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## General information

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### Educational centre

Escola Superior de Comerç i Distribució

### Educational proposal

The objective of this diploma is to provide the knowledge, skills and abilities needed to responsibly direct, organise and manage a commercial business. The material and methodology included in this diploma has been designed based on six strategic axes needed in the sphere of commerce and distribution:

- Business environments
- Consumers
- Commercial establishment (location, installation, lay-out)
- Business strategies and organisation
- Commercial business and expansion models
- Management and communication skills

### Timetables/Turns

Mornings

### Evaluation types

Depending on the subject: continuous assessment, final exam, tests, work projects.

### Professional training

The third year will consist of an optional work placement module. Information will be available for all students who wish to work on real projects carried out by businesses as part of their final year project. Several modules will include the participation of collaborating firms, as well as visits to their company sites and analyses of real life cases.

### Continuation to other UAB studies

Once students obtain their Diploma in Commerce Management and Distribution they will be able to go on to the following second cycle studies:

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## Course access

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If you wish to study this degree there are different ways to access it depending on your previous studies:

Type of access	Preference of access	Entrance mark 09-10
Secondary school diploma + University entrance exam	Subjects from courses related to the same branch:	(*)
	<ul style="list-style-type: none"> <li>• Musical Analysis (0.1)</li> <li>• Applied Anatomy (0.1)</li> <li>• Scenic Arts (0.1)</li> <li>• Audiovisual Culture (0.1)</li> <li>• Artistic Drawing (0.1)</li> <li>• Technical Drawing (0.1)</li> <li>• Design (0.1)</li> <li>• Economics (0.1)</li> <li>• Business Economics (0.2)</li> <li>• Geography (0.2)</li> <li>• Greek (0.1)</li> <li>• History of Art (0.2)</li> <li>• History of Music and Dance (0.1)</li> <li>• History of the Contemporary World (0.1)</li> <li>• Catalan Literature (0.1)</li> <li>• Spanish Literature (0.1)</li> <li>• Universal Literature (0.1)</li> <li>• Latin (0.2)</li> <li>• Musical Language and Practice (0.1)</li> <li>• Mathematics (0.2)</li> <li>• Mathematics Applied to Social Sciences (0.2)</li> <li>• Techniques in Graphic and Plastic Expression (0.1)</li> <li>• Volume (0.1)</li> </ul>	
CFGS (Advanced professional training)	<ul style="list-style-type: none"> <li>• Administration and Finances (*)</li> <li>• Travel Agencies</li> <li>• Accommodation</li> <li>• Organisation of Social and Cultural Activities</li> <li>• Tourism Activities</li> <li>• International Trade</li> <li>• Publishing Design and Production</li> <li>• Early Childhood Education</li> <li>• Business Management and Marketing</li> <li>• Transport Management</li> <li>• Image</li> <li>• Tourism Information and Promotion</li> </ul>	



- Social Integration
- Sign Language Interpreting
- Audiovisual, Radio and Entertainment Productions
- Productions in the Graphic Arts Industry
- Direction of Audiovisual and Entertainment Events
- Catering
- Secretarial Work
- Customer Service
- Audio
- Plastic Arts and Design (all specialisations)

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University access for people Arts and the Humanities over 25

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Others

People over 40  
Entrance exams for people over 45  
Degree holders  
Foreign studies

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**Current price per credit**  
Approximately 80 euros.

**Pre-registration code for new students ([DURSI](#))**  
E 20294


**Specific grants**

Several grants and supports for training are available. Check the website for grant amounts. A personal interview will be carried out to inform each student about any possible credits that can be validated.

## Study plan from the ESSE

Qualification	Diploma in Commerce Management and Distribution
Type of course	First Cycle UAB Diploma
Duration	Three years
Total number of credits	180

Credit distribution: Compulsory units    Optional units    Free-choice



1st year                    60

2nd year                    60

3rd year                    55                            5



Total                        175                            5

## Compulsory modules

### 1st year

- Commercial Distribution Sector and Business Models
- Economics and Business Economics
- Consumer Psychology
- Market Research and Analysis
- Business Law
- Economic and Financial Management of Commercial Businesses
- Financial Accounting and Analysis
- Marketing Fundamentals
- Commercial Business Promotion
- Social Psychology of Consumption
- Commercial Law and Institutional Frameworks

### 2nd year

- Directing and Organising Commercial Businesses
- Techniques in Directing, Team Leadership and staff Organisation
- Sales Techniques and Transactional Analysis
- Visual Merchandising and Promotion at the Point of Sales (I)
- Buying and Managing Stocks (I)
- Strategic Marketing and Commercial Business Planning
- Product Design and the Production of Collections
- Commercial Locations and Urban Merchandising
- Visual Merchandising and Promotion at the Point of Sales (II)
- Buying and Managing Stocks (II)
- Commercial Real Estate Management

### 3rd year

- Communication and Negotiation Techniques (I)
- Commercial Business Quality and Management Systems (I)
- Human Resources Management
- Family Businesses
- Computer Applications and New Technologies
- Sales Offices and Groups
- Communication and Negotiation Techniques (II)
- Commercial Business Quality and Management Systems (II)
- Growth Models and Strategies
- Final Year Project

## Optional modules

### 3rd year

- Work Placement
- Self-Employment and Business Start-Up in the Commercial Sector
- Directing, Managing and Promoting Shopping Centres
- Languages (\*)

(\*) This subject is not offered at ESCODI, but students can validate these credits if they can certify that they have studied a foreign language in one of the UAB centres.

### Skills required

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The Diploma in Commerce Management and Distribution is aimed at students who are not only interested in commercial businesses and their distribution, but who also enjoy observing human behaviours and changes in fashion or lifestyles as a way of detecting commercial opportunities and strategies. Students should also have initiative and good leadership and communication skills when dealing with both co-workers and external people.<br /> These abilities should allow students to focus on the market and the client, as well as direct groups and manage an establishment or commercial business, decide where and how new establishments should be opened, where products should be placed and how clients should be treated, define new business concepts, etc.

## Professional job opportunities

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Once students have completed the diploma they will be ready professionals with the skills and abilities to take on different responsibilities within a commercial business and its different units:

- Directing one or more establishments
- Directing commercial businesses in any of the formats (chain stores, franchises, affiliated or independent stores, etc.)
- Directing shopping centre management teams
- Directing management teams at sales offices
- Middle management within the main management team in the area of: business expansion, marketing strategies, promotion and entertainment at points of sale, client service and client loyalisation, sales, buying, human resources, administration, management systems, etc.

All students will have access to the ESCODI Graduate School's employment bureau.