



ESCI International Business Program (IBP) and ESCI-UPF Regular Course Offerings

Academic offerings & Schedules

SYLLABI: All ESCI IBP and ESCI regular syllabi are available [in this link](#): select the tab “*cerca per assignatura*”, select the academic year (Any acadèmic), **type the course name** and select the button “veure plan docents”. The Select the language (Catalan, English, Spanish) and download (Crear/Descarregar PDF).

SCHEDULES: Customized timetables can be checked [on this link](#) (using the ESCI CODE)

IBP Courses

51634 / 51701 - International Management

Credits: 6 ECTS

Term: Fall 24 / Winter 25

Recommended prerequisite: Business Organization

The International Management course focuses on the opportunities and challenges created by globalisation. It examines a series of cross-cultural and management issues related to management in an international marketplace. The aim of this course is to enable students to analyse and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets. Special attention is placed upon the different tools and analytic competences available to the different specialised managerial roles when competing internationally.

The course comprises three segments. The first builds a better understanding of the challenges in the international environment. It focuses on the analysis of country differences in political economy and political risks as well as cultural and social heterogeneities. In this segment, the course covers the major facets of the international management environment (legal, political, economic and cultural). The central debates surrounding the cultural construct, formal and informal institutions, economic development and regional integrations are presented in class, along with the major frameworks that have been used to describe these phenomena.

51655 / 51705 - Corporate Finance

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Business Organization

This introductory course into the world of Corporate Finance helps students master the vocabulary of financial statements and accounting reports and equips them with the skills to use these tools to communicate with internal and external interlocutors. It also focuses on how to measure corporate investments and considers the different finance resources that are currently available.

51636 / 51704 - Doing Business in Europe

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Business organization

Historical background of the EU. Institutional structure. Internal and external policies. The European business environment: managerial and consumer behavioural differences.

51633/51703 - International Finance

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Accounting, Financial Management

The monetary markets. Stock exchanges and commodity markets. Cash and deposit operations. Options and contracting of financial futures. Interbanking products. Business risk.

51669 / 51706 - New Trends in International Marketing

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Introduction to Marketing

This course aims to ensure that students understand new trends in the marketing arena and appreciate their relevance to business and the global economy. By linking theory and practice, the course gives students an international perspective and hands-on experience developing new marketing trends.

51745 / 51746 / 51780 - Cross Cultural Management and Intercultural Communication

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Business Organization

The present course analyzes concepts and tools of Intercultural Communication and Cross Cultural Management to make sense of a globalizing world across the 20th and 21st centuries, such as multi-culturalism and diversity, which are subject to increasing refinement or marginalization in favor of newer ideas, including inter-culturalism and super-diversity in the business environment. This course focuses on the dynamics of where cultures converge, resulting in cross-cultural connections.

51751 / 51752 - Consumer Behavior

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Introduction to Marketing. Not compatible with 40204

The goal of this course is to use a variety of insights from the social psychology literature in order to understand how consumers behave and, particularly, the reasons behind such behavior. With this knowledge, students should be better equipped to answer important marketing questions such as how to boost product awareness or how to increase purchase intentions.

51728 / 51729 - Financial Risk Management

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Corporate Finance

A Black Swan is costly. This statement is absolutely agreed by businessmen and professionals, particularly those facing inherent risk in their professional lives. Minimizing the cost of risk to an optimum level unanimously means that we are increasing the value of a firm and the value of any investment. Using integrated approaches and real life cases, the course will emphasize discussion on the design and implementation of risk management practices. Basically, it purports to help students realize, and understand various state-of-the-art risk management theories and practices (such as loss control, loss financing, and internal risk reduction mechanisms) as well as their advancement in the future. Hence, risk management course is of importance to business students expecting to deal with business and professional lives in the future in a global context.

This course covers all kinds of financial risks such as credit risk, currency risk exposure, interest rate risk, price volatility risk, among others. Hedging financial risk with various risk management concepts, tools, and techniques will be held by the derivative products: Futures, Forwards, Options, and Swaps.

