distribution, the Just in Time method, the Kanban system, relations between clients and suppliers; Theory of Constrains, the Drum-Buffer-Rope solution; Quality management: definition and costs, logistics applied to the enterprise.</p> | |

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| Code: 363674 | Credits: 6 ECTS |
| Course: Decision Making | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to offer a systematic approach of the different types of decision making problems with which enterprises are faced in the current economic environment.</p> <p>Main concepts: How do we take decisions?; Elements of a decision making problem; Decision tables, Attitudes regarding risk; Sequential decisions; Decision trees; Simultaneous decisions; Nash equilibrium, Voting systems with double alternatives; Power Indexes; Multiple alternatives; Social election rules; Cooperation and division problems.</p> | |

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| Code: 363676 | Credits: 6 ECTS |
| Course: Forecasting Methods | Year: 3 |
| <p>Main objectives of the course: The student will learn how to apply different forecasting methods to time series in order to be able to take correct economic decision by using previous obtained information.</p> <p>Main concepts: Forecasting and economic decisions, forecasting methods classification, forecasting and forecasting capacity evaluation; Classical forecasting methods, Time series definition and its components, Forecasting models for time series without trend, Forecasting models for time series with trend, Forecasting methods for time series without trend and with seasonal component, Forecasting methods for time series with trend and seasonal component; Stochastic methods and Box-Jenkins methodology, MA, AR, ARMA, ARIMA, SARIMA models, stages of the Box-Jenkins methodology.</p> | |



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| Code: 363681 | Credits: 6 ECTS |
| Course: Principles of Insurance | Year: 4 |
| <p>Main objectives of the course: The course aims to teach the student the basic principles of the insurance business and how its main concepts interact with the rest of the sectors in the economy.</p> <p>Main concepts: Risk and insurance; Introduction to basic insurance concepts; Individual insurance; Property insurance, risk management, insurance premium, warranty funds.</p> | |

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| Code: 363682 | Credits: 6 ECTS |
| Course: Social Insurance Plans | Year: 4 |
| <p>Main objectives of the course: The aim of the course is to present the student with the functioning and the basic characteristics of the different social forecasting models in different states of the world with a special emphasis on the Spanish social system.</p> <p>Main concepts: Social security systems: concept and history; The social expense, the SEEPROS and the EUROSTAT methodology, institutional expense distribution, theoretical pensions models; Social protection expense evolution; The social security budget, the Spanish social security budget; The Social security management; Social security in Spain: financing and benefits; Comparison between international social protection systems.</p> | |

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| Code: 363684 | Credits: 6 ECTS |
| Course: Corporate Finance | Year: 4 |
| <p>Main objectives of the course: Understand the main processes of decision in the corporate finance environment and learn the different valuation techniques that will permit analyse correctly the valuation procedures.</p> <p>Main concepts: Introductory concepts of corporative finances; Analysis and valuation of investments projects; valuation of companies; Processes of selling and buying firms (M&A). Students will use basic analysis tools on practical cases found on the business environment. Students will understand both subjective factors and criteria that often influence the financial decision making.</p> | |



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| Code: 363686 | Credits: 6 ECTS |
| Course: Mathematics for Insurance | Year: 4 |
| <p>Main objectives of the course: The student will learn how financial mathematics concepts apply to the insurance sector and its main indicators.</p> <p>Main concepts: The risk process; Insurance tariffs, criteria for insurance premium determination, class-rating tariff, experience-rating tariff, credibility theory and insurance premium calculation, credibility premium; Technical reserves, current risks reserves; Introduction to re-insurance, stability and solvency of the securities portfolio.</p> | |

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| Code: 363687 | Credits: 6 ECTS |
| Course: Insurance Statistics | Year: 4 |
| <p>Main objectives of the course: The student will learn how to apply statistics concepts and knowledge on matters related with the insurance sector.</p> <p>Main concepts: Introduction to insurance statistics; Analysis of main components; Cluster analysis; Discriminative analysis; Introduction to time series; Introduction to stochastic processes; Univariate time series analysis, AR and MA models, ARMA and ARIMA; Credibility theory.</p> | |

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| Code: 363688 | Credits: 6 ECTS |
| Course: Strategic Marketing | Year: 3 |
| <p>Main objectives of the course: The student will have the possibility to expand and improve its knowledge in the marketing field, by adding concepts related with strategic marketing and market research.</p> <p>Main concepts: Strategic marketing: introduction, the marketing plan, market segmentation and strategic positioning, product strategies, distribution and sales strategies, price strategies, communication strategies, marketing activities control; Marketing Research: concept and research stages; Qualitative Research Techniques; Quantitative Research Techniques.</p> | |

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| Code: 363689 | Credits: 6 ECTS |
| Course: Applied Statistics I | Year: 4 |
| <p>Main objectives of the course: The student will gain knowledge on applied statistics and how to apply to real life situation the statistic models previously studied.</p> | |



Main concepts: The Multiple Linear Regression Model (MLRM), extensions of the MLRM, the regression model with qualitative regressors, qualitative dependent variable; Analysis of multivariate data, discrimination analysis, cluster analysis, introduction to the factorial model.

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| Code: 363691 | Credits: 6 ECTS |
| Course: Communication Strategies and Techniques | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with the main concepts and functioning of the different means of communication which the marketing manager can use in his professional activity.</p> <p>Main concepts: Communication and Marketing; Advertising as a mean a communication; Basic information sources for advertising campaigns; Designing advertising strategy; Creativity and creative processes; Graphic and audio-visual implementation; Communication and media planning; Advertising efficiency control, advertising research; Other means of communication: sales promotions, direct marketing and public relations.</p> | |

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| Code: 363692 | Credits: 6 ECTS |
| Course: Product management | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with insight into the main activities of a product manager and how to develop and launch innovative products.</p> <p>Main concepts: Innovation – concepts and stages, The difference between innovation and invention; New Products (NP) – the concepts from the point of view of the enterprise and the consumer, Types of NO, Marketing techniques used for product management: segmentation, life cycle, product portfolio analysis; NP and the enterprise; Main functions of a product manager; Research methodology for new products; Lateral marketing; Selection and development, product test and evaluation; Prototype development and evaluation of the product; Evaluation of the product mix; Pre-launching and launching; Communication optimization.</p> | |



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| Code: 363693 | Credits: 6 ECTS |
| Course: Commercial Distribution | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with insight into the main strategies of distribution and how to develop and establish durable and profitable relationships with retailers and wholesalers.</p> <p>Main concepts: Introduction to commercial distribution; Intermediates in commercial distribution; Distribution strategies; Wholesaler distribution; Retailer distribution, with or without premise; Marketing aimed at Retail companies.</p> | |

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| Code: 363694 | Credits: 6 ECTS |
| Course: Market research I | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to introduce the student in the field of strategic marketing research, as well as qualitative and quantitative analysis.</p> <p>Main concepts: Introduction to market research; Quantitative research; questionnaire methods, elaborating a questionnaire, the role of the researcher, data treatment, descriptive analysis; Qualitative research; Qualitative research techniques: in depth interview, group dynamic, micro-groups and ethnographic observation.</p> | |

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| Code: 363696 | Credits: 6 ECTS |
| Course: Tax Law | Year: 4 |
| <p>Main objectives of the course: The student will learn basic knowledge on tax law and basic financial assessment and will also analyse fiscal study cases and tax information.</p> <p>Main concepts: Introduction to tax law; Material tax law; The tax power and tax authorities, Tax public incomes, tax as an obligation, Subjects of tax obligations; Basic principles of tax procedures, the Tax system.</p> | |

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| Code: 363697 | Credits: 6 ECTS |
| Course: Principles of Taxation | Year 3 |
| <p>Main objectives of the course: The student will gain knowledge on the public sector economic analysis concepts and methods, as well as understanding how to interpret the public budget and how to evaluate the financial activity of the public sector.</p> | |



Main concepts: Economy and the public sector; functions of the public sector; budget: dimension and elements; General taxation theory; Public income, Taxation and equity, Taxation and efficiency, Special taxation theory, Income taxation, Enterprise taxation, Consumption taxation.

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| Code: 363700 | Credits: 6 ECTS |
| Course: External Audit | Year: 4 |
| <p>Main objectives of the course: Deepen on the knowledge of the main norms needed to formulate the annual financial statements; know the basic Spanish legal frame on audit; Know the main techniques and norms on audit; Study the norms to write and interpret audit informs.</p> <p>Main concepts: Basic regulations on annual financial statements; Basic regulation for audit; International norms of financial information and annual financial statements; Basic legal framework for audit; General technical normative; technical norms on professional ethics, planning and internal control, evidence and working papers; technical norm on audit informs; Specific regulations on audit; Technical norms on "later facts"; additional technical norms.</p> | |

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| Code: 363701 | Credits: 6 ECTS |
| Course: Consolidation of Financial Statements | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with the means to analyse and present the consolidated financial statements of group of companies by applying the legal framework required.</p> <p>Main concepts: The concentration of enterprises; Notions regarding the consolidation process, Legal framework of financial statements consolidation; Global integration model; The elimination of the investment-net assets; The financial eliminations; The economic eliminations; Other issues in consolidation; The consolidation of companies from different countries; The study of the content of the consolidated annual statements.</p> | |

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| Code: 363702 | Credits: 6 ECTS |
| Course: Analytic Accounting | Year: 3 |
| <p>Main objectives of the course: The student will gain knowledge regarding fundamental aspects of cost accounting.</p> | |



Main concepts: Enterprise information systems: definition and link with cost accounting; Objectives and definition of cost accounting, concept and types of costs, production models, organic models: analysis of European and British models, the internal structure and cost models, the Full Cost model, the Direct Cost model, Specific problems of cost, elements of cost, activity based accounting, lean accounting, cost-volume-profit analysis, historical costs and profit recognition.

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| Code: 363705 | Credits: 6 ECTS |
| Course: Communication Techniques and Professional Orientation | Year: 4 |
| <p>Main objectives of the course: Understand the communication process; understand the main barriers while communicating; Understand the different environments of communication, in professional and personal environments; understand the dynamics of work in a group; management of conflicts in a group of work; know how to construct an effective leadership.</p> <p>Main concepts: Main concepts of emotional Wisdom; between and within personal wisdom; Basis of self-control; Definition of self-esteem; Assertiveness techniques; Psychological games: how to manage them.</p> | |

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| Code: 363707 | Credits: 6 ECTS |
| Course: European Integration | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to provide the students with the means to understand the legal, political and economic environment in which the enterprises of the European Union develop their activity.</p> <p>Main concepts: The main reasons between European integration and progressive enlargement, different stages in regional integration; European Integration management, the decision-making powers of the European Union, EU laws; Common market and its freedoms; Internal policies and monetary co-operation; The external policies – relations between the European Union and third countries; The political aspects of European Integration and an evaluation of 50 year of European Integration.</p> | |



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| Code: 363708 | Credits: 6 ECTS |
| Course: International Trade Techniques | Year: 4 |
| <p>Main objectives of the course: The student will get acquainted with concepts of international trade and the organization of international transport or payments.</p> <p>Main concepts: The European Union's commercial policy, the European Union's customs policy, Incoterms, transportation contracts, transportation risks and insurance, payment methods, financial risks and insurance.</p> | |

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| Code: 363710 | Credits: 6 ECTS |
| Course: Economic History of Business | Year: 4 |
| <p>Main objectives of the course: The course aims to achieve two goals. First, to provide a dynamic view of the company by analysing it in the long term and using different economies. Second, to provide elements to understand the relationship between business and economic growth, emphasizing what might be called the organizational competitive advantage.</p> <p>To achieve both objectives we will combine general and conceptual analysis with case studies based on the experience of certain companies considered which we will consider as relevant. The course focuses on the analysis of the company by using an international vision and focusing on the long term.</p> <p>Main concepts: Family businesses and SMEs: the First Industrial Revolution to the present day, Emergence and development of the large modern enterprise in Western economies, The emergence of big business in the United States, The development of large companies in Western economies, The company in emerging economies, The business systems in the Far East, Enterprise and International Business, The international production.</p> | |

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| Code: 363712 | Credits: 6 ECTS |
| Course: Game Theory for Business | Year: 4 |
| <p>Main objectives of the course: The course will introduce the student into the field of game theory by explaining how its main concepts apply in the multi-personal decision making process.</p> <p>Main concepts: Static games with perfect information, Nash equilibrium and examples, Zero Sum games, games with 3 or more players, Games with multiple strategies: the</p> | |



existence of Nash equilibrium. Dynamic games with perfect information, Stackleberg competition, the prisoner dilemma, Static games with imperfect information, Static Bayesian games, the prisoner dilemma with imperfect information, Cooperative games, the characteristic function, efficient distributions, the Shapley value.

