

BACHELOR'S DEGREE IN COMMERCE AND MARKETING

*Courses in the first column are given during the first (winter) semester, those in the second column are given during the second (spring) semester. Those **in bold** are taught in English and Spanish, while those in regular writing are taught only in Spanish.*

YEAR 1 (60 ECTS)	
Patrimonial Civil Law	Introduction to Business
Introduction to Accounting	World Economy
Introduction to Statistics	Economic and Social History
Mathematics	Introduction to Macroeconomics
Introduction to Microeconomics	Sociology

INTRODUCTION TO BUSINESS

This module introduces fundamental concepts about organization, administration and management of companies. Thus, it is one of the key modules that students need to succeed in other modules. Its main contents are: economic analysis of enterprises, types of companies, objectives, leadership, and introduction to the strategic process.

PATRIMONIAL CIVIL LAW

Civil Property Law: The legal system, sources of law, the rule of law and the subjective law. The natural and legal individuals as subjects of rights and economic activity. The main institutions of Civil Property Law: General theory of obligations and contract law as a vehicle for the exchange of goods and services. The legal protection of consumers when contracting goods and services.

ECONOMIC AND SOCIAL HISTORY

Analysis and study of the evolution of western societies, particularly the Spanish one, in the process of growth, modernization as well as in the process of economic, political and social development during the industrialization period.

INTRODUCTION TO ACCOUNTING

It lets students to know the basic knowledge of the accounting discipline. Its main contents are: normative and conceptual framework of accounting, contents of the General Accounting Plan (PGC), the basic accounting cycle among others.

INTRODUCTION TO MACROECONOMICS

This module begins with the identification of the main macroeconomic aggregates in the short and long term. This will allow the behaviour of an economy to be described. Special attention will be paid to the macroeconomic

policy instruments both fiscal and monetary policy and its effects on the most relevant variables.

INTRODUCTION TO MICROECONOMICS

This module introduces students to the fundamental objective of economical analysis, involving the allocation of limited resources. After presenting the problem, the elementary theory of the market is developed as a fundamental institution of allocation and an introduction to the competitive market efficiency and inefficiency in other market structures is carried out.

INTRODUCTION TO STATISTICS

This module introduces the basic techniques of the Descriptive Statistics. Its main contents are: Organization Statistics, Measurements of position, dispersion and inequality, Dimensional statistical variables, Adjustment and minimum square regression, etc.

MATHEMATICS

This module has three main areas: Introduction to linear algebra, Differential calculus of functions of one or several variables and Introduction to the mathematics of financial operations. All this provide the students the tools needed to analyze economic problems at an accurate level.

SOCIOLOGY

To Know and to understand the main theories about society, culture and socio-cultural dynamics, taking into account major sociological perspectives. Ability to analyze the evolution of contemporary societies, identifying emerging trends. To increase awareness about the structure, specific performance of organizations and social institutions. To develop the needed skills to apply the knowledge and the sociological concepts acquired into the analysis and interpretation of daily life.

WORLD ECONOMY

The module is aimed to issues related to growth and economic development, international trade and movement of factors and currency markets. This involves incorporating issues such as globalization -particularly commercial and financial relations-, the population, international migration, natural resources, poverty and development, that allows World Economy to be seen as a whole and not as a mere aggregation of national economies.

YEAR 2 (60 ETCS)	
Business Law	Accounting Information for Business Decisions
Statistics for Commerce	Market Research
Marketing Strategy	Logistics
English for Commerce I	Product Policy and Brand Management
Quantitative Methods for Decision Making in Business	International Economic Relations

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ACCOUNTING INFORMATION FOR BUSINESS DECISIONS

To understand the making and presentation of the various accounting statements. To know the main instruments and techniques of analysis of the accounting information. To interpret the obtained indicators with the aim of evaluate the situation of the company. To organize the economic information of a company and to convert it into useful information for the adoption of non-routine decisions.

PRODUCT POLICY AND BRAND MANAGEMENT

Brand concept and components. Brand value. Development strategy brand. Collective and certification marks. Product rating (goods and services). Product life cycle. Development process of new products.

BUSINESS LAW

Commerce Law concept. Basic knowledge of company, employer and consumer. Employer's responsibility. Private company accounting. Industrial property. Competition. Private commercial advertising. Individual entrepreneur. Social entrepreneur. Types of corporations. Securities. Bill of exchange. Cheque. Note. Unsuitable securities. Crisis securities. Commercial contracts: contractual forms. Insolvency proceedings.

STATISTICS FOR COMMERCE

This module presents the fundamental techniques of Inference Statistical and their application to trade, particularly accounting, management, inspection and quality control, market research, decision making and design of strategic policies.

