

Department of Business

Subjects in English 2024-25

Please bear in mind that you can choose any subject displayed in this document or in the links attached regardless of the degree and course.

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

You can choose any core subject in English from the [following link](#), go to the section "CURRICULUM" to see all the subjects with their corresponding teaching plans (see the image below).

Teaching guides by courses and terms

First year	▼
Second year	▼
Third year	▼
Fourth year	▼

Besides, you can choose any of the following elective subjects in English:

Subject and codes	ECTS	Term	Course	Schedule
Publicity and advertising campaign design (1241) (GR 9)	4	1st	4th	Morning
My personal plan (online) (1238) (GR 9)	4	1st	4th	Morning
Business Consulting (1226) (GR 9)	4	1st	4th	Morning

Subject and codes	ECTS	Term	Course	Schedule
Web analytics (1235) (GR 9)	6	2nd	3 rd	Morning
Excel per a controller (1228) (GR 9)	6	2 nd	3 rd	Morning
Digital Marketing Communication (1227) (GR 9)	6	2 nd	3 rd	Morning

In order to see the corresponding teaching plans of the elective subjects, follow [this link](#), you can filter by code and "IDIOMA Anglès" to see those that are taught in English.

Degree in Marketing and Digital Communities (only subjects from the table below available in English)

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

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

Degree in Logistics and Maritime Business (only subjects from the table below available in English)

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

Subject and codes	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 (only subjects from the table below available in English)

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

Subject and codes	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 in Business Administration and GI / Degree in Marketing and CD (only subjects from the table below available in English)

Subject and codes	ECTS	Term	Course	Schedule
Economic and social implications in social networks 121510	4	1 st	5 th	Afternoon
Creativity and innovation 120312	6	1 st	3 rd	Afternoon

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

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