

A large, light gray, stylized profile of a man wearing a cap and a fur-trimmed collar, facing right. This graphic serves as a background for the upper portion of the page.

# SPANISH PLUS PROGRAM

**Courses description**  
**Academic Year 2017-2018**



UNIVERSIDAD  
**NEBRIJA**

CENTRO de ESTUDIOS  
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## **Courses taught in English** **CAMPUS MADRID-PRINCESA** **2017-2018**

### **International Business and Management**

#### **DE1124 International Business (Fall & Spring semester)**

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 organisations; the cultural, political-economic and labour forces affecting international business; and management techniques to deal with foreign factors in the international environment.

#### **CM2124 International Marketing (Fall & Spring semester/summer)**

This course analyses how, within current market globalisation, International Marketing is not just a mere exportation technique but also a 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 (Fall & Spring semester)**

This course studies communication 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 for Professional Purposes (Spring & Fall semester/summer)**

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.

#### **DE4554 International Management (Spring & Fall semester/summer)**

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.



### **ECO101 Introduction to Economics (Fall semester)**

In this course students will acquire basic knowledge of microeconomics: demand, supply, equilibrium, elasticity, and types of competition; and macroeconomics: National Accounting, circular flow diagram, economic growth, inflation, unemployment, fiscal and monetary policies. The main aim of the course is enable students to discuss fundamental economic issues, and to be able to use and understand basic economic concepts as well as its specific terminology.

### **ECO 132 Trends of the Global Economy (Fall semester)**

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.

## History and Politics

### **CH3021 European Studies: Culture, History and Integration (Fall & Spring semester/summer)**

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.

### **HU1172 The European Union: Culture, History and Institutions (Fall & Spring semester)**

The course will 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.

### **CH3101 European Cinema: A Reflection on European Identity (Fall & Spring semester)**

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.



### **CH3141 International Relations (Fall & Spring semester)**

This course analyzes the foreign policy of states within the international system from different perspectives (political, economical, sociological, etc.). The course will place special emphasis 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 (Fall & Spring semester)**

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.

## Art and Art History

### **CH3191 Fundamental Aspects of Spanish Art (Fall & Spring semester)**

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 Sofía and Thyssen-Borzemisa museums.

### **CH3261 Modern Art and Architecture in Spanish Cities (Fall & Spring semester)**

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 Gaudí, Saenz de Oiza, Moneo and Calatrava, and other modern buildings by famous European and American architects.

### **CH3161 Art in Spain (Only Summer)**

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.

## Gender Studies

### **CH2161 Women's Roles in Present-Day Spain (Fall & Spring semester)**

This course analyzes 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



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of Spanish society. The course examines these new roles in relation with politics, literature, economics, education, family, and their impact on the Spanish society.