

**TBS Barcelona - Bachelor in Management Student Exchange  
2019-2020 Course List**

**KEY:**  
**B2:** Bachelor 2nd year  
**B3:** Bachelor 3rd year  
**FY:** Full year  
**S1:** Fall Semester  
**S2:** Spring Semester  
**ECTS:** European Credit Transfer System

**Bachelor Core Management Competences**

Semester	Program	Level	Module	Comments	Language	Hrs	ECTS
S1	Bachelor	B2	Human Resource Management		English	30	5
S1	Bachelor	B2	Financial Analysis		English	30	5
S1	Bachelor	B2	The Human and Commercial Dynamics of Business		English	30	5
S1	Bachelor	B2	Services Marketing		English	30	5
S1	Bachelor	B2	Business Negotiation		English	30	5
S1	Bachelor	B2	Supply Chain Management & Purchasing		English	30	5

**IMPORTANT:**  
 You must choose modules from a single path, either: **Social Innovation and Change** or **Popular Business Concepts and Analysis** (Modules from both paths cannot be combined)

**Social Innovation and change (All modules must be taken)**

S2	Bachelor	B2	Impact Marketing		English	30	5
S2	Bachelor	B2	Social Entrepreneurship and Business Modelling		English	30	5
S2	Bachelor	B2	Open Innovation and prototyping		English	30	5
S2	Bachelor	B2	Brand and Visual Communication		English	30	5
S2	Bachelor	B2	Advocacy for change		English	30	5
S2	Bachelor	B2	Management for Social Ventures		English	30	5

**Popular Business Topics**

(You must choose at least 1 module from each part and a maximum of 2)

Part 1							
S2	Bachelor	B2	Social Innovation		English	30	5
S2	Bachelor	B2	International Business		English	30	5
S2	Bachelor	B2	Global Sourcing		English	30	5
S2	Bachelor	B2	Statistics		English	30	5
Part 2							
S2	Bachelor	B2	Advanced Cost Accounting		English	30	5
S2	Bachelor	B2	European Integration		English	30	5
S2	Bachelor	B2	International Marketing		English	30	5
S2	Bachelor	B2	Neuromarketing		English	30	5
Part 3							
S2	Bachelor	B2	European Union		English	30	5
S2	Bachelor	B2	Creativity and Innovation		English	30	5
S2	Bachelor	B2	Managerial Competence		English	30	5
S2	Bachelor	B2	Philosophy of Management		English	30	5

**Language Modules (S1 available for B2 & B3 students, S2 only available for B2 students)**

S1	Bachelor	B2	French		French	20	2
S1	Bachelor	B2	German		German	20	2
S1	Bachelor	B2/B3	Spanish Intensive	From 19/08/2019 - 30/08/2019	Spanish	40	4
S1	Bachelor	B2/B3	Spanish		Spanish	20	2
S2	Bachelor	B2	Chinese		Chinese	20	2
S2	Bachelor	B2	English		English	20	2
S2	Bachelor	B2	French		French	20	2
S2	Bachelor	B2	German		German	20	2
S2	Bachelor	B2	Spanish		Spanish	20	2

**IMPORTANT:**  
**S1** you must choose all modules from a **Functional Competence** path, either: Human Resource Management, Finance or Marketing.  
**S1** you must choose all modules from an **Advanced study path**, either Digital Marketing or Fashion and Luxury Business.

**S2** you must choose all modules from an **Advanced study path**, either Digital Marketing or Fashion and Luxury Business.

**FY** you must choose all modules from a **Functional Competence path** and **Advanced study path**, either Digital Marketing or Fashion and Luxury Business or Entrepreneurship.

**Functional Competences**

**Path: Human Resource Management**

S1	Bachelor	B3	Employer branding and New Challenges in HRM Part 1		English	30	5
S1	Bachelor	B3	Employer branding and New Challenges in HRM Part 2		English	30	5

**Path: Finance**

S1	Bachelor	B3	Finance part 1		English	30	5
S1	Bachelor	B3	Finance part 2		English	30	5

**Path: Marketing**

S1	Bachelor	B3	Marketing plan		English	30	5
S1	Bachelor	B3	Retail Marketing		English	30	5

**Advanced Study Paths**

**Path: Digital Marketing**

S1	Bachelor	B3	Digital Marketing Framework & Overview		English	30	5
S1	Bachelor	B3	Social Media Marketing & Community Management		English	30	5
S1	Bachelor	B3	Content Marketing & Storytelling		English	30	5
S2	Bachelor	B3	Web Analytics and Search Engine Optimization		English	30	5
S2	Bachelor	B3	Paid & Social Advertising		English	30	5
S2	Bachelor	B3	E-Commerce Fundamentals		English	30	5
S2	Bachelor	B3	Marketing Automation & Lead Nurturing		English	30	5

**Path: Entrepreneurship (Only available for students studying full year)**

FY	Bachelor	B3	Business Creation, Theory and Practise		English	30	5
FY	Bachelor	B3	Business Planning, Theory and Practise		English	30	5
FY	Bachelor	B3	Social Entrepreneurship and Innovation		English	30	5
FY	Bachelor	B3	E-Entrepreneurship		English	30	5
FY	Bachelor	B3	Managing Innovation and Creativity		English	30	5
FY	Bachelor	B3	Human Resource Challenges for Entrepreneurs		English	30	5
FY	Bachelor	B3	New project mentoring and incubation		English	30	5

**Path: Fashion and Luxury Business**

S1	Bachelor	B3	The World of Luxury		English	30	5
S1	Bachelor	B3	Fashion Overview		English	30	5
S1	Bachelor	B3	Marketing Strategic Approach and Tactics		English	30	5
S2	Bachelor	B3	Supply Chain & Topics in Management		English	30	5
S2	Bachelor	B3	Managing Creation, Innovation and Design		English	30	5
S2	Bachelor	B3	Distribution		English	30	5
S2	Bachelor	B3	Store Based Retail		English	30	5
	Bachelor	B3	Business elective courses (will be available to register for in November)	Includes a range of business modules taught intensively over a 2-4 week period during the final semester. Each module is worth 5 ECTS and a maximum of 4 can be taken.	English	30	5

**Programme Disclaimer:**

Whilst every effort has been taken to ensure information provided is accurate at the time of publication, courses and content remain subject to change. Changes may be necessary to keep courses current and circumstances may also arise outside our reasonable control making a course unsafe or unreasonable to deliver.

Exchange students are encouraged to consider a broad range of modules as some modules will be subject to capacity restrictions. Spaces on specific modules cannot be reserved and are only confirmed once students complete the module registration. Languages classes cannot be changed once registered.