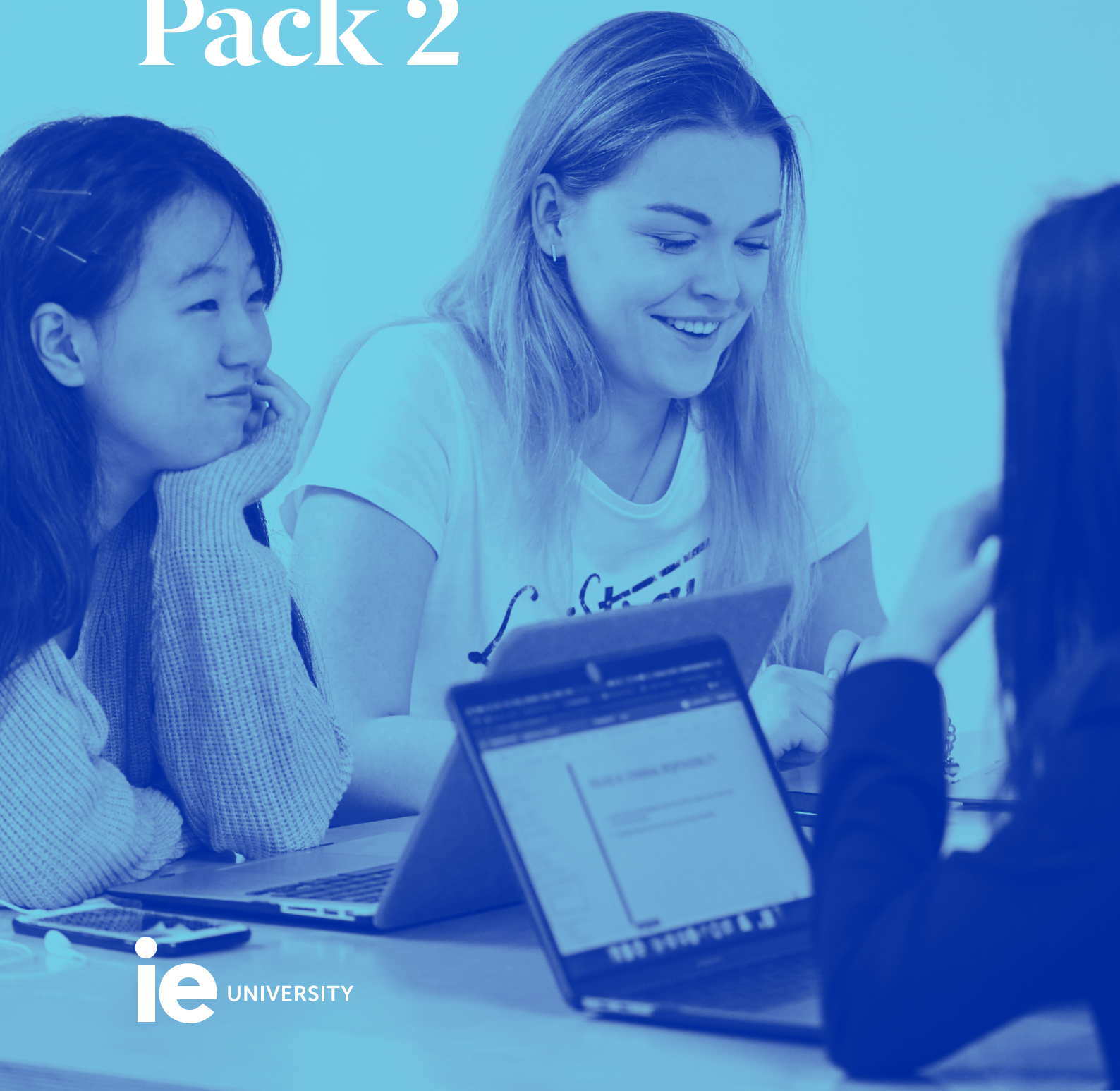


FALL 2022

IE University

Visiting Student Program

General Business Pack 2



Human Resources

Building Powerful Relationships 5 Ects

Entrepreneurship

Entrepreneurship & Innovation / Emprendimiento e Innovación 5 Ects

Business Intelligence for Startups 5 Ects

Family Business 3 Ects

Doing Business in China 3 Ects

Corporate Entrepreneurship & Innovation 4 Ects

Marketing

Marketing Management 5 Ects

Finance

Capital Markets 5 Ects

Economics

Macroeconomics 6 Ects

Strategy

Strategies for Competing in Industries and Markets 6 Ects

Strategic Foresight: Navigating Uncertainty 4 Ects

International Business Strategy: Simulation 3 Ects

Cross-Border M&A Strategies: Value, Motivation, Pitfalls 3 Ects

Information Systems & Technologies

Building an Online Business 5 Ects

Tech Product Development 3 Ects

Internet of Money 3 Ects

* It is guaranteed that there are no timetable clashes between the subjects in this package. * Places are subject to demand. In the case of no places being available in any of the subjects, we can provide other options.