

SALES & MARKETING TECHNIQUES/BUSINESS STUDIES

	Classes delivered in English	ECTS
Semester 3		
	Extending administrative skills	
M3102	English 3	2
M3103	Spanish 3	2
	Developing commercial performance	
M3201	Sales outlet marketing	2
M3202	Negotiation 3	2
M3203	Commercial communication 2	2
M3204	Direct marketing / Customer relations management	2
M3205	International Environment 2: Approach to foreign markets and business intelligence	2
M3206	Logistics	2
Semester 4		
	CU 41 Adapting to change	
M4102	English 4	1,5
M4103	Spanish 4	1,5
M4104	International Environment 3: international trade technique	1,5
M4105	E-marketing	1,5
	CU 42 Mastering management tools	
M4201 C	Social psychology of organisations	1,5
M4202	Managing a sales team	1,5
M4203	Purchasing and quality	1,5
M4204 C	Corporate strategy	1,5
M4205	Entrepreneurship Taught all year long , so only available for a one-year exchange program	1,5
M4206 C	Cross-Disciplinary Skills 3: Business Game	0,5