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| Code: 363713 | Credits: 6 ECTS |
| Course: Quantitative Methods in Financial Valuation | Year: 4 |
| <p>Main objectives of the course: Know all the different interest rates: Spot (long and short run); implied interest rates in spot rates; understanding duration, convexity and its applications; Characteristics of the non-organized markets and the organized markets of other assets.</p> <p>Main concepts: Different kind of spot interest rates: long run and short run. Different sorts of implied spot interest rates, duration and convexity of its appliances. Characteristics of the non-organized markets (OTC) and of the derivative assets organized markets. Main characteristics of the derivative assets OTC on the interest rates: swap and forward rate agreements (FRA). Characteristics of futures on interest rates at short run and long run. Different methods of options valuation.</p> | |

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| Code: 363715 | Credits: 6 ECTS |
| Course: Objectives and Instruments of Economic Policy | Year: 4 |
| <p>Main objectives of the course: The course will present scientific view on the main challenges with which the globalised society is confronted such as: inflation, unemployment or sustainable economic growth and development.</p> <p>Main concepts: Concept and methods of the economic policy: finalist, instrumental and sector policies; Current situation of the international economic policy; Economic policy objectives: sustainable economic growth and development, income distribution; price stability, full employment, external equilibrium, conservation of the environment; Instruments of the economic policy: theory and practice; Monetary policy; Exterior policy; Fiscal policy; Labour policy; European Union policy and instruments.</p> | |

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| Code: 363716 | Credits: 6 ECTS |
| Course: International Taxation | Year: 4 |
| <p>Main objectives of the course: The course aims to offer the student the means to understand the theoretical concepts which explain international taxation and its effect of the internationalisation of the economy.</p> | |



Main concepts: Basic principles of taxation, the principle of residency vs. the principle of territorial principle; Income taxation of non-residents, practice cases and income declaration models; Income and company taxation: how to avoid double taxation, European integration in fiscal matters, the OECD model to avoid double taxation, the VAT in the EU, international operations fiscal treatment, International taxation planning; Fiscal measures against embezzlement and abuse.

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| Code: 363717 | Credits: 6 ECTS |
| Course: Economic Environment of Catalan Business | Year: 4 |

Main Objectives of the course: The main objective of this subject is to give the students the knowledge and techniques that will permit analyse the behaviour of the Catalan economy in the last years and the influence of this in the economic and business environment. Students should know the basic problems and economic institutions of the Catalan economy while learning to identify explanatory factors.

Main concepts: Catalan economic growth in the last decades and the main factors of it; Consequences of the economic crisis; Main characteristics of the Catalan firms; Main trends on demographic evolution and labour market; relevance of education in Catalan firms; productive investments and research and innovation expenditure on Catalan firms; International commerce and Catalan firms; Changes in productive structure and its relation with the Catalan economic sector.

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| Code: 363720 | Credits: 6 ECTS |
| Course: Legislation of Accounting and Auditing | Year: 4 |

Main Objectives of the course: Students will know how to use information and communication technologies to accomplish professional goals. Using of these tools to make decisions in the contemporary economic environment. Elaborate analyse and apply Accounting and financial information from internal and external sources to management control and decision making.

Main concepts: Financial and accounting information required in Spain; New Business information frontiers; Volunteer accounting and financial information; Accounting and financial information required internationally.



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| Code: 363724 | Credits: 6 ECTS |
| Course: International Marketing | Year: 4 |
| <p>Main objectives of the course: The student will receive formation on the international exchange of products and services, basic knowledge of international marketing and how to develop a product targeted to an international market.</p> <p>Main concepts: Introduction to international marketing, general aspects of international trade; External market research and entry methods, international segmentation and positioning, external market penetration methods; The international marketing mix and marketing plan, main aspects regarding product, price, distribution and promotion, the international marketing plan; Other elements of influence in international marketing; market and trade organisation, environmental aspects and trade.</p> | |

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| Code: 363725 | Credits: 6 ECTS |
| Course: Corporate Social Responsibility | Year: 4 |
| <p>Main objectives of the course: This course will immerse the student into the world of corporate social responsibility and present the theoretical systems and concepts that influence the decision making process of enterprises regarding business ethics.</p> <p>Main concepts: Ethics: fundamentals and applications; Ethics applied to business; the decision making process in companies; Definition of social responsibility; Principles of social responsibility; Evolution of social responsibility, Fields of social responsibility, Means and tools for social responsibility management.</p> | |

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| Code: 363726 | Credits: 6 ECTS |
| Course: Management Control | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with sufficient information on Management Control in order to allow him to take efficient business decisions and chose the best strategy for his/her business.</p> <p>Main concepts: Introduction to management control; Integral management plan, enterprise structure and organisation, the controller function, the culture of the enterprise, information systems, management indicators, control tables, added value management, the just-in-time method, the limitations theory, benchmarking, the budgeting process, establishing a budget, controlling cash flows, industrial productivity and capacity control, cash management, financial indicators, the ABC system, executive reports.</p> | |



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| Code: 363727 | Credits: 6 ECTS |
| Course: Quality Management | Year: 4 |
| <p>Main objectives of the course: The student will acquire knowledge on quality management, customer service and process management.</p> <p>Main concepts: Introduction to the concept of quality, types of quality, main aspects to manage when discussing quality, evaluation of the external and internal quality systems, the European model of the European Foundation of Quality Management, quality economics, phases in quality management, benchmarking and other applications for constant improvement; Quality assessment, quality standards and norms, the ISO quality system, insurance and prevention of labour risks.</p> | |

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| Code: 363729 | Credits: 6 ECTS |
| Course: Women, Occupations and Societies | Year: 4 |
| <p>Main objectives of the course: The course aims to introduce the student into the perspective of economic thought including the concept of gender and its impact on the public policies.</p> <p>Main concepts: Work and social reproduction, Women and economy: a new paradigm proposal; Ecologic economics and feminist economics; The new economy of the family; Measuring work – an economic view of the time; Women labour offer according to neo-classicists, gender segmentation models; Welfare policies from a historical point of view; Women, political and social rights in the origins of the welfare state (1880-1993); Gender social policies in the fascist regime (1922-1975); Welfare state, its limits and the feminist movement response (1945-1970); Welfare regimes from a gender point of view; Citizenship, work and welfare state; Woman, development and sustainability.</p> | |

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| Code: 363975 | Credits: 3 ECTS |
| Course: World Economic Environment | Year: 2 |
| <p>Main objectives of the course: Familiarise the student with the global economic reality and its problems regarding with poverty, lack of sustainable growth, polarization.</p> <p>Main concepts: The origins and formation of the global economic system; Structure and growth in the capitalist economy; Current international economy; Asymmetries in the primary sector of the global economy; Agriculture and people; Natural and energetic resources; Global Factory: internationalization and the productive process; Global manufacture industry, the GATT and OMC agreements; Financial globalization, the</p> | |



economic crisis and the new financial architecture; Growth and measurements, threats and alternatives of globalization.

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| Code: 364259 | Credits: 6 ECTS |
| Course: English for Business | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business English.</p> <p>Main concepts: Careers, recruitment: applying for a job, modals, telephoning: making contact; Shopping online, traditional shopping versus online commerce, modals: must, need to, have to, should, negotiating: reaching an agreement; Companies, different types of companies, present simple and present continuous, presenting your company; Great ideas, developing new ideas, past simple and past continuous, successful meetings; Stress, stress in the workplace, past simple and present perfect, participating in discussions; Entertaining, entertaining in a business context, multi-word verbs, socialising: greetings, eating and drinking, organising a conference.</p> | |

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| Code: 364260 | Credits: 6 ECTS |
| Course: French for Business | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business French.</p> <p>Main concepts: Greetings and presentation; Interacting, Phoning, Travelling.</p> | |

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| Code: 364621 | Credits: 6 ECTS |
| Course: German for Business | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business German.</p> <p>Main concepts: First contacts; Professional environment; Business trip.</p> | |



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| Code: 364262 | Credits: 3 ECTS |
| Course: Italian for Business | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business Italian.</p> <p>Main concepts: Introducing oneself, the day-to-day life of the business man; Travelling around the city, asking for directions and making orders; Business meetings, basic knowledge on Italy's geography and politics, planning and organising a business meeting; Work meetings and reunions; Business situations.</p> | |

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| Code: 364860 | Credits: 6 ECTS |
| Course: Russian for Business | Year: 4 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business Russian.</p> <p>To communicate in everyday situations and professional situations.</p> <p>Understand and translate texts written in simple every day and professional contexts. Understand short oral texts.</p> <p>Main concepts: Communicative: People, Everyday life, office and professional context</p> <p>Grammar: The declensions of nouns, adjectives and pronouns in nominative, accusative, genitive and prepositional; The verbal aspect in present and past (introduction); The verbs of motion "idti" and "ékhat"; Basic compound sentences; The cardinal numerals; The expression of time: hours and days of the week; The adverb; Spelling and punctuation (ground level)</p> | |

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| Code: 363699 | Credits: 6 ECTS |
| Course: Tax Procedures | Year: 4 |
| <p>Main objectives of the course:</p> <ul style="list-style-type: none"> - To be able to give tax advice. - To analyze tax information. - Enable for fiscal management. - Analyze the relationship arising from tax procedures. - Inform generically in terms of procedures. - Understand the meaning and scope of the basic concepts of tax procedures. - Know the different procedures of the tax system. - Know the basic rule of law sanctioning the tax and its relationship with other procedures. | |



Main concepts: Tax procedures, tax administration bodies and their competition, the taxpayers obligations, tax obligations of companies, General principles of the application of taxes, Actions and management procedures, Collection procedure, Inspection procedure, Penalizing tax law, Revision of tax acts

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| Code: 364586 | Credits: 6 ECTS |
| Course: Advanced Business Taxation | Year: 4 |
| <p>Main objectives of the course:</p> <p>Applying the most important taxes such as direct and indirect that affect the companies in real cases, evaluating the different alternatives that the legislation allows and taking the most appropriate decision according to the circumstances of each case. After the course, students will be able to know how to interpret the documents of the companies that is relevant for the purposes of compliance with the most important taxes.</p> <p>Main concepts:</p> <p>This course will explain students deeply the characteristics of main taxes. Direct taxation: Tax on Individuals income, Corporate tax. Indirect taxation: Value added tax,</p> | |

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| Code: 363719 | Credits: 6 ECTS |
| Course: Internal Audit | Year: 4 |
| <p>Main objectives of the course:</p> <p>This is a course of Integration. In order to understand the Internal Audit, students will study the objectives, strategy, processes, organization, systems, decision criteria, decision-making rules, the limits and the roles that is developed in Internal Audit.</p> <p>Main concepts:</p> <p>Cycle management; Study of the internal management of the company ;Fundamentals of internal audit (Structure of internal audit). Ethical rules and technical standards of internal audit (Study of internal audit standards).; Organization of the department of internal audit; Internal Audit Methodology; Internal</p> | |



risks and prevention of frauds; Coordination of internal and external audit, The techniques of checklist of Harvard University; Internal Audit reports .

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| Code: 363703 | Credits: 6 ECTS |
| Course: Business Valuation | Year: 4 |
| <p>Main objectives of the course:</p> <p>Mastering the usual and newer methods for valuing companies. Write reports on company valuation.</p> <p>Main concepts: Regulatory and conceptual framework (National and International regulations). Business assets. The stock market and stock prices. Multiple valuation methods. Profitability Ratios. Risk Ratios. Discounted Cash Flow.</p> | |

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| Code: 363683 | Credits: 6 ECTS |
| Course: Management of Financial and Insurance Companies | Year: 4 |
| <p>Main objectives of the course: To know how financial and insurance companies are analysed and tracked; to know tools and usual methodology in the sector and how to add value to it; to acquire abilities with software such as Excel to develop analysis.</p> <p>Main concepts: Financial company: kinds of products and services; types of management; tools to value products and services; risk and tracking; future of the sector; Insurance company: kinds of products and services, methodology to create and track them, control methods and analysis of deviations and risks;</p> | |

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| Code: 363677 | Credits: 6 ECTS |
| Course: Foundations of Business | Year: 4 |
| <p>Main objectives of the course: To find out what "entrepreneurship" means and which mechanisms allow putting business in motion.</p> <p>Main concepts: Introduction to entrepreneurship: new companies, attitude towards entrepreneurship, kinds of entrepreneurship and the process itself; Skills to be an entrepreneur; The Business project: the creation project, analysis of opportunities, and tools to evaluate and communicate.</p> | |



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| Code: 363679 | Credits: 6 ECTS |
| Course: Internationalization of Companies: Management and Strategies | Year: 4 |
| <p>Main objectives of the course:</p> <p>The aim of the course is to acquire a general understanding of research in international business, including accurate knowledge of academic language and terminology. The course will help students to learn to use and properly apply internationalization theories in order to identify and solve problems in international strategy research.</p> <p>Main concepts:</p> <p>The global business world; National and international organizations; Practical aspects of entry decisions; International market selection; Internationalization modes; International companies: Types and structures; Internationalization of SMEs; Risk management (financial); Risk management (regional and political); Cultural traits of countries; International sales planning; International logistics; Current topics related to the internationalization.</p> | |

