

**Courses Offered in English at Universidad Privada Boliviana –  
Cochabamba Campus**

<b>BUSINESS ADMINISTRATION &amp; MANAGEMENT</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Semester</b>
	Cultural Diversity (Comparative Management)		S1
AH 7043	Recruitment and Selection*	3	S2
MS 5023	Franchising*	3	S2
MS 7053	Promotion and Advertising Management*	3	S2
	International Business Management		S2
TT 5043	Culture of Quality*	3	S2
AA 6073	Management and Leadership*	3	S1 / S2
AH 4013	Human Resources Planning and Management*	3	S1 / S2
AA 8143	International Management*	3	S1 / S2
AA 7113	Strategic Management*	3	S1 / S2
	Professional Ethics		S1 / S2
<b>ECONOMICS &amp; FINANCE</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Semester</b>
EY 8033	Economic Evaluation of Projects*	3	S1
EE 6143	Microeconomics III*		S2
EE 6113	Agribusiness Economy*		S2
EE 6133	Econometrics I*		S2
EE 5083	International Economy*		S2
TF 7063	Finance III*	3	S2
	Economic Valuation of Companies		S1 / S2
EE 5233	General Economics*	3	S1 / S2
	Stock Market		S1 / S2
TF 6053	Finance II*	3	S1 / S2
<b>MARKETING</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Semester</b>
	Promotion Strategies		S1
MS 4013	Marketing of Services I*	3	S2
	Marketing Services II		S2
MK 6083	International Marketing*	3	S1 / S2
MK 8113	Strategic Marketing*	3	S1 / S2
<b>COMPUTER SCIENCE</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Semester</b>
	Computer Networks		S1
	Infographics		S1
	Compliers		S1
	Distributed Systems		S2
	Operating Systems I		S2
	Computer Network Applications		S2
	Internal Computer Science Project		S1 / S2
	Professional Certification Program I – Microsoft developer's certification		S2

	Professional Certification Program II – Microsoft developer's certification		S2
	Professional Certification Program III – Microsoft developer's certification		S1
<b>INTERNATIONAL STUDIES</b>			
Course Code	Course Name	Credits	Semester
	International Law I		S2
EE 7162	Sustainable Development*	2	S1 / S2
RP 3013	Introduction to International Politics*	3	S1 / S2
<b>COMMUNICATIONS</b>			
Course Code	Course Name	Credits	Semester
	Audiovisual Language		S1
	Journalism Workshop I		S1
	Multimedia		S1
	Advertising III		S1
	Screenwriting		S2
MP 7023	Advertising II*	3	S2
<b>HUMANITIES</b>			
Course Code	Course Name	Credits	Semester
	History of Art I		S2
	History of Art II		S2
	History of Art III		S1

\*Course Description Available – See below

S1 = available February – June semester

S2 = available August – December semester

S1/S2 = available both semesters

*Courses taught in English may change at short notice and require minimum enrollment to be offered.*

## COURSE DESCRIPTIONS

CODE: EY8033

COURSE: ECONOMIC EVALUATION OF PROJECTS

CREDITS: 3

PREREQUISITES:

COURSE OBJECTIVE:

A private or public Investment Project, implies an assignment problem (utilization) of resources in an efficient way (obtaining of the major level of possible well-being, given the available resources for the Project) and equitable. This implies that ideally the resources and benefits that a project generates must be distributed in an equitable way between the population who has been influenced by the above mentioned project. What constitutes one equitable distribution of goods, needs the incorporation of judgments of values.

Financial Evaluation of Projects establishes the degree of efficiency in the assignment of resources of investment expressed in the profitability of own capital invested in the project, to market prices. Economic Evaluation measures the clear contribution of an investment to social well-being, bearing the aim of efficiency in mind, by means of the adjustment of the prices of the market of free distortions (taxes, subsidies, regulations, monopolies, cartels, etc.) and on the other hand, it assigns prices to production factors that are not traded on any market but generate certain type of well-being: cleanliness of the environment, safety, silence, etc. Finally, Social Evaluation incorporates so much the aim of Efficiency as also that of Equity: Project effects on the distribution of the income and the wealth between the different strata of the society.

CONTENTS:

IMPACTS AND VALUATION OF THE IMPACTS OF A PROJECT, INTERTEMPORARY DISCOUNT AND THE CRITERIA OF ECONOMIC EVALUATION, & PRACTICAL PROCEDURE FOR ECONOMIC EVALUATION OF PROJECTS.

