



Global Education Solutions

# Course Descriptions

Barcelona, Spain

2008 Spring Semester (International Business)

The following is a list of courses and/or subject areas that have been offered in the past by the host institution. Please note foreign institutions do not usually finalize course listings until the beginning of the academic year. This list will be updated online as the host institution provides additional information.

## 2008 Spring Semester

Course Requirement Summary		
Level	Sem. Credits	Course Structure
Beginner Level	12 - 15	1 Spanish Language Course 1 Culture Elective 2-3 Business Electives

Beginner Level - Total Possible Credit(s): 12 - 15

### 1 Spanish Language Course

**Course Title:** Beginning Spanish I  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 100  
**Instruction in:** Spanish  
**Primary Subject Area:** Spanish Language & Literature  
**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course is designed for students who wish to achieve a basic level in Spanish. The structure of the course focuses particularly on strategies and structures basic for communicating on daily situations. By carrying out specific tasks you will develop and improve different skills necessary for communication.

In class you are devoted to use Spanish in order to solve activities which imply communicative exchanges. These individual or group-based tasks will offer you contexts for exploring and synthesizing vocabulary, grammar structures or language functions necessary for accomplishing the activity.

The course aims to reveal the close link between language and culture. By completing different types of tasks such as field studies or onsite research, you will explore and contrast cultural aspects which define Spanish society.

By the end of the course, you are expected to master vocabulary and grammar structures in order to be able to: understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type; introduce yourself and others; ask and answer questions about personal details such as where you live, people you know and things you have; interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

---

**Course Title:** Beginning Spanish II  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 100  
**Instruction in:** Spanish  
**Primary Subject Area:** Spanish Language & Literature  
**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course is designed for students who have at least the equivalent of one semester of college level Spanish. The primary aim of the course is to develop the four basic skills (reading, writing, listening and speaking) through a communicative, collaborative and cultural approach.

The course combines several integrated approaches aimed at developing your skills. Most in-class time, driven by the structure of the textbook and accompanying activities, is devoted to speaking and practicing Spanish through a combination of group-based and individual activities, focusing on grammatical structures, language functions and vocabulary. Lessons also focus on a wide range of contemporary cultural themes through the use of varied

materials such as advertising material and short film clips. Onsite activities such as field studies to markets and universities, and regular interviews and conversations with members of the local community, will give you a unique chance to rapidly implement your linguistic development in real-life.

Special extra-curricular activities, such as music concerts, cooking classes, exploring museums and parks, Spanish movie night, or possible language-exchange opportunities will be announced and your instructor will help you identify which activities would be most useful for you. These, and other cultural components of the course, will also promote your knowledge of Spanish and Spanish people, as you learn about Spanish society, and thus learning Spanish gives you a privileged opportunity to develop sensitivity towards cultural differences and to understand the ways in which culture and language interlock. In this sense you will be encouraged to exploit the value of these lessons not just as a useful aid to your progress in other courses at the GlobalCampus, but as a set of tools for unlocking a wide range of intercultural discoveries whilst living and studying abroad.

By the end of the course, you are expected to have mastered basic grammar and lexical structures, so that you'll be able to conduct a simple conversation and to write short and basic texts with some degree of competency. You will be able to speak about yourself and your family, to introduce people, to interact with the host community and to follow short and simple conversations.

---

## 1 Culture Elective

<b>Course Title:</b>	Architecture and Painting in Contemporary Barcelona: Gaudí, Picasso, Dalí and Miró	
<b>Recommended Sem Credits:</b>	3	<b>Contact Hours:</b> 45
<b>Level(s)</b>	400	
<b>Instruction in:</b>	English	
<b>Primary Subject Area:</b>	Art History	
<b>Other Subject Area(s):</b>	Architecture	
<b>CEA Partner Institution:</b>	CEA GlobalCampus: Barcelona	

### Description:

This course will focus on some of the most influential and important artists of all the times who also had a strong relationship with Barcelona, because they were Catalans or spend time in the city. The Modernist examples of Architecture produced by Gaudí have given a special personality to the city of Barcelona. Students will study and analyze these architectural representations of Gaudí's artistic understanding with the context of the city of Barcelona and also within the broader context of Modernism in Europe and the world. The pictorial expressions in the works of Picasso, Dalí and Miró will be studied in detail for students to grasp their artistic understanding of the world during the different pictorial periods covered such as surrealism, cubism and the different personal interpretations that these three international known painters made of them. Students will pay visits to architectural works of Gaudí and the Picasso and Miró museums in Barcelona. Critical thinking is essential for this course.