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| Code: 363675 | Credits: 6 ECTS | Year: 4 |
| Course: Business Information Systems for Management | | |
| <p>Main objectives of the course: Present the new information management systems that help in the daily operation of organization. Present the new trends in this field. Raise the consciousness among students about the relevance of the information systems for the business management.</p> <p>Main concepts: Know what can give an information system and how it can add value to the organization. Know which aspects must be considered before deploying an information system. Must common information systems in the firms and their goals. Know the evolution of technology that, during the last years, has contribute to the evolution of the most relevant firms of today and that configure the contemporary economy. Apply a structured methodology of the information systems and the problem solving in general and in business in particular. Present some methods, tools and procedures to analyze and design organizational and information systems.</p> | | |



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| Code: 363721 | Credits: 6 ECTS |
| Course: Operative Research | Year: 4 |
| <p>Main objectives of the course:</p> <p>The objective of this course is for the student to be able to: a) synthesize information relevant problems related to business systems, primarily from linear models, ie. be able to formally propose operating conditions the system in question and to clarify the goals of the company being analysed; b) understand and apply the methods and problem solving techniques of the created model; c) interpret the results and, in particular, evaluate the system's response against changes in the environment and / or policy maintained by the decision maker.</p> <p>Main concepts:</p> <p>Operational research; Deterministic models of programming; Model Approach; Notions about solving nonlinear optimization models; Interpretation of the results; The dual model; Special models of linear programming; Stochastic models of operational research; Phenomena waiting; Markov processes</p> | |

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| Code: 363711 | Credits: 6 ECTS |
| Course: Labour Law | Year: 4 |
| <p>Main objectives of the course:</p> <p>Study the scope of labour law, the sources of labour law, the legal system of the employment contract and collective rights. Study the institutions of labour law with the aim of knowing the issues that can effect on the life of a company, from the beginning of the employment relationship to its extinction.</p> <p>Study procedures, both administrative and judicial, to resolve conflicts which may arise in the interpretation and application of the rules. Study the impact and role of the unitary representation and union within the company. Gain understanding of the technical language and use it properly both in writing and orally.</p> <p>Main concepts:</p> <p>Sources of laws and regulations, labour jurisdiction and administration, Organization of social work, the employment relationship, the time of work providing and wages, alterations and terminations of contracts, labour disputes.</p> | |



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| Code: 363709 | Credits: 6 ECTS |
| Course: International Economics | Year: 4 |
| <p>Main objectives of the course:</p> <p>To develop and understand the relationships, concepts and analytical tools of economic theory applicable to the international economy, covering both trade and finance. To learn to use analytical tools to understand major developments within the complex realities of the contemporary world. To acquire the capacity to use economic analysis tools to evaluate the implications of new international or global realities for different economies and societies.</p> <p>Main concepts:</p> <p>International trade, International financial economics, regional economic integration and problems of the global economy</p> | |

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| Code: 363714 | Credits: 6 ECTS |
| Course: Regulation, Privatisation and Competition Policy | Year: 4 |
| <p>Main objectives of the course:</p> <p>This course aims to provide students a deep knowledge of the theoretical foundations and motivations behind the intervention of the state regulatory policies, competition and privatization. In addition to this, student will learn the methods and techniques used to implement these policies in different economic fields with illustrations of the theory from case studies related to key sectors of the economy, such as transport, local public services, energy and telecommunications. Finally, this course aims to provide the knowledge needed to analyse and evaluate public policies that promote interaction between the public sector and the private sector.</p> <p>Main concepts:</p> <p>Antitrust policy; Privatization policy; Innovation and competitiveness policies; Policies of economic regulations; Applied policies of privatization and competition; Case studies</p> | |

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| Code: 363680 | Credits: 6 ECTS |
| Course: Financial Instruments and Markets | Year: 4 |



Main objectives of the course:

Analyse and interpret the functioning of financial markets.
Understand and evaluate the financial instruments traded on financial markets.
Apply investment criteria appropriate to invest in financial markets.
Interpret variables and economic indicators that affect the behaviour of the investor.
Compare the different financial markets.

Main concepts of the course:

Money market; Stock (share) market; Foreign Exchange market; Derivative markets.

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| Code: 363728 | Credits: 6 ECTS |
| Course: Economics of Uncertainty | Year: 4 |
| <p>Main objectives of the course: Learning about the tools for the treatment of uncertainty. Learn some techniques and models based on the multivalent logic.</p> <p>Main concepts: Introduction to numerical and non-numerical tools for decision making. Description of numerical models and applications. Description non-numerical models and applications</p> | |

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| Code: 363695 | Credits: 6 ECTS |
| Course: Market Research II | Year: 4 |
| <p>Main objectives of the course: Understand the purposes and applications of the statistical analysis and requirements which are needed to implement them in the process of analysing the information base. Understand which are the requirements needed to apply this analysis and learn how to interpret the results. Structuring and communicate effectively the conclusions derived from the results.</p> <p>Main concepts: 1. Preparing the base information 2. Univariate and bivariate analysis 3. Multivariate analysis</p> | |



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| Code: 363678 | Credits: 6 ECTS |
| Course: Organization, Innovation and Technology | Year: 4 |
| <p>Main objectives of the course:</p> <p>The aim of the course to give introductory knowledge to the students related to the INNOVATION. After the course students have to be able to use the specific terminology related to the innovation processes, also students should link their acquired knowledge to link the innovation and the competitive advantage of the businesses.</p> <p>Main concepts: Innovation (basic concepts and theory); Strategy and Innovation; The process of the Innovation; The management of the innovation; Aid policies; Actual issues.</p> | |

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| Code: 363823 | Credits: 6 ECTS |
| Course: Pricing Policy and Strategies | Year: 4 |
| <p>Main objectives of the course: To understand the importance of price in a product's Marketing Mix and its success in the market and the company.</p> <p>Main concepts: Price in Marketing; Price concept and structure; How to decide price; Internal factors: Costs; Demand; Competence; Objective and price strategies; Methodology to establish the product's price.</p> | |



ECONOMICS

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| Code: 361827 | Credits: 6 ECTS |
| Course: Accounting | Year: 1 |
| <p>Main objectives of the course: The student will be able to distinguish basic Accounting concepts and their ends, gain knowledge about the Accounting system as information system to take economic decisions, and learning how to present accounting information to external partners, among other features.</p> <p>Main concepts: Accountability as information system; Active; Passive; Types of balance; Balance Sheet; Harmonization; Active and Passive Treatment (Current and Non-current) and Net Profit; Income Statement.</p> | |

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| Code: 361825 | Credits: 6 ECTS |
| Course: Principles of Business Economics | Year: 1 |
| <p>Main objectives of the course: The student will be able to get the necessary skills to understand and improve his/her decision-making ability within the current changing economic environment.</p> <p>Main concepts: Companies as economic entities; Socioeconomic environment; Corporate Social Responsibility; Concept and types of business; Company's dimension; Financial functions; Investments (methods); Types of investment; Financial structure and Cost of capital</p> | |

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| Code: 361852 | Credits: 6 ECTS |
| Course: Economic History of Spain | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to analyze Spanish economic development within the framework of the evolution of contemporary world economics; to understand the growth and development of the contemporary Spanish economy and the key stages and factors of change in the Spanish economy over time; to understand the economic, social and political problems related to the growth process and to institutional changes in contemporary Spain; to apply comparative analysis to understand the problems in the Spanish economy from a European perspective, and relative to other regions of the world, identifying the similarities and differences in each case.</p> | |



Main concepts: Long-term evolution (1800-2000); Ancien Régime; Liberal revolution (1820-1891); Persistence of traditionalism and escalating social conflict (1891-1936); Economic collapse and recovery under Franco (1936-1975); Crisis, openness and European integration (1975-2000).

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| Code: 361830 | Credits: 6 ECTS |
| Course: World Economic History | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to analyze World economic development and to understand the growth and development of the contemporary World economy and the key stages and factors of change in the World economy over time.</p> <p>Main concepts: The Great Divergence; The Industrial Revolution (1780-1850); Industrialization and divergence in the XIXth century; First Globalization in XIXth century; War, depression and deglobalization (1914-1950); Golden Age (1950-1970); World Economy from 1970 to nowadays.</p> | |

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| Code: 361822 | Credits: 6 ECTS |
| Course: Introduction to Economics | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to learn basic economic lessons and to get tools from economic theory to interpret economic reality.</p> <p>Main concepts: Economy as science; Microeconomics and Macroeconomics; Competitive and Absolute Advantage; Demand and Supply; Company and Markets; GDP (types and deflators); Cost of live and unemployment rate; Open Economies and Macroeconomic objectives.</p> | |



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| Code: 361818 | Credits: 6 ECTS |
| Course: Introduction to Law | Year: 1 |
| <p>Main objectives of the course: The objective of this subject is to learn basic Law lessons and to know basic institutions, regulations and laws and their socioeconomic effects.</p> <p>Main concepts: Legal system and sources; Physical and Legal Person; Law of Obligations and Contracts; Real Rights</p> | |

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| Code: 361831 | Credits: 6 ECTS |
| Course: Mathematics I | Year: 1 |
| <p>Main objectives of the course: On one hand, to provide the student with basic tools in order to be able to understand the mathematic language. On the other hand, the student should be able to use these tools in order to solve economic problems.</p> <p>Main concepts: vector space, Euclidian space, quadratic forms, real functions, unconstrained optimisation.</p> | |

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| Code: 361832 | Credits: 6 ECTS |
| Course: Mathematics II | Year: 1 |
| <p>Main objectives of the course: On one hand, to provide the student with basic tools in order to be able to understand the mathematic language. On the other hand, the student should be able to use these tools in order to solve economic problems.</p> <p>Main concepts: constrained optimisation, integration, differential equations.</p> | |

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| Code: 361820 | Credits: 6 ECTS |
| Course: Microeconomics I | Year: 1 |
| <p>Main objectives of the course: To graphically analyse the consumer's behaviour, to identify the essential elements in decision-making problems, to get to know the different approached consumers use in order to make a decision.</p> <p>Main concepts: consumption theory, consumer's preferences, budget restriction, consumer's choice, market's demand and elasticity, welfare measures, economy without production.</p> | |



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| Code: 361819 | Credits: 6 ECTS |
| Course: Public Sector Economics | Year: 2 |
| <p>Main objectives of the course: The student will be able to comprehend the economic nature of the state and its main roles in the economy.</p> <p>Main concepts: The state's functions in the economy, rationality in public intervention, alternative mechanisms of resource distribution, public and private decision, objectives and incentives of public and private agents, efficiency in resource distribution, welfare economics and Pareto criteria, first and second welfare theorem, social welfare functions and Arrow and Rawl's criticism, market failure, positive and negative externalities, public goods, imperfect competition and the monopoly, innovation, asymmetric information, market instability and economic cycles, unemployment, inflation and growth, equity and efficiency, social decision, measuring consumer's and suppliers surplus, Tinbergen quantitative model and Lucas's critic; Social measurement and evaluation, public intervention models in market failure situations; Public and mixed supply of public goods, private supply of public goods regulation, imperfect competition and asymmetric competition, market power regulation and competition policy, externalities regulation, common goods and the environment, social inequality.</p> | |

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| Code: 361826 | Credits: 6 ECTS |
| Course: Business Economics: Organization and Administration | Year: 2 |
| <p>Main objectives of the course: The student will develop the necessary skills in order to understand and solve current issues with which enterprises around the world are confronted with on a regular basis.</p> <p>Main concepts: The management process, company's organization, the control function, enterprise decision making; Planning and control systems, the budgeting process, the organic structure of the enterprise, enterprise flow-chart, organization types and styles, traditional organizations, new trends in the organization; Human Resources management, human resources selection, work place evaluation; Production and the company, production activities: classification and activities; Objectives of the productive system; PERT as a project management tool, production planning; General consideration about lineal programming; Simplex method and minimization processes; Sensibility analysis; Stock management; Wilson model; Modern management methods: MRP and JIT; the Sales function in the enterprise; Consumers behaviour; Market structure; Strategic marketing, strategic decisions regarding the product, product's life cycle, launching new products, Innovation strategies; Price determination methods, price strategies; Strategic decisions regarding distribution, distribution channels, transport and logistics management; Communication strategic decision, commercial communication instruments, strategies and objectives of advertising, sales promotion and public relations.</p> | |



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| Code: 361828 | Credits: 6 ECTS |
| Course: Economic and Business Statistics I | Year: 2 |
| <p>Main objectives of the course: The student will learn how to apply statistics methods and tools in order to solve situations with which he/she might encounter during its professional activity.</p> <p>Main concepts: Introduction and presentation of statistics, Descriptive statistics, frequency distribution, graphic representation, lineal transformations, correlation and lineal regression, probability and probability theorem, Bayes Theorem, Discrete and continuous variables, Distribution function, Mean and variance.</p> | |

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| Code: 361829 | Credits: 6 ECTS |
| Course: Economics and Business Statistics II | Year: 2 |
| <p>Main objectives of the course: The course will provide the student with the means to improve its knowledge of statistical methods and instruments, as well as a proper base for econometrics courses.</p> <p>Main concepts: Distribution models of random variables, discrete random variables models, Continuous random variables, Random sample and other types of samples, introduction to the estimation process and properties of estimators; trust interval estimation, critical regions, mean equality test, variance equality test, Chi square test.</p> | |

