



AVAILABLE COURSES IN ENGLISH 2016-17

Business administration (Dirección de Empresas y IBP)

Subject	Year	ECTS	Semester
World and Spanish Economy	2	6	1
Intermediate Microeconomics	2	6	2
Marketing Strategy	3	6	1
Advance Corporate Finance 1 (Financial Strategy)	3	3	2
Advance Corporate Finance 1 (Financial Planning)	3	3	2
Advance Corporate Finance 2 (International Finance)	3	3	2
Advance Corporate Finance 2 (Risk Management)	3	3	2
Financial and Economic Analysis	3	6	1
HR Management 1	3	6	1
HR Management 2	3	6	2
Strategic Management	4	6	2
Family Enterprise	4	3	1
Innovation and Knowledge Management	4	3	2
Information and Communication Systems	4	6	1
Entrepreneurship	4	3	1
Economic Environment Analysis	4	3	1
Operations Management	4	4,5	1
Supply Chain Management	4	4,5	1
General Ethics	4	3	1
Professional Ethics	4	3	1
Business Games	4	3	2

International Business Program (Economía y Gestión)

Subject	Year	ECTS	Semester
Globalization & Geopolitics	3	6	2
International Law	3	6	2
Global Entrepreneurship	3	6	2
Cultural Environment in a Global Business	4	6	1
International Economics	4	6	1
Strategic Management	4	6	2
International Marketing	4	6	1
Practical Tools for Foreign Trade	4	6	1
Supply Chain Management	4	6	1
International Finance	4	6	2

Marketing and Sales Management (Marketing y Dirección Comercial)

Subject	Year	ECTS	Semester
Marketing Plan	3	3	2
Audit. Análisis de la Información Interna	5	6	1

Journalism (Periodismo)

Subject	Year	ECTS	Semester
Political Science	1	6	1
Anthropology	1	6	2
Communication 1	1	6	1
Communication 2	1	6	2
Literature	2	3	1
Graphic Design	2	3	1
Digital Graphic Environments	2	3	1
Cinema and Culture	2	3	1
Economic Environment	2	6	2
Journalistic Production	3	6	2
Technological Innovations in Journalism	3	6	1

Journalistic Genres	3	6	1
Public Opinion	3	6	1
Media System Analysis	3	6	2
General History of Journalism	3	4	2
History of Journalism in Spain	3	2	2
Elements of Social Doctrine	3	4	1
Journalism and Social Doctrine	3	2	1
Radio Journalism	3	6	2
Specialized Journalism 2	4	6	2
Information Enterprise	4	6	1
Multimedia Journalism	4	6	1
Institutional and Corporate Communication	4	6	2
General Ethics	4	4	2
Professional Ethics	4	2	2

Advertising and Public Relations (Publicidad y Relaciones Públicas)

Subject	Year	ECTS	Semester
Marketing Information Systems	3	6	2
Advertising Communication Technology 1	3	3	1
Advertising Communication Technology 2	3	3	1
Below the line Techniques (50% in English)	4	5	2
Advertising Media Planning	4	6	2
Below the Line Strategy	4	4	2

Educational Science (Educación Infantil y Primaria)

Subject	Year	ECTS	Semester
Anthropology	1	6	1
The Christian Message	1	6	2
History of the Great Educational Projects	2	6	2
Society, Family and School	2	6	1
Natural Sciences and Didactics	3	6	2
Scientific and Experimental Education	3	9	1
Children, Literature and Encouraging the Reading Habit (Annual)	3	9	both
Social Doctrine of the Church	4	6	1
English Language Teaching in Primary Education	4	6	1
Content and Language Integrated Learning	4	6	1
Literature and Cinema in English	4	6	2
Religion, Culture and Values	4	6	1
Educational Innovation and ICT	4	6	1