

BUSINESS (ADE) SPANISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
BUSINESS (SPANISH)	1	1st	SPANISH	Derecho Laboral	Labour Law	1692548	6
BUSINESS (SPANISH)	1	1st	SPANISH	Derecho Mercantil	Trade Law	1692549	6
BUSINESS (SPANISH)	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	1692551	6
BUSINESS (SPANISH)	1	1st	SPANISH	Fundamentos de Marketing	Principles of Marketing	1692553	6
BUSINESS (SPANISH)	1	1st	SPANISH	Matemáticas	Mathematics	1692555	6
BUSINESS (SPANISH)	1	2nd	SPANISH	Administración y Organización de Empresas	Business Management and Organisation	1692554	6
BUSINESS (SPANISH)	1	2nd	SPANISH	Análisis Exploratorio de Datos	Exploratory Data Analysis	1692557	6
BUSINESS (SPANISH)	1	2nd	SPANISH	Bases Actuales del Sistema Tributario	Spanish Tax Law	1692550	6
BUSINESS (SPANISH)	1	2nd	SPANISH	Contabilidad Financiera	Financial Accounting	1692552	6
BUSINESS (SPANISH)	1	2nd	SPANISH	Principios de Economía	Principles of Economics	1692556	6
BUSINESS (SPANISH)	2	1st	SPANISH	Dirección de la Innovación y la Calidad	Innovation and Quality Management	1692560	6
BUSINESS (SPANISH)	2	1st	SPANISH	Dirección de Recursos Humanos	Human Resources Management	1692559	6
BUSINESS (SPANISH)	2	1st	SPANISH	Economía Española	Spanish Economy	1692568	6
BUSINESS (SPANISH)	2	1st	SPANISH	Introducción a la Estadística	Introduction to Statistics	1692574	6
BUSINESS (SPANISH)	2	1st	SPANISH	Planificación Contable	Financial Planning	1692572	6
BUSINESS (SPANISH)	2	2nd	SPANISH	Análisis Financiero Empresarial	Financial Business Analysis	1692566	6
BUSINESS (SPANISH)	2	2nd	SPANISH	Contabilidad de Sociedades	Company Accounting	1692571	6
BUSINESS (SPANISH)	2	2nd	SPANISH	Econometría	Econometrics	1692573	6
BUSINESS (SPANISH)	2	2nd	SPANISH	Microeconomía	Microeconomics	1692576	6
BUSINESS (SPANISH)	2	2nd	SPANISH	Psicología del Trabajo y de las Organizaciones.	Psychology of Work and Organisations	1692558	6

BUSINESS (ADE) SPANISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
BUSINESS (SPANISH)	3	1st	SPANISH	Contabilidad de Costes	Cost Accounting	1692569	6
BUSINESS (SPANISH)	3	1st	SPANISH	Creación de Empresas	Business Start Up	1692564	6
BUSINESS (SPANISH)	3	1st	SPANISH	Dirección de Operaciones	Operations Management	1692561	6
BUSINESS (SPANISH)	3	1st	SPANISH	Macroeconomía	Macroeconomics	1692575	6
BUSINESS (SPANISH)	3	1st	SPANISH	Tributación de la Empresa	Corporate Tax	1692581	6
BUSINESS (SPANISH)	3	2nd	SPANISH	Dirección Estratégica 1	Strategic Management 1	1692579	6
BUSINESS (SPANISH)	3	2nd	SPANISH	Economía Internacional	International Economy	1692567	6
BUSINESS (SPANISH)	3	2nd	SPANISH	Introducción a la Dirección Financiera	Introduction to Financial Management	1692563	6
BUSINESS (SPANISH)	3	2nd	SPANISH	Investigación de Mercados	Market Research	1692577	6
BUSINESS (SPANISH)	3	2nd	SPANISH	Matemáticas de las Operaciones Financieras	Mathematics of Financial Operations	1692565	6
BUSINESS (SPANISH)	4	1st	SPANISH	Análisis Contable	Accounting Analysis	1692570	6
BUSINESS (SPANISH)	4	1st	SPANISH	Dirección Estratégica 2	Strategic Management 2	1692580	6
BUSINESS (SPANISH)	4	1st	SPANISH	Dirección Financiera	Financial Management	1692562	6
BUSINESS (SPANISH)	4	1st	SPANISH	Marketing Estratégico	Strategic Marketing	1692578	6
BUSINESS (SPANISH)	4	1st	SPANISH	Tributación Autonómica y Local	Regional and Local Taxation	1692582	6
BUSINESS (SPANISH)	4	2nd	SPANISH	Prácticas en Empresa	Internship	169001	24,5
BUSINESS (SPANISH)	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	1692589	6

BUSINESS (ADE) ENGLISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course Name	Code	ECTS
BUSINESS (ENGLISH)	1	1st	ENGLISH	Labour Law	BDBA04	6
BUSINESS (ENGLISH)	1	1st	ENGLISH	Mathematics	BDBA03	6
BUSINESS (ENGLISH)	1	1st	ENGLISH	Principles of Business Economics	BDBA02	6
BUSINESS (ENGLISH)	1	1st	ENGLISH	Principles of Marketing	BDBA01	6
BUSINESS (ENGLISH)	1	1st	ENGLISH	Trade Law	BDBA05	6
BUSINESS (ENGLISH)	1	2nd	ENGLISH	Business Management and Organisation	BDBA06	6
BUSINESS (ENGLISH)	1	2nd	ENGLISH	Exploratory Data Analysis	BDBA07	6
BUSINESS (ENGLISH)	1	2nd	ENGLISH	Financial Accounting	BDBA09	6
BUSINESS (ENGLISH)	1	2nd	ENGLISH	Principles of Economics	BDBA10	6
BUSINESS (ENGLISH)	1	2nd	ENGLISH	Tax Law	BDBA08	6
BUSINESS (ENGLISH)	2	1st	ENGLISH	Financial Planning	BDBA15	6
BUSINESS (ENGLISH)	2	1st	ENGLISH	Human Resources Management	BDBA12	6
BUSINESS (ENGLISH)	2	1st	ENGLISH	Innovation and Quality Management	BDBA11	6
BUSINESS (ENGLISH)	2	1st	ENGLISH	Introduction to Statistics	BDBA13	6
BUSINESS (ENGLISH)	2	1st	ENGLISH	Spanish Economy	BDBA14	6
BUSINESS (ENGLISH)	2	2nd	ENGLISH	Company Accounting	BDBA17	6
BUSINESS (ENGLISH)	2	2nd	ENGLISH	Econometrics	BDBA18	6
BUSINESS (ENGLISH)	2	2nd	ENGLISH	Financial Business Analysis	BDBA16	6
BUSINESS (ENGLISH)	2	2nd	ENGLISH	Microeconomics	BDBA19	6
BUSINESS (ENGLISH)	2	2nd	ENGLISH	Psychology of Work and Organisations	BDBA20	6