BIBLIOGRAPHY:

Mokate, K. y Castro, M. (2003). Evaluacion Economica y Social de Proyectos de Inversion, EditionUNIANDES, Bogot??, 1998.

Nicholson, W. Teoria Microeconomica. Novena Edition. 2001. Cengage Learning. Mexico.

Gardebroek, C. y Peerlings, J. (2009), Economics of Agribusiness, Reader, Wageningen University, Wageningen.

CODE: AH7043

COURSE: RECRUITMENT AND SELECTION

CREDITS: 3

PREREQUISITES: AH4013

COURSE OBJECTIVE:

Student should know that human talent is the most important and fundamental resource of any organization is part of the competitive advantage that the company may have on the market. For this reason, they must know the tools and techniques to be used to recruit and select the best people for the organization.

CONTENTS:

Human resource management, Analysis and job description, Recruitment, Selection profile, Selection techniques.

BIBLIOGRAPHY:

- Alles, Martha Alicia (2006). Dirección estratégica de recursos humanos, Gestión por competencias. Nueva Edición
- Alles, Martha Alicia (2006). Dirección estratégica de recursos humanos, Gestión por competencias. Casos
- Alles, Martha Alicia (2007). Elija al Mejor. Cómo Entrevistar por Competencias. Nueva Edición, revisada y ampliada

ADDITIONAL BIBLIOGRAPHY:

- Gestión por competencias. El diccionario (2002, y 2<sup>a</sup> edición revisada 2005)
- Diccionario de comportamientos. Gestión por competencias (2004)

CODE: MP7023

COURSE: ADVERTISING II

CREDITS: 3

PREREQUISITES: MP6013

COURSE OBJECTIVE:

It aims to improve the process of strategic planning and implementation of creative concepts in the implementation of Integrated Marketing Communications and Advertising with emphasis on the systematic application of the theoretical foundations learned to real cases of national and international companies; in order to acquaint the student with the professional performance within the Company and the Company.

CONTENTS

Preparation of advertising campaign, Persuasion, Advertising models, The creative process.

BIBLIOGRAPHY:

- MARCAL MOLINÓ, La Fuerza de la Publicidad, Mc Graw Hill/Interamericana de España. S.A.U
- CARIDAD HERNANDEZ MARTINEZ Manual de Creatividad Publicitaria
- EL LIBRO ROJO DE LA PUBLICIDAD (Ideas que mueven montañas) Luis Bassat Ediciones Folio, S.A. Muntaner, 371 (Barcelona)
- EL FUTURO MÁS ALLÁ DE LAS MARCAS LOVEMARKS Kevin Roberts, Ceo Mundial, Saatchi & Saatchi

ADDITIONAL BIBLIOGRAPHY

- VARIOS AUTORES El Técnico en Publicidad. Tomos 1 y 2 Cultural, S.A. de Ediciones - España
- KLEPNER "Publicidad" J. Thomas Ruddell y W. Ronald Lane RUBEN TREVIÑO Publicidad, Comunicación Integral en Marketing. Mc. Graw - Hill - México

CODE: MS4013

COURSE: MARKETING OF SERVICES I

CREDITS: 3

PREREQUISITES: MK4023

COURSE OBJECTIVE:

Marketing services allows us to develop more aggressive strategies aimed at customers who are increasingly informed , discerning and demanding , in an increasingly competitive and complex market.

CONTENTS

Contemporary Marketing, Characteristics of services, Behavior of services consumers, Market research, Services marketing strategies, excellence in customer service.

BIBLIOGRAPHY:

- “Marketing de los servicios”, Ildefonso Grande Esteba. Cod. LLIB2131
- “Marketing de servicios. Un enfoque de integración del cliente a la empresa”, Cod. LLIB2042

ADDITIONAL BIBLIOGRAPHY

- “Servucción – El marketing de servicios”, Pierre Eiglier y Eric Langeard, Serie McGraw-Hill de Management.
- “Dirección de Marketing y Ventas” – Cultural Ediciones S.A.
- “Fundamentos de Marketing”, William Stanton, McGraw Hill.
- “Marketing de Servicios – Conceptos y estrategias”, Marcos Nogueira Cobra y Flavio Zwarg, McGraw Hill.
- “Services Marketing”, Christopher Lovelock, Prentice-Hall, Inc. 1997.

