



# SPANISH PLUS PROGRAM

**Course description**  
**Academic Year 2019-2020**



UNIVERSIDAD  
**NEBRIJA**

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Centro de Estudios Hispánicos

**Courses taught in English**  
**CAMPUS MADRID-PRINCESA**  
**Fall & Spring 2019-2020**

**Business and Management**



**MK3002 Consumer Behavior**

This course draws from research in behavioral economics, social psychology, and academic marketing, and is intended to broadly survey the field of consumer behavior from the marketing perspective. Students will become familiar with the terminology of the subject and understand what leads to the individual purchase decisions that are so important to business profitability, and to personal prosperity. Topics covered will include: consumer research and analytics, study and analysis of purchasing, *neuromarketing*, decision-making processes and main variables that affect the consumer and their relationship with brands and products.



**MK3001 Online Marketing in the Digital Era**

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.

**DE1124 International Business**

The purpose of this course is to introduce students to the international perspective of businesses. The topics covered include the competitive environment of the international marketplace and international organizations; the cultural, political-economic and labor forces affecting international business; and management techniques to deal with foreign factors in the international environment.

**DE4554 International Management**

This course deals with multiple functions of management, such as organizing, coordinating, planning, and staffing in an international cross-cultural context. It will focus on the complexity of international management, and students will learn how diverse national cultures affect management functions in different ways. Intercultural communication, expatriate compensation, gender issues, and ethical conflicts will also be discussed.

**CM2124 International Trade Marketing**

Within current marketing globalization, the aim of this course is to analyze how International Marketing is not just a mere exportation technique, it is also one of the means to systematically establish penetration and consolidation of our business into foreign markets. The course analyzes market information, research systems, marketing-mix, and other strategies from an international standpoint.

### **PB1157 International Communication**

During this course, communication will be studied as it relates to culture by analyzing its intercultural and international contexts. Students will be challenged to examine questions and issues throughout the semester, which will reveal the processes, effects, methods, and critical norms of communication. All of these matters will be evaluated in relation to interpersonal, group, and mass communication.

### **LM107 Intercultural Communication**

The aim of this course is to describe different factors involved in communication across cultures by discussing cultural variables that enable people to understand each other across group boundaries. The course applies this knowledge to the languages professional setting, focusing on the role that communication has in the creation and dissemination of culture. Students will learn to recognize cultural variables to communicate effectively.

### **ECO132 Trends of the Global Economy**

This course aims to analyze the major traits that characterize the global economic landscape and the international competitiveness of countries, as well as their likely evolution. This includes globalization and its effects on the growth prospects of emerging economies; the likely evolution of the population of the world as well as the evolution of the inequality between countries and their citizens; the energy and environmental threads faced by the world at large. Within the context set up by these basic trends, the interaction between countries and the role of the existing International Economic Institutions will be analyzed, as well as properly put into perspective the prospects of the global financial system.

### **ECO999 Global Skills for International Business Environments**

Globalization affects a very high percentage of organizations and businesses in the world. The number of companies operating internationally increases every day. As a consequence, not only expats or senior managers but also many other workers have to face the strategic development of global businesses and interact in international settings with people from other cultures. This course focuses on the global skills that are and will be increasingly necessary to work in intercultural environments both in and outside national borders. Students will learn about developing abilities related to open-mindedness, cultural empathy, flexibility or tolerance to uncertainty and how these skills apply to negotiating internationally, leading multicultural teams or boosting creativity and innovation among others. Emphasis will be placed on experiential learning, case studies and tools for internationalization and will include a European and Spanish perspective on working among cultures.

### **ECO998 International Finance**

This course examines the international financial management, as well as the foreign exchange markets and how they shape the environment within which corporate wealth-maximizing decisions are made. Topics in financial management, viewed primarily from the perspective of managers doing business overseas, include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting. The course is designed for upper-division undergraduate students who have a good understanding of basic economics, corporate finance and asset valuation.

## **Liberal Arts**



### **CH3613 Sports Industry and its role in European Identity**

This course is focused not only on the business side of the sports industry in Europe, but also in the social phenomenon of sports such as football as part of the European identity. A thorough case study of the surge and rise of the Real Madrid to become the most successful and most valuable sports organization in the world. The aim of this course is to understand the dynamics and functioning of the European sports industry, particularly football, from an economical and sociological perspective: Globalization at its best.

*\*available starting Spring 2020.*



### **CH3612 Corporate Psychology**

This course is covered in the framework of Psychology applied to Human Resources and it will cover the set of areas that affect the study of people's behavior in the workplace, corporate culture within organizations and the scientific study of the relationship between individuals and their working environment. The aim of this course is to understand the dynamics and functioning of individuals and organizations from a psychosocial perspective; learn the terminology, methods and techniques commonly used in this discipline; and the basic psychosocial processes that take place in society and organizations.

*\*available starting Spring 2020.*

### **CH3191 Fundamental Aspects of Spanish Art**

This course is an introduction to art in Spain over the past five hundred years, focusing on key topics and periods that help to map out the particular nature of Spanish artistic culture. Special emphasis will be placed on the works of artists such as Velázquez, Goya, Picasso, Dalí and Miró. The course includes visits to the Prado, Reina Sofia and Thyssen-Borzemisa museums.