BUSINESS (ADE) ENGLISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course Name	Code	ECTS
BUSINESS (ENGLISH)	3	1st	ENGLISH	Business Start Up	BDBA21	6
BUSINESS (ENGLISH)	3	1st	ENGLISH	Corporate Tax	BDBA25	6
BUSINESS (ENGLISH)	3	1st	ENGLISH	Cost Accounting	BDBA23	6
BUSINESS (ENGLISH)	3	1st	ENGLISH	Macroeconomics	BDBA24	6
BUSINESS (ENGLISH)	3	1st	ENGLISH	Operations Management	BDBA22	6
BUSINESS (ENGLISH)	3	2nd	ENGLISH	Mathematics of Financial Operations	BDBA30	6
BUSINESS (ENGLISH)	3	2nd	ENGLISH	Strategic Management I	BDBA26	6
BUSINESS (ENGLISH)	3	2nd	ENGLISH	International Economy	BDBA28	6
BUSINESS (ENGLISH)	3	2nd	ENGLISH	Introduction to Financial Management	BDBA29	6
BUSINESS (ENGLISH)	3	2nd	ENGLISH	Market Research	BDBA27	6
BUSINESS (ENGLISH)	4	1st	ENGLISH	Accounting Analysis	BDBA33	6
BUSINESS (ENGLISH)	4	1st	ENGLISH	Financial Management	BDBA34	6
BUSINESS (ENGLISH)	4	1st	ENGLISH	Regional and Local Taxation	BDBA35	6
BUSINESS (ENGLISH)	4	1st	ENGLISH	Strategic Management II	BDBA32	6
BUSINESS (ENGLISH)	4	1st	ENGLISH	Strategic Marketing	BDBA31	6
BUSINESS (ENGLISH)	4	2nd	ENGLISH	Final Project	BDBA36	6
BUSINESS (ENGLISH)	4	2nd	ENGLISH	Internship	BDBA37	24,5

BUSINESS MARKETING SPANISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
BUSINESS & MARKETING (SPANISH)	1	1st	SPANISH	Derecho Laboral	Labour Law	1692548	6
BUSINESS & MARKETING (SPANISH)	1	1st	SPANISH	Derecho Mercantil	Trade Law	1692549	6
BUSINESS & MARKETING (SPANISH)	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	1692551	6
BUSINESS & MARKETING (SPANISH)	1	1st	SPANISH	Fundamentos de Marketing	Principles of Marketing	1692553	6
BUSINESS & MARKETING (SPANISH)	1	1st	SPANISH	Matemáticas	Mathematics	1692555	6
BUSINESS & MARKETING (SPANISH)	1	2nd	SPANISH	Empresas	Organisation	1692554	6
BUSINESS & MARKETING (SPANISH)	1	2nd	SPANISH	Análisis Exploratorio de Datos	Exploratory Data Analysis	1692557	6
BUSINESS & MARKETING (SPANISH)	1	2nd	SPANISH	Bases Actuales del Sistema Tributario	Spanish Tax Law	1692550	6
BUSINESS & MARKETING (SPANISH)	1	2nd	SPANISH	Contabilidad Financiera	Financial Accounting	1692552	6
BUSINESS & MARKETING (SPANISH)	1	2nd	SPANISH	Principios de Economía	Principles of Economics	1692556	6
BUSINESS & MARKETING (SPANISH)	2	1st	SPANISH	Dirección de la Innovación y la Calidad	Innovation and Quality Management	1692560	6
BUSINESS & MARKETING (SPANISH)	2	1st	SPANISH	Dirección de Recursos Humanos	Human Resources Management	1692559	6
BUSINESS & MARKETING (SPANISH)	2	1st	SPANISH	Economía Española	Spanish Economy	1692568	6
BUSINESS & MARKETING (SPANISH)	2	1st	SPANISH	Introducción a la Estadística	Introduction to Statistics	1692574	6
BUSINESS & MARKETING (SPANISH)	2	1st	SPANISH	Planificación Contable	Financial Planning	1692572	6
BUSINESS & MARKETING (SPANISH)	2	2nd	SPANISH	Análisis Financiero Empresarial	Financial Business Analysis	1692566	6
BUSINESS & MARKETING (SPANISH)	2	2nd	SPANISH	Contabilidad de Sociedades	Company Accounting	1692571	6
BUSINESS & MARKETING (SPANISH)	2	2nd	SPANISH	Econometría	Econometrics	1692573	6
BUSINESS & MARKETING (SPANISH)	2	2nd	SPANISH	Microeconomía	Microeconomics	1692576	6
BUSINESS & MARKETING (SPANISH)	2	2nd	SPANISH	Psicología del Trabajo y de las Organizaciones	Psychology of Work and Organisations	1692558	6

BUSINESS MARKETING SPANISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
BUSINESS & MARKETING (SPANISH)	3	1st	SPANISH	Contabilidad de Costes	Cost Accounting	1692569	6
BUSINESS & MARKETING (SPANISH)	3	1st	SPANISH	Creación de Empresas	Business Start Up	1692564	6
BUSINESS & MARKETING (SPANISH)	3	1st	SPANISH	Dirección de Operaciones	Operations Management	1692561	6
BUSINESS & MARKETING (SPANISH)	3	1st	SPANISH	Macroeconomía	Macroeconomics	1692575	6
BUSINESS & MARKETING (SPANISH)	3	1st	SPANISH	Tributación de la Empresa	Corporate Tax	1692581	6
BUSINESS & MARKETING (SPANISH)	3	2nd	SPANISH	Dirección Estratégica 1	Strategic Management 1	1692579	6
BUSINESS & MARKETING (SPANISH)	3	2nd	SPANISH	Economía Internacional	International Economy	1692567	6
BUSINESS & MARKETING (SPANISH)	3	2nd	SPANISH	Introducción a la Dirección Financiera	Introduction to Financial Management	1692563	6
BUSINESS & MARKETING (SPANISH)	3	2nd	SPANISH	Investigación de Mercados	Market Research	1692577	6
BUSINESS & MARKETING (SPANISH)	3	2nd	SPANISH	Matemáticas de las Operaciones Financieras	Mathematics of Financial Operations	1692565	6
BUSINESS & MARKETING (SPANISH)	4	1st	SPANISH	Análisis Contable	Accounting Analysis	1692570	6
BUSINESS & MARKETING (SPANISH)	4	1st	SPANISH	Dirección Estratégica 2	Strategic Management 2	1692580	6
BUSINESS & MARKETING (SPANISH)	4	1st	SPANISH	Dirección Financiera	Financial Management	1692562	6
BUSINESS & MARKETING (SPANISH)	4	1st	SPANISH	Marketing Estratégico	Strategic Marketing	1692578	6
BUSINESS & MARKETING (SPANISH)	4	1st	SPANISH	Tributación Autonómica y Local	Regional and Local Taxation	1692582	6
BUSINESS & MARKETING (SPANISH)	4	2nd	SPANISH	Prácticas en Empresa	Internship	169001	24.5
BUSINESS & MARKETING (SPANISH)	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	1692589	6

