

INCOMING STUDENTS (2023/2024)

Courses in English:

AUTUMN SEMESTER		SPRING SEMESTER	
COURSES	ECTS	COURSES	ECTS
Optimization techniques and programs (3107G00052)- optional	6	Industrial Economics (3107G00016)	6
		Macroeconomics (3107G00014)	6
Business Economics (3107G00011)	6	International Economics (3107G00015)	6
Innovation Strategies (3107G00065)- optional	6	Topics Applied Economics (3107G00037)- optional	6
Cultural Marketing (3107G00079)- optional	6	Family Economics – optional (3107G00042)	6
Microeconomics (3107G00013)	6	International Financial Reporting Standards – optional (3107G02078)	6
Labor Economics (3107G00039)- optional	6	Commercial Management (3107G02025)	6
		Spanish and global economy (3107G02009)	6
Autumn Seminars on Economics and Business (3100RA0401)	3	Spring Seminars on Economics and Business (3100RA0401)	3

***Optional** are taught in 3rd or 4th academic year

Recommended courses:

FALL SEMESTER		SPRING SEMESTER	
COURSES (Managed by the Modern languages service)	ECTS	COURSES (Managed by the Modern languages service)	ECTS
Language Tutorials (3100RA0848)	2	Language Tutorials (3100RA0848)	2
Introductory Course on Catalan language and Culture (3100RC0003)	3	Introductory Course on Catalan language and Culture (3100RC0003)	3

Description about the English courses

Autumn semester	Spring semester
<p>Business Economics (3107G00011)</p> <p>The course wants to give students an integrated view of how the business model, organizational structure, stakeholders and incentive systems, mechanisms of corporate control of the company, interact and are adjusted dynamically to allow the company to adapt to its competitive environment and achieve the planned objectives, both in the short and in the long term.</p> <p>Microeconomics (3107G00013)</p> <p>Theory of consumer demand; theory of the firm and supply; market analysis of perfect competition in partial equilibrium; economic efficiency and welfare theory; Externalities and public goods.</p> <p>Labor Economics (3107G00039)</p> <p>The topics that will be studied in this subject are: the theory of supply and demand for labor, labor market balance, unemployment, productivity and employment and wage structure.</p> <p>Cultural Marketing (3107G00079)</p> <p>This subject aims to familiarize the student with the basic foundations of marketing management in the specific field of arts and culture: creativity, commerce and cultural marketing; understanding audiences and building participation; marketing models for the cultural sector; not-for-profit organizations' behavior; consumers' behavior; strategies for positioning and promotion; and digital marketing and the arts.</p> <p>Innovation Strategies (3107G00065)</p> <p>The aim of this course is not to give a recipe book of strategies, but to provide the student with analytical tools in order to be able to evaluate their viability, all illustrated with recent examples of strategies, both failed and successful. Patents, intellectual property, and rights management; Corporate strategy and innovation; "Start-ups": strategy and financing.</p>	<p>Macroeconomics (3107G00014)</p> <p>Study the basics of the analysis of aggregate economic variables. Budget constraints of the private and public sector; money and monetary aggregates; labor market; macroeconomic equilibrium in the short run IS-LM and Taylor Rule; equilibrium in an open economy Mundell-Fleming model; aggregate supply and demand; inflation and unemployment.</p> <p>International Economics (3107G00015)</p> <p>The role of government in a capitalist economy; economic globalization; the reasons and policies of international trade; introduction to the Forex market; interdependencies in the global economy; theory of monetary integration and European Monetary Union.</p> <p>Industrial Economics (3107G00016)</p> <p>This course examines the main issues in the field of industrial organization with a formal approach. Emphasis on competitive, monopolistic and oligopolistic markets. Focus on market structure, conduct business, and the economic performance of industries. It is of particular interest the strategic behavior of firms in competition with prices, quantities or qualities. Study of pricing and production oligopoly, strategic entry deterrence, location strategies, product differentiation, advertising, research and development. Effects of the conduct of business on the welfare and general feedback about the effects of market structure. Study how corporate behavior affects the welfare of a nation.</p> <p>Topics Applied Economics (3107G00037)</p> <p>The course will deal with economics in an International context. Among the subjects that will be covered are: national accounts and balance of payments; the asset approach to exchange rates; money, interest rates and the exchange rate; financial globalization; economic integration and economic growth; location effects, economic geography and regional policy; European Monetary Union.</p> <p>Family Economics (3107G00042)</p> <p>Critically analyse data and legal economic documentation, and know how to interpret and extract significant and relevant results. Know and value the instruments available to achieve the objectives of economic policy. Interpret the economic interrelationships of regional and international economic integration processes.</p> <p>International Financial Reporting Standards (3107G02078)</p>

<p>Optimization techniques and programs (3107G00052)</p> <p>With continuous advances in computer technology and software, computational skills have become an indispensable tool for working or conducting research in the field of business and economics. The aim of this course is to provide an introduction to widely used software (Python, GAMS, Mathematica) for analyzing different and important types of problems in business/economics. It will involve data analysis, the numerical solutions of static and dynamic models and their graphical presentation to guide the interpretation of the solution.</p> <p>Autumn Seminars in Economics and Business (3100RA0401)</p> <p>Lecturers and professors from home and foreign institutions will bring their field of expertise to our students. In this way students can improve their English level and at the same time establish contact with international scholars. The course will comprise about 15 classroom hours plus some extra-work at home (such as a summary of each class or some specific activity). It will take place from October to December.</p>	<p>The aim of this subject is to analyze the complex environment in which multinational companies work, the most significant international standards that affect financial information. It is also intended that students reach the fundamental concepts to understand the complex financial information of multinational companies in order to offer relevant and reliable information to stakeholders.</p> <p>Spring Seminars in Economics and Business (3100RA0480)</p> <p>Lecturers and professors from home and foreign institutions will bring their field of expertise to our students. In this way students can improve their English level and at the same time establish contact with international scholars. The course will comprise about 15 classroom hours plus some extra-work at home (such as a summary of each class or some specific activity). It will take place from February to May.</p> <p>Commercial Management (3107G02025)</p> <p>The main objective of the course is to develop the abilities of the students in the development of a marketing plan based on the context of a company and a real market environment. The course is divided in three themes: the foundations of marketing, commercial analysis and marketing strategies.</p> <p>Spanish and global economy (3107G02009)</p> <p>Analysis of the basic features of the world and Spanish economies. Study of the relations of the Spanish economy with the major economic areas of the world. Most important institutions.</p>
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More about the Language Tutorials (3100RA0848):

Language exchange or tandem is an informal way of practicing or improving languages that are already known or being learned in which two people who speak different languages are left to practice each other's language. It also gives you the opportunity to get to know another culture and way of life.

You can find more information in the following link: <https://www.udg.edu/ca/slm/acollida-linguistica/intercanvis-linguistics>

Please, be aware that in order to enrol in this course, you will need to fill and send in a form during your first week of the semester (approximately).