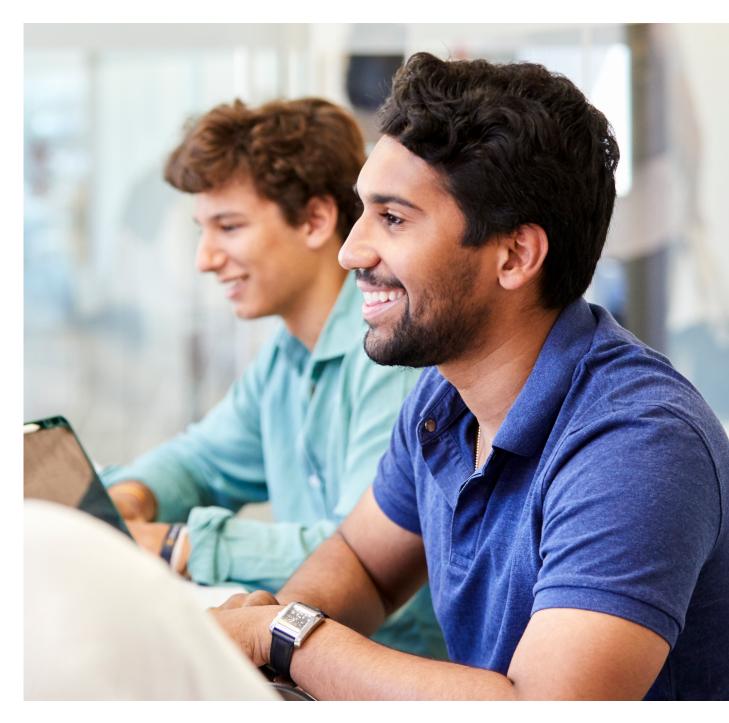
Visiting Student Program

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	6 Ects
& Behavior Management	0 2013
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 Etcs
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
	2 = 340

^{*} 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.