CODE: MS5023

COURSE: FRANCHISING

CREDITS: 3

PREREQUISITES: ---

COURSE OBJECTIVE:

The franchising operation is considered as one of the legal instruments - most valuable business for efficiency and prosperity, allowing the development of business activities through a strategic alliance between big capital and small and medium businesses. The franchise is considered, from a commercial point of view, as a marketing strategy since its use involves a wide spread of products and services without losing control of distribution, offering advantages such as the occupying areas of market value strengthening the commercial brand image through international, national and local advertising trying to get customer loyalty.

CONTENTS

International commerce background, Commercial Company and franchising, Commercialization channels, Franchise contract, Franchising international standards, Types of franchises, International franchise, The brand and the franchise, Marketing and publicity of the franchise, Know how.

BIBLIOGRAPHY:

- Instituto Internacional para la Unificación del Derecho Privado – UNIDROIT, Guía para acuerdos los Acuerdos de Franquicia Principal Internacional, Roma, 2005.
- Farina Juan M., Contratos Comerciales Modernos, Buenos Aires, 1997.

ADDITIONAL BIBLIOGRAPHY

- Código de Comercio de Bolivia.

CODE: MS7053

COURSE: PROMOTION AND ADVERTISING MANAGEMENT

CREDITS: 3

PREREQUISITES: ---

COURSE OBJECTIVE:

Seeks to expose that corporate management is a systematic and ongoing market analysis that results in the development of profitable products, aimed at specific consumer groups that have distinctive qualities that differentiate them from nearby competitors, thus ensuring the company an advantage competitive defensible. Deepen the knowledge on general trading strategies, to achieve effective results in the advertising planning, media planning and creative strategies.

CONTENTS

Marketing and development of advertising projects, Strategic plan for advertising and promotion, advertising campaign and public relations, Advertising media planning, Principles of a market-oriented Company, Marketing strategies.

BIBLIOGRAPHY:

- Publicidad. Comunicación integral en marketing. Rubín Treviño. McGraw Hill Interamericana Editores S.A. 2006.
- La guerra de la mercadotecnia. Al Ries y Jack Trout, McGraw Hill Interamericana Editores S.A. 2006.
- Técnico en Publicidad. Tomos 1 y 2. Cultural S.A. 2003.
- Fundamentos de Marketing. Philip Kotler. (6 edición). Pearson Educación de México, S.A. de C.V. pp. 712. 2003. ISBN 970-26-0400-1.

ADDITIONAL BIBLIOGRAPHY

- Comportamiento Organizacional, Stephen P. Robbins. Pearson Educación. México. 2004.
- Fundamentos de Marketing, William Stanton, McGraw Hill.
- Administración. Una perspectiva global. Harold Koontz y Heinz Weihrich. (11a. edición). McGraw Hill. México. 1998.
- Administración. James Stoner, Edward Freeman y Daniel Gilbert. (6a. edición). Prentice-Hall Hispanoamericana S.A. México. 1996.

CODE: TF7063

COURSE: FINANCE III

CREDITS: 3

PREREQUISITES: EQUITY VALUATION

COURSE OBJECTIVE:

The course objective is to examine the financial transformation process with emphasis on the issue of mergers and acquisitions. The course evaluates various approaches available for both legal process and regulatory aspects regarding the corporate governance process. The topic of the strategic fit is also analyzed on purchases (leveraged or otherwise) and to review whether diversification is an action that brings added value to financial management.

CONTENTS

Corporate transformation, mergers and acquisitions, Theory of Options and Corporate Restructuring, Transformation of public and private companies, leveraged buyouts, financial restructuring.

BIBLIOGRAPHY:

- Mergers, Acquisitions, and Other Restructuring Activities, Donald M. DePamphilis, Sixth Editon, Editorial ELSEVIER AP, 2012.

ADDITIONAL BIBLIOGRAPHY

- Fusiones y adquisiciones de empresas. Mascareñas Perez Iñigo Juan. Cuarta edición. 2005. Mc Graw Hill.
- Esencia de las fusiones y adquisiciones. Sudarsanam P.S. Primera edición. 1997. Prentice – Hall.
- Investment Valuation, DAMODARAN, Aswath: John Wiley. 2002. (2<sup>a</sup> ed.)

CODE: TT5043

COURSE: Culture of Quality

CREDITS: 3

PREREQUISITES: NONE

COURSE OBJECTIVE:

Learn to produce, to motivate, to promote and to induce a reflection on the overall quality of a business. To establish information and communication channels at every level. To understand the meaning of a philosophy of quality, the tools of quality, quality control and its evaluation process, and all its applications in the professional life of a corporate communicator.

CONTENTS:

Quality today, quality circles, organization of quality circles, the Deming Method, standardizing quality, and the quality of communication services.

