Business and Innovation Management

Optional proposal course 2018/19

ATTENTION: "Students are reminded to accumulate 20 ECTS of elective subjects"

The schedules of the subjects that make up subjects 1 and 2 will be integrated in BAIM's schedule .

The schedules of the rest of the subjects will be found in the hours of the Degree of membership (with the help of the indicated codes).

Optional Subjects 1 – Entrepreneur Leadership and Innovation

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
1142	Management with emotional intelligence: New trends	Núria Fernàndez	català	5	1	x		1			
1159	~~Project Management~~	*A determinar*	anglès	5	9	x			2		
1112	Company games	Àlvaro Gonzalez	Castellà	5	1	x			2		30
1040	Management and leadership skills	Núria Fernàndez	català	5	1	x				3	
1151	Zen business: Development strategies and the creation of business value with a high holistic impact	Montserrat Pèrez	català	5	1	x				3	
1156	WebAnalytics	Vera Bvbutkouskaya	anglès	5	9	x				3	

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	No presencials	Trim.	Trim.	Trim.	places limitades
1150	My personal plan	Albert Rof	anglès	5	9	On-line			3	30
1160	Entrepreneurial itinerary (*)	Màrian Buil	català	5	1		1	2	3	

Optional Subjects 2 – Advanced Business Administration Tools

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
1056	Globalization and the current economic downturn	Ismael Hernández/ Eloi Serrano	català	5	1	x		1			
1116	SAP introduction	Empresa Amantium	català	5	3		x	1			30
1045	~~Balance sheet analysis~~	Reza Gheshmi	anglès	5	9	x		1			
1116	SAP introduction	Empresa Amantium	català	5	1	x			2		30
1157	~~Climate change and circular economy~~	Jose Luis Martínez-González	català	5	1	x			2		
1059	Financial auditing	José Luís Martinez	català	5	1	x			2		
1059	~~Financial auditing~~	Pablo Migliorini	anglès	5	9	x			2		
1158	Strategic Procurentment Innovation	Jairo Ramos/ Jordi Civit	anglès	5	9				2		
1152	~~Develop of mobile apps~~	Jordi Oller	català	5	1	x				3	28
1115	Business Analysis	Ricard Bonastre	anglès	5	9	x				3	

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	No presencials	Trim.	Trim.	Trim.	places limitades
1153	Principles of Sports Management	Victor Jordan+ team	anglès	5	9	On-line	1			30
1149	~~Survey design and instruments for business~~	Alfredo Smilges	Castellà	5	3	x	1			30
1067	~~Financial instruments~~	Sergi Serrano	català	5	3	Semipresencial		2		
1154	~~Sport Management~~	Xavi Moya	català	5	1	On-line		2		30

Del Grado en Marketing y Comunidades Digitales

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
5012	Product design and brand management	Alejandro García/Luis Román	Català	2on curs	6	5 ó 8		x	1			10
5013	Market research	Helena Hernández	Castellà	2on curs	6	5 ó 8		x	1			10
5034	Economic and social implications in social networks	Alek Kucel	anglès	4rt curs	6	5		x	1			10
5034	Economic and social implications in social networks	Mònica Oviedo	Castellà	4rt curs	6	8		x	1			10
500122	Introduction to graphic design	*A determinar*		1er curs	6	5 ó 8		x		2		5
500120	Digital platform management	Àlex Araujo	Català	1er curs	6	5 ó 8		x		2		10
5017	Pricing and value proposals	Roberto Dopeso	Castellà	2on curs	4	5 ó 8		x		2		10
5019	Event and social marketing	Jesús Álvarez	Castellà	3er curs	4	5 ó 8		x		2		10
5028	Online Reputation and Digital Identity	Zahaira González	Castellà	3er curs	6	5 ó 8		x		2		10
5030	Sales strategy and management	Carlos O./Luis Miguel Casado	Català	3er curs	4	5 ó 8		x		2		10
5010	Consumer behavior	Pau Carratalà	Castellà	1er curs	4	5 ó 8		x			3	10
5021	Distribution, logistics and relationship with channels	Jesús A./Jesús E. M.	Castellà	2on curs	4	5 ó 8		x			3	10
5023	Publicity and promotion strategies	Thibisay González	Castellà	2on curs	4	5 ó 8		x			3	10
5022	Search engine marketing and social network advertising	Ignasi Prat/Albert Viñolas	Castellà	2on curs	6	5 ó 8		x			3	10
6048	SoLoMo	Jesús Álvarez	Castellà	Optativa	5	5		x			3	40