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| Code: 361834 | Credits: 6 ECTS |
| Course: International Economic Organization | Year: 3 |
| <p>Main objectives of the course: The student will get acquainted with the main international economic institutions and will be able to relate the current economic problems with the role each of these institutions have in the world.</p> <p>Main concepts: International economic organisations in the context of international economic relations, Development cooperation and international economic subsidies; United Nation – an economic organisation, The General Agreement on Tariffs and Trade, the International Monetary Fund and the international monetary system, the World Bank and the cooperation for development, International lending, Multinational companies, the OCDE and regional integration in Europe, USA, Africa and Asia.</p> | |



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| Code: 361835 | Credits: 6 ECTS |
| Course: Spanish Economy | Year: 2 |
| <p>Main objectives of the course: The main objective of this course is to acquire knowledge and techniques in order to understand how the Spanish economy works and has worked in the past, as well as the factors which have conducted to his behaviour.</p> <p>Main concepts: Structural changes and cycles in the Spanish economy, 1986 – 1993: growth and crisis in the Spanish economy, 1994 – 2007 – Economic growth cycle, 2008 – 2011 – Current economic crisis, Explanatory factors and macroeconomic indicators of the economic growth in the Spanish economy, explanatory factors of the current economic crisis in Spain, Productivity, technical knowledge, investment as main factors of the Spanish economic growth, Convergence process, the public sector and labour market in Spain, financial system and markets in Spain, productive structure, international trade and balance of trade in Spain.</p> | |

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| Code: 361836 | Credits: 6 ECTS |
| Course: International Economic Policy | Year: 3 |
| <p>Main objectives of the course: The student will acquire the capacity to discuss and analyse the governmental policy and to evaluate the functioning of the Spanish, the European and the international economy by using comparison between them.</p> <p>Main concepts: Concepts and methods in economic policy: instrumental and sector policies; Objectives of the economic policy: sustainable growth and development, income distribution, Price stability, full employment, external trade equilibrium, preserving and conserving the environment; Monetary and external policy, fiscal policy, labour policy, current issues of the economic policy.</p> | |

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| Code: 361837 | Credits: 6 ECTS |
| Course: Spanish Economic Policy and EU Policy | Year: 3 |
| <p>Main objectives of the course: The student will be able to realise an analysis on the basic notions of economics policy by using economic theory and thinking.</p> <p>Main concepts: Introduction to the economic policy of Spain and the European Union, the Adjustment policy (1982-1986), integration with the European Community: golden age or lost years?, Convergence and liberalisation policy (1993-1996), the liberal conservative economic policy (1996-2004), Economic policy in search for a new economic growth model (2004-2008), Economic crisis (2009) and its origins, Policies to overcome the economic crisis.</p> | |



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| Code: 361838 | Credits: 6 ECTS |
| Course: Public Treasury | Year: 2 |
| <p>Main objectives of the course: The student will acknowledge how the public sector acts and the areas in which it intervenes, as well as the arguments which support the state's intervention and its main decision making mechanisms over the policies which need to be implemented.</p> <p>Main concepts: Introduction to public finance, Public Sector's budget, Public Sector's functions in the economy, market failures and public intervention, public goods and external effects, Social election mechanisms, behaviour models for the public sector, public expenditure and equity, public expenditure and efficiency, welfare economics and government spending.</p> | |

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| Code: 361839 | Credits: 6 ECTS |
| Course: Regional and Local Finance | Year: 3 |
| <p>Main objectives of the course: The student will study the characteristics, effects and the economic problems with which a multi-level government is confronted with especially in the sector of public income and taxes.</p> <p>Main concepts: The theory of fiscal federalism, local public goods provision, tax assignation power to different government levels, intergovernmental subsidies, Public finance in Spain, Local public finance in Spain, taxes, public prices and other special contribution to the public income.</p> | |

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| Code: 361840 | Credits: 6 ECTS |
| Course: Tax System I | Year: 3 |
| <p>Main objectives of the course: The student will learn about the main criteria used when designing a taxation system with special emphasis on the efficiency and equity criteria.</p> <p>Main concepts: Taxation theory, general aspects of taxation, taxation and equity, taxation and efficiency, Taxation system, Income taxation, Company tax, Effects of taxation on the individual's behaviour, Indirect taxation, the V.A.T.</p> | |



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| Code: 361841 | Credits: 6 ECTS |
| Course: Tax System II | Year: 4 |
| <p>Main objectives of the course: The student will acquire knowledge on the main components of any tax, the main difference between the different measures of wealth and the impact of taxes on the economic activity.</p> <p>Main concepts: Income tax, Enterprise taxation, Wealth taxation, Consumption tax, Tax on the consumption of specific goods, the VAT, the Spanish taxation sector, basic notion of taxation regulations, Social Security resources.</p> | |

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| Code: 361842 | Credits: 6 ECTS |
| Course: Econometrics I | Year: 3 |
| <p>Main objectives of the course: Student will acquire general knowledge on econometrics concepts and its instruments in order to be able to identify and solve an econometric problem.</p> <p>Main concepts: The Multiple Linear Regression model: basic assumptions and estimation, variance analysis, result interpretation, Ordinary least squares estimation, Restricted estimation, Interval and punctual estimation, estimation capacity measures, Estimator assumption contrast, Homoscedasticity and heteroscedasticity; multi-co-linearity: concept and solutions, dummy variables: concepts and uses, outliers and other types of influent variables.</p> | |

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| Code: 361843 | Credits: 6 ECTS |
| Course: Econometrics II | Year: 3 |
| <p>Main objectives of the course: The course aims for the student to expand its knowledge on econometrics and to be able to interpret the results of the application of econometrics methods.</p> <p>Main concepts: Explanatory variables in the Multiple Linear Regression Model, explanatory endogenous variables, normality, non-spherical errors, ordinary least square estimation with non-spherical errors, properties of the OLS estimators, heteroscedasticity, autocorrelation, selection and validation process, validation contrast, selection instruments.</p> | |



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| Code: 361844 | Credits: 6 ECTS |
| Course: Econometrics III | Year: 4 |
| <p>Main objectives of the course: The course aims for the student to expand its knowledge on econometrics and to be able to interpret the results of the application of econometrics methods.</p> <p>Main concepts: Dynamic models, Estimations using the retarded endogenous variable model; Economic hypothesis which cause dynamic specifications; Dynamic specifications using co integration relations and the error correction mechanism: non-stationary and integration; long term relations modelling; Introduction to micro econometrics and macro econometrics.</p> | |

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| Code: 361845 | Credits: 6 ECTS |
| Course: Microeconomics II | Year: 2 |
| <p>Main objectives of the course: The student will be able to apply notions of the consumption theory in order to evaluate how the consumers take its purchasing decisions and notions of the firm theory in order to evaluate how enterprises decide in a competitive market.</p> <p>Main concepts: Consumption Theory, Consumer's preferences, Consumer's election and demand, Consumption theory – practical considerations, Exchange without production, Firm theory, Technology and the production function, Costs, Benefits function and the supply curve of the competitive enterprise, economy with production, Competitive and general equilibrium.</p> | |

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| Code: 361846 | Credits: 6 ECTS |
| Course: Microeconomics III | Year: 3 |
| <p>Main objectives of the course: The course aims to offer the student the means and instruments to analyse markets without perfect competition and in which enterprises have the power to influence on the price of the product.</p> <p>Main concepts: Scale economies, Medium and marginal values, fix costs, maximising short and long term earnings, perfect competition and Pareto optimum, alternative appointment mechanisms, Market power, monopoly equilibrium, bilateral monopoly, vertical integration, market power and price discrimination, discrimination types, homogenous oligopoly, the prisoner dilemma and Nash equilibrium, strategic behaviours: entry barriers, collusion, mergers, Bertrand model, monopolistic competition, differentiation and entry barriers.</p> | |



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| Code: 361847 | Credits: 6 ECTS |
| Course: Microeconomics IV | Year: 4 |
| <p>Main objectives of the course: The students will be able to comprehend and analyse the behaviour of the economic agents and their interaction with the markets, as well as the social impact of the result of their interaction.</p> <p>Main concepts: Consumer and Supplier theory, Walras law, revenue maximisation, the supply and demand function, Hotelling lemma; General equilibrium and welfare, pure exchange economies, fundamental theories in welfare economics, market errors and public economics, externalities and public intervention, public goods, Lindahl equilibrium; Microeconomics themes: uncertainty, expected utility hypothesis, asymmetric information.</p> | |

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| Code: 361848 | Credits: 6 ECTS |
| Course: Macroeconomics I | Year: 2 |
| <p>Main objectives of the course: The student will understand basic aspects of the aggregate economy, as well as which are the factors and relations between the elements that influence the course of an economy</p> <p>Main concepts: Introduction to macroeconomics concepts, national accounting, Neo-classical model and economic growth, the Income-Expenses model, The monetary and financial system, the IS-LM model, the Aggregate Demand – Aggregate Supply model, Macroeconomic analysis of open economy.</p> | |

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| Code: 361849 | Credits: 6 ECTS |
| Course: Macroeconomics II | Year: 2 |
| <p>Main objectives of the course: The student will be able to understand how the aggregate economy works, as well as how to do the basic models apply to the labour market or how the aggregate consumption functions.</p> <p>Main concepts: The AD-AS model, the aggregate demand, labour market and the aggregate supply, AD-AS equilibrium, demand policies, supply policies, external shocks, Philips Curve, expectations and Philips Curve, natural unemployment rate, inflation and monetary growth, labour market and rigidity, The free economy: exchange rate and policies, the AD-AS model in an open economy, Economic policies for economies with rigid exchange rates, Economic policies for economies with flexible exchange rates, Economic policies in a monetary union, Expectations regarding the exchange rate and external equilibrium, Expectations and the financial markets, Keynes's consumption function, The Modigliani life cycle hypothesis, Friedman's permanent income hypothesis, rational expectations and the consumption function, Government debt and Ricard's equivalency,</p> | |



Investment and expectations according to Keynes, Capital cost and investment decisions, Tobin's q.

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| Code: 361850 | Credits: 6 ECTS |
| Course: Macroeconomics III | Year: 3 |
| <p>Main objectives of the course: The course aims for the student to improve its knowledge on the aggregate economy and how do short term macroeconomic models apply to it.</p> <p>Main concepts: Consumption and savings in an aggregate economy, Investment in the aggregate economy, the role of expectations, the real cycle's theory, economic cycles and nominal inertia, monetary policy.</p> | |

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| Code: 361851 | Credits: 6 ECTS |
| Course: Macroeconomics IV | Year: 4 |
| <p>Main objectives of the course: The objective of the course is to develop an advanced macroeconomics course in which students will achieve a better understanding of how the main macroeconomics indicators are established and which macroeconomic policies should be applied in order to solve the different issues that arise.</p> <p>Main concepts: The current economic crisis and the fiscal and monetary policies which need to be applied in order to surpass it; Expectations: static, extra polled, rational, long term contracts, monetary policy and the political cycle; Other themes of advanced macroeconomics, the economic cycle, human capital, technological progress, other growth factors; Optimal growth, the Ramsey-Cass-Koopmans model, the overlapping generations model.</p> | |

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| Code: 361853 | Credits: 6 ECTS |
| Course: History of Economic Thought | Year: 4 |
| <p>Main objectives of the course: This course aims to provide the student with information on the history of economic thought and its evolution along the economic history, as well as the main trends in economic thought.</p> <p>Main concepts: The main ideas in the history of economic thought, economic doctrines, economic thought and economic analysis; the Marxism and classic school, Adam Smith, David Ricardo, Thomas Malthus and Karl Marx; Foundation of the modern economy, the marginal concept, Marshall and the neo-classicism, the economics of Joseph Schumpeter;</p> | |



Keynes and the Keynesianism; The liberal ideas, Friedman and the monetarists, supply economics; Other visions and the current situation, pluralism, the 2008 economic crisis and the revival of Keynes.

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| Code: 361856 | Credits: 6 ECTS |
| Course: Twentieth-Century Economic History | Year: 3 |
| <p>Main objectives of the course: The course aims to present to the student with the main stages of the economic history of the 20th century.</p> <p>Main concepts: Stages in economic development, Instability and adjustment strategies in 1914 -1929, the cause of the Great Depression, the second reconstruction and the Golden Age of growth – 1945 – 1973, Stagflation, Globalization – 1985 – 2010; Development patterns, the failure of Latin America, the arise of China, the Republic of India, the persistent divergence in Africa.</p> | |

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| Code: 361868 | Credits: 6 ECTS |
| Course: Game Theory and Application in Economics | Year: 3 |
| <p>Main objectives of the course: The course will introduce the student into the field of game theory by explaining how its main concepts apply in the multi-personal decision making process.</p> <p>Main concepts: Static games with perfect information, Nash equilibrium and examples, Zero Sum games, games with 3 or more players, Games with multiple strategies: the existence of Nash equilibrium. Dynamic games with perfect information, Stackleberg competition, the prisoner dilemma, Static games with imperfect information, Static Bayesian games, the prisoner dilemma with imperfect information, Cooperative games, the characteristic function, efficient distributions, the Shapley value.</p> | |

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| Code: 361861 | Credits: 6 ECTS |
| Course: Regional and Urban Economics | Year: 4 |
| <p>Main objectives of the course: Identify the factors that determine the economic activity in the territory (Concentration and scattering). Discuss the consequences of this dynamic</p> | |



(equilibrium/disequilibrium between territories); need of possible measures for correction: regional public policy.