BIBLIOGRAPHY:

- ¿Qué es el Control de Calidad?, Kaoru Ishikawa.

ADDITIONAL BIBLIOGRAPHY

- Nicholas Ind. La Imagen Corporativa: Estrategias para desarrollar programas de identidad eficaces. Díaz de Zantos, 1992
- Como mejorar la calidad y productividad con el método Deming
- ISO 9000-2008

CODE: EE6143

COURSE: MICROECONOMICS III

CREDITS: 3

PREREQUISITES:

COURSE OBJECTIVE:

The microeconomy studies the behavior of the economic individual units, this is the consumers' behavior and signatures and his interaction in market economies. The microeconomy seeks to shape the economic activity understood as the interaction of economic agents in search of his own interest, in order to understand the way that the agents take his decisions and the consequences of the same ones on the economy. Its formal study (using analytical tools) allows us to develop an analytical/logical thought on the individual behavior and his interaction.

CONTENTS:

Consumer theory, Producer theory, General Balance I: Exchange, Edgeworth's box, Efficiency of the beginning Walrasian equilibrium, The First Theorem of the Well-being: the efficiency of the General Balance, The Second Theorem of the Well-being, Existence of the General Balance, The Productive Device, The Efficiency in Production and Edgeworth's Box, The Border of Possibilities of Production, The Walrasian Balance on the Market of Factors of Production, The Economy of exchange with Productive Device, Relation between the Efficiency in Consumption and the Efficiency in Production, The Walrasian balance with production, Externalities, Common goods, Theorem of Arrow's Impossibility, Rawls's Social welfare function, The Utilitarian Social welfare function, Notions of Social Justice.

BIBLIOGRAPHY:

Varian, H. (1992), Microeconomic Analysis, Norton and Company, Inc.

Varian H. (2010). Microeconomia Intermedia. Octava Edicion. Antony Bosch.

Geoffrey J. & Philips R. (2001) Advanced Microeconomic Theory. Addison Wisley.

CODE: EE6113

COURSE: AGROBUSINESS ECONOMY

CREDITS: 3

PREREQUISITES:

COURSE OBJECTIVE:

CONTENTS:

Characteristics of the Agrarian Structure of Bolivia Position of the agriculture and the agrobusinesses in the Economy, Specific Characteristics of the agriculture and the process of agricultural production, Technological Changes, Technical efficiency and productivity, Chains of Value productive Agrobusiness, Investments in Agriculture, Offer and Demand on Agroindustrial Markets, Income and familiar agriculture, Model of Familiar Agriculture (Agricultural Household-Model - AHM), Risk and Uncertainty, Mechanisms of coordination in the agrobusinesses, Hunger, malnutrition and Security and Food Sovereignty, Rural Territorial Development, Agriculture, Energy and Environment, New technologies in the sector, Analysis of the strategic plans for the agroindustrial sector in Bolivia.

BIBLIOGRAPHY:

Paz Ballivi??n, D. (2009), Estructura Agraria Boliviana, Tercera Edici??n, UMSA-Plural Editores.

Gardebroek, C. y Peerlings, J. (2009), Economics of Agribusiness, Reader, Wageningen University, Wageningen.

Murphy, S. (2002), Managing the Invisible Hand: markets, farmers and international trade, 56 Institute for Agriculture and Trade Policy.

Bijman, J. (2008), Contract farming in developing countries: an overview, Department of Business Administration, Wageningen University.

Pi??ones, S., Acosta, L. y Tartanac, F. (2006), Alianzas Productivas en Agrocadenas, Experiencias de la FAO en Am??rica Latina, Organizaci??n de las Naciones Unidas para la Alimentaci??n y la Agricultura.

FAO (2014), Ciudades m??s verdes en Am??rica Latina y El Caribe, Organizaci??n de las Naciones Unidas para la Alimentaci??n y la Agricultura.

IFPRI (2015), Global Food Policy Report, International Food Policy Research Institute.

Ministerio de Desarrollo Rural y Tierras (2013), Plan del Sector Desarrollo Agropecuario 2014-2018 ???Hacia el 2025???, Direcci??n General de Planificaci??n.

IFPRI (2014), Food Security in a World of Natural Resource Scarcity, International Food Policy Research Institute.

