



Barcelona, Spain

International Business and Marketing in English and Spanish at Universitat Pompeu Fabra (UPF) Course Preregistration Guidelines

After consulting with your school's academic advisor, choose courses according to the following guidelines.

Prerequisites:

1. Minimum 3.0 GPA
2. You must be a junior or senior in college by the time the program in Barcelona begins.
3. For courses in Spanish, successful completion of two courses of advanced college-level Spanish or the equivalent

Instructions:

1. You must preregister for a minimum of 12 and a maximum of 18 credits.
2. Due to possible schedule conflicts between departments, we recommend the following course combination:
 - o Most of your courses from the Barcelona Interdisciplinary Program (BaPis) section
 - o One or two courses from the International Business and Marketing courses section
3. SSA and Universitat Pompeu Fabra reserve the right to cancel courses due to low enrollment.

Fall Semester (12-18 credits)	Spring Semester (12-18 credits)
BaPis Courses in English • 51613 - Society and Politics in Contemporary Spain (3cr) • 51801 - Innovation and the Law. How Technology Changes the Legal System (3cr) • 51809 - Cinematic Creativity in Spain: Authorship, Industry, Politics (3cr) • 51811 - Globalization, Human Development and Sustainability: Politics and Policies in the Framework of the 2030 Agenda (3cr) • 51816 - Art and Gender in Contemporary Spain (3cr) • 51863 - Understanding and Awakening your Creativity (3cr) • 51886 - Barcelona the City and its History (3cr)	BaPis Courses in English • 51795 - Ecofeminisms: The Politics of Gender and Territory (3cr) • 51809- Cinematic Creativity in Spain: Authorship, Industry, Politics (3cr) • 51812 - Mind, Brains and Machines (3cr) • 51819 - Artificial Intelligence, Creativity, and the Arts (3cr) • 51828 - LGTB+: Exploring Identities and Diversity (3cr) • 51829 - The Jews in Spain: History, Heritage and Memory (3cr) • 51831 - Five Challenges for the Future of Sport Global Governance (3cr)

- 51893 - Getting to know the Economies of the European Union (3cr)
- 51909 - Generative Artificial Intelligence in Education, Culture and Society (3cr)
- 51911 - Filming from the Margins: Gender, Class Equality and Minority Groups in Contemporary Catalan Cinema (3cr)
- 51913 - Geopolitics of Borders and Migrations in the European Union (3cr)
- 51917 - Collective Intelligence, Planetary Challenges, and Public Problems Solving (3cr)
- 51918 - Gender, Sexuality and Diversity: Past and Present (3cr)
- 51959 - Culture and Business: Spain's Top Brands (3cr)
- 51977 - From Prediction to Action: Modern Prescriptive Analytics (3cr)
- 51982 - Listening: an Awakening Journey through the Aural World (3cr)
- 51985 - Social Media and European Regulation (3cr)
- 51986 - Business Organizations, the EU Internal Market and the Law (3cr)
- 51994 - Gender and Violence in Spanish Literature and Cinema (3cr)
- 51999 - Introduction to Intersectionality (3cr)

International Business and Marketing Courses in English

- 52103 - Culture and Business in Europe (2cr)
- 52105 - Industrial and Services Marketing (2cr)
- 52107 - International Business Finance (2cr)
- 52108 - International Product Management (2cr)
- 52109 - International Talent Management (2cr)
- 52110 - Law and Global Markets (2cr)
- 52116 - Market Research Analytics (2cr)
- 52118 - Pricing Policies (2cr)
- 52119 - Programming and Big Data (2cr)
- 52120 - Public Relations and Content Marketing (2cr)
- 52123 - Search Engine Optimisation (SEO) (2cr)
- 52124 - Social Media and Inbound Marketing (2cr)

- 51839 - The Collectivity Revolution: Building a Global Community (3cr)
- 51864 - Sovereignty, Democracy and Constitutionalism in Europe (3cr)
- 51865 - From Ethnographic Cinema to the Avant-garde (3cr)
- 51872 - Art and Gender in Contemporary Spain (3cr)
- 51887 - Barcelona the City and its History (3cr)
- 51905 - Laws of Creativity. The Impact of Legal Systems on Artistic Practices and Other Creative Endeavors (3cr)
- 51906 - Great Ideas that Have Shaped our World: From the Axial Age to the Artificial Intelligence Revolution (3cr)
- 51925 - Understanding and Awakening your Creativity (3cr)
- 51926 - Understanding Globalization: Global Issues in Historical Perspective (3cr)
- 51928 - Critical Approaches to Artificial Intelligence and Network Society (3cr)
- 51933 - Sustainable Leadership and Values in Business: Navigating the Transition Across the EU and Beyond (3cr)
- 51938 - Geopolitics of Borders and Migrations in the European Union (3cr)
- 51943 - Society and Politics in Contemporary Spain (3cr)
- 51960 - In the Mood for Love: Cultural Discourses on Love (3cr)
- 51978 - Exploring Catalonia: History, Politics, and Society (3cr)
- 51984 - Arts and the Neurosciences: Painting and Music as Reverse Engineering the Brain (3cr)
- 51990 - International Business and Global Politics (3cr)
- 51991 - Innovation and the Law. How Technology Changes the Legal System (3cr)
- 51992 - Intercultural Cooperation and Transformational Change (3cr)
- 51993 - The Spanish Empire: Debates on Colonization and Rights in Latin America (3cr)

- 52125 – The EU Trade Policy in a Time of Changes (2cr)

International Business and Marketing Courses in Spanish

- 52100 – Auditoría (2cr)
- 52101 – Compras internacionales (2cr)
- 52102 – Cultura y negocios en Asia (2cr)
- 52104 – Economía y globalización (2cr)
- 52106 – Innovación y emprendimiento (2cr)

International Business and Marketing Courses in Other Languages

- 52113 – Lengua china en los negocios I (2cr) (chino/español)
- 52114 – Lengua francesa en los negocios I (2cr) (francés/español)
- 52186 – Lengua alemana en los negocios I (2cr) (alemán/español)

- 51997 – Sensarticate Methods: Doing Qualitative Research with Arts and Sensory-Based Approaches (3cr)

International Business and Marketing Courses in English

- 52137 – Organizational Behaviour and Team Management (2cr)
- 52140 – Culture and Business in Middle East and Africa (2cr)
- 52141 – Culture and Business in America (2cr)
- 52143 – International Expansion (2cr)
- 52144 – International Marketing (2cr)
- 52145 – International Project Management (2cr)
- 52146 – International Strategic Management (2cr)
- 52153 – Management Control (2cr)
- 52154 – Market Research I (2cr)
- 52157 – User Interface and User Experience (2cr)
- 52158 – Web Analytics (2cr)
- 52181 – Data Mapping for Marketing (2cr)
- 52191 – New Trends in Global Trade Governments (1cr)

International Business and Marketing Courses in Spanish

- 52138 – Contabilidad de costes (2cr)
- 52142 – Dirección de ventas (2cr)
- 52152 – Logística internacional (2cr)
- 52155 – Negocios inclusivos (2cr)
- 52178 – Responsabilidad social de las organizaciones (2cr)

International Business and Marketing Courses in Other Languages

- 52150 – Lengua china en los negocios II (2cr) (chino/español)
- 52151 – Lengua francesa en los negocios II (2cr) (francés/español)
- 52187 – Lengua alemana en los negocios II (2cr) (alemán/español)