

Department of Business

Subjects in English 2024-25

Degree in Business Administration and Innovation Management [Teaching in English]

Subject	ECTS	Term	Course	Schedule
Publicity and advertising campaign design (1241)	4	1st	4th	Morning
My personal plan (on line) (1238)	4	1st	4th	Morning
Business Consulting (1226)	4	1st	4th	Morning

Subject	ECTS	Term	Course	Schedule
Web analytics (1235)	6	2nd	3 rd	Morning
Excel per a controller (1228)	6	2 nd	3 rd	Morning
Digital Marketing Communication (1227)	6	2 nd	3 rd	Morning

Degree in Marketing and Digital Communities

Subject	ECTS	Term	Course	Schedule
Online reputation and digital identity 500313	6	1 st	3 rd	Afternoon

Subject	ECTS	Term	Course	Schedule
New trends in business administration 500421	4	2 nd	4 th	Afternoon

Degree in Logistics and Maritime Business

Subject	ECTS	Term	Course	Schedule
Transport economics 110057	6	1 st	3 rd	Afternoon
International Seminar 110063	4	1 st	4 th	Afternoon

Subject	ECTS	Term	Course	Schedule
Storage and distribution 110053	6	3 rd	1 st	Afternoon
Maritime technical and commercial English 110021	6	3 rd	2 nd	Afternoon
Principles of marketing and commercial management 110015	6	3 rd	2 nd	Afternoon
Port management and strategy 110061	6	3 rd	3 rd	Afternoon

Double Degree in Tourism and GLL / Business Administration and GI

Subject	ECTS	Term	Course	Schedule
Creation of innovative and technology-based companies 300511	6	1 st	5 th	Morning

Subject	ECTS	Term	Course	Schedule
Operations and processes 380032	6	3 rd	2 nd	Morning
Market research 300431	6	3 rd	4 th	Morning

Double Degree Degree in Business Administration and GI / Degree in Marketing and CD

Subject	ECTS	Term	Course	Schedule
Economic and social implications in social networks 121510	6	1 st	5 th	Afternoon
Creativity and innovation 120312	6	1 st	3 rd	Afternoon

Subject	ECTS	Term	Course	Schedule
Strategic innovation 120422	6	2 nd	4 th	Afternoon

Subject	ECTS	Term	Course	Schedule
Digital media and audiences 120431	6	3 rd	4 th	Afternoon
Market research 120230	6	3 rd	2 nd	Afternoon