

2nd Semester: 4 February – 29 April 2010

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
9.00 – 11.00	Marketing in the EU Prof. Lorenzo Rodríguez / Felipe Ruíz / Juan Luis Nicolau	Business Consulting Prof. Luis Manfredi	Game Theory for Business and Economics Prof. Carlos Oyarzun	Game Theory for Business and Economics Prof. Carlos Oyarzun
11.00 – 13.00	Human Resources Management Prof. Juan Llopis	Human Resources Management Prof. Juan Llopis	Retail Marketing Prof. Mayo de Juan	Retail Marketing Prof. Mayo de Juan
13.00 – 15.00	Quality and Environment International Management Systems (ISO 9001 and ISO 14001) Prof. Juan José Tarí / José Francisco Molina	The Economy of the EU: characteristics, economic structure and institutions Prof. Paloma Taltavull / Manuel Hernández	Business Consulting Prof. Luis Manfredi	The Economy of the EU: characteristics, economic structure and institutions Prof. Paloma Taltavull / Manuel Hernández
15.00 – 17.00	Entrepreneurial Initiative: Starting and Running a Business Prof. Virginia Payá / M ^a Reyes González	E-Management Prof. Susana de Juana	Cross-cultural business behaviour. Doing Business in Spain Prof. Pilar Barra	Cross-cultural business behaviour. Doing Business in Spain Prof. Pilar Barra
17.00 – 19.00	E-Management Prof. Susana de Juana	Quality and Environment International Management Systems (ISO 9001 and ISO 14001) Prof. Juan José Tarí / José Francisco Molina	Marketing in the EU Prof. Lorenzo Rodríguez / Felipe Ruíz / Juan Luis Nicolau	Entrepreneurial Initiative: Starting and Running a Business Prof. Virginia Payá / M ^a Reyes González