CODE: EE6133

COURSE: ECONOMETRICS I

CREDITS: 3

PREREQUISITES: STATISTICS II

COURSE OBJECTIVE:

Econometrics can be considered to be the science that treats the application of economic theory, mathematics and statistics in order to prove hypothesis on the relations between economic, financial and even social phenomena. Besides estimating these relations, econometrics can predict or predict and explain the behavior of the previously mentioned. It is so econometrics is constituted as an excellent tool to help take decisions.

In this perspective, the fundamental aim of econometrics is to verify theories or economic hypotheses by means of the model formulation and estimation of the coefficients of the relations included in the models.

Considering the field and content of Economy and related courses, Econometrics is linked to the subjects of Economic Politics, Political District, Microeconomics and Macroeconomics, which they provide the theoretical sustenance for the formulation of econometric models; by the same way, with courses like Mathematics and Statistics, since, they provide instruments of mathematical theory, construction of models and the indispensable tools of statistical inference for the development of econometric theory. Likewise, it is entailed with the course of Methods and Investigation Techniques since econometrics technique are constituted in a tool for investigation and verification of economic theories.

CONTENTS:

Definition of an Econometric Model, Econometrics and the scientific method of investigation, Knowledge of the Structural Parametric Model and Definition of Variables, Discussion about the functional form of the Model, Construction of an estimable form of a econometric model, Reading of the results of an estimation MCO, Normalidad, Heteroscedasticity, Endogenous, Introduction to the analysis of Temporary Series.

BIBLIOGRAPHY:

- (GU) D. Gujarati. Econometría. McGraw-Hill. Quinta Edition. 2009. (AVAILABLE AT THE LIBRARY UPB)
- (GR) W. Greene. Econometric Analisys. Prentice Hall. Quinta Edition. 2005. (AVAILABLE AT THE LIBRARY UPB)

CODE: EE5083

COURSE: INTERNATIONAL ECONOMY

CREDITS: 3

PREREQUISITES:

COURSE OBJECTIVE:

In the modern world it is difficult to obviate the links that exist between countries. The commercial exchange of goods and services have turned into the engine of the growth of the modern economies. The international economy devotes itself to the study of two aspects of this interaction: the international trade and the international finance. In the last decades the volumes of trade have increased but at the same time the financial links between countries are now more complex and have received major importance. Especially the recent financial crisis of the United States is raising new challenges to understand the global interconnections with the financial markets and the royal economy.

CONTENTS:

MODEL OF DEPENDENT ECONOMY, SCALE OF PAYMENTS, THE MODEL OF DAVID RICARDO, SPECIFIC FACTORS AND STANDARD MODEL OF THE TRADE, HECKSHER OHLIN'S MODEL, TOPICS IN INTERNATIONAL TRADE, THE FOREIGN EXCHANGE MARKET AND DETERMINATION OF THE TYPE OF CAMBIO, MONETARY INTERNATIONAL SYSTEM, TRADE POLICY IN DEVELOPING COUNTRIES.

BIBLIOGRAPHY:

- (KO) Krugman, P. y M. Obstfeld "Economía Internacional: Teoría y Política" Addison Wesley, 5ta Edición. 2001.
- (OR) M. Obstfeld y K. Rogoff "Foundations of International Macroeconomics" Macroeconomía en una la economía global. Prentice Hall, 2002.
- (AF) Appleyard y Field "Economía Internacional" McGraw-Hill 4ta Edición. 2003.
- (SL) Sachs J., Larrain F. Macroeconomía en una la economía global. Prentice Hall, 2002.
- (CJ) Cardona Jhonier. Modelo de Bienes transables y No Transables. Perú 2009.
- Web page of the Central Bank of Bolivia [www.bcb.gov.bo](http://www.bcb.gov.bo) (Magazines of analysis)
- Web page UDAPE [www.udape.gov.bo](http://www.udape.gov.bo) (Documents of work)
- FMI Web page [www.imf.org](http://www.imf.org)
- Web page of the World Trade Organization [www.wto.org](http://www.wto.org)

CODE: AA6073

COURSE: MANAGEMENT AND LEADERSHIP

CREDITS: 3

PREREQUISITES: AH5023

COURSE OBJECTIVE:

Provide a forum that allows develop theoretical concepts - practical direction and leadership, evaluating and guiding students on their capacity as managers and develop and enhance leadership skills in each student; so that in their future professional life constitutes a valuable contribution to its development and its organization.

CONTENTS

Leadership Fundamentals, authority and power, leader and ethics, Motivation and empowerment, leadership change, equipment management and resolution of conflicts. Image and negotiation relations. Strategy and negotiation tactics.

