



SYLLABUS (ACADEMIC YEAR 2017-2018)

YEAR 3	SPECIALIZATION: MARKETING AND BUSINESS COMMUNICATION		
	SUBJECT	LANGUAGE	CREDITS
First Semester	Human Resource Management	Spanish/English	6
	Taxation of Business Operations	Spanish	6
	Professional Skills and Corporate Social Responsibility (CSR)	Spanish	4.5
	Management Information Systems	Spanish/English	4.5
	Introduction to Corporate Communication	English	4.5
	Consumer Behaviour	Spanish/English	4.5
	English	English	-
	Second Language	French/German	-
Second Semester	Employment and Social Security Law	Spanish	6
	Sales Team Management	English	6
	Setting up a Company	Spanish	6
	Commercial Advertising	English	6
	Product and Price Management	English	6
	English	English	-
	Second Language	French/German	-

YEAR 3	SPECIALIZATION: INTERNATIONALIZATION AND LOGISTICS		
	SUBJECT	LANGUAGE	CREDITS
First Semester	Human Resource Management	Spanish/English	6
	Taxation of Business Operations	Spanish	6
	Professional Skills and Corporate Social Responsibility (CSR)	Spanish	4.5
	Management Information Systems	Spanish/English	4.5
	International Markets	English	4.5
	International Regulations	English	4.5
	English	English	-
	Second Language	French/German	-
Second Semester	Employment and Social Security Law	Spanish	6
	Sales Team Management	English	6
	Setting up a Company	Spanish	6
	Marketing Mix of International Trade	English	6
	Transport and International Logistics	English	6
	English	English	-
	Second Language	French/German	-



YEAR 4	SPECIALIZATION: MARKETING AND BUSINESS COMMUNICATION		
	SUBJECT	LANGUAGE	CREDITS
First Semester	Advanced Business English	English	6
	Business French/German	French/German	6
	Marketing Plan	Spanish	6
	Management of Knowledge and Innovation	English	4.5
	Distribution Channel	Spanish	4.5
	Public Relations	English	4.5
	Intercultural Studies	English	3
Second Semester	Relationship Marketing and e-commerce	English	4.5
	End of Course Project	Spanish	6
	Work Placement	Spanish	18

YEAR 4	SPECIALIZATION: INTERNATIONALIZATION AND LOGISTICS		
	SUBJECT	LANGUAGE	CREDITS
First Semester	Advanced Business English	English	6
	Business French/German	French/German	6
	Marketing Plan	Spanish	6
	Management of Knowledge and Innovation	Spanish	4.5
	Supply Chain Management	English	4.5
	Terms of Payment and International Funding	Spanish	4.5
	Intercultural Studies	English	3
Second Semester	Relationship Marketing and e-commerce	English	4.5
	End of Course Project	Spanish	6
	Work Placement	Spanish	18

■ Specialization Subjects

■ Languages: English and second language (French or German)