



DEGREE IN MANAGEMENT OF BUSINESS AND TECHNOLOGY (GMBT)

Exchange Students Course summaries 2017-18 academic year – Fall Semester 2017



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Important Note: Final exams for the Fall Semester 2016 will take place between January 16 and February 3, 2017. If you are **NOT** going to be in Barcelona at that time due to your home university schedule, you must make arrangements to take your Final Exams at your university and inform the corresponding La Salle professor and German Aragon **by September 30, 2017**. There are **NO** early Final Exams except for IES students as per previous agreement.

1st Year Courses

AD004 Foreign Language I - Spanish (5 ECTS)

The aim of this course is to provide the basic conversational skills in Spanish to interact in general social situations. Emphasis will be placed on practical interactive exercises that can be used in real life situations.

By the end of the course the student should be able to:

To speak at a basic level in Spanish.

To understand the basic grammatical forms in Spanish.

To have basic reading comprehension skills in Spanish

To have basic listening comprehension skills in Spanish.

2nd Year Courses

AD009 Accounting Principles II (6 ECTS)

The course is a continuation to Accounting Principles I. The concepts and financial analysis techniques previously learned will be applied to understanding concepts such as Income Statement, Retained Earnings, and Cash Flows. We will also study different tools and measures used in Financial Statement Analysis as well as the basic concepts of cost accounting systems, cost-volume-profit relationships, incremental analysis and responsibility accounting used in Management Accounting.

Recommended prerequisite: Introductory course to accounting

AD014 Principles of Finance (6 ECTS)

This is the first in a series of finance courses that will provide a comprehensive overview of the main principles of corporate finance. Corporate finance revolves around two main axes: the investment decision, which requires managers to identify and value investment opportunities; and the financing decision, which is about how businesses raise the money to finance these investments. This first course provides a basic framework for evaluating the expected return to investment projects and analysing the risk-return trade-off. It will provide students with the skills to understand the time value of money, calculate the present value of future cash flows, and value shares and bonds. The course will also provide an overview of firms' financial statements and measurements of corporate performance, as well as an insight into the fascinating world of financial markets.

AD015 Cross-Cultural Management (5 ECTS)

The aim of this course is to show how cultural factors influence management across national borders. Firstly, the concept of culture as an important component of the business environment will be explored. Emphasis will be placed on the changing role of national culture amidst accelerated globalizing processes. The focus will then shift to the influence of national culture on the internal structure and behavior of organizations from different countries. The analysis of model case studies will consider central themes in managing across cultures, including communication, motivation, negotiation, dispute resolution, managing joint ventures and subsidiaries.

AD016 Managing IT and Information Systems I (4 ECTS)

This class continues our analysis of business applications of information systems, and provides an introduction to key technologies in networking, information security, the Internet, knowledge management, and enterprise computing. Students will have learnt about the processes and techniques of managing the information, knowledge and IT functions and the importance of managing customer and client needs (internal and external) when designing information architecture. Students will also be aware of the importance of aligning IT and information and knowledge resources with corporate strategy and operational priorities: and the need also to evaluate investment in IT, knowledge and information.

AD017 Principles of Operations (4 ECTS)

This course emphasizes the strategic, tactical, and operational planning aspects of operations management. By reviewing the concepts and analytic methods that are useful in understanding the management of a firm's operations, providing an overview of Operations Management and initial introduction to Supply Chain Management. By focusing on the core processes of a firm, emphasis is placed on where value is added in the organizational processes. We will dig deep into different roles inside the supply chain and take a special interest in the fight against variability.

Overall the aim is to familiarize students with the problems and issues confronting operations managers, and develop the language, concepts, insights and tools necessary to gain a competitive advantage through operations.

AD018 Marketing Management (4 ECTS)

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It guides the entire organization. The goal of marketing is to create customer satisfaction by building value-based relationships with customers, in conjunction with other internal and external business units. The end-result is gaining market leadership by understanding consumer needs and finding solutions of superior value, quality, and service.

The objective of this course is to take practical approach to marketing. It gives the student the opportunity to practice all marketing concepts and to develop them in a dynamic way.

