

Visiting Student Program

General Business Pack 2

SPRING 2022-2023



Economics

Data Analysis for Economics 6 Ects

Macroeconomics 6 Ects

Entrepreneurship

Venture Creation & Planning 4 Ects

Strategy

Strategies for the Multinational Corporation 6 Ects

Marketing

Brand Strategy & Identity 6 Ects

General

Introduction to Gamification
& Behavior Management 6 Ects

Design

Design Service Design: Good Design is Good Business 3 Ects

Agile Methodologies: Running Business Innovation 4 Ects

Business Law

Negotiating the Best Deal 3 Ects

Human Resources

Self-management 3 Ects

Marketing

Innovation, Creativity & Change Management 3 Ects

Strategy

Introduction to Luxury Management 3 Ects

Cross-Border M&A Strategies: Value, Motivation, Pitfalls 6 Ects

Humanities

Trust Conflict & Exchange:
A Historical and Cultural Perspective 3 Ects

Cultural, Diversity, Today 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.