Main concepts: Localization analysis (firms and sectors), Urban economics and regional analysis; Policy on infrastructures and its effects on the territory.

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| Code: 361862 | Credits: 6 ECTS |
| Course: Economic Growth and Localization of Economic Activity | Year: 4 |
| <p>Main objectives of the course: The aim of this course is to acquire an overview of the various existing tools in the area of spatial econometrics which will be useful in analysing the location of economic activity and economic growth.</p> <p>Main concepts: Spatial analysis, Introduction to spatial econometrics, Spatial autocorrelation, The spatial weight matrix, Exploratory Spatial Data Analysis (ESDA) Spatial autocorrelation in a regression model, Analysis of the location of economic activity and regional growth: spatial econometrics as a complementary tool.</p> | |

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| Code: 361864 | Credits: 6 ECTS |
| Course: International Economics | Year: 3 |
| <p>Main objectives of the course: Presentation and understanding of the relations, concepts and analytic tools of the economic theory applicable to international economics, both in what concerns to trade and finance. Apply the analytic tools to the comprehension of the main facts and the complex contemporary reality. Evaluate with the tools of economic analysis and its implications of the new international or global realities on different economies and countries.</p> <p>Main concepts: International trade and International finances.</p> | |

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| Code: 361865 | Credits: 6 ECTS |
| Course: Development Economics | Year: 4 |
| <p>Main objectives of the course: Picture the growth theories in the economic science framework; understanding the concept of growth and analyse the main paradigms; Know the place of the underdeveloped countries in the world system, stressing the relations between developed and underdeveloped countries; study the set of theories that have been formulated on the interpretation of the subject of development, underdevelopment and the policy proposed in each of these theories; Know the roll of each economic sector in the process of development; know the main international figures on the subjects liked with development.</p> <p>Main concepts: Theories of development; Factors and obstacles to development; New</p> | |



paradigms of development.

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| Code: 361866 | Credits: 6 ECTS |
| Course: Financial Accounting | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to understand the role of the financial accounting inside the accounting knowledge. Analyze the conceptual tools of an institutional nature, growing introduction and generalization, which should enable global harmonization of financial information because economic subjects interested in this information may have the opportunity to make the right decisions. Understanding the origin and evolution of Spanish legislation and international accounting commercial nature.</p> <p>Main concepts: Financial Accounting: methodological introduction, accounting Reform in commercial law, conceptual framework of accounting, tangible assets, the intangible assets, financial investments, inventories, the operating working capital, trade and other receivables, the basic funding, provisions, the external financing, the accruals, the corporate tax accounting, the issue of accounting for value added tax (VAT), transactions in foreign currency, the result of the year revenue and profit losses, subject the annual accounts</p> | |

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| Code: 361855 | Credits: 6 ECTS |
| Course: Methodology of Social Sciences | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to get an introduction to the main concepts of the theory of scientific methods and systematize the political philosophies that have more importance for social theory. The course examines both the general aspects of the science theory and political philosophy and also more specific problems of social theory.</p> <p>Main concepts: Science and knowledge; the language of science; the historical debate: science or literature; problems of social theories; realism, issues of social theories; human nature and psychology; the regulatory problems; neutrality social sciences, normative theories; foundations and models, utilitarianism and welfare; liberalism and libertarian theories of market; variants of equality.</p> | |



SOCIOLOGY

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| Code: 360898 | Credits: 6 ECTS |
| Course: Anthropology | Year: 1 |
| <p>Main objectives of the course: To offer a general approach of social anthropology. To provide an outlook on the discipline's classical issues while relating them to contemporary issues.</p> <p>Main concepts: Anthropology as a scientific discipline, anthropology's main approaches and theories, anthropological field work, key concepts, political organisation types, economic organisation types, religion and symbolic systems, kinship, urban societies</p> | |

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| Code: 360901 | Credits: 6 ECTS |
| Course: History | Year: 1 |
| <p>Main objectives of the course: To learn about historical events so as to understand contemporary society's problems. To analyse social phenomena from the complexity that implies the interaction of social, economic, political and cultural elements.</p> <p>Main concepts: Industrialisation process and liberal revolutions, social movements and institutions in the XIXth century, first globalisation process and imperialism, World War I, the Russian Revolution and the URSS creation, fascism, World War II, the Cold War, capitalism in western countries, the Eastern Bloc, the Third World.</p> | |

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| Code: 360893 | Credits: 6 ECTS |
| Course: Economy | Year: 1 |
| <p>Main objectives of the course: To get a basic knowledge on the economic systems operation, to understand the production and reproduction mechanisms and the purpose of money in economy, to study the public sector operation, to acquire a critical view of the different economic perspectives.</p> <p>Main concepts: Economy as a social science, the different perspectives in Economy, the elements of the productive system, macroeconomic analysis, international economy and trade, global economy.</p> | |



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| Code: 360892 | Credits: 6 ECTS |
| Course: Statistics | Year: 1 |
| <p>Main objectives of the course: To provide the student with different tools with the purpose to apply them in information analysis and treatment.</p> <p>Main concepts: statistics and sociology, data collection process, introduction to sampling, data descriptive analysis, inferential statistics.</p> | |

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| Code: 360902 | Credits: 6 ECTS |
| Course: Sociological Theory I | Year: 2 |
| <p>Main objectives of the course: The course aims to present the student with the causes and elements which have led to the creation of the discipline of sociology. The student will also be able to identify the main sociology concepts as exposed by classical authors.</p> <p>Main concepts: Historical and philosophical precedents of sociological thought; Karl Marx – main works and concepts; Émile Durkheim – the academic sociology; Ferdinand Tönnies: community and association; Georg Simmel: social interaction; Max Weber: perspective and sociological method; Pareto: social system and equilibrium, Michels: the steal rule of the oligarchy; Mannheim: the European sociology crisis; The legacy of the classics, Social classes according to Marx and Weber.</p> | |

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| Code: 360903 | Credits: 6 ECTS |
| Course: Sociological Theory II | Year: 2 |
| <p>Main objectives of the course: The student will be able to understand the main advances in contemporary sociological theory since the beginning of the 20th century until nowadays.</p> <p>Main concepts: Introduction to contemporary sociological theory; Systemic functionalism, Open functionalism, Social stratification: Davis and Moore, Systems theory: Luhmann, Structuralism: Lévi Strauss, Bourdieu, Althusse, sociology critics: Derrida, Foucault; Subjective theories, interacting: Mead, Bloomer, Goffman, Schutz, Berger, Luckman, Searle, Garfinkel; Dual theories: systems and subjects, rational theory and collective action: Elster, Game theory, emotions, Habermas, Bell, Castells, Beck, Giddens, Touraine, Butler, the real utopias: Wright, public sociology: Burawoy.</p> | |



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| Code: 360904 | Credits: 6 ECTS |
| Course: Sociology of Knowledge | Year: 3 |
| <p>Main objectives of the course: The course aims to introduce the student into themes related with knowledge and its relation with the developed society from a sociologic point of view.</p> <p>Main concepts: Knowledge and human cognition; Social structure of knowledge, theoretical consideration on the influence of knowledge on social aspects of the society, the sociological constructionism and its critics, creation, maintainance and change in social institutions, language and metaphors in the creation of the social reality, knowledge and history of social concepts, the sociology of scientific knowledge; Problems and issues of the sociology of knowledge, cultural diversity and the problem of the truth; Technology, knowledge, power and domination: intellectual property in the era of globalisation.</p> | |

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| Code: 360915 | Credits: 6 ECTS |
| Course: Social Structure of Advanced Societies | Year: 2 |
| <p>Main objectives of the course: The student will be presented with main theories and authors that explain the functioning of the advanced capitalism societies and representatives democracies.</p> <p>Main concepts: Advanced capitalism society: structure and elements; The social structure concept and its academic uses, structural perspective, advanced society notions and the opulency society; Social inequalities in a welfare society; the social inequality in a rich world; Poverty and other forms of social marginalization; Advanced capitalism: structure and activities; Production, consumption and markets; organizing political power; Culture: organisation, instruments and concepts; Population structure; Global capitalism.</p> | |

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| Code: 360916 | Credits: 6 ECTS |
| Course: Social Structure of Spain and Catalonia | Year: 2 |
| <p>Main objectives of the course: The course emphasizes the most important aspect of the political, economic and cultural structure of the Spanish and Catalan society.</p> <p>Main concepts: Introduction to the social class structure in Spain and Catalonia, creation and evolution of the social structure, stratification and new social classes; Social classes in Spain and Catalonia, population evolution in Catalonia and Spain; Economic structure and the labour market in Spain and Catalonia; Political structure in Spain and Catalonia; Social</p> | |



problems and new challenges of the Spanish and Catalan society.

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| Code: 360917 | Credits: 6 ECTS |
| Course: Social Change | Year: 3 |
| <p>Main Objective of the courses: Know the main theories and concepts that explain the social change; know how to apply the sociological knowledge (theory and concepts) on social change in the real change episodes and in the contemporary social developments.</p> <p>Main concepts: Basics: concepts and theories; conflicts and social change; mechanisms of social transformation in the modern era; micro-social change; drivers of social change; Social change in contemporary world.</p> | |

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| Code: 360918 | Credits: 6 ECTS |
| Course: Social Research Techniques I | Year: 2 |
| <p>Main objectives of the course: The student will receive information on the singularity of sociological research, emphasizing the qualitative aspect of it. The course will offer the student information on basic knowledge of qualitative research.</p> <p>Main concepts: Producing scientific information and being familiar with the social reality; Qualitative research; Observation; Listening; The purpose of social action.</p> | |

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| Code: 360919 | Credits: 6 ECTS |
| Course: Social Research Techniques II | Year: 2 |
| <p>Main objectives of the course: The student will learn how to apply social research techniques in order to gain information on stages of social research, social indicators or other aspects of the social field.</p> <p>Main concepts: The social research process and strategy: stages of the research; From concepts to questionnaires – considering the object of the study from a quantitative perspective; Researching using questionnaires; Research stages, Designing a questionnaire – stages and concepts; Population and sample, sampling techniques; Processing the information; Univariate descriptive analysis; Processing multiple choice questions; Data transformations – scaling, indexing and types; Bivariate analysis – contingency tables analysis; Differences between sub-populations, average comparison; Relations between quantitative variables – correlation and simple regression analysis.</p> | |



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| Code: 360920 | Credits: 6 ECTS |
| Course: Social Research Techniques III | Year: 3 |
| <p>Main objectives of the course: This course is the fundamental step from the statistic description of the causal reality to the social one.</p> <p>Main concepts: The logic behind the causal analysis; Identifying causality, the meaning of the relations, correlation; Analysis of the relation between different variables, introduction to linear regression, multiple regression, logistic regression; The logic behind causality, Path analysis.</p> | |

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| Code: 360922 | Credits: 6 ECTS |
| Course: Social Research Techniques IV | Year: 3 |
| <p>Main objectives of the course: This course aims to introduce the student to the relational approximation and its statistic applications in order to analyse social sciences.</p> <p>Main concepts: Network analysis: objectives and concepts; Programmes: UCINET, Structure, NEGOPY, GRADAP, Multinet, NetMiner; Content analysis using the NUDIST software, Code creation and trees with NUDIST and EZ-Text, how to analyse big blocks of text using NUDIST and EZ-Text, asking questions with NUDIST and EZ-Text.</p> | |

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| Code: 360923 | Credits: 6 ECTS |
| Course: Population Theory and Demography | Year: 2 |
| <p>Main objectives of the course: The course aims to provide the student with information on the evolution of the global population and the main elements that have influenced this matter.</p> <p>Main concepts: Demographic analysis: between statistics and social sciences, Population theories; The global population: characteristics and evolution, the main challenges of the global demographic stage, the demographic transition theory, the Second demographic transition; History of demographic thought and population policies; Methods and techniques for demographic studies: Population structure analysis and other socio-demographic characteristics; Demographic phenomena analysis, population growth, mortality, reproduction, migration.</p> | |



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| Code: 360924 | Credits: 6 ECTS |
| Course: Urban Sociology | Year: 3 |
| <p>Main objectives of the course: This course is an introduction to the main aspects of the urban sociology. The course focuses on the treatment which classic and contemporary sociology have given to relation between space and society.</p> <p>Main concepts: Theoretical concepts of the urban sociology and analysis of the globalisation processes, social ecology, the urban Chicago school, the return of sociology to the urban analysis, the restructuring of the cities in the post-Ford era, the global city: agents and processes, competition and co-operation between cities, urban regimes and mobility: New politics and models of urban government, urban policies and the revitalization of the cities, the Barcelona model: metacity; The development of sustainability of the cities; The ecologic footprint of the cities; Sustainability principles; Green mobility; The energy in the cities; Urban sustainability as a tool to unite cities.</p> | |

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| Code: 360926 | Credits: 6 ECTS |
| Course: Social Control | Year: 3 |
| <p>Main objectives of the course: The objective of the course is to provide the concepts and strategies necessary to the student so as to allow him/her to realise a sociological analysis of the social control processes.</p> <p>Main concepts: Deviance theories, analysis of the main contributions of the deviance theory, stigma and stereotype, control and conflict: power and deviance; Social structure and deviance, social inequalities and deviance: social classes and the gender; Population, economy, politics and culture: criminology factors; Imaginary, meaning configuration and social control of the globalisation processes; Politics, democracy and autonomy in the new world order.</p> | |

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| Code: 360928 | Credits: 6 ECTS |
| Course: Sociology of Professions, Occupation and Work | Year: 3 |
| <p>Main objectives of the course: The student will acquire knowledge on the concepts, evolution and current meaning of work, as well as work division, technology and dynamics of the labour market.</p> <p>Main concepts: Introduction to work as study object; Work division and social inequalities, classic visions on work division in the society and enterprise, gender inequalities in the family work division, international work division and economic</p> | |



globalization, international migration and ethnic work division; Transformations within the labour market, theoretical approximations on the study of the labour market, evolution of the labour market and instruments to study it; Past and present of the labour relations; models and current situation of the labour relations.

