

GRADUATE/MASTER Course Offerings in English

(Variation may occur; please use this as a general guide only. Credits, course requirements, and eligibility vary.)
Please check eligibility requirements.

ESERP Business School – Barcelona, Spain

FALL 2020 SEMESTER

Business

Branding	Legal and Tax Treatment of Managerial Activities
Commercial Management	Product Strategy & Brand Positioning
Company Police and General Management	Research and Marketing Science
Economic Control and Optimization of Results	Strategic and Operational Marketing lan
Financial Management	Strategies and Policies of Market Management
Global Marketing	Supply Chain Management
Globalization and Internationalization of Markets	

SPRING 2020 SEMESTER

Business

Balanced Scorecard	Negotiation and Conflict Resolution
Big Data	Production Management, Operations & Logistics
Digital Marketing	Sales Force Management
E-commerce	Sales Forecast
Management Skills. Leadership & Motivation	Technological Innovation in Business
Managerial Ethics and SCR	