BIBLIOGRAPHY:

- Hellriegel y Socom (2009) COMPORTAMIENTO ORGANIZACIONAL.. CENGAGE LEARNING.
- Mintzberg Henry (2010) MANAGING. Grupo Editorial Norma.
- A Jossey -Bass Reader (2005) MANAGEMENT SKILLS. Jossey-Bass A Wiley Imprint
- Gibson y otros (2003) ORGANIZACIONES: comportamiento, estructura, procesos. McGrawHill

ADDITIONAL BIBLIOGRAPHY

- Salazar Triviño Gilberto y Molano Camacho Mauricio (2000) COACHING EN ACCIÓN. Mc Graw Hill.
- Kelman Herbert y Hamilton V. Lee (1989) CRÍMENES DE OBEDIENCIA. Planeta, Política y Sociedad.

CODE: AH4013

COURSE: HUMAN RESOURCES PLANING AND MANAGEMENT

CREDITS: 3

PREREQUISITES: AA3033

COURSE OBJECTIVE:

The course aims to provide a systematic approach to human resources area: how to select, train, evaluate, develop and reward employees. This is reviewed from a competency-based approach. It is important to improve internal processes of any organization and optimize available resources. A key element in achieving this goal is the human resource.

CONTENTS

Human resources management; Individuals and organizations; Organization and information; Strategic human resource planning; Analysis, design and job descriptions; Hiring, recruiting, selection and socialization; Evaluation and performance management; Remuneration and reward performance; Management discipline, work breakdown and firing; Training and career development; Hygiene, health, work safety and ergonomics.

BIBLIOGRAPHY:

- Alles, Martha Alicia (2006) Dirección estratégica de recursos humanos, Gestión por competencias. Nueva Edicion.
- Alles, Martha Alicia (2006) Dirección estratégica de recursos humanos, Gestión por competencias. Casos

ADDITIONAL BIBLIOGRAPHY

- Chiavenato Idalberto (2009), Gestión de Talento Humano
- Gestión por competencias. El diccionario (2002, y 2<sup>a</sup> edición revisada 2005).
- Diccionario de comportamientos. Gestión por competencias (2004).

CODE: TF6053

COURSE: FINANCE II

CREDITS: 3

PREREQUISITES: FINANCE I

COURSE OBJECTIVE:

The student should be able to determine the cost of capital, evaluate capital budget projects, capital structure policy, dividend policy, and analyzing different sources of funding.

CONTENTS:

The cost of capital, the Capital Asset Pricing Model, The Weight Average Cost of Capital, Capital Structure Policy basic principles, Capital Structure with imperfect markets and the cost of financial distress, dividend policy and share repurchases Debt and Equity Issuance.

BIBLIOGRAPHY:

- Brealey, Myers, Allen Principles of Corporate Finance 10th edition, McGrawHill.
- Ross, Westerfield, Jaffe, Jordan, Corporate Finance, 10th edition, McGrawHill
- Finanzas corporativas. Ross Stephen. Séptima edición. 1997. Mc Graw Hill.

ADDITIONAL BIBLIOGRAPHY

- Análisis de la inversión de capital para ingeniería y administración. Canada John. Segunda edición. 1997. Prentice – Hall.
- La administración de las inversiones de capital. Murdick Robert. Primera edición. 1978. Diana.

CODE: MK6083

COURSE: INTERNATIONAL MARKETING

CREDITS: 3

PREREQUISITES: --

COURSE OBJECTIVE:

CONTENTS: Scope and Challenges of International Marketing, Dynamics of International Marketing, International Culture for Marketing manager (including monocronic and polychronic, and high context-low context cultures), Market Entry and Strategic Alliances (including Piggybacking and counter trade), Identification of International Market opportunities, International Service Marketing, Marketing mix and Standardization vs. Adaptation in International marketing, International Marketing Strategy, Product Decisions in International Marketing (reverting to concept of Standardization vs. Adaptation), International Marketing Promotional Decisions (also deal with country of origin effect), Export Strategy and Management Issues in Exports, International Pricing Decisions.

BIBLIOGRAPHY:

Main Book: International Marketing, Cateora et al. 15th edition

Kotabe, M. and Helen, K. (2010) Global Marketing Management, 5th edition. John Wiley & Sons

Usunier, J.C. and Lee J.N. (2005) Marketing Across Cultures, 4th edition. Prentice Hall.