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| Code: 360929 | Credits: 6 ECTS |
| Course: Sociology of Organizations | Year: 3 |
| <p>Main objectives of the course: The general objective of this course is to analyse the relations between the social processes and dynamic ones in the organizations and institutions present in advanced societies.</p> <p>Main concepts: Bureaucracy and rationality, Taylorism and human relations, Neoweberian models, Politic theories, Institutionalism; Organizational processes, organizational structure analysis, culture and principles, leadership and group dynamics, power and conflicts, decision making; Organizations and organizational environment, institutional analysis, market analysis, organizations and social problems, organization networks, economic elites; Organizations, social problems and global society; new actors and trans-national institutions, Organization and risk societies, multinationals and global markets, organizations and social problems.</p> | |

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| Code: 360930 | Credits: 6 ECTS |
| Course: Political and Social Intervention | Year: 3 |
| <p>Main objectives of the course: The main objective of this course is for students to understand how social policies work in the current society, as well as the relations between the state, the market and society.</p> <p>Main concepts: Social policies theoretical framework and development, relations between the state and society, collective identities, public welfare development; Analysis and evolution of social policies, negotiation and power of collectives, the new public management: advantages and problems, globalization and change in the functions of the state; Specific social policies; Health policies, Immigration and minorities inclusion policies, Income guarantee and social services policies, Policies for the protection of workers and the prevention of social exclusion.</p> | |

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| Code: 360931 | Credits: 6 ECTS |
| Course: Social Conflicts and Problems | Year: 2 |



Main objectives of the course: The student will acquire knowledge on the theoretical concepts and the methodology which needs to be applied in order to understand the conflicts and social problems which arise from the restructuration and social change processes.

Main concepts: Defining and representing social problems, social problems analysis methodology; Application using study cases, Cohesion and social exclusion: new social risks, globalisation and the new post-industrial economy, Life-cycle, change and family diversity; Challenges for the Government, The environment and sustainability; Conclusions, challenges and perspectives.

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| Code: 360932 | Credits: 6 ECTS |
| Course: Sociology of the Family and the Life Cycle | Year: 2 |
| <p>Main objectives of the course: The course aims to complement the student's knowledge with information on the areas and research matters of the sociology of the family.</p> <p>Main concepts: Introduction to the theory, research and professional exercise in the area of the sociology of the family, notions, definitions and debates regarding the theoretic perspectives of the family, family, childhood and life-cycle; Changes in the family: cultures, diversity and inequalities; Families, time and politics, family diversity and mono-parenting; time, work and families, family politics in the frame of social welfare.</p> | |

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| Code: 360933 | Credits: 6 ECTS |
| Course: Sociology of Global Processes | Year: 3 |
| <p>Main objectives of the course: Understand the concepts and socioeconomic facts that help to better understand the way that social processes function and the related dynamics in the world.</p> <p>Main concepts: Globalization and global processes: from the industrial to post-industrial society; theories of globalization from the 1960's and the different dimensions of the globalization; economy, culture and environment; World economy versus State: Are the states losing power relative to supra-national organizations? Media and power: Information society and its relevance in virtual nets; relevance of the media in the definition of the global society; Human mobility and global cities; analysing the concept of global city of Saskia Sassen; Relevance of human geography: migrations and definition of the global society.</p> | |



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| Code: 362773 | Credits: 6 ECTS |
| Course: Social Psychology | Year: 2 |
| <p>Main objectives of the course: The course will provide the student with information on the social, cultural and historical nature of the psychological processes. The course will also allow the student to understand the daily reality and will provide him with the necessary theoretical concepts for this analysis.</p> <p>Main concepts: Social psychology: history and methodology; Identity, role, status and identity; Emotions, William James and his theories, the physiological measures of Walter Cannon, Stanley Schachter and the socio-cognitive factors of the emotions, valuation theories, emotions and group identity, Paul's Ekamn neo-cultural theory; Attitudes, social control and attitudes; Social influence, conformity and power relations, the normalisation process and the social order; Groups, social movements and social institutions.</p> | |

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| Code: 360927 | Credits: 6 ECTS |
| Course: State and Society | Year: 4 |
| <p>Main objectives of the course: Understand the valuation standards of institutional interventions; policy frameworks in which economic interventions are part; the bases of the (moral, rational, emotional) actions of social and political agents.</p> <p>To know and analyse the current scientific research giving more international relevance of the relationship between state and society.</p> <p>Main concepts: Relations between the state, economy and ethics; Ethics and Marketplace; Criteria for distribution and the welfare state; Liberalism and democracy. Privatization and its influence on society; The theory of justice; Structures of the state and social rights; Status, violence, corruption and society; State, citizenship and migration; Policy in the states of Europe; Environmental Ethics; Future generations.</p> | |

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| Code: 360934 | Credits: 6 ECTS |
| Course: Health and Welfare | Year: 4 |
| <p>Main objectives of the course: This course applies the concepts, methods and theoretical perspectives of sociology issues of health and wellbeing of the population.</p> <p>Main concepts: Health, Wellness and Society; Welfare and lifecycle; Distribution of wealth and welfare; Inequality, poverty and social exclusion, the impact of the distribution of</p> | |



wealth on the welfare and health; The experience of health and disease; Sick role, medicalization stigma of chronic disease and disability, risk and uncertainty, professional-client relationship, quality of life, death, biomedical and social models, technologies and medical advances, active aging, dependency; The organization and health policies

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| Code: 360925 | Credits: 6 ECTS |
| Course: Environmental Sociology | Year: 4 |
| <p>Main objectives of the course: Analyze the consequences of the unsustainable relation between the industrial consumption society and the ecosystems; analyze the politics that promote the growth without considering the natural limits that had led to ha high level of contamination and a dangerous environment for people and the planet, becoming people more vulnerable while creating violence and fight for resources; Think about sustainable policies and learn about the principles of ecology, of a proper government to improve the social and environmental conditions; Show a change in perspective, a horizon of comprehension that help to understand the environmental problems from an academic perspective, advance towards more holistic approaches that show the interdependence between the social systems and the natural ones in order to promote a sustainable development.</p> <p>Main concepts: Socio-natural metabolism; Natural resources and eco-systems; Sustainability; Sustainability, social organization and the holistic paradigm.</p> | |

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| Code: 360942 | Credits: 3 ECTS |
| Course: Social Conflict and Collective Action | Year: 4 |
| <p>Main objectives of the course: The constant change to which Western societies are subjected, through conflict and social pacts, is a continuous exercise in redefining their structures. In this explanation, the program is twofold. On one hand, it seeks to explain the concept of social conflict and how it articulated through the political and social movements. And, on the other hand, the course presents practical examples and current social conflicts that have a special impact on our society. So, it is a subject that has a very empirical approach, and seeks theoretical and practical examples that give a broader view of the social and economic reality in Europe.</p> <p>Main concepts: Social conflict and collective action; Analysis and understanding of social conflict; Political movements and social conflict; Stakeholders. Present and future of social corporatism; Social movements and social conflict; Economic and financial crisis. New social realities; Towards a new model of European governance?</p> | |



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| Code: 360943 | Credits: 6 ECTS |
| Course: Sociology of Security and Risk | Year: 4 |
| <p>Main objectives of the course: Learn some of the debates in the sociology of risk and uncertainty. Understand the concept, dimensions and the factors affecting security. Understand the management models and public security policies and the role played by the institutions concerned. Relate issues, factors and policies in the field of public safety with other areas of risk.</p> <p>Main concepts:</p> <p>Risk and security; Sociology of risk and uncertainty; Public safety; Social factors; Measurement of safety and risk; Organizations and security institutions; Risk management; Public safety policies and prevention; Challenges and prospects</p> | |

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| Code: 360944 | Credits: 3 ECTS |
| Course: History of the Welfare State | Year: 4 |
| <p>Main objectives of the course: Understanding the role of family, community and relationships of reciprocity strategies against poverty in historical contexts of vulnerability and the lack of social policies developed. ; Analyse the liberal paradigm of fighting poverty and understand the breakdown of the specific mechanisms of the old "moral economy" and increased economic and social vulnerability as a result of industrialization. ; Understanding the factors that explain the beginning of the construction of modern welfare states in Europe from the late nineteenth and early twentieth century. ; Understand and explain the differences between the various models of social policies prior to the Second World War. ; To acquire a broad view of different countries to the stage of fullness of the welfare state in the West 50s, 60s and 70s, as well as the broadcast medium development countries.; Identify the reasons and scope of the crisis of the welfare state from the 1970s.; To analyse the effects of the development of welfare states on the evolution of social inequality in the long term.</p> <p>Main concepts: Social policy and welfare state: changing concepts; The pre-industrial world and the breakdown liberal; The appearance of the first social insurance in World War II; The golden age of the welfare state; The crisis of the welfare state.</p> | |

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| Code: 360938 | Credits: 3 ECTS |
| Course: Cultural Studies | Year: 4 |
| <p>Main objectives of the course: Become familiar with key concepts and procedures for analysing the role that the study of everyday life and their expressions contribute to knowledge of the diversity inherent in social reality. Understand the theoretical and</p> | |



methodological assumptions associated with different concepts and approaches to cultural studies. Acquire and exercise the theoretical and technical rudiments necessary to critically analyse the relationship between ideology, power, media, consumer culture and daily practices.

Main concepts:

Cultural studies; Internal Diversity; Microsociology; Macrosociology; Study of Life; Social Reality

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| Code: 360939 | Credits: 6 ECTS |
| Course: Economic Sociology | Year: 4 |
| <p>Main objectives of the course: Acquire abilities for social analysis from an economic perspective of society, through the glass of the new economic sociology. In the last fifteen years there has been a process of renewal and consolidation of the sociologic view of economy that criticise many of the assumptions in which the neoclassic economic theory is based; specially the conception of the economic behaviour as rational and done by isolated individuals. Against these assumptions, the new economic sociology stresses the limitations of the rationality and the social side of all economic behaviour.</p> <p>Main concepts: This course has three parts: first, review the main theoretical assumptions of the economy and introduces some of the basic concepts of the new sociological economy –institutions, networks, power, culture; second, analyses from a dynamic perspective the economic function of the capitalist society –state and economy, capitalism and social welfare, growth and development and globalization and socio-economic transformations; third, reviews the most important institution of capitalism –the market.</p> | |

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| Code: 360940 | Credits: 6 ECTS |
| Course: Leisure, Market and Consumption | Year: 4 |
| <p>Main objectives of the course: The course introduces students to sociological research on work, leisure, consumption and celebration from different societies, cultures and traditions of the world Greco-Roman and medieval times until today.</p> <p>Main concepts: The area of labour and consumption versus free time and different idle practices. The study also covers the evaluation of entertainment events and holidays; study about the founders of the sociology of consumption, leisure, sport and tourism; Historic evolution of the offer of the sport and tourism in WEST within its types and</p> | |



functions; Tourism and leisure activities.

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| Code: 360941 | Credits: 3 ECTS |
| Course: Processes of Human Migration | Year: 4 |
| <p>Main objectives of the course: The aim of the course is to help students to understand and distinguish the basic concepts and term of migrations as a process of migrations; Learn about the different historic periods of migratory processes and its link with the economic evolution and policies of societies; Understand the different mechanisms of incorporation of immigration in host societies; Analyse the developed migratory processes in SPAIN and in EUROPE in the context of globalized societies; Discover the basic components of inequalities inside the migrations, evaluate the economic and social impacts of migrations on societies.</p> <p>Main concepts: Migration as a social process (definitions and concepts); The historic evaluation of migratory processes; Theoretic approaches for migration studies; The globalization of the migrations and the new map of migratory processes; migratory policies, citizenship and integration; The immigration in Spain.</p> | |

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| Code: 360945 | Credits: 3 ECTS |
| Course: Sociology of Sexuality | Year: 4 |
| <p>Main objectives of the course: Develop a sociological perspective on sexuality. Understand that sexuality is as social creation. Acquire theoretical tools to analyse the sexuality. Know research strategies on sexuality.</p> <p>Main concepts: Sexuality and heterosexuality; religion and sexuality; science and sexuality; social theories on sexuality; marriage and heterosexuality, love and couples; market and sexuality; sexuality and social control; sexuality and health; sexuality and power; sexuality and gender-ethnography; stories and sexuality.</p> | |

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| Code: 363876 | Credits: 3 ECTS |
| Course: Sociology of Gender | Year: 4 |
| <p>Main objectives of the course: Understanding the gender perspective in social thinking, Having a critical knowledge of gender inequalities in areas such as time, work and care; poverty and social exclusion; establishing welfare regimes; or social control. Gain</p> | |



knowledge of the familiar reality and other various existing approaches from the gender perspective.

