

# Syllabus - Ementas

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## **Educación Intercultural – 7,5 ECTS**

Diversidad sociocultural en Brasil, América Latina y en los países del Caribe; multiculturalismo e interculturalidad en la Educación de América Latina y de los países del Caribe.

## **Entrepreneurship and Corporate Strategies – 7,5 ECTS**

Fundamental concepts of entrepreneurs. Entrepreneurs: the energizers of small business. Intrapreneurship - the entrepreneurship in large organizations. The entrepreneurial spirit and the economy. The entrepreneurial spirit and the executives. Entrepreneurial activity as a career option. Building a business that works. Experiences of entrepreneurs. Self-assessment of the entrepreneurial spirit.

## **Globalization and International Business Management – 7,5 ECTS**

Organizational planning system. Concept, characteristics and stages strategic planning process. The strategic planning in different contexts. Advantages and disadvantages of strategic planning. Definition of international strategies, international strategies characteristics, planning of global operations.

## **History and Global Thinking – 7,5 ECTS**

The many faces of Clio: Humanity and Time Perspective. An overview of the Science of History (*Geschichtswissenschaft*) and its tools or what do the historians do when they do History. History, Epistemologies and Systems of Thinking. Global and Connective History through critical and creative thinking. Competing points of view, different voices and Interconnectedness in the Digital Era: narration, orientation, and interpretation of historical events. Facing the present, dealing with the Past: Reception History and horizons of expectation.

## **Marketing and Consumer Behavior – 7,5 ECTS**

Fundamentals of marketing. Strategic planning. The marketing environment. Market research-marketing information systems. Consumer markets-purchase decision process. Organizational markets and buyer behavior. Demand measurement and prediction. Market segmentation, target market selection and product positioning. Product planning: products, brands, packaging and services.

## **Methods and Research Techniques in Marketing – 7,5 ECTS**

Definition of scientific work. How to develop a research project. Definition of the research problem. Research methodology business administration. Theoretical framework. Preparation of the research report. Development of a search. Research methodology. Analysis and

interpretation of data. Segmentation and market niche. Measurement of markets. The role of research in decision-making of propaganda. Main research applications. Enforcement agents. Types of scientific research. Importance of research in communication. Market research. Comparative studies. Quantitative and qualitative research. Market research techniques.