

# INCOMING STUDENTS (2021/2022)

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## ACADEMIC INFORMATION:

### Courses in English

FALL SEMESTER		SPRING SEMESTER	
SUBJECTS	ECTS	SUBJECTS	ECTS
Microeconomics (3107G00013)	6	Labor Economics (3107G00039)	6
Cultural Marketing (3107G00079)	6	Topics Applied Economics (3107G00037)	6
International Financial Reporting Standards (3107G02078)	6	Industrial Economics (3107G00016)	6
Business Economics (3107G00011)	6	International Economics (3107G00015)	6
Family Economics (3107G00042)	6	Macroeconomics (3107G00016)	6
Commercial Research (3107G01080)	6	Innovation Strategies (3107G00065)	6
Autumn Seminars on Economics and Business (3100RA0401)	3	Spring Seminars on Economics and Business (3100RA0480)	3

### Recommended courses

FALL SEMESTER		SPRING SEMESTER	
SUBJECTS (Modern languages service)	ECTS	SUBJECTS (Modern languages service)	ECTS
Linguistic Tutorial	2	Linguistic Tutorial	2
<u>Introductory course on Catalan language and Culture</u>	3	Introductory course on Catalan language and Culture	3

## Description about courses in English

### FALL SEMESTER

#### **Business Economics (3107G00011)**

The course wants to give students an integrated view of how the business model, organizational structure, stakeholders and incentive systems, mechanisms of corporate control of the company, interact and are adjusted dynamically to allow the company to adapt to its competitive environment and achieve the planned objectives, both in the short and in the long term.

#### **Microeconomics (3107G00013)**

Theory of consumer demand; theory of the firm and supply; market analysis of perfect competition in partial equilibrium; economic efficiency and welfare theory; Externalities and public goods.

#### **International Financial Reporting Standards (3107G02078)**

The aim of this subject is to analyze the complex environment in which multinational companies work, the most significant international standards that affect financial information. It is also intended that students reach the fundamental concepts to understand the complex financial information of multinational companies in order to offer relevant and reliable information to stakeholders.

#### **Cultural Marketing (3107G00079)**

This subject aims to familiarize the student with the basic foundations of marketing management in the specific field of arts and culture: creativity, commerce and cultural marketing; understanding audiences and building participation; marketing models for the cultural sector; not-for-profit organizations' behavior; consumers' behavior; strategies for positioning and promotion; and digital marketing and the arts.

#### **Family Economics (3107G00042)**

Critically analyze data and legal economic documentation, and know how to interpret and extract significant and relevant results. Know and value the instruments available to achieve the objectives of economic policy. Interpret the economic interrelationships of regional and international economic integration processes.

#### **Commercial Research (3107G01080)**

Research methodology: qualitative techniques, data collection and analysis, for decision making in marketing.

#### **Autumn Seminars on Economics and Business (3100RA0401)**

Lecturers and professors from home and foreign institutions will bring their field of expertise to our students. In this way students can improve the level of English and at the same time establish contact with international scholars. The course will comprise about 15 classroom hours plus some extra-work at home (such as a summary of each class or some specific activity). It will take place from October to December.

### SPRING SEMESTER

#### **Macroeconomics (3107G00014)**

Study the basics of the analysis of aggregate economic variables. Budget constraints of the private and public sector; money and monetary aggregates; labor market; macroeconomic equilibrium in the short run IS-LM and Taylor

#### **Labor Economics (3107G00039)**

The topics that will be studied in this subject are: the theory of supply and demand for labor, labor market balance, unemployment, productivity and employment and wage structure.

**International Economics (3107G00015)** The role of government in a capitalist economy; economic globalization; the reasons and policies of international trade; introduction to the Forex market; interdependencies in the global economy; theory of monetary integration and European Monetary Union.

**Industrial Economics (3107G00016)** This course examines the main issues in the field of industrial organization with a formal approach. Emphasis on competitive, monopolistic and oligopolistic markets. Focus on market structure, conduct business, and the economic performance of industries. Of particular interest is the strategic behavior of firms in competition with prices, quantities or qualities. Study of pricing and production oligopoly, strategic entry deterrence, location strategies, product differentiation, advertising, research and development.

**Topics Applied Economics (3107G00037)** The course will deal with economics in an International context. Among the subjects that will be covered are: national accounts and balance of payments; the asset approach to exchange rates; money, interest rates and the exchange rate; financial globalization; economic integration and economic growth; location effects, economic geography and regional policy; European Monetary Union.

#### **Innovation Strategies (3107G00065)**

The aim of this course is not to give a recipe book of strategies, but to provide the student with analytical tools in order to be able to evaluate their viability, all illustrated with recent examples of strategies, both failed and successful. Patents, intellectual property, and rights management; Corporate strategy and innovation; "Start-ups": strategy and financing.

**Spring Seminars on Economics and Business (3100RA0480)** Lecturers and professors from home and foreign institutions will bring their field of expertise to our students. In this way students can improve the level of English and at the same time establish contact with international scholars. The course will comprise about 15 classroom hours plus some extra work at home (such as a summary of each class or some specific activity). It will take place from February to May.