

IEU Elective courses available - AY 2017/2018

ELECTIVES - FALL 2017 SEMESTER

Elective course title	Period	ECTS
Consumer Insights and Marketing Strategy	FALL17	6
Breakthrough Innovation	FALL17	3
Product and Brand Management	FALL17	6
Digital Business	FALL17	6
Advertising and Creative Strategy	FALL17	3
Retailing	FALL17	3
Introduction to Coding	FALL17	6
Business Intelligence for Startups	FALL17	6
E-Business	FALL17	3
Corporate Entrepreneurship	FALL17	3
Family Business	FALL17	3
Generating Business Value From New Technologies	FALL17	3
Financing New Ventures	FALL17	3
Competition Policy	FALL17	3
The Internet of Things	FALL17	3
Cross-Border M&A: Value, Motivation, Pitfalls	FALL17	3
Advanced Strategic Management in Technology Intensive Environments	FALL17	3
Entrepreneurial Mindset	FALL17	6
Build your Startup	FALL17	6
Democracy In The 21st Century	FALL17	3
Technology And Political Change	FALL17	3
Country Risk Analysis	FALL17	6
The Geopolitics Of International Business	FALL17	3
Video Marketing And Video Production	FALL17	6
The Politics Of Ethnicity	FALL17	3
National Reputation And Branding	FALL17	3
Politics, Economics, And Business In Sub-Saharan Africa	FALL17	3

ELECTIVES - SPRING 2018 SEMESTER

Elective course title	Period	ECTS
Consumer Insights and Marketing Strategy (group A)	SPRING18	6
Consumer Insights and Marketing Strategy (group B)	SPRING18	6
Breakthrough Innovation	SPRING18	3
Product and Brand Management (group A)	SPRING18	6
Product and Brand Management (group B)	SPRING18	6
Product and Brand Management (group C)	SPRING18	6
Pricing for Value and Profitability	SPRING18	3
Structural Marketing	SPRING18	3
Advertising and Creative Strategy	SPRING18	3
Digital Business (group A)	SPRING18	6
Retailing	SPRING18	3
Services Marketing	SPRING18	6
Advocacy Marketing	SPRING18	6
Entrepreneurship do-it-yourself	SPRING18	6
Management Control for Start-ups	SPRING18	3
Digital Business (group B)	SPRING18	6
E-Business	SPRING18	3
Entrepreneurship in Emerging Markets	SPRING18	3
Social Entrepreneurship	SPRING18	3
Advanced Coding	SPRING18	6
Technology New Ventures	SPRING18	3
Technology Venture Creation Practicum	SPRING18	3
Global Outsourcing Strategy	SPRING18	3
Interdisciplinary Perspectives on Organization Theory	SPRING18	6
Introduction to Gamification and Behavior Management (group A)	SPRING18	6
Introduction to Gamification and Behavior Management (group B)	SPRING18	6
Exploring the New Frontiers of Big Data Strategy	SPRING18	3
Emerging Technologies for New Enterprise of the Future	SPRING18	3
Self-Management	SPRING18	3
Sustainable Development: the role of Enterprises	SPRING18	6
Lean Management	SPRING18	6
Inequality and Economic Growth	SPRING18	3
Creative Thinking and Wow! Idea Generation (group A)	SPRING18	3
Creative Thinking and Wow! Idea Generation (group B)	SPRING18	3
Pensamiento Creativo e Innovación (grupo A)	SPRING18	3
Pensamiento Creativo e Innovación (grupo A)	SPRING18	3
Marketing and Videogames: what is coming next and how to make it exciting	SPRING18	3
Lean Thinking	SPRING18	3
The History of Capitalism	SPRING18	6

Gender and Development	SPRING18	6
Spanish For Diplomacy And International Relations	SPRING18	3
Español Para Los Negocios/Spanish For Business	SPRING18	3
Spain and the Islamic World	SPRING18	3
Eastern Europe after the Fall of the Berlin Wall	SPRING18	3
UN Peacekeeping Missions	SPRING18	3
Competitive Intelligence	SPRING18	3
Corporate Diplomacy and Protocol	SPRING18	3
The Contemporary Middle East	SPRING18	3
A History Of Trade	SPRING18	3
Empires And The Rhetoric Of Power	SPRING18	3
Business and Legal Environment in India	SPRING18	3
Islamic law and society	SPRING18	3
Cybersecurity & Law	SPRING18	3
Disruption and technology in the legal market	SPRING18	3
Human rights in a changing world	SPRING18	3
Practical aspects of corporate transactions	SPRING18	3
Financial transactions and regulations	SPRING18	3