The Marketing Management course provides in-depth exposure to practical examples and applications about managerial decisions. These include the trade-off between the organization's objectives and resources against needs and opportunities in the marketplace.

Recommended prerequisite: Principals of Marketing

3rd Year Courses

AD020 Principles of Technological Project Management (4.5 ECTS)

This course provides the students with practical skills, tools and techniques, the learning experience allows them to execute, control and monitor a real life projects.

Technological projects are critical to the success of any organization. They are the activities that result in new or changed products that could increase sales, improve customer satisfaction, reduce costs, improve the work environment, and result in other benefits.

At the conclusion of the course, the students will be able to define, plan and execute and control a technological project.

AD023 Management IT and Information Systems II (4 ECTS)

This course analyses the concepts of the strategic use of IT in business. Concretely, the course manages these concepts at three levels. The first level focuses on Strategic Alignment among IT strategy and business strategy. Strategic Alignment studies the fit and the harmony between IT strategy and

business strategy. At the second level, the course deals with IS strategic planning. IS planning describes the effort to transform business strategy into the allocation of IT resources within the organization. This level includes how IT governance is implemented within an organization.

Finally, the course proposes to study IT assessment ideas. The goal is to learn how IT value can be measured and what kind of choices do managers have to drive this value. The course is adequate for students involved in analysis and strategic planning of technology-related business, technology managers with an interest in either technology sector companies or business enterprise IT groups, and vendors of information technology products or services.

ADo30 Integrated Marketing Communications (3 ECTS)

Marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); This course reflects the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy.

The material taught underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective (the theme of the text) catapults the student into the business practices of the 21st century.

This course is designed to increase your awareness of the relevant role of marketing communications and how it must be approached in an integrated manner for the 21st century. We will approach marketing communications from all aspects of the marketing communications perspective, one that recognizes the importance of coordinating all of the marketing mix elements to develop an effective marketing communications program.

Recommended prerequisite: Principals of Marketing

ADo32 Corporate and International Finance (5 ECTS)

In the modern world, be it commercial, government, not-for-profit or personal, nothing happens without finance. Whatever career a student eventually follows, he/she will need to have an understanding of finance. This course is the last in a series of finance courses which will provide a better than basic understanding of financial matters as well as many of the techniques required to solve corporate finance problems.

The objective of the Corporate Finance course is to develop the knowledge and skills obtained from earlier finance courses so that they are able to analyse the financial positions of companies, to understand globalisation and the risks involved, to know about sources of finance and their cost and to appreciate the problems of the corporate finance manager and the solutions available to him or her. To enable students to understand current events in the financial world and to be able follow events such as mergers and acquisitions and the raising of capital intelligently and knowledgeably.

Recommended prerequisite: Principals of Finance

AD035 Budgeting, Planning and Control (4 ECTS)

A budget is a formal expression of plans, goals, and objectives of management for a designated time period. Actual data vs. budgeted data produces variances that will be analyzed for future decision making and forecasting. This data is also important for risk management and to control its activities, amend plans and review corporate strategies.

The objective of this course is to familiarize the students with the budgeting, planning and the control process. Their knowledge of accounting will be put to use in the preparation of budgets and projections, but new strategic planning and risk control concepts will be introduced. We will look at the financial statements of a company, and consider past performance and future budget decisions. Students will understand the corporate subordinate budgets (ex. cash flow, capital expenditures, projects, etc.), and how these budgets collectively form the master budget for the company. This course will combine both theory and best practices.

Recommended prerequisite: Accounting basics and knowledge of Microsoft Excel

4th Year Courses

AD040 International Business (5 ECTS)

The course is an introduction to the globalization of international business, an examination of the various political, economic, cultural, and legal differences in the various countries in various areas around the world, international trade theory, the political economy of international trade, foreign direct investment, regional economic integration, foreign exchanges and the global monetary system, an examination of global strategies that should be considered when entering a foreign market, product development in the global context and managing global operations.

AD042 Sales Management (4 ECTS)

This course analyses the professional selling practices with the organization, emphasizing the selling process and sales management, including the development of territories, determining potentials and forecasts, and setting quotas.