Del Grado de Logística y Negocios marítimos

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
110017		Valeria Bernardo	anglès	2on curs	6	11		x	1			10
110023		Estela Pombo	Castellà	3er curs	6	11		x	1			10
110005		Esteban Escorcia Glz.	Castellà	1er curs	6	11		x		2		10
110007		Juan Z./ Agustí M.	Castellà	1er curs	6	11		x		2		10
110028		Jose Miguel Aliaga	Castellà	3er curs	6	11		x		2		10
110037	Actual Topics in Logistics	Jordi Rosell	anglès	Optativa	6	11		x		2		10
110009		Enric Palau	Català	1er curs	6	11		x			3	10
110010		Jesús E. Martínez	Castellà	1er curs	4	11		x			3	10
110032		Martí Narcís	Castellà	3er curs	6	11		x			3	10

Del Grado en Turismo y Gestión del Ocio

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Diürn	Tarda	Trim.	Trim.	Trim.	places limitades
6140	Digital platform management	Alex Araujo	Català	Optativa	5	6		On-line		2		10
6028	Organization of major events	Thibisay González	Castellà	3er curs	4	67	x			2		
6025	Tourism planning	Benet Maimí	Català	3er curs	4	67	x			2		
6137		Josep M. R/ Gonzalo B.	Castellà	3er curs	6	67	x				3	

Business and Innovation Management

Optional proposal course 2018/19

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Optional Subjects 1 – Entrepreneur Leadership and Innovation

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
1142	Management with emotional intelligence: New trends	Núria Fernàndez	català	5	1	x		1			
1159	Project Management	*A determinar*	anglès	5	9	x			2		
1112	Company games	Àlvaro Gonzalez	Castellà	5	1	x			2		30
1040	Management and leadership skills	Núria Fernàndez	català	5	1	x				3	
1151	Zen business: Development strategies and the creation of business value with a high holistic impact	Montserrat Pèrez	català	5	1	x				3	
1156	WebAnalytics	Vera Bvbutkouskaya	anglès	5	9	x				3	

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	No presencials	Trim.	Trim.	Trim.	places limitades
1150	My personal plan	Albert Rof	anglès	5	9	On-line			3	30
1160	Entrepreneurial itinerary (*)	Màrian Buil	català	5	1		1	2	3	

Optional Subjects 2 – Advanced Business Administration Tools

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
1056	Globalization and the current economic downturn	Ismael Hernández/ Eloi Serrano	català	5	1	x		1			
1116	SAP introduction	Empresa Amantium	català	5	3		x	1			30
1045	Balance sheet analysis	Reza Gheshmi	anglès	5	9	x		1			
1116	SAP introduction	Empresa Amantium	català	5	1	x			2		30
1157	Climate change and circular economy	Jose Luis Martínez-González	català	5	1	x			2		
1059	Financial auditing	José Luís Martinez	català	5	1	x			2		
1059	Financial auditing	Pablo Migliorini	anglès	5	9	x			2		
1158	Strategic Procurentment Innovation	Jairo Ramos/ Jordi Civit	anglès	5	9				2		
1152	Develop of mobile apps	Jordi Oller	català	5	1	x				3	28
1115	Business Analysis	Ricard Bonastre	anglès	5	9	x				3	