QUANTITATIVE METHODS FOR DECISION MAKING IN BUSINESS

Introduction to mathematical programming. Free and conditioned optimization. Applications of economic models. Basic principles and methodology in the

linear programming models. Linear programming. Logistics and distribution problems: networks, graphs, transportation, location, etc. Multiobjective programming models. Applications.

ENGLISH FOR COMMERCE I

This module is aimed to provide students with the basic communication skills in English language, integrating both personal and professional dimensions. This module has a basic function: to promote the use of language in different communicative, social and professional situations in the commercial environment in order to achieve a correct and spontaneous use of the English language.

INTERNATIONAL ECONOMIC RELATIONS

This module goes deeper into the economic analysis of globalization started at *World Economy*, distinguishing between non-financial international relations (trade) and those derived from financial flows between countries. Thus, relationships between countries are undertaken at first place, analyzing the basic theoretical tools for its understanding, like the classical and neoclassical theory as well as more recent approaches.

LOGISTICS

This module approaches the concept, scope and importance of logistics in the domestic and international commercial activity. It's about the key decisions of the logistics chain (location, storage and transport) and it also introduces to students the most current logistics management.

MARKET RESEARCH

Qualitative and quantitative methods of the market research. Causal analysis: commercial experimentation. Applications of multivariate analysis for the design of business strategy. Design of the report of the market research.

MARKETING STRATEGY

Concept of Marketing. Market definition and relevant environment for the company. Market segmentation. Consumer behaviour. Marketing plan structure.

YEAR 3 (60 ETCS)	
Foreign Trade	Optional Module
Distribution and Marketing Channels	Optional Module
International Growth of Firms	Optional Module
Business Tax Law	Optional Module
English for Commerce II	Optional Module

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OPTIONAL MODULES

- German for Commerce I (Spring)
- e-Commerce (Spring)
- International Contracting (Spring)
- Human Capital Development (Spring)
- French for Commerce I (Spring)
- ICT in Business and Commercial Relations (Spring)
- Open Macroeconomics (Spring)
- Price and Promotion (Spring)
- International Relations and International Economics Law (Spring)
- Sampling and Data Analysis (Spring)

BUSINESS TAX LAW

This course aims that students understand the legal regime of the public revenues. Its main contents are: tax constitutional principles, concept and types of taxes; basics elements of taxes and determination of tax debt, tax procedures, the Spanish tax system, direct taxation, indirect taxation: VAT; basic concepts of international taxation.

DISTRIBUTION AND MARKETING CHANNELS

Concept and roles of commercial distribution. Design and structure of distribution channels. Management of relationships among companies in the distribution channel. Wholesale trade. Retail trade. Merchandising policy. Policy sales force.

ENGLISH FOR COMMERCE II

The use of English in a commercial environment requires an understanding, planning, structuring and writing of all types of professional documents (technical reports, advertising, memoranda, curricula vita, invoices, documents of international transactions, etc). To do this, students will use their writing skills

and they will develop the skills needed for the recognition of each type of text, format and specific language.

INTERNATIONAL GROWTH OF FIRMS

The main contents of this module are: to identify international growth and diversification as one of the alternatives of the corporate growth; to provide an overview of the main patterns of the international expansion of companies, developing an analysis of selection of the potential markets; to particularize the analysis of the internationalization process in the case of small and medium companies.

FOREIGN TRADE

This module is structured into three parts. The first one establishes the importance of business negotiation processes, identifying the stakeholders (governments, countries, groups of interest) and its development. The second one describes the context and institutional framework in which commercial operations are carried out. The third one presents the different formulas which companies with international calling can use to penetrate into external markets.

YEAR 4 (60 ETCS)	
Internship	Internship
Optional Module	International Finance
Optional Module	Advertising and Public Relations
Optional Module	Optional Module
Optional Module	Final Degree Project

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OPTIONAL MODULES

- German for Commerce II (Autumn)
- International Accounting (Autumn)
- **Entrepreneurship** (Autumn)
- French for Commerce II (Autumn)
- **English for Commerce III** (Autumn)
- International Marketing (Autumn)
- Financial and Commercial Mathematics (Autumn)
- Human Relationships Psychology (Autumn)
- Corporate Social Responsibility (Autumn)
- German for Commerce III (Spring)
- International Trade and Emerging Economics (Spring)
- French for Commerce III (Spring)
- Sociology of Consumption (Spring)
- Cooperation for Development (Autumn)

INTERNATIONAL FINANCE

The aim of this module is to provide students with the necessary skills to study the behaviour of economic agents in the context of international markets, while identifying and covering exchange rate risks and interest rate which emerge as a result of financial decisions.

ADVERTISING AND PUBLIC RELATIONS

Advertising as a technique of commercial communication. Characteristics of advertising as a communication process. The advertising message. Fundamentals of advertising persuasion. To capture and to hold public attention. Persuasion. Media. Advertising agencies. Introduction to public relations.