BUSINESS MARKETING ENGLISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course Name	Code	ECTS
BUSINESS & MARKETING (ENGLISH)	1	1st	ENGLISH	Labour Law	BDBA04	6
BUSINESS & MARKETING (ENGLISH)	1	1st	ENGLISH	Mathematics	BDBA03	6
BUSINESS & MARKETING (ENGLISH)	1	1st	ENGLISH	Principles of Business Economics	BDBA02	6
BUSINESS & MARKETING (ENGLISH)	1	1st	ENGLISH	Principles of Marketing	BDBA01	6
BUSINESS & MARKETING (ENGLISH)	1	1st	ENGLISH	Trade Law	BDBA05	6
BUSINESS & MARKETING (ENGLISH)	1	2nd	ENGLISH	Business Management and Organisation	BDBA06	6
BUSINESS & MARKETING (ENGLISH)	1	2nd	ENGLISH	Exploratory Data Analysis	BDBA07	6
BUSINESS & MARKETING (ENGLISH)	1	2nd	ENGLISH	Financial Accounting	BDBA09	6
BUSINESS & MARKETING (ENGLISH)	1	2nd	ENGLISH	Principles of Economics	BDBA10	6
BUSINESS & MARKETING (ENGLISH)	1	2nd	ENGLISH	Tax Law	BDBA08	6
BUSINESS & MARKETING (ENGLISH)	2	1st	ENGLISH	Financial Planning	BDBA15	6
BUSINESS & MARKETING (ENGLISH)	2	1st	ENGLISH	Human Resources Management	BDBA12	6
BUSINESS & MARKETING (ENGLISH)	2	1st	ENGLISH	Innovation and Quality Management	BDBA11	6
BUSINESS & MARKETING (ENGLISH)	2	1st	ENGLISH	Introduction to Statistics	BDBA13	6
BUSINESS & MARKETING (ENGLISH)	2	1st	ENGLISH	Spanish Economy	BDBA14	6
BUSINESS & MARKETING (ENGLISH)	2	2nd	ENGLISH	Company Accounting	BDBA17	6
BUSINESS & MARKETING (ENGLISH)	2	2nd	ENGLISH	Econometrics	BDBA18	6
BUSINESS & MARKETING (ENGLISH)	2	2nd	ENGLISH	Financial Business Analysis	BDBA16	6
BUSINESS & MARKETING (ENGLISH)	2	2nd	ENGLISH	Microeconomics	BDBA19	6
BUSINESS & MARKETING (ENGLISH)	2	2nd	ENGLISH	Psychology of Work and Organisations	BDBA20	6

BUSINESS MARKETING ENGLISH
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course Name	Code	ECTS
BUSINESS & MARKETING (ENGLISH)	3	1st	ENGLISH	Business Start Up	BDBA21	6
BUSINESS & MARKETING (ENGLISH)	3	1st	ENGLISH	Corporate Tax	BDBA25	6
BUSINESS & MARKETING (ENGLISH)	3	1st	ENGLISH	Cost Accounting	BDBA23	6
BUSINESS & MARKETING (ENGLISH)	3	1st	ENGLISH	Macroeconomics	BDBA24	6
BUSINESS & MARKETING (ENGLISH)	3	1st	ENGLISH	Operations Management	BDBA22	6
BUSINESS & MARKETING (ENGLISH)	3	2nd	ENGLISH	International Economy	BDBA28	6
BUSINESS & MARKETING (ENGLISH)	3	2nd	ENGLISH	Introduction to Financial Management	BDBA29	6
BUSINESS & MARKETING (ENGLISH)	3	2nd	ENGLISH	Market Research	BDBA27	6
BUSINESS & MARKETING (ENGLISH)	3	2nd	ENGLISH	Mathematics of Financial Operations	BDBA30	6
BUSINESS & MARKETING (ENGLISH)	3	2nd	ENGLISH	Strategic Management I	BDBA26	6
BUSINESS & MARKETING (ENGLISH)	4	1st	ENGLISH	Accounting Analysis	BDBA33	6
BUSINESS & MARKETING (ENGLISH)	4	1st	ENGLISH	Financial Management	BDBA34	6
BUSINESS & MARKETING (ENGLISH)	4	1st	ENGLISH	Regional and Local Taxation	BDBA35	6
BUSINESS & MARKETING (ENGLISH)	4	1st	ENGLISH	Strategic Management II	BDBA32	6
BUSINESS & MARKETING (ENGLISH)	4	1st	ENGLISH	Strategic Marketing	BDBA31	6
BUSINESS & MARKETING (ENGLISH)	4	2nd	ENGLISH	Final Project	BDBA36	6
BUSINESS & MARKETING (ENGLISH)	4	2nd	ENGLISH	Internship	BDBA37	24.5

INTERNATIONAL BUSINESS
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
INTERNATIONAL BUSINESS	1	1st	SPANISH	Derecho del Trabajo	Labour Law	GRIB2	6
INTERNATIONAL BUSINESS	1	1st	SPANISH	Derecho Mercantil	Trade Law	GRIB3	6
INTERNATIONAL BUSINESS	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	GRIB4	6
INTERNATIONAL BUSINESS	1	1st	SPANISH	Fundamentos de Marketing	Principles of Marketing	GRIB1	6
INTERNATIONAL BUSINESS	1	1st	ENGLISH	Inglés para los Negocios	Business Communication	GRIB5	6
INTERNATIONAL BUSINESS	1	2nd	SPANISH	Administración y Organización de Empresas	Business Management and Organisation	GRIB6	6
INTERNATIONAL BUSINESS	1	2nd	SPANISH	Análisis de Datos	Data Analysis	GRIB8	6
INTERNATIONAL BUSINESS	1	2nd	SPANISH	Bases Actuales del Sistema Tributario	Spanish Tax Law	GRIB7	6
INTERNATIONAL BUSINESS	1	2nd	SPANISH	Contabilidad Financiera	Financial Accounting	GRIB9	6
INTERNATIONAL BUSINESS	1	2nd	SPANISH	Principios de Economía	Principles of Economics	GRIB10	6
INTERNATIONAL BUSINESS	2	1st	SPANISH	Contabilidad Internacional	International Accountancy	GRIB16	6
INTERNATIONAL BUSINESS	2	1st	SPANISH	Derecho Internacional	International Law	GRIB11	6
INTERNATIONAL BUSINESS	2	1st	ENGLISH	Entorno Económico Internacional	International Economic Environment	GRIB13	6
INTERNATIONAL BUSINESS	2	1st	FRENCH/G	Idioma Moderno I	Modern Languages 1	GRIB15	6
INTERNATIONAL BUSINESS	2	1st	SPANISH	Informática Aplicada a la Gestión de Empresas	IT Applied to Business Management	GRIB14	6
INTERNATIONAL BUSINESS	2	2nd	ENGLISH	Áreas Y Mercados Internacionales	International Areas and Markets	GRIB17	6
INTERNATIONAL BUSINESS	2	2nd	SPANISH	Investigación De Mercados Internacionales	International Market Research	GRIB18	6
INTERNATIONAL BUSINESS	2	2nd	SPANISH	Matematicas De Las Operaciones Financieras	Mathematics of Financial Operations	GRIB19	6
INTERNATIONAL BUSINESS	2	2nd	ENGLISH	Operaciones Internacionales	International Operations	GRIB12	6
INTERNATIONAL BUSINESS	2	2nd	FRENCH/G	Idioma Moderno II	Modern Languages 2	GRIB20	6

