

This document is tentative. Students will receive the timetable from the Academic responsible in order to choose their subjects.

Business courses open to incoming exchange student

| CODE | SUBJECT | ECTS | YEAR |
|-------|--|------|----------|
| AD011 | Foreign Language II - Español | 5 | 1 |
| AD011 | Foreign Language II - German | 5 | 1 |
| AD012 | Macroeconomics* | 4 | 1 |
| AD038 | Methods of Decision Analysis* | 4 | 2 |
| AD029 | Financial Management* | 3 | 2 |
| AD021 | Modern Social Thought & Economic History | 6 | 2 |
| AD027 | Creativity & Innovation in Technological Organizations | 3 | 2 |
| AD041 | New Product and Service Development | 3 | 2 |
| AD025 | Marketing Simulations | 4 | 3 |
| AD028 | Supply Chain Management | 4 | 3 |
| AD039 | E-Business | 4.5 | 3 |
| AD046 | Internet and Multimedia Technologies | 4 | 3 |
| AD052 | Transfer of New Technologies into the Economy | 4 | 3 |
| AD031 | Channel Management | 3 | 4 |
| AD049 | Leading Teams and Organizations | 4 | 4 |
| AD050 | New Technology Ventures | 3 | 4 |
| AD051 | Strategy Management for ICT Ventures | 3 | 4 |
| AD100 | Digital Marketing Strategies | 5 | ELECTIVE |
| AD102 | Brand Management | 5 | ELECTIVE |
| AD103 | International Digital Marketing | 5 | ELECTIVE |
| AD104 | Marketing Services in the Digital Era | 5 | ELECTIVE |
| AD203 | Entrepreneurial Finance for e-Business | 5 | ELECTIVE |
| AD204 | Emerging Technologies and Smart Cities | 5 | ELECTIVE |
| AD205 | Financial Innovation, Money and Investment | 5 | ELECTIVE |
| AD401 | Major Sports Event Management | 5 | ELECTIVE |
| AD404 | Sports Media & Public Relations | 5 | ELECTIVE |
| AD503 | Social Entrepreneurship | 5 | ELECTIVE |
| GD021 | R&D&I Management | 5 | 2 |
| GD019 | Strategic Management and Innovation for New Ventures | 6 | 2 |
| GD012 | E-commerce | 6 | 2 |
| GD014 | Managing Projects | 6 | 2 |
| IN015 | Data mining ** | 6 | 2 |
| IN016 | Data visualization ** | 3 | 2 |
| IN034 | Entrepreneurship in technology-based ventures | 6 | 2 |

Click on the name of the subject in order to see the content.

IMPORTANT ISSUES:

- All the subjects are mainly offered in English. Some of the 1st and 2nd subjects, marked with a *, are also offered in Spanish.
- The subjects marked with ** require a prior background in Statistics, Mathematics, Programming, and Database.
- The student coming on the ERASMUS Exchange modality will need to choose a minimum of 30 credits. The student coming on the Bilateral Agreement Exchange modality will need to choose a minimum of 20 credits.
- Time conflicts between two subjects will not be allowed. So, you will need to wait for the academic coordination to send you the timetable.

Links of interest: Academic Programmes.

- [Graduate in Business and Management Technology](#) (AD codes)
- [Graduate in Digital Business Design and Innovation](#) (GD codes)
- [Graduate in Business Intelligence and Data Analytics](#) (IN codes)