



## [BS3 ACADEMIC SCHEDULE]

**International Business: Managerial, Entrepreneurial, and Marketing Skills Development**

**Academic coordinators: PhD. Raquel Antolín López, Justo Alberto Ramírez Franco**

**Hours: 60h**

*\*This program is subject to change with prior notice*



DATE	TIME	CLASS/ACTIVITY	LOCATION <sup>i</sup>	PROFESSORS
Wednesday, 25 <sup>th</sup> June	11:00 – 12:00	Introduction to the course (online session)	<a href="https://meet.google.com/htg-escj-awr">https://meet.google.com/htg-escj-awr</a>	Raquel Antolín López (Academic coordinador)
Monday 30th June	9:30 – 13:00	<b>Meeting point Official Welcome Ceremony Coffee Break Campus Tour</b>	Sala de Grados del Edificio de Gobierno y Paraninfo (Campus UAL)	N/A
Tuesday 1st July	9:00 – 14:00	<b>Digital strategy and collaborative economy</b>	AULA 04 (0.240). Planta baja IZQ. AULARIO V - INFORMATICA	María del Mar Gálvez Rodríguez
Wednesday 2nd July	09:00 – 11:15 11:30 – 14:00	<b>International entrepreneurship</b>	AULA 23 (2.170) AULARIO IV	Eduardo Terán Yepez
Thursday 3rd July	09:00 – 14:00	<b>Academic visit I: <a href="#">Clisol Agro</a>. An example of an entrepreneurial company</b>	Almerimar (El Ejido)	Justo Alberto Ramírez Franco
<b>VIERNES 4 DE JULIO _ Visita a <a href="#">Minihollywood - Oasys</a></b>				
Monday 7th July	09:00 – 11:15 11:30 – 14:00	<b>Cultural and team management</b>	AULA 23 (2.170) AULARIO IV	Jorge Tarifa Fernández
Tuesday 8th July	09:00 – 11:15 11:30 – 14:00	<b>Foreign trade and entry modes</b>	AULA 23 (2.170) AULARIO IV	José Luis Ruiz Real
Wednesday 9th July	09:00 – 14:00	<b>Academic visit II: "<a href="#">Almazara del Castillo de Tabernas</a>". An example of an innovative company in a traditional sector</b>	Tabernas (Almería)	Raquel Antolín López
Thursday 10th July	09:00 – 11:15 11:30 – 14:00	<b>Business models: IA application to marketing</b>	AULA 04 (0.240). Planta baja IZQ. AULARIO V - INFORMATICA	Javier Plaza Ibarra
<b>VIERNES 11 DE JULIO _ Visita a <a href="#">Parque Natural Cabo de Gata-Níjar</a></b>				



Monday 14th July	09:00 – 11:15	<b>International Market Research</b>	AULA 04 (0.240). Planta baja IZQ. AULARIO V - INFORMATICA	Nieves García de Frutos
	11:30 – 14:00			
Tuesday 15th July	09:00–14:00	<b>Academic visit III: <a href="#">Luxeapers</a> An example internationalized and sustainable company</b>	Nacimiento (Almería)	Justo Alberto Ramírez Franco
Wednesday 16th	09:00 – 11:15	<b>Human resources management in a global context</b>	AULA 23 (2.170) AULARIO IV	Jorge Tarifa Fernández
	11:30 – 14:00			
Thursday 17th July	09:00 – 11:15	<b>E-commerce</b>	AULA 04 (0.240). Planta baja IZQ. AULARIO V - INFORMATICA	Nieves García de Frutos
	11:30 – 14:00			
<b>Viernes 18 de Julio _ Visita a la <a href="#">Alhambra - Granada</a></b>				

#### LOCATIONS

1. Room: Sala de Grados **Building: Edificio de Gobierno y Paraninfo (Campus UAL)**
2. Classroom AULA 23 (2.170) **Building: AULARIO IV.**
3. Room AULA 04 (0.240). Planta baja IZQ. **Building: AULARIO V Informática**
4. For the company visits, a bus will be picking you up from CIVITAS Residence. You will be receiving the information 1 or 2 days prior to the visit.