CODE: MK8113

COURSE: STRATEGIC MARKETING

CREDITS: 3

PREREQUISITES: --

COURSE OBJECTIVE:

CONTENTS: Introduction to Strategic Marketing and Strategic Marketing Process, Building Market Oriented Organization and customer centric organization, Competitive Positioning (SPT process), Competitor Analysis (including market & submarket analysis), Market Driving Strategies vs. Market Driven Strategies (including Growth Strategies), Assessment of Organizational Resources including strategic marketing assets, Analysis of competitive environment, Strategic pricing.

BIBLIOGRAPHY:

Strategic Marketing by Andrew Whalley, 2010, Andrew Whalley and Ventus Publishing

Marketing Management, by Deepak Sirdeshmukh, 2006 McGraw Hills

Strategic Marketing Process, 2009, Moderandi Inc.

CODE: AA8143

COURSE: INTERNATIONAL MANAGEMENT

CREDITS: 3

PREREQUISITES: --

**COURSE OBJECTIVE:** This course studies the issues involved in conducting business in the international arena including the business environment, global negotiations strategies, organizational behavior, international management styles and cultures, and ethics. The nature and economic role of countries and the international corporation, including the impact of legal, political, educational, and cultural variables are examined for their influence upon business performance and managerial activity. This course will incorporate a number of case studies that illustrate the many activities of a firm across international boundaries. International Business provides students with key concepts and skills to identify international opportunities/threats, analyze their impact, formulate appropriate strategies and implement applicable action plans to achieve company goals. The course will help students understand today's competitive global environment, marketing, finance and policy. The course particularly examines organizational and cultural issues.

**CONTENTS:** Introduction to International Management and building global mindset, Globalization and global competition and political risk analysis, International and intercultural negotiations, Culture and its relationship with organizational practices and theories, Strategies for entering new markets, Management Practices, Culture and Doing Business in Different countries around the World, Management Practices Across Firms and Nations.

**BIBLIOGRAPHY:**

International Business -

<http://www.saylor.org/site/textbooks/International%20Business.pdf>

Global Business management -

[https://cstn.files.wordpress.com/2009/10/global\\_businessmanagement.pdf](https://cstn.files.wordpress.com/2009/10/global_businessmanagement.pdf)

When Cultures Collide, Leading Across Cultures, by Richard D. Lewis. Nicholas Brealey Publishing, 2006 -

[http://wh.agh.edu.pl/other/materialy/672\\_2014\\_05\\_05\\_12\\_05\\_16\\_When-Cultures-Collide-libre.pdf](http://wh.agh.edu.pl/other/materialy/672_2014_05_05_12_05_16_When-Cultures-Collide-libre.pdf)

CODE: AA7113

COURSE: STRATEGIC MANAGEMENT

CREDITS: 3

PREREQUISITES: --

**COURSE OBJECTIVE:** In our world of increasing globalization, continued emphases are placed on business curricula worldwide. In the last century, business management has transitioned from local to regional, national, international, and global scales. This has inspired the study of strategic management as firms compete within a complex environment of rapid information sharing, innovative competition and uncertain economic climates. External factors such as geopolitics, ecology, population growth, competition for resources and conflict play key roles in this new brand of management. Internal factors such as organizational multiculturalism, product and service diversification, and the ongoing search for a niche business model also influence the decisions of the strategic manager.

This course aims to prepare tomorrow's manager to be truly strategic in a complex global marketplace. The successful student will exercise existing skills in critical thinking, analysis and teamwork while developing new skills specific to the field of strategic management such as evaluating the effectiveness of various business models amidst several internal and external factors. The successful student will practice modes of thinking that consider the past, present, near future, and distant future. The successful student will be able to articulate understandings of multiculturalism, diversity, innovative decision making, and sound management practices. Finally, this course aims to provide a careful balance between theory and practice as students explore new possibilities in light of sound theoretical foundations.

**CONTENTS:** Key Terms in Strategic Management, The Strategic Management Model, The Nature of External Audit, Competitive Analysis, The Nature of Internal Audit, Value Chain Analysis, Types of Strategy & Levels of Strategy, Integration Strategies & Intensive Strategies, Porter's Five Generic Strategies, The Nature of Strategy Implementation, Matching Structure & Strategy, Restructuring, Re-engineering, e-Engineering & Frugal Engineering, The Nature of Strategic Evaluation, A Strategy Evaluation Framework, Global Organizational Cultures.

**BIBLIOGRAPHY:**

Mastering Strategic Management (see on UPB virtual) by Saylor Foundation.

David, F. R. (2011). Strategic Management: Concepts and Cases. (13th ed.). Prentice Hall: Upper Saddle River, NJ. Available at <http://tinyurl.com/ofgzrvv>.