51730/ 51731 - Strategic Brand Management

Credits: 6 ECTS

Terms: Fall 24

Recommended prerequisite: Marketing management

Strategic Brand Management will provide the students with a deep knowledge of the strategic role of branding, enabling them to master the key principles of building enduring brands in competitive markets and create market value. The course combines the key elements and latest research in brand management with real-world cases of brand successes, but also missteps. Topics covered include: The principles of brand management. Where do we come from and what are the new challenges ahead? Essential tools to build successful brand strategies. Designing effective Brand Strategies. Answer to what, how and why of a brand. From research, purpose and values to the action plan for the better brand management. Renewed focus on Branding and marketing in the digital era. At the end of the course, students are expected to have developed a managerial perspective regarding Strategic Brand Management in a global framework.

NEW! Global People Management and Leadership

Credits: 6 ECTS

Term: Fall 24

Modality: Face-to-face learning options

Recommended prerequisite: TBA

Course details to come shortly.

NEW! Artificial Intelligence and Machine Learning in Business Management

Credits: 6 ECTS

Term: Fall 24

Recommended prerequisite: TBA

Course details to come shortly.

ESCI Regular Course Offering

The [ESCI-UPF International Business School](#) is one of the few business schools in Spain that is specifically focused on international issues. The school was created in 1993 as a joint venture between UPF and the Catalan government to promote academic programs and research on the internationalization of Catalan firms. Our school puts special emphasis on developing innovative programs and teaching practices, taking a multicultural approach to management, and consideration of companies' social responsibility.

FALL – The courses below are from Fall 2023, Fall 2024 courses will be updated as soon as they are released.

51266 - Industrial and Services Marketing

Language: English

Credits: 4 ECTS

Recommended prerequisite: Business Organization, Marketing

Industrial and services companies. Fundamental characteristics. Industrial markets. Design of service operations. The meeting between the client and the service provider. Quality management in services and industry.

51265 - International Product Management

Language: English

Credits: 4 ECTS

Recommended prerequisite: Marketing, Market Research, Strategy

Application of statistical techniques to the market. Multivariate dependence methods. ANOVA, multiple progression, conjoint analysis, discrete choice models. Properly apply multivariate methods for dependent variables, analyse the results and present a suitable report of findings.

51789 - Law and Global Markets

Language: English

Credits: 4 ECTS

Recommended prerequisite: Corporate law

Law in markets from the business and consumer perspective. Competition law. Relevant variables in B2B and B2C transactions and interactions in a digital environment.

51716 - Market Research Analytics

Language: English

Credits: 4 ECTS

Recommended prerequisite: Business marketing, Market research, Statistics

Application of statistical techniques to the market. Multivariate dependence methods. ANOVA, multiple progression, conjoint analysis, discrete choice models

51242 - Pricing Policies

Language: English

Credits: 4 ECTS

Recommended prerequisite: Microeconomics

The role of price in marketing strategies. Calculation of a pricing policy that maximises profit. Knowledge of the various concepts used in setting prices.

Development of an appropriate pricing strategy for the company.

51687 - Auditoría

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Contabilidad financiera, Contabilidad de costes

Técnicas de análisis de los estados financieros y económicos de la empresa. Diagnóstico económica y financiera. Contabilidad creativa. Analizar información económica y financiera. Diagnosticar la situación económica y financiera de la empresa.

51294 - Compras internacionales

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Organización de empresas

Gestión de la calidad, del precio y la cantidad y del servicio. Métodos de evaluación y de selección de proveedores. Suministro global. Entender y gestionar la función de compras en una empresa. Evaluar la opción de compra frente a la opción de producción.

51291 - Cultura & Negocios en Asia

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Business Organization

Aproximación social, geopolítica y cultural a Asia. Elementos específicos de la organización económica y empresarial. Diseñar estrategias de negocio adaptadas a los elementos específicos del entorno político, económico, social, tecnológico e histórico de Asia.

51671 - Economía y Globalización

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Macroeconomía, Economía Internacional

Desarrollo y crecimiento económico. Comercio internacional. Competencia y cooperación entre países. Geografía económica. Competitividad. Analizar e interpretar estadísticas e informes económicos.