INTERNATIONAL BUSINESS
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
INTERNATIONAL BUSINESS	3	1st	ENGLISH	Cross Cultural Management	Cross Cultural Management	GRIB22	6
INTERNATIONAL BUSINESS	3	1st	ENGLISH	Dirección Internacional De Productos Y Precios	International Product and Pricing Management	GRIB21	6
INTERNATIONAL BUSINESS	3	1st	ENGLISH	Estrategias De Acceso A Mercados Internacionales	Access Strategies to International Markets	GRIB23	6
INTERNATIONAL BUSINESS	3	1st	SPANISH	Financiación Internacional	International Funding	GRIB25	6
INTERNATIONAL BUSINESS	3	1st	SPANISH	Macroeconomía Internacional	International Macroeconomics	GRIB27	6
INTERNATIONAL BUSINESS	3	2nd	ENGLISH	Dirección Internacional De Marketing	International Marketing Management	GRIB26	6
INTERNATIONAL BUSINESS	3	2nd	ENGLISH	Estrategias Internacionales de Comunicación	International Communication Strategies	GRIB28	6
INTERNATIONAL BUSINESS	3	2nd	ENGLISH	Instrumentos Y Operaciones En Mercados Financieros	Instruments and Operations in Financial Markets	GRIB29	6
INTERNATIONAL BUSINESS	3	2nd	ENGLISH	Política Internacional En El Mundo De Los Negocios	International Politics in Business	GRIB30	6
INTERNATIONAL BUSINESS	3	2nd	SPANISH	Transporte, Logística Y Distribución Internacional	Transport, Logistics and International Distribution	GRIB24	6
INTERNATIONAL BUSINESS	4	1st	ENGLISH	E-Commerce	e-Commerce	GRIB31	6
INTERNATIONAL BUSINESS	4	1st	ENGLISH	Estrategia Y Dirección Estratégica	Strategic Management	GRIB33	6
INTERNATIONAL BUSINESS	4	1st	ENGLISH	Global Entrepreneurship E Internacionalización De La Empresa	Global Entrepreneurship and Internationalisation	GRIB34	6
INTERNATIONAL BUSINESS	4	1st	ENGLISH	Mercados Emergentes	Emerging Markets	GRIB35	6
INTERNATIONAL BUSINESS	4	1st	ENGLISH	Plan de Marketing Internacional	International Marketing Plan	GRIB32	6
INTERNATIONAL BUSINESS	4	2nd	SPANISH	Prácticas Externas	Internship	GRIB37	24.5
INTERNATIONAL BUSINESS	4	2nd	SPANISH	Trabajo Fin De Grado	Final Dissertation	GRIB36	6

INTERNATIONAL BUSINESS MARKETING
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
INTERN. BUSINESS & MARKETING	1	1st	SPANISH	Derecho del Trabajo	Labour Law	GRIB2	6
INTERN. BUSINESS & MARKETING	1	1st	SPANISH	Derecho Mercantil	Trade Law	GRIB3	6
INTERN. BUSINESS & MARKETING	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	GRIB4	6
INTERN. BUSINESS & MARKETING	1	1st	SPANISH	Fundamentos de Marketing	Principles of Marketing	GRIB1	6
INTERN. BUSINESS & MARKETING	1	1st	ENGLISH	Inglés para los Negocios	Business English	GRIB5	6
INTERN. BUSINESS & MARKETING	1	2nd	SPANISH	Administración y Organización de Empresas	Business Management and Organisation	GRIB6	6
INTERN. BUSINESS & MARKETING	1	2nd	SPANISH	Análisis de Datos	Data Analysis	GRIB8	6
INTERN. BUSINESS & MARKETING	1	2nd	SPANISH	Bases Actuales del Sistema Tributario	Spanish Tax Law	GRIB7	6
INTERN. BUSINESS & MARKETING	1	2nd	SPANISH	Contabilidad Financiera	Financial Accounting	GRIB9	6
INTERN. BUSINESS & MARKETING	1	2nd	SPANISH	Principios de Economía	Principles of Economics	GRIB10	6
INTERN. BUSINESS & MARKETING	2	1st	SPANISH	Contabilidad Internacional	International Accountancy	GRIB16	6
INTERN. BUSINESS & MARKETING	2	1st	SPANISH	Derecho Internacional	International Law	GRIB11	6
INTERN. BUSINESS & MARKETING	2	1st	ENGLISH	Entorno Económico Internacional	International Economic Environment	GRIB13	6
INTERN. BUSINESS & MARKETING	2	1st	FRENCH/GERMAN	Idioma Moderno I	Modern Languages I	GRIB15	6
INTERN. BUSINESS & MARKETING	2	1st	SPANISH	Informática Aplicada a la Gestión de Empresas	IT Applied to Business Management	GRIB14	6
INTERN. BUSINESS & MARKETING	2	2nd	ENGLISH	Áreas Y Mercados Internacionales	International Areas and Markets	GRIB17	6
INTERN. BUSINESS & MARKETING	2	2nd	FRENCH/GERMAN	Idioma Moderno II	Modern Languages II	GRIB20	6
INTERN. BUSINESS & MARKETING	2	2nd	SPANISH	Investigación De Mercados Internacionales	International Market Research	GRIB18	6
INTERN. BUSINESS & MARKETING	2	2nd	SPANISH	Matematicas De Las Operaciones Financieras	Mathematics of Financial Operations	GRIB19	6
INTERN. BUSINESS & MARKETING	2	2nd	ENGLISH	Operaciones Internacionales	International Operations	GRIB12	6