Codi	Nom assignatura anglès	Professor	Idioma	ECTS	Grup	No presencials	Trim.	Trim.	Trim.	places limitades
1153	Principles of Sports Management	Victor Jordan+ team	anglès	5	9	On-line	1			30
1149	Survey design and instruments for business	Alfredo Smilges	Castellà	5	3	x	1			30
1067	Financial instruments	Sergi Serrano	català	5	3	Semipresencial		2		
1154	Sport Management	Xavi Moya	català	5	1	On-line		2		30

Del Grado en Marketing y Comunidades Digitales

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
5012	Product design and brand management	Alejandro García/Luis Román	Català	2on curs	6	5 ó 8		x	1			10
5013	Market research	Helena Hernández	Castellà	2on curs	6	5 ó 8		x	1			10
5034	Economic and social implications in social networks	Alek Kucel	anglès	4rt curs	6	5		x	1			10
5034	Economic and social implications in social networks	Mònica Oviedo	Castellà	4rt curs	6	8		x	1			10
500122	Introduction to graphic design	*A determinar*		1er curs	6	5 ó 8		x		2		5
500120	Digital platform management	Àlex Araujo	Català	1er curs	6	5 ó 8		x		2		10
5017	Pricing and value proposals	Roberto Dopeso	Castellà	2on curs	4	5 ó 8		x		2		10
5019	Event and social marketing	Jesús Álvarez	Castellà	3er curs	4	5 ó 8		x		2		10
5028	Online Reputation and Digital Identity	Zahaira González	Castellà	3er curs	6	5 ó 8		x		2		10
5030	Sales strategy and management	Carlos O./Luis Miguel Casado	Català	3er curs	4	5 ó 8		x		2		10
5010	Consumer behavior	Pau Carratalà	Castellà	1er curs	4	5 ó 8		x			3	10
5021	Distribution, logistics and relationship with channels	Jesús A./Jesús E. M.	Castellà	2on curs	4	5 ó 8		x			3	10
5023	Publicity and promotion strategies	Thibisay González	Castellà	2on curs	4	5 ó 8		x			3	10
5022	Search engine marketing and social network advertising	Ignasi Prat/Albert Viñolas	Castellà	2on curs	6	5 ó 8		x			3	10
6048	SoLoMo	Jesús Álvarez	Castellà	Optativa	5	5		x			3	40

Del Grado de Logística y Negocios marítimos

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Matí	Tarda	Trim.	Trim.	Trim.	places limitades
110017		Valeria Bernardo	anglès	2on curs	6	11		x	1			10
110023		Estela Pombo	Castellà	3er curs	6	11		x	1			10
110005		Esteban Escorcia Glz.	Castellà	1er curs	6	11		x		2		10
110007		Juan Z./ Agustí M.	Castellà	1er curs	6	11		x		2		10
110028		Jose Miguel Aliaga	Castellà	3er curs	6	11		x		2		10
110037	Actual Topics in Logistics	Jordi Rosell	anglès	Optativa	6	11		x		2		10
110009		Enric Palau	Català	1er curs	6	11		x			3	10
110010		Jesús E. Martínez	Castellà	1er curs	4	11		x			3	10
110032		Martí Narcís	Castellà	3er curs	6	11		x			3	10

Del Grado en Turismo y Gestión del Ocio

Codi	Nom assignatura anglès	Professor	Idioma	Curs	ECTS	Grup	Diürn	Tarda	Trim.	Trim.	Trim.	places limitades
6140	Digital platform management	Alex Araujo	Català	Optativa	5	6		On-line		2		10
6028	Organization of major events	Thibisay González	Castellà	3er curs	4	67	x			2		
6025	Tourism planning	Benet Maimí	Català	3er curs	4	67	x			2		
6137		Josep M. R/ Gonzalo B.	Castellà	3er curs	6	67	x				3	