Main concepts: Disciplinary and theoretical approaches of sociology of gender; Time, work and care; Families, reproduction and sexuality; Discrimination, violence and social control; Gender policies, inequalities, welfare regimes.

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| Code: 360946 | Credits: 6 ECTS |
| Course: Sociology of The Future | Year: 4 |
| <p>Main objectives of the course: Think, imagine and create the future is an essential part of the human and social activity and thus this should be also a task of our scientific discipline. The main objective of the course is to give the students of epistemological and methodological instruments as a base to think and imagine the future and for analyse the social, political and cultural dimensions.</p> <p>Main concepts: politics, democracy, science, technology and its social implications; population, planet, society, culture, identity and future of the human society.</p> | |

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| Code: 360935 | Credits: 6 ECTS |
| Course: Sociology of Education | Year: 4 |
| <p>Main objectives of the course: The main objective of the course is to help students to understand the educational sociology approaches and its contributions to the educative policies. Course will help students to understand deeply actual education systems and its problems. Also students will study how analyse the education in the context of multicultural societies and democratic and make to develop their own ethical commitment, education and social justice.</p> <p>Main Concepts: Sociology and Education; Social changes and education systems; Education, equity and social reproduction: Schools, teachers and democracy; Education, Sexism and diversity.</p> | |

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| Code: 360936 | Credits: 6 ECTS |
| Course: Sociology of Culture | Year: 4 |
| <p>Main objectives of the course: The course will help the students to understand the diversity of cultural referents and concepts in the contemporary world and the socio-historical perspective that contributes sociology, identify mechanisms and social logics</p> | |



causing the crisis of modern cultural order and the prospects for change that open after this time, recognize the role of public intervention in the transformation of modern cultural order, understand the key operation of the different cultural sectors, analyze the specific social status of professional culture, interpret data on cultural consumption depending on different sociological models, apply knowledge prior to the analysis of the territorial structure of culture.

Main concepts:

- Sociology of culture and contemporary society (the sociological concept of culture; the configuration of the modern cultural order; the company culture)
- The social organization of culture (public intervention in culture; activity patterns and cultural worlds of creation; the culture professionals; cultural consumption and lifestyle)
- The analysis of cultural dynamics (the cultural change; cultural globalization, the dynamic urban culture)

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| Code: 360937 | Credits: 6 ECTS |
| Course: Sociology of Communication and Information | Year: 4 |
| <p>Main objectives of the course: The general objective of the course is to acquire theoretical tools and methods of analysis for centrally explore three basic items: first, the communication process; Secondly, the theoretical and research on the mass media; and third, the relationship between mass media, culture and ideology, which include routine contents of political communication present in the media and are subject to empirical analysis.</p> <p>Main concepts:</p> <ul style="list-style-type: none"> -The forms of social communication: the individual communication to mass communication and communication Information. -Analysis of mass communication: purpose, functions and production of media messages. -The communication media policy: public processes and communication policy -Case studies of application of discourse analysis | |



INTERNATIONAL BUSINESS

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| Code: 364545 | Credits: 6 ECTS |
| Course: Business Economics | Year: 1 |
| <p>Main objectives of the course: To acquire a global vision of business administration; to become familiar with the key aspects of company management, paying particular attention to the accurate use of professional language and terminology; to acquire a general understanding of basic business administration functions: planning, organization, human resources and control; to acquire a basic understanding of the key concepts, vocabulary and terminology of business economics; to learn the main functions of an entrepreneur and general process for setting up a company; to learn to analyse the operating costs of a company and to identify their impact on results; to learn to analyse location factors when determining a company's location; to learn to evaluate the financial structure of a company and to identify profitable investment projects; to learn to evaluate and choose appropriate business projects, organizational structures and budgets; to acquire a capacity for analysis, synthesis and diagnosis in examining and solving case studies and problems.</p> <p>Main concepts: Companies and entrepreneurs; Business size; Company Location; Financial sources; Company investments; Business Administration; Business Planning; The organic business structure; The control function in an organization</p> | |

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| Code: 364547 | Credits: 6 ECTS |
| Course: History of International Business | Year: 1 |
| <p>Main objectives of the course: To become familiar with the most significant historical stages in the development of internationalization in business, from the pioneering efforts of wholesale merchants on the Silk Route to the three big waves of globalization that have taken place in the world from the second half of the 19th century to the present; to understand the most important theories that have contributed to analysing and understanding the internationalization of businesses from a long-term perspective; to identify the variety of models of internationalization that have appeared throughout history, including those developed by large multinationals, small and medium-sized companies and business networks; to analyse the main external determinants of success or failure affecting the internationalization of a variety of businesses in different periods and territories of the world, with particular attention to the dynamic and changing role of the State and the financial system; to learn how to use concepts to make sense of and generalize about the wide variety of cases of internationalization involving businesses in a range of sectors and historical periods; to be able to do individual research to write, individually or in teams, case studies of internationalization that take into account</p> | |



exogenous as well as endogenous factors.

Main concepts: Relevance and utility of studying international business history; A historical overview of key theories on the internationalization of businesses: From the 1950s to 2013; Trade in the East: The silk route; the travels of Zheng He; The East Indies company; Trade in the West: The wool trade market in Europe; the triangle of colonial trade between Europe, Africa and America; Technological revolutions and new international businesses (infrastructures, transportation, consumer goods industries); Technological revolutions and new entrepreneurs (middle classes, workers, and women); Multinationals in the first Industrial Revolution 1800-1870; Alternatives to multinationals: Specialized small and medium-sized enterprises (SMEs), networks (Ethnic, Professional, Religious) and Districts; Second Industrial Revolution and the rise of big business 1870-1914; Internationalization in times of crisis and war 1914-1945; The role of the State in developed and developing economies 1945-2000; The diversity of business models after 2000

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| Code: 364551 | Credits: 6 ECTS |
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| Course: Mathematics | Year: 1 |
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Main objectives of the course: To develop a capacity for analysis, understood as the process of separating things into their basic components, and for synthesis, understood as the reverse of the same process; to develop a capacity for organization and planning, entailing the ability to define an initial situation and the desired objectives; to develop a capacity to solve problems, identifying the most relevant aspects and the steps needed to reach a solution; to develop a capacity to interpret data and results, including the capacity to critically appraise both the initial information and the results of a specific situation or problem.

Main concepts: Linear algebra; Multivariable optimization; Dynamic analysis

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| Code: 364543 | Credits: 6 ECTS |
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| Course: Microeconomics | Year: 1 |
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Main objectives of the course: To understand the basic principles of economics; to acquire knowledge of the main instruments of economic theory for interpreting economic situations; to understand the tools and models behind the decisions taken by economic agents: consumers (demand) and companies (supply); to understand how markets operate and how equilibrium is determined in perfect competition markets and monopoly markets; to discuss the conditions that justify possible public sector intervention in markets and analyse the consequences. — To be able to calculate different types of elasticity and understand their application to real situations; to learn to determine market equilibrium; to be able to quantify consumer surplus and producer surplus and changes in welfare in different situations; to be able to calculate the market effects of a tax or duty; to learn the relationships between the production functions of a company and its total,



average and marginal costs; to understand how competitive companies maximize profits; to develop an analytical and critical intellectual approach to socio-economic phenomena; to acquire regular work habits through continuous assessment; to develop greater critical skills through critical analysis of the models studied.

Main concepts: Introduction to economics; Demand, supply and market equilibrium; Extensions and applications (Government policies, International Trade and Market failures); Firm theory and market structures

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| Code: 364548 | Credits: 6 ECTS |
| Course: Company Law | Year: 1 |
| <p>Main objectives of the course: To be able to identify and establish the most suitable company type for business activities in the market; to carry out a practical analysis of corporate activities that can promote efficient competition in domestic markets and in the EU; to understand the different types of agreements that can be made to develop business activities and how the intellectual property rights of companies are regulated and used to ensure the highest quality and provide them with protective measure to promote economic efficiency and maximize consumer welfare; to obtain practical knowledge of the legal regulation of advertising; to engage in practical analysis of how economic crisis affect companies in order to identify the most suitable solution in each case and ensure strong market activity; to promote cooperative work between students</p> <p>Main concepts: The European Union; Commercial entrepreneurs in the EU; Protection of intellectual property in the EU; Regulation of advertising messages in the EU; Consumer protection in the EU; Protection of competition in the EU; Commercial contracts and securities; Crisis of the entrepreneur; Harmonization of European Community Law</p> | |

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| Code: 364549 | Credits: 6 ECTS |
| Course: Intercultural Communication Techniques | Year: 1 |
| <p>Main objectives of the course: To understand the major social transformations related to intercultural communication; to become familiar with the various definitions of culture, cultural diversity, and cultural management; to learn the key concepts and issues of intercultural communication; to analyse, interpret and explain situations and practices of intercultural communication; to develop skills for effective intercultural communication.</p> <p>Main concepts: Current social transformations; Culture, cultures and management of diversity; Intercultural communication; Social research for intercultural communication</p> | |



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| Code: 364544 | Credits: 6 ECTS |
| Course: Macroeconomics | Year: 1 |
| <p>Main objectives of the course: To acquire knowledge of the main macroeconomic variables; to understand development and economic growth in the long run; to understand economic fluctuations in the short run; to acquire knowledge of macroeconomic variables in the open economy; to be able to understand and analyse the main macroeconomic problems of current economy.</p> <p>Main concepts: Data: definition, components, measurements and significance; The economy in the long run: Determinants of economic growth; The economy in the short run: Economic fluctuations (expansions, recessions); Debates on economic policy</p> | |

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| Code: 364546 | Credits: 6 ECTS |
| Course: Introduction to Financial Accounting | Year: 1 |
| <p>Main objectives of the course: To understand the importance and operation modes of accounting as an information system to support economic decision-making; to understand the accounting methodology for classifying and recording basic transactions carried out by economic agents; to be able to assess and classify operations and determine the assets and financial status of an economic agent; to prepare year-end documentation for external distribution, in particular balance sheets and profit and loss statements; to interpret annual accounts information correctly and learn to make economic and financial forecasts on the basis of financial statements.</p> <p>Main concepts: Introduction to financial accounting; Accounting information system; Accrual accounting concepts; Merchandising operations and the multiple-step income statement; Reporting and analyzing inventory; Accounting cycle and annual accounts</p> | |

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| Code: 364550 | Credits: 6 ECTS |
| Course: English for Business I | Year: 1 |
| <p>Main objectives of the course: The course aims to provide the student with basic knowledge on business English.</p> <p>Main concepts: Careers, recruitment: applying for a job, modals, telephoning: making contact; Shopping online, traditional shopping versus online commerce, modals: must, need to, have to, should, negotiating: reaching an agreement; Companies, different types of companies, present simple and present continuous, presenting your company; Great ideas, developing new ideas, past simple and past continuous, successful meetings; Stress, stress in the workplace, past simple and present perfect, participating in discussions; Entertaining, entertaining in a business context, multi-word verbs, socialising:</p> | |



greetings, eating and drinking, organising a conference.

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| Code: 364552 | Credits: 6 ECTS |
| Course: Data Analysis | Year: 1 |
| <p>Main objectives of the course: To identify what types of information can be analysed using statistical analysis techniques, the appropriate statistical techniques for summarizing information from empirical data and facilitating the decision-making process in business contexts; to calculate and correctly interpret the results of descriptive analyses, taking into account possible limitation; to manage data using frequency tables, choose the most appropriate graphical representation in each case, and summarize data using the relevant descriptive statistics; to understand basic statistical calculations and the corresponding software (Excel, R)</p> <p>Main concepts: Descriptive and inferential statistics; Population and sample; Data: Classification and measurement scales; Frequency distributions; Measures of position (Mean, Median and Mode); Measures of dispersion and shape; Measures of inequality; Bivariate data analysis; Associate between variables; Time series analysis and index numbers</p> | |

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| Code: 364553 | Credits: 6 ECTS |
| Course: English for Business II | Year: 2 |
| <p>Main objectives of the course: The main objective of the course is to gain a capacity to communicate in English orally and in writing, comprehension skills, and mastery of specialized language and also the capacity to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.</p> <p>Main concepts: Develop the student's overall level of English for business purposes; understand, recognize, and use appropriate language depending on the appropriate level of formality or register in different contexts, improve reading comprehension of business literature.</p> | |

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| Code: 364571 | Credits: 6 ECTS |
| Course: Management Accounting | Year: 2 |
| <p>Main objectives of the course: This course will help to acquire knowledge and the basic principles of cost calculation, learn methods and models for compiling and presenting information on costs and yields, acquire a general understanding of predetermined costs</p> | |



models and the technical bases for calculating deviations and also analyze the information needed for effective decision-making, calculation of break-even points, and to determine the opportunity cost.