51311 - Innovación y emprendimiento

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Organización de empresas

Habilidades creativas. Definición, potenciación y gestión de la innovación. Diferentes tipologías de innovación. Estructura organizativa: roles individuales y cultura corporativa. El proceso emprendedor asociado tanto al despliegue de un proyecto en una empresa como a la implementación de una nueva iniciativa. Buscar, reconocer y explotar las oportunidades de negocio en diversos entornos organizativos y valorar el potencial innovador de las mismas.

51823 - Marketing en motores de búsqueda

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Business marketing

El marketing en buscadores (SEM) se ha convertido en una herramienta vital para establecer contactos y aumentar las ventas por Internet. Implica la promoción de las empresas y de sus productos o servicios mediante publicidad de pago a través de motores de búsqueda. SEM es una forma rentable de generar clientes potenciales altamente relevantes para cualquier negocio en línea.

51243 - Negociación Internacional

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Organización de empresas

Negociación y comunicación comercial. Factores culturales y su influencia en la negociación. Criterios de referencia para estructurar negociaciones multiculturales. Estilos de negociación. Estructura y etapas del proceso de negociación. La preparación de la negociación internacional. Desarrollo de las diferentes fases de la negociación. Aplicar criterios cuantitativos y aspectos cualitativos en la toma de decisiones. Introducir los elementos básicos de la comercialización y planificar estrategias comerciales.

NEW! 51852 - Interfaz de usuario y experiencia de usuario

Language: Spanish

Credits: 4 ECTS

Recommended prerequisite: Business Marketing

Asimilar el proceso de pensamiento de diseño tanto desde la vertiente teórica como de la práctica.

WINTER

NEW! 51853 - Artificial Intelligence and Machine Learning

Language: English

Credits: 4

Recommended prerequisite: Business organization. Business marketing

Development of artificial intelligence and machine learning applications to provide tools of strategic importance in the progress of innovation, efficiency and sustainability of business organizations. Fundamentals of artificial intelligence and machine learning, their applications in the business field and the main challenges associated with their practical implementation.

51253 - Consumer Behavior

Language: English

Credits: 4

Recommended prerequisite: Marketing. Not compatible with 80137-80237

The psychological and sociological dimensions that influence consumer behaviour. Values, lifestyles and sociocultural and commercial aspects. Changes in individual consumption patterns.

51254 - Culture & Business in Middle East and Africa

Language: English

Credits: 4

Recommended prerequisite: Business Organization

Understanding society, geopolitics and culture in the Middle East and Africa. Specific aspects of economic and business organisation. Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in the Middle East and Africa.

51308 - Culture & Business in America

Language: English

Credits: 4

Recommended prerequisite: Business Organization

Understanding American society, geopolitics and culture. Specific aspects of economic and business organisation. Design business strategies adapted to the specific features of the political, economic, social, technological and historical context in America.

51835 - Data Mapping for Marketing

Language: English

Credits: 4

Recommended prerequisite: Programming and Big Data

Dimensionality reduction and data mapping in the area of marketing. Techniques for significantly analysing and representing high-dimensional spatial data, including techniques linked to geographic information systems (GIS). Factorial models, multidimensional scaling techniques, correspondence analysis and use of GIS in applied market research environments. Use of R programming language and open-code GIS software

51281 - International Expansion

Language: English

Credits: 4

Recommended prerequisite: Business organization

International expansion models for businesses. Phases and alternatives in the expansion of SMEs. Successful cases.

51279 - International Marketing

Language: English

Credits: 4

Recommended prerequisite: Marketing, Business Organization

Strategic and operational marketing tools for international marketing. Decision-making techniques and influence on the international markets. Design a company's international marketing strategy. Assess the consequences of the selected marketing mix and adapt as necessary to carry it out globally.

51307 - International Project Management

Language: English

Credits: 4

Recommended prerequisite: Finance

Processes, methods and systems used to plan, schedule and track projects. Economic and financial management of projects. Quality management. Design and implement dynamic international team projects and assess the risks they entail.

51282 - International Team Management

Language: English

Credits: 4

Recommended prerequisite: Business Organization

Leadership and authority. Organisation and motivation in work teams. Conflicts in labour relations. Teams in international and multicultural environments. Understand the impact of teamwork on designing company strategy. Learn to delegate and assign tasks. Learn to motivate people. Understand how to manage performance.