Business and Innovation Management
Optional proposal course 2018-19

Optional Subjects 1 – Entrepreneur Leadership and Innovation

Codi	Nom assignatura anglès	Objective
1142	Management with emotional intelligence: New trends	At the end of the course the student will understand the weight that emotional management has on a work team and its importance for the achievement of economic objectives of the company, where emotional intelligence and coaching have a very important role.
1159	Project Management	The aim of the course is to provide students with knowledge and tools for the proper design, monitoring, closure and evaluation of projects. Such knowledge includes technical and managerial aspects.
1112	Company games	Company games is an experiential subject that simulates a global environment of competition between companies, in which participating students have an active role and direct those companies in teams. The teacher creates the environment in which the experience is developed with the help of a computerized model of reality that is simulated.
1040	Management and leadership skills	Acquire specific skills and abilities for self-management, self-direction and self-leadership, as well as the management, direction and leadership of collaborators, teams and organizations. Know and put into practice the strategic discipline of professional networking (face-to-face and virtual).
1151	Zen business: Development strategies and the creation of business value with a high holistic impact	The student can integrate a new philosophy (universal values present in the practice of Zen) and a new method of holistic business management aimed at companies and entrepreneurs who seek to create economic, social, emotional and environmental (holistic impact) as a strategy for differentiate and grow, contributing to a happier and more sustainable world.
1156	WebAnalytics	This module equips students with the basic knowledge on Web analytics tools and application as well the basic knowledge of the decision based on the online customer behaviour. Upon a successful completion of this module students will be more familiar with data-driven online markets, intelligent data collection and analysis, making online marketing decisions.

Codi	Nom assignatura anglès	Objective
1150	My personal plan	Knowing how to develop a Personal Plan appropriate to personal goals and capabilities, and the reality of the market. To do this, it is necessary to understand the role of personal marketing in the definition and achievement of professional goals and equip participants with the knowledge and tools necessary to create a successful professional and personal future.
1160	Entrepreneurial itinerary (*)	

Optional Subjects 2 – Advanced Business Administration Tools

Codi	Nom assignatura anglès	Objective
1056	Globalization and the current economic downturn	Identify the main variables and factors that have led to the latest crisis. Make a comparative framework with previous crises. Reflect on the exits applied to previous crises and make a comparison with the measures that are being applied.
1116	SAP introduction	The student will learn the basic concepts and processes of SAP that cover the needs of the business processes of the following areas of the company: Sales and Distribution, Materials Management, Finance, and Controlling. You will also get knowledge of using SAP working with a system emulator.
1045	Balance sheet analysis	The student will be able to analyze the financial statements of a company and know the financial and patrimonial situation of the entity. We will know the differences between the profit and loss account and the generation of treasury as well as the main patrimonial masses. Finally, we will work with the main financial ratios that help us compare a company with others in the same sector.
1067	Financial instruments	Subject oriented to know the fundamental features of the Financial System. (Fundamentally European and Spanish). It analyzes the banking system, the money markets, fixed income, capital and derivatives. Mention is made of the instruments used by investors to obtain the financial objectives of profitability, risk and liquidity.
1157	Climate change and circular economy	The objective of this subject is to introduce students to the economic and business vision of climate change and sustainability. We will talk about current ecological problems and sustainable development, but also of externalities or tools of economic policies. You will learn key concepts, you can know first hand what professional opportunities are opening now. We will explain how green investment funds work or collective responses to the challenges of global change, and we will bring people with specific cases. Our goal is to have a complete, practical and enjoyable overview of the subject.
1059	Financial auditing	The content of this subject aims to make known in a practical way the legal framework, technical standards and procedures used to carry out the audit activity. It is not intended to train technical experts and auditors, which is only acquired with experience and adequate ongoing training, but know the usefulness of the audit reports, the responsibilities of the auditors, the techniques used in the realization of their activity, etc. At the end of the course students will know the role of the auditor and the role played by the audit of accounts in the reliability of the financial statements of companies.
1158	Strategic Procurentment Innovation	It allows you to enter into one of the specialized professions with the most wage growth and with more current and future demand in companies: Purchases, the area that manages the profitability of the business, capturing innovation, the best solutions in direct and indirect costs. It enables students to: optimize costs, optimize processes, capture innovation through relationships with suppliers, stakeholders and reverse marking, make strategic cost analysis, negotiate, define and manage relationships with key suppliers and internal clients, etc.
1152	Develop of mobile apps	The student can develop a minimally viable product in order to test the feasibility of his idea with clients, potential investors and professional programmers, both in IOS and ANDROID environments.
1115	Business Analysis	Analyze business models, mainly online (portals, ecommerce, app's), and identify the key elements of its revenue structure and its growth in results. The ultimate goal is to learn how to model business.

