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Unit courses (6 ECTS)

Business Management Techniques: Good Practices

G1813 - Spring

This course takes an analytical and practical approach to Business Management, including Marketing, Accounting, Information and Communication Technologies, Management Operations and Organizational Behaviour. There is a strong Focus on applications and case studies in both the classroom and the course work. All students are expected to actively participate in class and working groups, particularly when dealing with case studies.

Econometrics II

G1637 - Fall

The purpose of the subject is to understand the objectives of econometrics as well as both classic and modern econometric methods.

Creation of Companies and Family Business

G1638 - Spring / G1640 - Spring

The aim of this course is to systematize the collection of the information needed to determine the strengths and weaknesses of a business project, taking into account the allocation of investment resources required for the project as well as the prospective economic effects based on an estimate of revenue and expenditure. The course has a practical approach. This module is focused on the study of the particular characteristics and specific problems associated to the concept of Family Business. The course will revolve around some key concepts such as governance, inheritance issues or management. The resulting data will be analysed and students will be asked to propose possible solutions.

Consumer Behaviour

G921 - Fall

The course deals with the Following issues: Understanding Customers’ Decision Making Process and Influencing Factors; Description and Impact of Economic Factors; Description and Impact of Individual Factors; Description and Impact of Social Factors; Models of Consume, Behaviour.

International Business

G1818 - Spring

Do you know how to present your business card in Japan? In this course, you will learn about risk assessment and cultural differences of other countries, learning to do business according to their characteristics. You will also learn the casualty (risk, culture) of the major powers in North America, Asia and the European Union as well as the different strategic options for multinational companies (management, alliances, strategies).

European Economic Policy

G1639 - Spring

The European Union is at something of a crossroads as policy-makers strive to lift it out of crisis. At the same time, policy-makers seek to boost the place of the European Union as regards growth, trade, investment and so Forth. Economic policy is at the heart of this challenge. In this course, students will reflect on the challenges, opportunities, risks and consequences of specific economic policy decisions. Students can select one strand of economic policy for analysis in their course work.

International Business: A European Perspective

G1815 - Spring

Activities and results of large companies depend on the decisions and strategies adopted by corporations and industries, as well as those taken by the government and institutions set in a regional, national and international context. This course will take an analytical approach to studying International Business from the perspective of the European Union. There will be a strong Focus on practical work and case studies.

Setting Up Business

G1219 - Spring

Do you have an idea to set up a business? The aim of this course is to systematize the way information is collected to assess the weaknesses and potential of your business idea, valuing the investments needed and quantifying the economic effects by a forecast of revenues and expenses. The course has a practical orientation so that, as you explore all the stages to be followed in the analysis of viability, you can develop your ideas according to a standard format.
International Business Economics
G965 - Spring
The objective of this course is to introduce the student to a broad appreciation of International Business from the perspective of Applied Economics. Focus will be on the firm as unit and how it operates in theory and practice in an international business environment. Students will be required to participate actively in class and will be required to develop a group assignment on one element of International Business Economics.

Mathematics of Finance
G1748 - Spring
The main aims of this course are to train students to: rigorously use the basic mathematical terminology allowing for the formalization of mathematical models; mathematically model example problems which arise in financial activity and resolve them through applying skills acquired during this course; interpret the obtained results applying a critical assessment.

Open Economy Macroeconomics
G1814 - Spring
Open Economy Macroeconomics introduces students to the analysis of International Economics from a monetary perspective. It will help to better understand what is going on in the area on International Economics from a small open economy point of view. Among other topics, this course will consider: the exchange rate and its determinants, how the economy reacts to changes in the exchange rate and the reaction of small open economy to different shocks and policy measures.

Statistical Methods in Economics and Business
G1817 - Spring

Courses in other disciplines:
A complete list of courses taught in English can be found in the following link: http://web.unican.es/en/Studying/academic-offer/courses-taught-in-english
Of special interest are the courses dealing with Spanish Language, History and Culture:

- Spanish History and Culture. G1806 - Spring
- Spanish Language. G1807 - Spring
- European Culture and Civilization. G1808 - Spring
- Cross-Cultural Spanish Arts. G1809 - Spring
- Prehistoric European Art. G1504-Spring
- Discovering Spanish Landscapes. G1811 - Spring
- Playing with Words: The Spanish Literature in its Main Texts. G1812 - Spring