INTERNATIONAL BUSINESS MARKETING
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
INTERN. BUSINESS & MARKETING	3	1st	ENGLISH	Cross Cultural Management	Cross Cultural Management	GRIB22	6
INTERN. BUSINESS & MARKETING	3	1st	ENGLISH	Dirección Internacional De Productos Y Precios	International Product and Pricing Management	GRIB21	6
INTERN. BUSINESS & MARKETING	3	1st	ENGLISH	Estrategias De Acceso A Mercados Internacionales	Access Strategies to International Markets	GRIB23	6
INTERN. BUSINESS & MARKETING	3	1st	SPANISH	Financiación Internacional	International Funding	GRIB25	6
INTERN. BUSINESS & MARKETING	3	1st	SPANISH	Macroeconomía Internacional	International Macroeconomics	GRIB27	6
INTERN. BUSINESS & MARKETING	3	2nd	ENGLISH	Dirección Internacional De Marketing	International Marketing Management	GRIB26	6
INTERN. BUSINESS & MARKETING	3	2nd	ENGLISH	Estrategias Internacionales de Comunicación	International Communication Strategies	GRIB28	6
INTERN. BUSINESS & MARKETING	3	2nd	ENGLISH	Instrumentos Y Operaciones En Mercados Financieros	Instruments and Operations in Financial Markets	GRIB29	6
INTERN. BUSINESS & MARKETING	3	2nd	ENGLISH	Política Internacional En El Mundo De Los Negocios	International Politics in Business	GRIB30	6
INTERN. BUSINESS & MARKETING	3	2nd	SPANISH	Transporte, Logística Y Distribución Internacional	Transport, Logistics and International Distribution	GRIB24	6
INTERN. BUSINESS & MARKETING	4	1st	ENGLISH	E-Commerce	e-Commerce		6
INTERN. BUSINESS & MARKETING	4	1st	ENGLISH	Estrategia Y Dirección Estratégica	Strategic Management	GRIB33	6
INTERN. BUSINESS & MARKETING	4	1st	ENGLISH	Global Entrepreneurship E Internacionalización De La Empresa	Global Entrepreneurship and Internationalisation	GRIB34	6
INTERN. BUSINESS & MARKETING	4	1st	ENGLISH	Mercados Emergentes	Emerging Markets	GRIB35	6
INTERN. BUSINESS & MARKETING	4	1st	ENGLISH	Plan de Marketing Internacional	International Marketing Plan	GRIB32	6
INTERN. BUSINESS & MARKETING	4	2nd	SPANISH	Prácticas Externas	Internship	GRIB37	24.5
INTERN. BUSINESS & MARKETING	4	2nd	SPANISH	Trabajo Fin De Grado	Final Dissertation	GRIB36	6

MARKETING (MARKETING SPECIALIZATION)
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
MARKETING (SPANISH)	1	1st	SPANISH	Derecho Laboral	Labour Law	1963132	6
MARKETING (SPANISH)	1	1st	SPANISH	Derecho Mercantil	Trade Law	1963133	6
MARKETING (SPANISH)	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	1963134	6
MARKETING (SPANISH)	1	1st	SPANISH	Fundamentos de Marketing	Principles of Marketing	1963147	6
MARKETING (SPANISH)	1	1st	SPANISH	Matemáticas	Mathematics	1963135	6
MARKETING (SPANISH)	1	2nd	SPANISH	Administración y Organización de Empresas	Business Management and Organisation	1963148	6
MARKETING (SPANISH)	1	2nd	SPANISH	Análisis Exploratorio de Datos	Exploratory Data Analysis	1963150	6
MARKETING (SPANISH)	1	2nd	SPANISH	Bases del Sistema Tributario Español	Spanish Tax Law	1963149	6
MARKETING (SPANISH)	1	2nd	SPANISH	Contabilidad Financiera	Financial Accounting	1963151	6
MARKETING (SPANISH)	1	2nd	SPANISH	Principios de Economía	Principles of Economics	1963152	6
MARKETING (SPANISH)	2	1st	SPANISH	Dirección de la Innovación y la Calidad	Innovation and Quality Management	1963157	6
MARKETING (SPANISH)	2	1st	SPANISH	Dirección de Recursos Humanos	Human Resources Management	1963154	6
MARKETING (SPANISH)	2	1st	SPANISH	Economía Española	Spanish Economy	1963153	6
MARKETING (SPANISH)	2	1st	SPANISH	Introducción a la Estadística	Introduction to Statistics	1963156	6
MARKETING (SPANISH)	2	1st	SPANISH	Planificación Contable	Financial Planning	1963155	6
MARKETING (SPANISH)	2	2nd	SPANISH	Análisis Financiero Empresarial	Financial Business Analysis	1963158	6
MARKETING (SPANISH)	2	2nd	SPANISH	Análisis y Gestión de Clientes	Analysis and Management of Client Portfolio	1963160	6
MARKETING (SPANISH)	2	2nd	SPANISH	Comunicación Comercial	Business Communication	1963162	6
MARKETING (SPANISH)	2	2nd	SPANISH	Econometría	Econometrics	1963161	6
MARKETING (SPANISH)	2	2nd	SPANISH	Gestión de Productos y Precios	Product and Pricing Management	1963159	6

MARKETING (MARKETING SPECIALIZATION)
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
MARKETING (SPANISH)	3	1st	SPANISH	Canales y Distribución Comercial	Channels and Commercial Distribution	1963163	6
MARKETING (SPANISH)	3	1st	SPANISH	Creación de Empresas	Business Start Up	1963166	6
MARKETING (SPANISH)	3	1st	SPANISH	Gestión de Proyectos	Project Management	1963164	6
MARKETING (SPANISH)	3	1st	SPANISH	Investigación de Mercados	Market Research	1963165	6
MARKETING (SPANISH)	3	1st	SPANISH	Técnicas de Negociación	Negotiation Techniques	1963167	6
MARKETING (SPANISH)	3	2nd	SPANISH	Estrategia y Dirección Estratégica	Strategic Management	1963169	6
MARKETING (SPANISH)	3	2nd	SPANISH	Gestión de Ventas	Sales Management	1963168	6
MARKETING (SPANISH)	3	2nd	SPANISH	Logística	Logistics	1963171	6
MARKETING (SPANISH)	3	2nd	SPANISH	Marketing de Servicios	Service Marketing	1963170	6
MARKETING (SPANISH)	3	2nd	SPANISH	Publicidad y Relaciones Públicas	Advertising and Public Relations	1963172	6
MARKETING (SPANISH)	4	1st	SPANISH	Comercio Electrónico	e-Commerce	1963175	6
MARKETING (SPANISH)	4	1st	SPANISH	Comercio Exterior	International Trade	1963173	6
MARKETING (SPANISH)	4	1st	SPANISH	Estudios de Mercado Aplicados	Applied Market Analysis	1963174	6
MARKETING (SPANISH)	4	1st	SPANISH	Marketing Estratégico	Strategic Marketing	1963176	6
MARKETING (SPANISH)	4	1st	SPANISH	Planificación de Marketing	Marketing Planning	1963177	6
MARKETING (SPANISH)	4	2nd	SPANISH	Prácticas Externas I	Internship 1	196-OP-01	12
MARKETING (SPANISH)	4	2nd	SPANISH	Prácticas Externas II	Internship 2	196-OP-02	6
MARKETING (SPANISH)	4	2nd	SPANISH	Psicología Aplicada al Marketing		196-OP-06	6
MARKETING (SPANISH)	4	2nd	SPANISH	Modelos de Decisión		196-OP-04	6
MARKETING (SPANISH)	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	1963178	6