Codi	Nom assignatura anglès	Objective
1153	Principles of Sports Management	The program will work conceptual and procedural tools that will allow the student to develop and exercise professional activity in the field of sports management (strategic, financial and people management, sports marketing, etc.). It will also take into account that professionals must face a constant rethinking of their activity.
1149	Survey design and instruments for business	The course intends that attendees can identify situations that are likely to be treated with different quantitative methodology, what type of analysis to apply in each case, how to use the * appropriate software, as well as interpreting their results to be useful in the idea of deal. It also includes a first module on the design of surveys and questionnaires. Through practical cases and using real data, attendees will learn how to efficiently use a data processing application, perform analysis in a simple manner and prepare reports based on quantitative analysis to help the business strategy. of great utility per the experimental part of the TFG.
1154	Sport Management	The subject of the subject intends to arouse the interest of the students in the management of organizations, equipment and projects in sectors such as competitive sports, recreational sports, sports, sports, sports educational, sports tourism or sports entertainment.

Del Grado en Marketing y Comunidades Digitales

Codi	Nom assignatura anglès	Objective
5012	Product design and brand management	Understand why there are products that are worth being marketed, know the techniques to differentiate products and brands, designing a value proposal developing in students, the ability to see opportunities for improvement and new ways of solving real consumer needs, through the creation and design of products and brands. Being able to throw a product to market with method and understand its life cycle.
5013	Market research	Understand and apply the fundamental concepts and laws that govern the market economy: demand and market offer, prices and quantities of balance, elasticities, etc.
5034	Economic and social implications in social networks	Master the basic technological tools for exploiting the resources of marketing, e-marketing and social networks as a support for making business decisions.
500122	Introduction to graphic design	Understand the basic concepts of graphic design and photo retouching Understand how to apply the concepts of graphic design and photo retouching to final products. Have the ability to transmit the needs of graphic design and photographic retouching to professionals of the secor. Have the basic knowledge of editing programs: Photoshop and Illustrator
500120	Digital platform management	Master the basic technological tools for leveraging e-Marketing resources, and social networks as support for business decision-making
5017	Pricing and value proposals	Analyze business competition and identify markets and customers understanding the behavior of consumers and using the technological tools of Marketing
5019	Event and social marketing	Designing the Marketing strategy through the use of advanced and innovative techniques, including and applying the specific elements of Marketing in the company to adapt the organization to the new environment of Digital Communities
5028	Online Reputation and Digital Identity	Master the basic technological tools for the use of e-marketing resources, social networks and online reputation management (ORM) as a support to the decision making of companies Critically understand the context of reputation and digital identity in the construction, maintenance, management and improvement of the personal and corporate brand
5030	Sales strategy and management	Show strategic skills with the ability to see the operating environment as a project, establish and achieve long-term guidelines, on a large scale in a global and international uncertainty dimension, incorporating innovation and looking for contact networks to do business effectively .

