

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	CREDITS (ECTS)	YEAR	
AD004	<a href="#">Foreign Language I - Español</a>	5	1	
AD004	<a href="#">Foreign Language I - German</a>	5	1	
AD014	<a href="#">Principles of Finance*</a>	6	2	
AD015	<a href="#">Cross Cultural Management</a>	5	2	
AD016	<a href="#">Management IT &amp; Info Systems I</a>	4	2	
AD017	<a href="#">Principles of Operation*</a>	4	2	
AD018	<a href="#">Marketing Management</a>	4	2	
AD020	<a href="#">Principles of Technological Project Management</a>	4.5	3	
AD023	<a href="#">Management IT &amp; Info Systems II</a>	4	3	
AD030	<a href="#">Integrated Marketing Communications</a>	3	3	
AD032	<a href="#">Corporate &amp; International Finance</a>	5	3	
AD035	<a href="#">Budgeting, planning and control</a>	4	3	
AD040	<a href="#">International Business</a>	5	4	
AD042	<a href="#">Sales Management</a>	4	4	
AD047	<a href="#">Entrepreneurship &amp; Venture capital</a>	3	4	
AD101	<a href="#">Online Consumer Behaviour</a>	5	ELECTIVE	
AD105	<a href="#">Digital Analytics</a>	5	ELECTIVE	
AD200	<a href="#">International Economics &amp; the Digital Era</a>	5	ELECTIVE	
AD202	<a href="#">Economic growth &amp; Innovation</a>	5	ELECTIVE	
AD203	<a href="#">Entrepreneurial Finance for e-Business</a>	5	ELECTIVE	
AD400	<a href="#">Sports Business</a>	5	ELECTIVE	
AD402	<a href="#">Sports Marketing</a>	5	ELECTIVE	
AD406	<a href="#">Sports &amp; Technology Management</a>	5	ELECTIVE	
AD502	<a href="#">Mobile App Management</a>	5	ELECTIVE	
AD505	<a href="#">Marketing Strategy for Digital Startups</a>	5	ELECTIVE	
GD011	<a href="#">Managing by Design</a>	6	2	
GD016	<a href="#">Financing Technology-Based Projects</a>	6	2	
You will need to register to both	GD018	<a href="#">Business Model Design</a>	6	2
	GD020	<a href="#">Managing Emerging Technologies</a>	5	2
	GD013	<a href="#">Online Marketing in Digital Business</a>	6	2
IN013	<a href="#">Algorithms and data structures**</a>	6	2	
IN023	<a href="#">Forecasting**</a>	6	2	
IN026	<a href="#">Digital Marketing strategies</a>	5	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 1<sup>st</sup> and 2<sup>nd</sup> 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)