

International Study Experience

School of Management

- Business Administration
- Marketing
- International Business
- Tourism & Hospitality

| Fall Semester



The following pages contain the list of courses offered to international students by the IQS School of Management during the Fall semester. Courses are grouped into separate tracks in order to avoid scheduling conflicts and ensure a smooth and compatible timetable.

- » Students must select all their courses from a **single track**:
Finance, Business Analytics, Marketing, International Business, or Hospitality & Tourism.
Courses from different tracks **cannot be combined**.
- » IQS does **not impose a minimum number of ECTS credits**; however, it is the student's responsibility to verify whether their home university requires a minimum number of credits, and to ensure that the selected courses will be recognized by their home institution.
- » It is **strongly recommended** that students carefully review the **course content and any prerequisites** before finalizing their selection. **Course syllabi are accessible by clicking on each course title**.
- » In addition to their course selection, all incoming international students will be automatically enrolled in the **International Experience** course (1 ECTS). This course includes all mandatory activities organized by the International Relations Office, such as the IQS Welcome Days.
- » **Exchange students must remain flexible**, as course enrollment cannot be guaranteed due to prerequisites, classroom capacity, schedule conflicts, or class cancellations. IQS reserves the right to make last-minute changes to the course offering in the interest of academic development.
- » **All courses**, including **final exams**, in the **School of Management**, run from September to December.
- » **Students who fail a course** may take a **retake exam**; however, it must be taken **on-site at the IQS facilities** during the **Retakes Period**.



A course selection form will be sent to all accepted students once the application period has been finalized.

Track 1: FINANCE

CODE	COURSE	ECTS	LANGUAGE
53160	<u>Advanced Financial Accounting</u>	6	English
53162	<u>Entrepreneurial Financing and Business Valuation</u>	6	English
53163	<u>Financial Markets Lab</u>	6	English
53164	<u>Applied Corporate Finance</u>	6	English
53161	<u>Business Intelligence with Power BI</u>	6	English



To access the Finance track, students must meet specific prerequisites.

They must demonstrate a solid foundation in core areas of accounting, finance, and quantitative analysis. This includes the successful completion of a set of key courses that provide essential theoretical tools and practical skills in financial valuation, cost management, financial statement interpretation, and budgeting. These competencies are necessary to fully engage with the advanced subjects offered in the Finance track.

**The required courses (or their equivalents) are detailed on [page 5](#).*

Track 2: BUSINESS ANALYTICS

CODE	COURSE	ECTS	LANGUAGE
53165	<u>Advanced Data Analysis</u>	6	English
53166	<u>Data Science Fundamentals</u>	6	English
53168	<u>Machine Learning: Innovation in Marketing and Business</u>	6	English
53161	<u>Business Intelligence with Power BI</u>	6	English
53167	<u>Generative AI and Creativity</u>	6	English

Track 3: MARKETING

CODE	COURSE	ECTS	LANGUAGE
53158	<u>Consumer Neuroscience</u>	6	English
53157	<u>Principles of Digital Marketing</u>	6	English
53159	<u>International Marketing</u>	6	English
53156	<u>Sustainable Marketing</u>	6	English
53161	<u>Business Intelligence with Power BI</u>	6	English

Track 4: INTERNATIONAL BUSINESS

CODE	COURSE	ECTS	LANGUAGE
53155	<u>Business Culture in Asia</u>	6	English
53169	<u>Business Culture in Europe</u>	6	English
53173	<u>Business Culture in North America</u>	6	English
53174	<u>Global Manufacturing</u>	6	English
53161	<u>Business Intelligence with Power BI</u>	6	English

Track 5: HOSPITALITY & TOURISM

CODE	COURSE	ECTS	LANGUAGE
53175	<u>Events & Sports Management</u>	6	English
53176	<u>Hotel and Restaurant Management</u>	6	English
53177	<u>Managing the Hospitality Experience</u>	6	English
53161	<u>Business Intelligence with Power BI</u>	6	English
53178	<u>Tourism Markets</u>	6	English

***FINANCE TRACK - Prerequisites**

Fundamentals of Financial Accounting: *Introduction to accounting methods and financial statement preparation.*

Financial Mathematics: *Quantitative techniques to assess the value of financial operations, including interest, loans, and investment evaluation.*

Cost Calculation and Analysis: *Exploration of different costing systems (full costing, ABC, direct costing) and their role in business decision-making.*

Analysis of Financial Statements: *Tools for interpreting income statements, balance sheets, and key financial ratios to assess a firm's performance and risk.*

Management Control: *Budgetary planning and variance analysis, with a focus on integrating financial and operational information for strategic decision-making.*

Financial Management: *A study of investment, financing, and dividend decisions, including capital structure and cost of capital.*



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