



| ENGLISH-TAUGHT COURSES 2019-2020 | | | |
|---|------|------|----------|
| Business Management (Dirección de Empresas) | | | |
| COURSE | YEAR | ECTS | SEMESTER |
| World and Spanish Economy | 2 | 6 | 2 |
| Intermediate Microeconomics | 2 | 6 | 2 |
| Marketing Strategy | 3 | 6 | 1 |
| Financial Strategy | 3 | 3 | 2 |
| Financial Planning | 3 | 3 | 2 |
| International Finance | 3 | 3 | 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 |
| 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 | 4,5 | 1 |
| Professional Ethics | 4 | 1,5 | 1 |
| International Business Program (Economía y Gestión + Dirección de Empresas) | | | |
| COURSE | YEAR | ECTS | SEMESTER |
| Global Entrepreneurship | 3 | 6 | 2 |
| International Finance | 3 | 3 | 2 |
| International Economics | 3 | 6 | 1 |
| Globalization & Geopolitics | 4 | 6 | 2 |
| International Law | 4 | 6 | 2 |
| Cultural Environment in a Global Business | 4 | 6 | 1 |
| Strategic Management | 4 | 6 | 2 |
| International Marketing | 4 | 6 | 1 |
| Practical Tools for Foreign Trade | 4 | 6 | 1 |
| Marketing and Sales Management (Marketing y Dirección Comercial) | | | |
| COURSE | YEAR | ECTS | SEMESTER |
| Marketing Plan | 3 | 3 | 2 |
| General Ethics | 4 | 4,5 | 2 |
| Professional Ethics | 4 | 1,5 | 2 |
| Marketing Strategy | 3 | 9 | 1 |
| HR Management | 3 | 6 | 1 |
| Journalism (Periodismo) | | | |
| COURSE | YEAR | ECTS | SEMESTER |
| Political Science | 1 | 6 | 1 |
| Anthropology | 1 | 6 | 1 |
| 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 |
| Public Opinion | 3 | 6 | 1 |
| Media System Analysis | 3 | 6 | 2 |

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| 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 |
| 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 |
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| Advertising and Public Relations (Publicidad y Relaciones Públicas) | | | |
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| COURSE | YEAR | ECTS | SEMESTER |
| Marketing Information Systems | 3 | 6 | 2 |
| Advertising Communication Technology 1 | 3 | 3 | 1 |
| Advertising Communication Technology 2 | 3 | 3 | 1 |
| Advertising Media Planning | 4 | 6 | 2 |
| Below the Line Strategy (50% English, 50% Spanish) | 4 | 4 | 2 |
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| Educational Science (Educación) | | | |
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| COURSE | 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 (50% English, 50% Spanish) | 4 | 6 | 1 |
| English Language 1 | 4 | 6 | 1 |
| English Language 2 | 4 | 6 | 2 |
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| Political Science (Ciencias políticas) | | | |
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| COURSE | YEAR | ECTS | SEMESTER |
| International Law / International Relations | 4 | 6 | 2 |