COMMUNICATION PUBLIC RELATIONS
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
COMMUNICATION & PR (SPANISH)	1	1st	SPANISH	Estadística	Statistics	1682424	6
COMMUNICATION & PR (SPANISH)	1	1st	SPANISH	Estructura Social Contemporánea	Contemporary Social Structure	1682416	6
COMMUNICATION & PR (SPANISH)	1	1st	SPANISH	Fundamentos De Organización De Empresas	Principles of Business Organisation	1682418	6
COMMUNICATION & PR (SPANISH)	1	1st	SPANISH	Lengua Española	Spanish Language	1682421	6
COMMUNICATION & PR (SPANISH)	1	1st	SPANISH	Teoría de la Comunicación	Communication Theory	1682420	6
COMMUNICATION & PR (SPANISH)	1	2nd	SPANISH	Gestión de la Empresa Publicitaria	Advertising Agency Management	1682417	6
COMMUNICATION & PR (SPANISH)	1	2nd	SPANISH	Historia Contemporánea	Contemporary History	1682423	6
COMMUNICATION & PR (SPANISH)	1	2nd	SPANISH	Lenguaje en la Publicidad y en la Empresa	Language in Advertising and Business	1682422	6
COMMUNICATION & PR (SPANISH)	1	2nd	SPANISH	Nuevas Tecnologías y Sociedad de la Información	New Technology and Information Society	1682419	6
COMMUNICATION & PR (SPANISH)	1	2nd	SPANISH	Psicología de la Influencia Social	Social Influence Psychology	1682425	6
COMMUNICATION & PR (SPANISH)	2	1st	SPANISH	Fundamentos de la Comunicación Audiovisual	Principles of Audiovisual Communication	1682429	6
COMMUNICATION & PR (SPANISH)	2	1st	SPANISH	Fundamentos Jurídicos Básicos	Basic Principles of Law	1682426	6
COMMUNICATION & PR (SPANISH)	2	1st	SPANISH	Marketing	Marketing	1682532	6
COMMUNICATION & PR (SPANISH)	2	1st	SPANISH	Medios de Comunicación	Mass Media	1682428	6
COMMUNICATION & PR (SPANISH)	2	1st	SPANISH	Principios de Economía	Principles of Economics	1682432	6
COMMUNICATION & PR (SPANISH)	2	2nd	SPANISH	Comunicación Comercial	Business Communication	1682540	6
COMMUNICATION & PR (SPANISH)	2	2nd	SPANISH	Documentación	Documentation	1682541	6
COMMUNICATION & PR (SPANISH)	2	2nd	SPANISH	Estrategias de Relaciones con los Clientes	Customer Care Strategies	1682537	6
COMMUNICATION & PR (SPANISH)	2	2nd	SPANISH	Estructura Económica del Sector de la Comunicación	Economic Structure of the Communication Sector	1682431	6
COMMUNICATION & PR (SPANISH)	2	2nd	SPANISH	Publicas	Principles of Public Relations	1682436	6

COMMUNICATION PUBLIC RELATIONS
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
COMMUNICATION & PR (SPANISH)	3	1st	SPANISH	Creatividad Publicitaria	Advertising Creativity	1682434	6
COMMUNICATION & PR (SPANISH)	3	1st	SPANISH	Dirección de Arte y Producción Publicitaria	Art Direction and Advertising Production	1682435	6
COMMUNICATION & PR (SPANISH)	3	1st	SPANISH	Dirección de la Comunicación Corporativa	Corporate Communication Management	1682539	6
COMMUNICATION & PR (SPANISH)	3	1st	SPANISH	Diseño Gráfico	Graphic Design	1682433	6
COMMUNICATION & PR (SPANISH)	3	1st	SPANISH	Management de Ideas	Idea Management	1682535	6
COMMUNICATION & PR (SPANISH)	3	2nd	SPANISH	Estrategias Publicitarias de Marketing	Advertising Strategies for Marketing	1682534	6
COMMUNICATION & PR (SPANISH)	3	2nd	SPANISH	Información y Comunicación Digital	Digital Information and Communication	1682430	6
COMMUNICATION & PR (SPANISH)	3	2nd	SPANISH	Organización de la Comunicación Interna	Internal Communication Organisation	1682538	6
COMMUNICATION & PR (SPANISH)	3	2nd	SPANISH	Sociología del Consumo	Sociology of Consumerism	1682440	6
COMMUNICATION & PR (SPANISH)	3	2nd	SPANISH	Técnicas y Estrategias de Relaciones Públicas	Public Relations Techniques and Strategies	1682438	6
COMMUNICATION & PR (SPANISH)	4	1st	SPANISH	Creación de Empresas	Business Start Up	1682536	6
COMMUNICATION & PR (SPANISH)	4	1st	SPANISH	Derecho de la Publicidad y la Comunicación	Advertising and Communication Law	1682427	6
COMMUNICATION & PR (SPANISH)	4	1st	SPANISH	Gabinetes de Comunicación y Relaciones Públicas	Communications and Public Relations Office	1682437	6
COMMUNICATION & PR (SPANISH)	4	1st	SPANISH	Investigación y Planificación de Medios	Media Planning and Research	1682533	6
COMMUNICATION & PR (SPANISH)	4	1st	SPANISH	Psicología de la Publicidad	Psychology of Advertising	1682439	6
COMMUNICATION & PR (SPANISH)	4	2nd	SPANISH	Prácticas en Empresa	Internship	168002	24,5
COMMUNICATION & PR (SPANISH)	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	1682547	6