### **CH3261 Modern Art and Architecture in Spanish Cities**

This course is an introduction to modern architecture through the study of great buildings and city development in Spain, mainly in Madrid and Barcelona. The course focuses on outstanding architects and works from the 19<sup>th</sup> century to the present day. Particular emphasis will be placed on the works of Gaudi, Saenz de Oiza, Moneo and Calatrava, and other modern buildings by famous European and American architects. The course includes visits to the Reina Sofia museum and walking tours.

### **HU1172 The European Union: Culture, History and Institutions**

The main purpose of this course is to provide students with a working knowledge of the structure and major institutions of the European Union as well as with an understanding of the cultural and historical trends which have motivated these independent countries to work together in order to develop an *Idea* of Europe.

### **CH3141 International Relations**

The foreign policy of states within the international system from different perspectives (political, economical, sociological, etc.) is analyzed during this course. A special emphasis will be placed on the study of the changing roles of international and national organizations, non-governmental organizations (NGOs), multinational corporations and public opinion.

### **CH2171 Spanish Civilization and Culture**

This course offers an interdisciplinary exploration of the Iberian Peninsula's civilizations and cultures. Throughout the course, students will explore how the Spanish civilizations and cultures are reflected in Spain's history, literature, people, politics, and arts. The objective of this course is to offer students a collective view of Spanish culture in its diverse manifestations.

### **CH2161 Women's Roles in Present-Day Spain**

The aim of this course is to analyze the roles that Spanish women have played for the last 30 years. From the housewife with 3-4 children some 35 years ago, to a modern professional with an average of 1.2 children today, Spanish women are active and influential in every area of Spanish society. The course examines these new roles in relation with politics, literature, economics, education, family, and their impact on the Spanish society.

### **CH3021 European Studies: Culture, History and Integration**

This course will cover relevant political, economic, and social aspects of European history and culture by examining the interaction among nation-states and their impact on other parts of the world. Students acquire basic intellectual skills through emphasis on critical thinking, considering questions of why and how events occurred. Topics will include European expansion, political revolutions, Industrialization, nationalism, colonialism, European wars and the European Union.

### **CH3101 European Cinema: A Reflection on European Identity**

Cinema constitutes a significant force in the construction and expression of cultural identity: it powerfully portrays its nation and provides profound insights into the heart of its people. This course on European Cinema, with a broad geographic sweep, offers students an understanding of European culture, society, politics and history through the medium of cinematographic expressions. The aim of this course on European Cinema is to understand European identity through its cinema and make the students aware that despite its economic unity, Europe is characterized by its cultural, social, political and historical heterogeneity.

**Courses taught in English**  
**CAMPUS MADRID-PRINCESA**  
**Summer 2020**

**Business and Management**

**DE4554 International Management (June)**

This course deals with multiple functions of management, such as organizing, coordinating, planning, and staffing in an international cross-cultural context. It will focus on the complexity of international management, and students will learn how diverse national cultures affect management functions in different ways. Intercultural communication, expatriate compensation, gender issues, and ethical conflicts will also be discussed.

**LM107 Intercultural Communication (June & July)**

This course describes different factors involved in communication across cultures by discussing cultural variables that enable people to understand each other across group boundaries. The course applies this knowledge to the languages professional setting, focusing on the role that communication has in the creation and dissemination of culture. Students will learn to recognize cultural variables to communicate effectively.

**CM2124 International Marketing (July)**

Within current marketing globalization, the aim of this course is to analyze how International Marketing is not just a mere exportation technique; it is also one of the means to systematically establish penetration and consolidation of our business into foreign markets. The course analyzes market information, research systems, marketing-mix, and other strategies from an international standpoint.

**DE1124 International Business (July)**

The purpose of this course is to introduce students to the international perspective of businesses. The topics covered include the competitive environment of the international marketplace and international organizations; the cultural, political-economic and labor forces affecting international business; and management techniques to deal with foreign factors in the international environment.

## **Liberal Arts**

### **CH3021 European Studies: Culture, History and Integration (June)**

This course will cover relevant political, economic, and social aspects of European history and culture by examining the interaction among nation-states and their impact on other parts of the world. Students acquire basic intellectual skills through emphasis on critical thinking, considering questions of why and how events occurred. Topics will include European expansion, political revolutions, Industrialization, nationalism, colonialism, European wars and the European Union.

### **CH3161 Art in Spain (June & July)**

This course is an introduction to art in Spain over the past five hundred years. It focuses on certain key topics and periods that help the students map out the particular nature of Spanish artistic culture through the centuries. The course will place special emphasis on the works of internationally renowned Spanish artists such as Velázquez, Goya, Picasso, Dalí and Miró.

### **CH3661 Present-Day Spain (July)**

The contents of this course will present the students with a broad panorama of Spanish and Madrid life. Starting from an introduction of Spain, its geography and political system, we will move on to dealing with topics such as population and immigration trends, shopping culture, the fast-growing fashion business, social rights, gender issues, the influence of religion in the Spanish society and its traditional festivities, gastronomy or Spaniards preferred activities. In other words, students will get to know and experience the Spanish way of life from a hands-on approach.

*\* A minimum of eight students is required for any course to take place.*