5010	Consumer behavior	Analysis of the main factors and protagonists of the market, habitual scene of the activities of the Marketing. Study of consumer behavior.
5021	Distribution, logistics and relationship with channels	Physical and virtual distribution channels. Selection of the appropriate channel. Point of sale. Presence of Marketing in commercial logistics and criteria for the selection of suitable transport: Trade Marketing and Retail Marketing.
5023	Publicity and promotion strategies	Know and be able to develop the process of Corporate Integrated Communication and the development of a Strategic Communication Plan
5022	Search engine marketing and social network advertising	Master the basic technological tools for the exploitation of the resources of Marketing, e-Marketing and Social Networks to support business decision-making
6048	SoLoMo	With this course the student will learn in a practical way to develop a SOLOMO strategy for an entrepreneurial project, business idea or company in operation, in order to obtain the maximum return on their sales. SOLOMO is a contraction of the words SOcial, LOcal and MOvil, which defines both a strategy and tells you where the Internet is going. The use of social networks is increasing.

Del Grado de Logística y Negocios marítimos

Codi	Nom assignatura anglès	Objective
110017	Transport economy	Identify the basic economic concepts, as well as the microeconomic and macroeconomic operation of the markets Select and use quantitative instruments for decision making and contrast of economic hypotheses in the transport sector.
110023	Storage and distribution	Acquire the basic knowledge needed to successfully undertake the tasks related to the storage and distribution of any company.
110005	Fundamentals of business logistics	Identify the different sub-mining chains. Value the best options when managing the different business processes. Provide the necessary tools to make decisions at a business level
110007	Maritime business and company	The student will know the figures involved in shipping, in particular the shipping company and the agents that intervene in the transport contracts. Distinguish the different types of merchant ships and the modes and forms of maritime transport. It will know the evolution of maritime transport throughout history and the development of the fundamental instrument of trade by sea: the ship. It will know the functions and organization of ports and port terminals. You will know the main sources of information at the international and national level, and the most relevant associations in the maritime world. It will recognize and distinguish the different agents that participate in the maritime transport chain, their organizations and associations.
110028	Management of customs procedures	Understand the main concepts related to Customs (Free Trade Association, Tariff Union, etc.). Apply different valuation methods of value in Customs. See different Tariff policies (basic notions of tariff classification, conventional and bilateral commercial policy, etc.)

110037	Actual Topics in Logistics	This subject aims to provide an overview of logistics and transport. It is intended that the student has knowledge of the different lines of development, innovations of both logistics and different modes of transport, more acts. Based on the knowledge acquired in previous core subjects, the student will be able to know the main challenges and current state of the different areas of transport, developing a critical and measured vision of them.
110009	Maritime economy	At the end of the subject, the student will know the economic factors of the maritime transport that influence the efficient operation of the transport of merchandise. From a more general point of view, the student will acquire a global vision of how the vessels operate to meet supply and demand and understand the role of markets and competition.
110010	Naviliera Management	Understand what the maritimeization of the contemporary economy consists of: The "Maritime Cycle" in the Economy. Know the geographical distribution of maritime traffic and strategic steps. An introduction to Containerized traffic (types of containers, etc.) and to the Exploitation Costs of the Ship. In the course of the subject a boat trip (not included in the price of the subject) is made from Thursday to Tuesday in a merchant ship.
110032	Management of companies and nautical activities	Show knowledge about the activities of management, direction, control, organization and planning of industries or farms related to the activities of the nautical and maritime transport.

Del Grado en Turismo y Gestión del Ocio

Codi	Nom assignatura anglès	Objective
6140	Digital platform management	Shows knowledge about the activities of management, direction, control, organization and planning of industries or exploitations related to the nautical activities and the maritime transport.
6028	Organization of major events	Manage and organize events to promote a tourist destination and improve its positioning
6025	Tourism planning	Design planning and strategy in the management of tourist destinations to promote a more sustainable and innovative local development Apply tourist planning techniques Apply and evaluate the different models and typologies of the planning and management of the tourist spaces Value public policies in the field of Tourism and relate economic aspects with the actions of public authorities and private actors.
6137	Sustainability and evaluation of the impact of tourism	Evaluate the impacts of tourism. Design the planning and strategy in the management of tourist destinations to promote a more sustainable and innovative local development.