Main concepts: An overview of Managerial accounting; cost concepts; job-order costing; process costing; Cost-Volume-Profit relationships; Variable costing and segment reporting; Tools for management; Standard costs and variances; Flexible budgets and performance analysis; Profit planning

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| Code: 364562 | Credits: 6 ECTS |
| Course: International Business Management | Year: 2 |
| <p>Main objectives of the course: This course provides a practical overview of key marketing concepts. The course is intended to train students with the knowledge and skills to enable them to define a marketing strategy. The course focuses on the main concepts, theories, strategies and risks underlying marketing.</p> <p>Main concepts: Fundamental principles of marketing; Consumer behavior; Marketing research; Segmentation and positioning; Product, price, distribution and communication.</p> | |

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| Code: 364569 | Credits: 6 ECTS |
| Course: International Business Law | Year: 2 |
| <p>Main objectives of the course: The objectives of the course is to familiarize the student with the basic concepts and principles which govern the legal framework of international business and to introduce the student into the critical analysis of legal documents and case law related to the course program.</p> <p>Main concepts: Commerce and International business; actors in International Business; International Sale of goods; Commercial agency and distribution contracts; International transport of goods; International insurance of goods, payment in international transactions; securing payment; alternative dispute resolution mechanisms;</p> | |



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| Code: 364568 | Credits: 6 ECTS |
| Course: European and International Economic Environment | Year: 2 |
| <p>Main objectives of the course: This course will teach students to analyze the evolution of international economy from Second World War to the present, to understand the historical and ideological origins of International and European economic institutions and learn the function of International and European economic institutions today.</p> <p>Main concepts: Evolution of the international economic environment form Second World War to the present; International Economic organizations today (Bretton Woods Organizations, World trade Organizations, European Union and the single market).</p> | |

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| Code: 364565 | Credits: 6 ECTS |
| Course: Statistics | Year: 2 |
| <p>Main objectives of the course: The course provides an introduction to statistical inference techniques, which aid the decision-making processes in professional business environments</p> <p>Main concepts: Describe why sampling is important and explain the difference between descriptive and inferential statistics; Distinguish between a point estimate and a confidence interval estimate and create confidence interval estimates for different parameters; Identify the properties of estimators; understand hypothesis-testing methodologies.</p> | |

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| Code: 364558 | Credits: 6 ECTS |
| Course: International Strategy | Year: 2 |
| <p>Main objectives of the course: The course aims to gain familiarity with different ways and strategies for internationalization, understand the world's geopolitical background & benchmark, to analyze simple models of internationalization of a Company, to be able to adapt to new challenges by following hot news and topics of current interest ,to study real cases or examples of worldwide distribution companies and their pricing strategies within different operating countries, to prepare oral seminars and course work together with class exercises and assignments</p> <p>Main concepts: The globalized International environment; National and International organizations; Practical topics related to the entry decisions, Selection of International</p> | |



markets; Modes of Internationalization, Types and structure of International Companies; Internationalization of Small and medium enterprises (SMEs).

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| Code: 364560 | Credits: 6 ECTS |
| Course: Finance I | Year: 2 |
| <p>Main objective of the course: The basic aim of this subject is to provide students with the necessary knowledge and skills for decision-making in business financial activities. Students will develop their capacities in order to adequately combine financial resources, minimizing both risk and cost of capital, and maximizing business value. Therefore, it is not only the analysis of financial sources that is relevant, but also risk management and the existing hedges (options, futures, and other).</p> <p>Main concepts: The financial function, External Equity funding sources; Internal Funding sources; External Funding sources; International Finance; Exchange rate management.</p> | |

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| Code: 364570 | Credits: 6 ECTS |
| Course: International Taxation | Year: 2 |
| <p>Main objectives of the course: Introduce students to the principles of taxation, understanding the regulations governing taxation of persons and companies, understand the design and structure of income tax systems in general, without dealing with any specific tax system in detail, learn which are the main taxes regarding companies conducting business internationally and their liquidation scheme (PIT, CIT, VAT, Tariffs).</p> <p>Main concepts: Principles of taxation; Personal Income tax; Value added tax; Corporate Income tax, Principles of International tax planning, EU directives, Tariffs and customs procedures; Understanding global tax tendencies.</p> | |

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| Code: 364556 | Credits: 6 ECTS |
| Course: Human Resources | Year: 2 |
| <p>Main objectives of the course: This course is designed to provide the essentials of concepts and methods related to human resource management in modern organizations. The course will emphasize a general management perspective of HRM. The course will focus on developing an understanding of HRM practices and assessment of their</p> | |



effectiveness.

Main concepts: Core topics examined in this course include strategic importance of human resource management, job analysis, staffing, training and development, performance appraisal, and compensation, among others.

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| Code: 364572 | Credits: 6 ECTS |
| Course: International Financing Accounting | Year: 3 |
| <p>Main objectives of the course: To understand the meaning, recognition, measurement and processing of basic accounting transactions, applying standard principles and rules of measurement; to understand the content and implications of financial statements; to interpret the transactions carried out by an economic agent and carry out the corresponding recognition and measurement ; to understand the different types of transactions during accounting periods and the financial year (accounting cycle); to be able to prepare different types of balance sheets and profit and loss statements.</p> <p>Main concepts: Core topics examined in this course include IFRS use and reporting and analyzing accounts receivable, long-lived assets and liabilities, stockholders' equity, statement of cash flows, plus getting to know the big picture of financial analysis</p> | |

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| Code: 364557 | Credits: 6 ECTS |
| Course: Operations Management | Year: 3 |
| <p>Main objectives of the course: To have a global vision of operations management; to distinguish different planification steps; to analyze main strategic and operative decisions to improve productivity; to identify problems linked to operations management</p> <p>Main concepts: Core topics examined in this course include different kinds of operations, tactical decisions (aggregate planning and different systems), strategic decisions (Just in Time, bottle-neck, quality management)</p> | |



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| Code: 364564 | Credits: 6 ECTS |
| Course: Financial Mathematics | Year: 3 |
| <p>Main objectives of the course: To understand the theory of interest, the most common financial transactions and to be able to work with mathematical skills in order to understand the growth of money</p> <p>Main concepts: Core topics examined in this course include some general ideas about financial transactions such as equilibrium and price, financial arrangements, annuities, loans and bonds</p> | |

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| Code: 364563 | Credits: 6 ECTS |
| Course: International Marketing | Year: 3 |
| <p>Main objectives of the course: To understand main International Marketing's concepts, International Marketing's plan and variables and different markets and international cultures, along with their impact in MNE</p> <p>Main concepts: Core topics examined in this course include overview of global competence and issues related to question about deciding whether to go abroad, whether to get in a market and how to do so and deciding how to combine Marketing Mix</p> | |

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| Code: 364554 | Credits: 6 ECTS |
| Course: Second Language for Business I (German) | Year: 3 |
| <p>Main objectives of the course: To get to know German-speaking cultures, societies and countries, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use German in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in German-speaking companies</p> | |



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| Code: 364700 | Credits: 6 ECTS |
| Course: Second Language for Business I (French) | Year: 3 |
| <p>Main objectives of the course: To get to know French-speaking cultures, societies and countries, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use French in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in French-speaking companies</p> | |

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| Code: 364701 | Credits: 6 ECTS |
| Course: Second Language for Business I (Italian) | Year: 3 |
| <p>Main objectives of the course: To get to know Italian culture and society, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use Italian in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in Italian companies</p> | |

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| Code: 364566 | Credits: 6 ECTS |
| Course: Econometrics | Year: 3 |
| <p>Main objectives of the course: To provide basic knowledge of the Simple and Multiple linear regression models and their practical application and some multivariate regression analysis; to learn how econometric software such as R-Commander works</p> <p>Main concepts: Simple and multiple linear regression analysis; Outliers and multicollinearity; multiple regression analysis with qualitative information; heteroscedasticity; binary choice models; time series analysis; autocorrelation; ARIMA</p> | |



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| Code: 364567 | Credits: 6 ECTS |
| Course: International Economics | Year: 3 |
| <p>Main objectives of the course: To provide a thorough analysis of modern trade theory and international finance in the context of international trade and globalization</p> <p>Main concepts: International trade; Classical trade models; New trade policy; Trade policy; International macroeconomics; Economic integration</p> | |

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| Code: 364561 | Credits: 6 ECTS |
| Course: Finance II | Year: 3 |
| <p>Main objectives of the course: To become familiar with the main types of decision in corporate finance such as financing, investment project and dividend decisions, different business valuation techniques, WACC, mergers and acquisitions and so forth</p> <p>Main concepts: Corporation; Types of corporate financial decisions; Financial Crisis; Reasons for M&A; Types of M&A; Buying and Selling; NPV; TIR; Mutually exclusive projects; Treatment of inflation and taxation; Basic probability analysis applied to investment decisions; Capital structure; Financial Leverage; WACC; DCF</p> | |

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| Code: 364703 | Credits: 6 ECTS |
| Course: Second Language for Business II (French) | Year: 3 |
| <p>Main objectives of the course: To get to know French-speaking cultures, societies and countries, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use French in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in French-speaking companies</p> | |

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| Code: 364555 | Credits: 6 ECTS |
| Course: Second Language for Business II (German) | Year: 3 |
| <p>Main objectives of the course: To get to know German-speaking cultures, societies and countries, to work on basic communicative competences and their translation to</p> | |



international business arena, to be able to read, write and use German in a basic way

Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in German-speaking companies

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| Code: 364704 | Credits: 6 ECTS |
| Course: Second Language for Business II (Italian) | Year: 3 |
| <p>Main objectives of the course: To get to know Italian culture and society, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use Italian in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in Italian companies</p> | |

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| Code: 364705 | Credits: 6 ECTS |
| Course: Second Language for Business II (Mandarin) | Year: 3 |
| <p>Main objectives of the course: To get to know Chinese culture and society, to work on basic communicative competences and their translation to international business arena, to be able to read, write and use Chinese in a basic way</p> <p>Main concepts: Core topics examined in this course include greetings and vocabulary related to business life, transports, paperwork, and business life in Chinese companies</p> | |

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| Code: 364580 | Credits: 6 ECTS |
| Course: Culture and Business in Europe and Other Western Countries | Year: 4 |
| <p>Main objectives of the course: To get to know European and North-American main economic features, as well as their markets, institutional frames and economic and business' organizations and cultures</p> <p>Main concepts: Economic growth in Western Countries; factor endowment; productivity and competitiveness; external trade; Financial markets; work markets; energy markets; Welfare State; Tax Systems; Trade relations</p> | |



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| Code: 364582 | Credits: 6 ECTS |
| Course: Culture and Business in Latin America and the Caribbean | Year: 4 |
| <p>Main objectives of the course: To get to know Latin American and Caribbean main economic features, as wells as their markets, institutional frames and economic and business' organizations and cultures</p> <p>Main concepts: Introduction to the reality of Latin America; the heterogeneity and homogeneity in the region; role of primary sector; importance industrial sector; size service sector; regional integration processes; global value chain; financial sector; structural weaknesses</p> | |

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| Code: 364581 | Credits: 6 ECTS |
| Course: Culture and Business in Asia | Year: 4 |
| <p>Main objectives of the course: To get to know Asian main economic features, as wells as its markets, institutional frames and economic and business' organizations and cultures</p> <p>Main concepts: East Asian Culture and its importance; business structure; elements involved in the negotiations; state of bilateral relations between Spain and China and Japan</p> | |

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| Code: 364573 | Credits: 6 ECTS |
| Course: Cross-Cultural Management | Year: 4 |
| <p>Main objectives of the course: To understand the negotiation strategies that managers have available in a cross-cultural context; to be able to plan effectively negotiation processes in organizations, as a manager and a worker; to identify the variables in the negotiation process, which make principled negotiation possible; to develop an awareness and appreciation of cultural differences. ; to learn how to contribute to build trust in organizations and repair trust after conflicts; to analyze, discuss and present real cases of organizational negotiations and conflicts; to gain practical experience by applying codes of cross-cultural communication in dyadic and group negotiations through simulations and role-plays.</p> <p>Main concepts: The manager as negotiator: practical skills, strategies, preparation and communication; negotiation in organizations: individual negotiation at work, collective bargaining, trust in organizations, social dialogue; negotiation in cross-cultural settings: culture as learned and shared behavior, effect of culture on negotiation process, culturally responsive negotiation strategies, multi-party and cross-cultural negotiation</p> | |



UNIVERSITAT DE
BARCELONA



Facultat d'Economia i Empresa
Universitat de Barcelona

FACULTAT D'ECONOMIA I EMPRESA
Oficina de Relacions Internacionals

Àrea de Relacions Externes
Avinguda Diagonal, 696
E-08034 Barcelona
Tel. +34 93 402 43 26