



INTERNATIONAL STUDIES PROGRAM

**Course description
Summer Program**



UNIVERSIDAD
NEBRIJA

Centro de Estudios Hispánicos

International Studies Program

Courses taught in English

Summer 2026

JUNE

CH3161 Art in Spain
CH3631 Sports Management
DE1124 International Business
CH3612 Corporate Psychology

JULY

CH3161 Art in Spain
MK3003 Digital Marketing
DE1124 International Business
LM207 Intercultural Communication



Liberal Arts

CH3161 Art in Spain (June & July)

This course offers a comprehensive introduction to the evolution of art in Spain over the last five hundred years. By exploring key topics and significant periods, students will gain insights into the unique characteristics of Spanish artistic culture throughout history. Special attention will be given to the masterpieces of internationally acclaimed Spanish artists, including Velázquez, Goya, Picasso, Dalí, and Miró, allowing students to appreciate their contributions to the art world and their lasting impact on Spanish culture.

CH3612 Corporate Psychology (June)

Focusing on the application of psychology within Human Resources, this course explores various aspects that influence behavior in the workplace and the corporate culture of organizations. By examining the dynamics between individuals and their work environments from a psychosocial perspective, students will learn essential terminology, methods, and techniques in the field. The course also covers fundamental psychosocial processes that shape interactions within society and organizations.

LM207 Intercultural Communication (July)

This course examines the cultural variables that facilitate understanding among diverse groups, with a particular emphasis on the factors that influence intercultural communication. Students will apply their insights to professional environments, underscoring the vital role of communication in shaping and sharing culture. Throughout the course, participants will learn to identify and leverage these cultural variables to improve their communicative effectiveness in a variety of contexts.

Business and Management

DE1124 International Business (June & July)

This course offers students a comprehensive introduction to the global business landscape, emphasizing the competitive dynamics of the international marketplace. Key topics include the influence of cultural, political, economic, and labor factors on international business operations. Students will explore management strategies to navigate these complexities, preparing them to thrive in diverse global environments.

CH3631 Sports Management (June)

Delving into the vibrant sports industry in Europe, this course examines the business dynamics and social significance of sports —particularly football— in European culture. Through an in-depth case study of Real Madrid, students will discover how the club became the world's most successful and valuable sports organization. They will conduct comparative analyses of Real Madrid and other prominent European sports organizations with leading sports entities from around the world. Key factors such as marketing strategies, sponsorship deals, and broadcasting rights will be discussed, providing a comprehensive understanding of the European sports industry.

MK3003 Digital Marketing (July)

This course has been programmed from a comprehensive perspective so that students will be able to gain an overall panorama of the integration of the Internet and new technologies within the global marketing strategy of the company. The main goals of this course are for students to understand, comment upon and analyze the most important aspects of digital marketing, as well as, the acquisition of general knowledge of Internet business models, e-Marketing variables, the Digital marketing plan, Metrics and Web Analytics, among others.

** A minimum of eight students is required for any course to take place. Enrollment in the courses is subject to availability and must align with the scheduling of other courses.*