51790 - Management Control

Language: English

Credits: 4

Recommended prerequisite: None

An assessment of the work of individuals and groups within an organisation. Centres of responsibility. Profit centres and transfer prices. New techniques in accounting and management control.

51250 - Market Research I

Language: English

Credits: 4

Recommended prerequisite: Fundamentals of Marketing, Introductory Statistics

Market research design. Quantitative and qualitative market research methods and techniques. Data analysis and presentation of results. Carry out market research: define the sample size, select the appropriate means for carrying it out and present the findings in a suitable form.

51596 - International Strategic Management

Language: English

Credits: 4

Recommended prerequisite: Business Organization, Marketing

Globalization. International Strategies. Diversification. Analysis and assessment of the variables that enable the development of a strategy that leads to the positioning and/or consolidation of a company within the international market. Assess and interpret the variables that make it possible to define a strategy for positioning and/or consolidating a company in an international market.

51791-New Trends in Global Trade Governments

Language: English

Credits: 2

Recommended prerequisite: European Integration

To understand the transformation in the governance of global trade. Tensions between multilateralism and bilateralism in global trade. Reconfiguration of the WTO. Role and protagonism of the EU and other key actors

NEW! 51854 -Web Analytics

Language: English

Credits: 4

Recommended prerequisite: Business marketing SEM and SEO

Web analytics for all business types. The only difference is the complexity of the data. Objectives of web analysis: elaboration of customer profiles, demographic segmentation and analysis of the competition to make strategic decisions. Impact of web analytics on marketing and sales processes. Analysis of business metrics such as traffic, leads, and sales. The theory and fundamentals of digital marketing analysis and practical applications of web analysis

51252 - Contabilidad de costes

Language: Spanish

Credits: 4

Recommended prerequisite: Introducción a la contabilidad

Determinación de los costes y su utilización en las decisiones. Fijación de precios. Subcontratación. Análisis de desviaciones. Conocer y relacionar los diferentes elementos que componen el coste de un producto/servicio y aplicar los sistemas de optimización que permiten la obtención de precios competitivos en los mercados nacionales e internacionales.

51285 - Dirección de ventas

Language: Spanish

Credits: 4

Recommended prerequisite: Organización de empresas, Marketing

El proceso de ventas. La organización del Departamento de Ventas. Territorios y cuotas de venta. Reclutamiento y selección del personal de ventas.

51251 - Finanzas II

Language: Spanish

Credits: 4

Recommended prerequisite: Economía de la empresa, Introducción a la contabilidad, Introducción a las finanzas

Estructura de financiación. Políticas financieras a corto y largo plazo. El coste del capital: combinación de riesgo y rentabilidad. El teorema de Modigliani-Miller y la estructura financiera óptima. Organizar, coordinar y controlar las actividades de un equipo de ventas. Adquirir y aplicar los conocimientos sobre las diferentes fuentes de financiación con las que puede trabajar la empresa en sus operaciones a corto, medio y largo plazo

51598 - Logística internacional

Language: Spanish

Credits: 4

Recommended prerequisite: Gestión de operaciones. Distribución comercial

La estrategia logística global. Producción internacional y aprovisionamiento internacional. Redes logísticas internacionales. Agentes internacionales. Transporte no regular aéreo y marítimo. Zonas francas. La logística en distintas partes del mundo.

51688 - Negocios Inclusivos

Language: Spanish

Credits: 4

Recommended prerequisite: None

Marco conceptual de la base de la pirámide (BDP). Crecimiento empresarial y reducción de la pobreza. Modelos de financiación de negocio en la BDP. Marketing, diseño e innovación de productos para la BDP. Mecanismos de evaluación de impacto. Generar proyectos empresariales basados en la población con menos recursos económicos (base de la pirámide).

51674 - Técnicas de previsión

Language: Spanish

Credits: 4

Recommended prerequisite: None

Modelos de predicción determinísticos. Modelos estocásticos. Metodología Box-Jenkins. Aplicaciones. Comprender el comportamiento temporal de variables económicas.