COMMUNICATION, PUBLIC RELATIONS MARKETING (SPANISH)
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
COMMUNICATION/PR & MARKETING (SP)	1	1st	SPANISH	Estadística	Statistics	1682424	6
COMMUNICATION/PR & MARKETING (SP)	1	1st	SPANISH	Estructura Social Contemporánea	Contemporary Social Structure	1682416	6
COMMUNICATION/PR & MARKETING (SP)	1	1st	SPANISH	Fundamentos De Organización De Empresas	Principles of Business Organisation	1682418	6
COMMUNICATION/PR & MARKETING (SP)	1	1st	SPANISH	Lengua Española	Spanish Language	1682421	6
COMMUNICATION/PR & MARKETING (SP)	1	1st	SPANISH	Teoría de la Comunicación	Communication Theory	1682420	6
COMMUNICATION/PR & MARKETING (SP)	1	2nd	SPANISH	Gestión de la Empresa Publicitaria	Advertising Agency Management	1682417	6
COMMUNICATION/PR & MARKETING (SP)	1	2nd	SPANISH	Historia Contemporánea	Contemporary History	1682423	6
COMMUNICATION/PR & MARKETING (SP)	1	2nd	SPANISH	Lenguaje en la Publicidad y en la Empresa	Language in Advertising and Business	1682422	6
COMMUNICATION/PR & MARKETING (SP)	1	2nd	SPANISH	Nuevas Tecnologías y Sociedad de la Información	New Technology and Information Society	1682419	6
COMMUNICATION/PR & MARKETING (SP)	1	2nd	SPANISH	Psicología de la Influencia Social	Social Influence Psychology	1682425	6
COMMUNICATION/PR & MARKETING (SP)	2	1st	SPANISH	Fundamentos de la Comunicación Audiovisual	Principles of Audiovisual Communication	1682429	6
COMMUNICATION/PR & MARKETING (SP)	2	1st	SPANISH	Fundamentos Jurídicos Básicos	Basic Principles of Law	1682426	6
COMMUNICATION/PR & MARKETING (SP)	2	1st	SPANISH	Marketing	Marketing	1682532	6
COMMUNICATION/PR & MARKETING (SP)	2	1st	SPANISH	Medios de Comunicación	Mass Media	1682428	6
COMMUNICATION/PR & MARKETING (SP)	2	1st	SPANISH	Principios de Economía	Principles of Economics	1682432	6
COMMUNICATION/PR & MARKETING (SP)	2	2nd	SPANISH	Comunicación Comercial	Business Communication	1682540	6
COMMUNICATION/PR & MARKETING (SP)	2	2nd	SPANISH	Documentación	Documentation	1682541	6
COMMUNICATION/PR & MARKETING (SP)	2	2nd	SPANISH	Estrategias de Relaciones con los Clientes	Customer Care Strategies	1682537	6
COMMUNICATION/PR & MARKETING (SP)	2	2nd	SPANISH	Estructura Económica del Sector de la Comunicación	Economic Structure of the Communication Sector	1682431	6
COMMUNICATION/PR & MARKETING (SP)	2	2nd	SPANISH	Fundamentos de las Relaciones Publicas	Principles of Public Relations	1682436	6

COMMUNICATION, PUBLIC RELATIONS MARKETING (SPANISH)
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
COMMUNICATION/PR & MARKETING (SP)	3	1st	SPANISH	Creatividad Publicitaria	Advertising Creativity	1682434	6
COMMUNICATION/PR & MARKETING (SP)	3	1st	SPANISH	Dirección de Arte y Producción Publicitaria	Art Direction and Advertising Production	1682435	6
COMMUNICATION/PR & MARKETING (SP)	3	1st	SPANISH	Dirección de la Comunicación Corporativa	Corporate Communication Management	1682539	6
COMMUNICATION/PR & MARKETING (SP)	3	1st	SPANISH	Diseño Gráfico	Graphic Design	1682433	6
COMMUNICATION/PR & MARKETING (SP)	3	1st	SPANISH	Management de Ideas	Idea Management	1682535	6
COMMUNICATION/PR & MARKETING (SP)	3	2nd	SPANISH	Estrategias Publicitarias de Marketing	Advertising Strategies for Marketing	1682534	6
COMMUNICATION/PR & MARKETING (SP)	3	2nd	SPANISH	Información y Comunicación Digital	Digital Information and Communication	1682430	6
COMMUNICATION/PR & MARKETING (SP)	3	2nd	SPANISH	Organización de la Comunicación Interna	Internal Communication Organisation	1682538	6
COMMUNICATION/PR & MARKETING (SP)	3	2nd	SPANISH	Sociología del Consumo	Sociology of Consumerism	1682440	6
COMMUNICATION/PR & MARKETING (SP)	3	2nd	SPANISH	Técnicas y Estrategias de Relaciones Públicas	Public Relations Techniques and Strategies	1682438	6
COMMUNICATION/PR & MARKETING (SP)	4	1st	SPANISH	Creación de Empresas	Business Start Up	1682536	6
COMMUNICATION/PR & MARKETING (SP)	4	1st	SPANISH	Derecho de la Publicidad y la Comunicación	Advertising and Communication Law	1682427	6
COMMUNICATION/PR & MARKETING (SP)	4	1st	SPANISH	Gabinetes de Comunicación y Relaciones Públicas	Communications and Public Relations Office	1682437	6
COMMUNICATION/PR & MARKETING (SP)	4	1st	SPANISH	Investigación y Planificación de Medios	Media Planning and Research	1682533	6
COMMUNICATION/PR & MARKETING (SP)	4	1st	SPANISH	Psicología de la Publicidad	Psychology of Advertising	1682439	6
COMMUNICATION/PR & MARKETING (SP)	4	2nd	SPANISH	Prácticas en Empresa	Internship	168002	24.5
COMMUNICATION/PR & MARKETING (SP)	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	1682547	6

DIGITAL BUSINESS
COURSE OFFER 2023/24

Semester	Language	Course	English Course Name	Code	ECTS
1st	ENGLISH	Dirección Comercial en Entornos Digitales	Trade Management in Digital Environments	GRDB23	6
1st	ENGLISH	Modelos de Negocio en la Economía Digital	Business Models in Digital Economy	GRDB24	6
1st	SPANISH	Tributación Empresarial	Corporate Tax	GRDB28	4.5
1st	SPANISH	Ética Empresarial y Rsc en el Entorno Digital	Business Ethics and CSR in the Digital Environment	GRDB27	4.5
1st	ENGLISH	Investigación Operativa / Operations Research	Operations Research	GRDB25	4.5
1st	ENGLISH	Creatividad y Producción Digital	Digital Creativity and Production	GRDB26	4.5
2nd	ENGLISH	Comunicación Digital / Digital Communication	Digital Communication	GRDB31	4.5
2nd	ENGLISH	Dirección de Operaciones / Operations Management	Operations Management	GRDB29	4.5
2nd	ENGLISH	Econometría / Econometrics	Econometrics	GRDB34	4.5
2nd	ENGLISH	El Ámbito Digital y la Internacionalización de la Empresa / Digital Environment and Internationalization	Digital Environment and Internationalization	GRDB30	4.5
2nd	ENGLISH	Gestión Financiera en el Ámbito Digital / Financial Management in Digital Environments	Financial Management in Digital Environments	GRDB33	6
2nd	ENGLISH	Investigación de Mercados Digitales	Digital Markets Research	GRDB32	6
1st	ENGLISH	Creación de Empresas en Entornos Digitales	Entrepreneurship in a Digital Environment	GRDB36	4.5
1st	ENGLISH	Data Driven Marketing	Data Driven Marketing	GRDB40	4.5
1st	ENGLISH	Dirección Estratégica	Strategic Management	GRDB37	6
1st	ENGLISH	Métricas y Analítica Digital	Digital Metrics and Analytics	GRDB38	4.5
1st	ENGLISH	Plan de Marketing Integrado	Integrated Marketing Plan	GRDB35	6
1st	ENGLISH	Usabilidad y Arquitectura de la Información	Usability and Architecture of the Information	GRDB39	4.5
2nd	ENGLISH	Mobile marketing - Competencias Transversales y Profesionales	Mobile marketing	GRDB43	6
2nd	SPANISH	Prácticas Externas I	Internship 1	GRDB42	12
2nd	SPANISH	Prácticas Externas II	Internship 2	GRDB43	6
2nd	ENGLISH	Gestión de Proyectos Digitales	Digital Project Management	GRDB44	6
2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	GRDB41	6