The course examines the elements of an effective sales force as a key component of the organization's total marketing effort. We will extend students' understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Competencies will be developed in sales presentations, negotiation, leadership, building trust and relationship development.

AD047 Entrepreneurship and Venture Capital (3 ECTS)

This class provides an introduction to the art and science of starting a new entrepreneurial venture from idea generation, to business plan preparation, to growth and harvesting. You will begin by generating ideas for a new business opportunity. However, most successful start-ups will change their business idea several times from the initial idea as they gather new information about what their customers really want/need, and what they're willing to pay for. In the second stage, you will develop

your ideas into hypothetical business models, and test your hypotheses through interactions with potential customers, partners, and suppliers. Based on this feedback, you will iterate your business model each session so that it addresses a real problem for real customers. In addition to the presentations by your professor for each session, you will have readings, tutorials, and interaction with guest lecturers and entrepreneurs.

Electives

AD101 Online Consumer Behavior (5 ECTS)

Consumer Behavior embraces the study of how having things affects our lives and how our possessions influence the way we feel about ourselves, and each other. In this course, you will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior, how consumption changes during one's life cycle, and how powerful cultural and subcultural influences are on consumers.

This course is an introduction to the world of consumer behavior. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace.

This course is designed to provide knowledge of:

1. the psychological foundations of consumer behavior
2. the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly, their actions
3. how to engage these mechanisms in building persuasive communications

AD400 Sports Business (5 ECTS)

During the 20th century the sports industry grew exponentially from its origins as an amateur pastime to a complex phenomenon that moves billions of dollars on a global scale. Focusing on the European sports industry, this course highlights structures and systems of governance, and the ownership, financing, marketing and management of leagues, teams, facilities and events. Case studies examined include Manchester United, FC Barcelona, the English Premier League, IPL, Euroleague Basketball among others.

AD200 International Economics and the Digital Era (5 ECTS)

This is a course about the integration of world economies brought about by both trade and financial liberalization – that is, globalization. The course provides an overview of the two main sub-categories of the subject, namely international trade and international finance

We will first study the forces underpinning international trade in goods and services, the costs and benefits of globalization, the trade policy options facing governments, and the role of international organizations in trade governance.

We will then move on to study the forces driving cross-border financial flows and the determination of exchange rates. This will require a review of money, prices and interest rates. We will address the

history and organization of the international monetary system, the different forms of exchange rate management, and the causes and consequences of the different financial crises that periodically beset developing economies.

Recommended prerequisite: Principals of Macroeconomics

AD202 Economic Growth and Innovation (5 ECTS)

There is a consensus among economists about the importance of economic growth and about the role of technological innovations in achieving sustained economic growth. This course aims to explore theoretical and empirical knowledge on the relationship between innovation and growth. It will be divided into two parts: the first part of the course will establish a background through a study of different theories as well as historical and modern cases. Second half of the course will be led by students who are going to choose different technological innovations (e.g. self-driving cars, gene editing through CRISPR... etc.) and explore how these technologies are changing and are likely to further transform our societies, our lives, our world.

AD402 Sports Marketing (5 ECTS)

The sport is one of the most innovative industries in the field of marketing. Students will learn how the management of the sports marketing mix is different and what differentiates sport as a product/service experience. The strategic relationships between sports entities, media organizations and sponsors provide cutting edge insights into how to add value through licensing, image rights deals, branding, PR, among others. Students will study how media rights deals are negotiated, how sponsorship and endorsement deals are managed, and how brands are built and communicated in the digital era. Cases studied include FC Barcelona, Wimbledon, ESPN, Nike, Red Bull, Olympic Games and F1.

AD502 Mobile App Management (5 ECTS)

This course takes students through the process of how a mobile app is developed and the differences between iOS, Android and other operating systems. Business models are explored as are agile development strategies. Students understand how the App Store and Play are work as distribution platforms and how apps can be marketed and their search position optimized. This is complemented by an analysis of the technological possibilities that mobile devices offer and students experience basic development and fast prototyping.