

ESERP Business School, Barcelona
 2023-2024 Academic Year
 Courses Taught in English

International Business

SUBJECT	COURSE	SEMESTER	SCHEDULE
International Public Relations Techniques	1st	Autumn	Morning
Organization of International Companies	1st	Autumn	Morning
International Economic Institutions	1st	Spring	Morning
Market Research Techniques	1st	Spring	Morning
International Commercial Management	2nd	Autumn	Morning
Policies and Strategies for Business Internationalization	2nd	Autumn	Morning
International Finances I	2nd	Autumn	Morning
Communication and Information Management Techniques	2nd	Spring	Morning
International Financial Institutions and Markets	2nd	Spring	Morning
International Finances II	2nd	Spring	Morning
International Management of Human Resources	3rd	Autumn	Afternoon
Planning of International Expansion	3rd	Autumn	Afternoon
Policies and Marketing Strategies	3rd	Autumn	Afternoon
Cultural Management and Protocol in International Business	3rd	Spring	Afternoon
Digital Marketing and e-Business	3rd	Spring	Afternoon
International Negotiation	3rd	Spring	Afternoon
Principles of Entrepreneurship	3rd	Spring	Afternoon
Public Relations and Communication in International Business	3rd	Spring	Afternoon
Economics and International Business in Africa	4th		Afternoon
Economics and International Business in America	4th	Autumn	Afternoon
Economics & Int'l. Business in Asia Pacific & the Middle East	4th	Spring	Afternoon
Innovation Management in an International Environment	4th	Autumn	Afternoon
International Communication Management	4th	Spring	Afternoon
International Logistics and Operations Management	4th	Spring	Afternoon
Financing of New Business Projects	4th	Autumn	Afternoon
International Marketing Management	4th	Autumn	Afternoon
Entrepreneurship in International Business	4th	Spring	Afternoon

Advertising, Marketing and Public Relations

SUBJECT	COURSE	SEMESTER	SCHEDULE
Methods and Forms of Persuasive Communication	1st	Autumn	Morning
History of Advertising and Public Relations	1st	Autumn	Morning
Introduction to Marketing	1st	Autumn	Morning
Communication Structure	1st	Spring	Morning
Information and Communication Technology	1st	Spring	Morning
Public Relations Policies and Techniques	1st	Spring	Morning
Communication in Organizations	2nd	Autumn	Morning
Designing and Editing	2nd	Autumn	Morning
Ethics and Deontology of Communication	2nd	Autumn	Morning
Public Relations Strategic Planning	2nd	Autumn	Morning
Commercial Techniques	2nd	Spring	Morning
Specialized Public Relations	2nd	Spring	Morning
Communication in Digital Media	3rd	Autumn	Afternoon
Corporate and Institutional Public Relations	3rd	Spring	Afternoon
Media and Advertising Material Research and Planning	3rd	Spring	Afternoon
Advanced Advertising Creativity	3rd	Autumn	Afternoon
Advertising and Digital Multimedia Marketing	3rd	Spring	Afternoon
Audience Research. The Reception Process	3rd	Spring	Afternoon
Corporate and Institutional Communication	3rd	Spring	Afternoon
Public Relations in International Markets	3rd	Spring	Afternoon
Writing in Public Relations	3rd	Spring	Afternoon
Advertising Art Management	3rd	Autumn	Afternoon
Principles & Strategies of Advertising & Public Relations	3rd	Autumn	Afternoon
Brand Management	4th	Autumn	Afternoon
Integrated Marketing Communication	4th	Autumn	Afternoon
Marketing Research and Information	4th	Autumn	Afternoon
Strategic Marketing Management I	4th	Autumn	Afternoon
International Marketing	4th	Spring	Afternoon
Marketing and e-Commerce	4th	Spring	Afternoon
Strategic Marketing Management II	4th	Spring	Afternoon

Law

SUBJECT	COURSE	SEMESTER	SCHEDULE
European Union Law	2nd	Spring	Morning
Public International Law	3rd	Autumn	Afternoon
Private International Law	3rd	Spring	Afternoon
Legal English	4th	Autumn	Afternoon
International Taxation	4th	Autumn	Afternoon

Criminology

SUBJECT	COURSE	SEMESTER	SCHEDULE
Introduction to Business I	2nd	Autumn	Morning
Introduction to Business II	2nd	Spring	Morning
Economic and Corporate Crime	3rd	Autumn	Afternoon
Legal English	4th	Autumn	Afternoon
Welfare State and Social Inclusion	4th	Autumn	Afternoon