Supplemental materials will be provided by the instructor during class.

CODE: EE5233

COURSE: GENERAL ECONOMICS

CREDITS: 3

PREREQUISITES: --

**COURSE OBJECTIVE:** As human beings, every instant of our life we are faced with decisions and choosing between innumerable possibilities. Nevertheless, we are always submitted to aspects that limit the possibilities of taking decisions. These aspects such as time, distance or simply money, determine our choices and actions. Economic sciences study these decisions, explaining logic and formally.

The principles of economy are useful to understand reality. Much of what happens around has to do with economy, from individual decisions up to the structure of governments and companies. In this course students will be introduced to theoretical and practical aspects of the microeconomics, which will allow the student to understand the behavior on the market and the interrelationship between buyers and sellers. Likewise, fundamental knowledge of microeconomics is introduced, knowledge that the student can use to understand the behavior of the economy as a whole.

CONTENTS:

- INTRODUCTION TO ECONOMY (Definition, 10 Principles of Economy, Basic Models)
- MARKETS AND WELL-BEING (Markets and competition, Supply and Demand, Elasticities of Demand and Supply)
- INTRODUCTION TO THE BEHAVIOR OF A COMPANY AND THE ORGANIZATION OF THE INDUSTRY (Costs of Production, Companies on competitive markets, Imperfect Competition, Monopoly / monopsony, Oligopoly/Oligopsony, monopolistic Competition)
- PUBLIC SECTOR (Price control, Taxes, Subsidies)
- INTERNATIONAL TRADE (Determinants of Trade, Comparative Advantages, Duties and arguments in favor of the restriction of trades)
- MACROECONOMIC INFORMATION AND MEASUREMENT OF ECONOMIC ACTIVITY (Origin, definition and aims of Macroeconomics, International Relations and Macroeconomics, National Accounts)
- FINANCIAL SYSTEM AND MONEY (Functions of the Financial System, Principal financial instruments, Money and Banco Central)

BIBLIOGRAPHY:

Economía. Paul Samuelson y William Nordhaus. Decimonovena Edition, McGraw Hill, 2010.

Principios de Economía. Gregory Mankiw. Sexta Edición. Cengage Learning, 2012.

CODE: EE7162

COURSE: SUSTAINABLE DEVELOPMENT

CREDITS: 2

PREREQUISITES: None

COURSE OBJECTIVE:

Discuss some key issues linked with the behavior of economic and social actors, with growth and development and also with economic thought. Specifically, they will be analyzed phenomenon of population, land use for food, industrialization, mining and oil exploitation, as well as other important elements such as biotechnology and biodiversity.

CONTENTS

Relevant elements of sustainable development and its components: economic, social, human, ecological development, etc. Natural resources exploiting, Hydro and forest resources use, natural and economic cycles. Human and nature relations.

BIBLIOGRAPHY:

Bifani Paolo, Medio Ambiente y Desarrollo

CODE: RP3013

COURSE: INTRODUCTION TO INTERNATIONAL POLITICS

CREDITS: 3

PREREQUISITES: HISTORY OF POLITICAL IDEAS – HP1013

COURSE OBJECTIVE:

To provide an specific and practical knowledge of the main tendencies of the international politics and the necessary tools to have a better understanding of the political, historical, sociological and economic reality that impacts the globalized world.

CONTENTS

The contemporary international society, The international relations power, The state and the international relations, Other power actors in the international relations, The non-state actors, Actors and political regimens, New challenges of the international relations.

BIBLIOGRAPHY:

- AGUIRRE, MARIANO, “Un sistema internacional en movimiento”. Revista Iberoamericana de Análisis Político. Madrid, 2006.
- CALDUCH CERVERA, RAFAEL. “Cultura y Civilización en la Sociedad Internacional.” UCM. Madrid, 1998.
- COSIDÓ, IGNACIO, “Una nueva Alianza por la Libertad”. Real Instituto Elcano de Estudios Internacionales y Estratégicos. Madrid, 2003.

ADDITIONAL BIBLIOGRAPHY

- ESPÓSITO CARLOS, “El poder de veto en el Consejo de Seguridad: ¿intocable?”. FRIDE. Madrid, 2006
- FONSECA, GELSON. “Pensando el futuro del sistema internacional”. FRIDE. Madrid, 2008.
- GARCÍA CUÑARRO, LUIS M. “La seguridad internacional en los albores del Siglo XXI”. Centro de Estudios de Información de la Defensa. Madrid, 2004.