DIGITAL BUSINESS MARKETING
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
DIGITAL BUSINESS & MARKETING	1	1st	SPANISH	Contabilidad Financiera	Financial Accounting	GRDB3	6
DIGITAL BUSINESS & MARKETING	1	1st	SPANISH	Derecho Mercantil	Trade Law	GRDB1	6
DIGITAL BUSINESS & MARKETING	1	1st	SPANISH	Fundamentos de Economía de la Empresa	Principles of Business Economics	GRDB2	6
DIGITAL BUSINESS & MARKETING	1	1st	SPANISH	Informática Aplicada a la Empresa	IT Applied to Business	GRDB4	6
DIGITAL BUSINESS & MARKETING	1	1st	SPANISH	Principios de Economía	Principles of Economics	GRDB5	6
DIGITAL BUSINESS & MARKETING	1	2nd	SPANISH	Administración y Organización de Empresas	Business Management and Organisation	GRDB7	6
DIGITAL BUSINESS & MARKETING	1	2nd	SPANISH	Bases Actuales del Sistema Tributario	Spanish Tax Law	GRDB8	6
DIGITAL BUSINESS & MARKETING	1	2nd	SPANISH	Derecho Laboral	Labour Law	GRDB9	6
DIGITAL BUSINESS & MARKETING	1	2nd	SPANISH	Fundamentos de Marketing	Principles of Marketing	GRDB6	6
DIGITAL BUSINESS & MARKETING	1	2nd	SPANISH	Matemáticas Empresariales	Business Mathematics	GRDB10	6
DIGITAL BUSINESS & MARKETING	2	1st	ENGLISH	Dirección de Recursos Humanos en el Ámbito Digital	Human Resources Management in a Digital Environment	GRDB12	4.5
DIGITAL BUSINESS & MARKETING	2	1st	SPANISH	El Ecosistema Digital	Digital Ecosystem	GRDB13	6
DIGITAL BUSINESS & MARKETING	2	1st	ENGLISH	Estadística Empresarial / Business Statistics	Business Statistics	GRDB14	6
DIGITAL BUSINESS & MARKETING	2	1st	SPANISH	Estrategias de Marketing Digital	Digital Marketing Strategies	GRDB11	4.5
DIGITAL BUSINESS & MARKETING	2	1st	ENGLISH	Macroeconomía / Macroeconomics	Macroeconomics	GRDB16	4.5
DIGITAL BUSINESS & MARKETING	2	1st	SPANISH	Matemáticas de las Operaciones Financieras	Mathematics of Financial Operations	GRDB15	4.5
DIGITAL BUSINESS & MARKETING	2	2nd	ENGLISH	Análisis Financiero Empresarial / Financial Management Analysis	Financial Management Analysis	GRDB21	4.5
DIGITAL BUSINESS & MARKETING	2	2nd	SPANISH	Contabilidad de Costes	Cost Accounting	GRDB22	4.5
DIGITAL BUSINESS & MARKETING	2	2nd	SPANISH	Derecho en el Ecosistema Digital	Law in the digital ecosystem	GRDB19	4.5
DIGITAL BUSINESS & MARKETING	2	2nd	SPANISH	E-Commerce	E-Commerce	GRDB17	6
DIGITAL BUSINESS & MARKETING	2	2nd	ENGLISH	Gestión del Cliente Digital / Management of the Digital Client	Management of the Digital Client	GRDB18	4.5
DIGITAL BUSINESS & MARKETING	2	2nd	ENGLISH	Tecnología Operativa de la Economía Digital y Gobierno de las TIC	Operational Technology of Digital Economy and Ict Governance	GRDB20	6

DIGITAL BUSINESS MARKETING
COURSE OFFER 2023/24

Degree	Year	Semester	Language	Course	English Course Name	Code	ECTS
DIGITAL BUSINESS & MARKETING	3	1st	ENGLISH	Dirección Comercial en Entornos Digitales	Trade Management in Digital Environments	GRDB23	6
DIGITAL BUSINESS & MARKETING	3	1st	SPANISH	Ética Empresarial y Rsc en el Entorno Digital	Business Ethics and CSR in the Digital Environment	GRDB27	4.5
DIGITAL BUSINESS & MARKETING	3	1st	ENGLISH	Investigación Operativa	Operations Research	GRDB25	4.5
DIGITAL BUSINESS & MARKETING	3	1st	ENGLISH	Modelos de Negocio en la Economía Digital	Business Models in Digital Economy	GRDB24	6
DIGITAL BUSINESS & MARKETING	3	1st	SPANISH	Tributación Empresarial	Corporate Tax	GRDB28	4.5
DIGITAL BUSINESS & MARKETING	3	1st	ENGLISH	Creatividad y Producción Digital	Digital Creativity and Production	GRDB26	4.5
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	Comunicación Digital	Digital Communication	GRDB31	4.5
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	Dirección de Operaciones	Operations Management	GRDB29	4.5
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	Econometría	Econometrics	GRDB34	4.5
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	El Ámbito Digital y la Internacionalización de la Empresa	Digital Environment and Internationalization	GRDB30	4.5
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	Gestión Financiera en el Ámbito Digital	Financial Management in Digital Environments	GRDB33	6
DIGITAL BUSINESS & MARKETING	3	2nd	ENGLISH	Investigación de Mercados Digitales	Digital Markets Research	GRDB32	6
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Creación de Empresas en Entornos Digitales	Entrepreneurship in a Digital Environment	GRDB36	4.5
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Data Driven Marketing	Data Driven Marketing	GRDB40	4.5
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Dirección Estratégica	Strategic Management	GRDB37	6
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Métricas y Analítica Digital	Digital Metrics and Analytics	GRDB38	4.5
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Plan de Marketing Integrado	Integrated Marketing Plan	GRDB35	6
DIGITAL BUSINESS & MARKETING	4	1st	ENGLISH	Usabilidad y Arquitectura de la Información	Usability and Architecture of the Information	GRDB39	4.5
DIGITAL BUSINESS & MARKETING	4	2nd	ENGLISH	Mobile marketing - Competencias Transversales y Profesionales	Mobile Marketing	GRDB43	6*
DIGITAL BUSINESS & MARKETING	4	2nd	SPANISH	Prácticas Externas I	Internship 1	GRDB42	12
DIGITAL BUSINESS & MARKETING	4	2nd	SPANISH	Prácticas Externas II	Internship 2	GRDB43	6
DIGITAL BUSINESS & MARKETING	4	2nd	ENGLISH	Gestión de Proyectos Digitales	Digital Project Management	GRDB44	6
DIGITAL BUSINESS & MARKETING	4	2nd	SPANISH	Trabajo Fin de Grado	Final Dissertation	GRDB41	6