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ENHANCING UNIQUENESS
INTERNATIONAL
BUSINESS SCHOOL
BARCELONA
ESEI

POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

SPRING SEMESTER

Module name	ECTS	Component courses
Financial management	3.5	>>**International Financial Statement Analysis** This module acquaints you with the essentials of International Financial Reporting Standards and looks at how to understand key aspects of financial statements, such as balance sheets and cash flow Statements and to evaluate their quality for decision-making purposes. >>**Budgeting and Controlling** This module looks at budget forecasting and detailed financial analysis for effective budget management.
International Business Management	7,5	>>**International Human Resources Management** IHRM deals with the complex world of managing expatriate assignments, and working with systems of reward, incentive, job design, recruitment and selection across a myriad of cultural complexities; both national and organisational. This module looks at what they key issues are involved. >>**Cross cultural management** As culture is a complex area, this module does not seek to be all things to all people. Instead, it examines the influence of cultural factors on the organization and its management, and helps students to develop, through a reflective and interactional process, their intercultural communicative competence. >>**Production and Operations** Operations and operations management are of strategic importance to an organization. Modern business organisations must be on point in terms of mass customization, lean production, agile manufacturing and customer-centric provision, and this module looks at how these processes work and how they facilitate an agile and efficient business strategy. >>**Business Canvas Modelling** This module is taught by a seasoned entrepreneur and intrapreneur, who looks at a canvas tool which can help better understand the priorities and consequences which influence decision making as you embark on your start-up or project, and help you see where the weaknesses are in your plan before you get started.
Digital business	3	>>**Setting up a website – The end user experience** This is not a web-design module, but focuses on the interaction with the web designer. In setting up a business, we know a website is necessary, but what do we ask the designer for? A good web designer can help, but we must understand what we need the website to do, and how it complements and supports our brand. This module is extremely practical and will help business owners and entrepreneurs know what to ask for and how to deal with web developers. >>**SEM and SEO** This is not a course for webmasters, but rather for those who need to understand how to create content for their site and associated social media platforms in a way which will get them noticed by search engines, and increase their visibility. As we better understand SEM & SEO and social media within the overall framework of digital business applications, we can focus more on inbound marketing, and gather valuable granular data about our customers
PR, social Media and Brand communication	5	>>**Business ethics and corporate communications** Sustainability is, or should be, the guiding principle of any business which hopes to last, and contribute to the world in a positive way. This module looks at the philosophy and psychology involved in ethical decision-making, and moves on to look at consequentiality thinking writ-large: CSR and corporate citizenship, and how to communicate these core strategies in a way which fits the brand and hits the mark. >>**Public Relations** This module will evaluate the strategic role of PR in both the creation and management of organisational reputation and image. It will pay particular attention to the impact of new media technologies on the world of spin, image and relationships. >>**Social media and community management**
Innovation	2	>>**Innovation & design thinking** Disruptive products or processes can bring great success, and Innovation is possible everywhere, no matter what people tell you. This module helps us put to rest the expression "if it isn´t broken, don´t fix it", by examining the customer journey in their interaction with real life products and brands, and identifying where innovation may be made. This approach is practical and be applied to any product or service and lead to to…who knows?
Career development	1,5	>>**Careers skills** This module focuses on you and your path ahead. After reflecting on the things we really want from a career and where our passion lies, we take time to hone your personal brand both online and offline; looking at interview and networking techniques to carve out that path for yourself.