

**COURSE OFFER FALL SEMESTER (Academic year 2018-19)**

(Tuition from September 2018 to February 2019)

**Studies Bachelor in Business Administration (ADE)**
**Bachelor in Marketing & Digital Communication (MKCD)**
**Master in Business Administration and Management (MUADE)\*\***
**Master in Marketing Management (MUDMK)\*\***

ID Code	Course Title	ECTS	Year	Tuition language	Studies
801000	Spanish as a foreign language	4	--	Spanish	International
801001	Catalan as a foreign language	2	--	Catalan	International
801113	Mathematics I	6	1	Catalan/Spanish	ADE/MKCD
801120	Fundamentals of Marketing	6	1	Catalan/Spanish	ADE/MKCD
801119	Personal productivity tools	6	1	Catalan/Spanish	ADE/MKCD
801107	Business Organization & Administration I	6	1	Catalan/Spanish	ADE/MKCD
801123	Professional Development I	6	1	Catalan/Spanish	ADE/MKCD
801121	Marketing Management I	6	2	Catalan/Spanish*	ADE
801100	Statistics I	6	2	Catalan/Spanish	ADE/MKCD
801103	World & Spanish Economy	6	2	Catalan/Spanish	ADE/MKCD
801118	Financial Accounting I	6	2	Catalan/Spanish	ADE
801913	Commercial Management	6	2	Catalan/Spanish*	MKCD
801920	Digital Marketing	6	2	Catalan/Spanish	MKCD
801116	Business English II	6	2	English	ADE/MKCD
801131	Cost Accounting I	6	3	Catalan/Spanish	ADE
801112	Labour Relations	6	3	Catalan/Spanish	ADE
801104	Microeconomics	6	3	English	ADE
801126	Business Planning & Analysis	6	3	Catalan/Spanish	ADE
801110	Tax Law I	6	3	Catalan/Spanish	ADE
801921	Communication Strategies	6	3	Catalan/Spanish	MKCD
801922	Market Research	6	3	Catalan/Spanish	MKCD
801923	Search Engines Marketing	6	3	Catalan/Spanish	MKCD
801924	Digital Law	6	3	English	MKCD
801925	Multimedia and Graphic Design	6	3	Catalan/Spanish	MKCD
801129	Financial Management II: Financing	6	4	Catalan/Spanish	ADE
801133	Human Resources Management	6	4	English	ADE
801108	Business Organization & Administration II	6	4	Catalan/Spanish	ADE
801134	Information Systems	6	4	English	ADE
801130	Financial Markets & Instruments	6	4	Catalan/Spanish	ADE
801931	Community Management in digital Environments	6	4	English	MKCD
801932	Logistics and Operations	6	4	Catalan/Spanish	MKCD
801933	Audience Analysis and Digital Metrics	6	4	Catalan/Spanish	MKCD
801934	Direct Marketing	6	4	Catalan/Spanish	MKCD
801935	Project Management	6	4	English	MKCD
801500	Current Social-economic Context	5	1	Spanish	MUADE**
801501	Marketing and Commercialisation in International Environments	5	1	Spanish	MUADE**
801502	Intellectual Capital and Talent Management	5	1	Spanish	MUADE**
801503	Management Skills	5	1	Spanish	MUADE**
801504	Strategic Management	5	1	Spanish	MUADE**
801509	Financial Management	5	1	Spanish	MUADE**
801520	Process of Commercial and Marketing Planning in Organizations	5	1	Spanish	MUDMK**
801521	Market Research, Information Management and Decision-Making	5	1	Spanish	MUDMK**
801522	Financial Impact of Strategic Decisions	5	1	Spanish	MUDMK**
801523	Marketing in Digital Environments	5	1	Spanish	MUDMK**
801529	Corporate Branding	5	1	Spanish	MUDMK**

1 ECTS=25 hours of work for the student including class lectures, tutorials and independent work.

\*these courses although not lectured in English offer all support material in English.

\*\*Admission subject to requirements of previous level of studies of the candidate and availability of places