### Field Trips

- Sagrada Família: a visit to one of Barcelona's top landmarks and one of Gaudí's most important works.
- Casa Milà (La Pedrera): a visit to one of Gaudí's secular masterpieces, completed in 1912, with its eccentric roof terrace and views over Barcelona.
- Modernist Route 1: a visit to some of the city's most outstanding modernist buildings, including "Mansana" de la Discòrdia -Batlló House, Amatller House, Lleó Morera House-, Editorial Muntaner y Simón and Palau de la Música Catalana.
- Modernist Route 2: a visit to some of the city's most outstanding modernist buildings, including Hospital de Sant Pau, Palau Baró de Quadras, Casa de les Punxes, Casa Comalat.
- Park Güell: a visit to one of Gaudí's best loved contributions to the city, contrasting natural forms with his trademark tile work.
- Picasso Museum: a visit to a collection that traces the development of one of the 20th century's great artists.
- Fundació Miró: a visit to one of the best gallery spaces in the world, with a collection of more than 11,000 pieces, including 200 paintings by this prolific Catalan artist.

---

<b>Course Title:</b>	Barcelona City: Past and Present	
<b>Recommended Sem Credits:</b>	3	<b>Contact Hours:</b> 45
<b>Level(s)</b>	300	
<b>Instruction in:</b>	English	
<b>Primary Subject Area:</b>	History	
<b>Other Subject Area(s):</b>	Spanish Language & Literature, Cultural Studies	
<b>CEA Partner Institution:</b>	CEA GlobalCampus: Barcelona	

### Description:

This course will provide students with a general overview of the city of Barcelona from its former years of splendor as the most important city of the Medieval Empire of Aragon to its present moment as a vibrant Catalanian, Spanish, European, Mediterranean city. Today's Barcelona is the result of centuries of cultural influences and openness to the Mediterranean and Europe. This particular history has created a very cosmopolitan city. This course will study the urban layout of the city as expression of different historical moments and also the character and traditions of the city as the capital of Catalonia, one of the most dynamic autonomies within Spain. The

importance of Barcelona within Spain, and its international projection will also be part of this class.

Field Trips

- Museu d'Història de la ciutat (City's History Museum): a visit to the remains of the Roman Barcino.
- La Ribera neighborhood (El Born): life in medieval Barcelona, from guilds to modern times.
- Museu Marítim: a visit to the shipyards from the Romans to Jaume I, where students will learn about Barcelona's maritime history in one of the city's most impressive museums, in both its setting and content.
- From Gaudí to the Bohemian Barcelona: els « Quatre Gats », a meeting place for some of the most important avant-garde artists at the beginning of the 20th century, such as Picasso, Ramon Casas, Santiago Rusiñol, including the Palau de la Música Catalana and l'Eixample district.
- Visit to El Raval; immigration versus locals: according to the local newspaper La Vanguardia, this is one the world's most ethnically and culturally diverse urban spaces is the Raval district, where some 40,000 people--half of them born outside Catalonia-- live. This melting pot offers inspiration for artists and free-thinkers, but at the same time has caused the first stirrings of racial tension in what is a traditionally tolerant society.

---

<b>Course Title:</b>	Christian, Jewish and Muslim Heritage in Spain	
<b>Recommended Sem Credits:</b>	3	<b>Contact Hours:</b> 45
<b>Level(s)</b>	300	
<b>Instruction in:</b>	English	
<b>Primary Subject Area:</b>	Cultural Studies	
<b>Other Subject Area(s):</b>	History	
<b>CEA Partner Institution:</b>	CEA GlobalCampus: Barcelona	

**Description:**  
The course will be focused on the contribution and repercussions of the Jewish and Muslim legacies to the Spanish culture and heritage. Special attention will be placed on the 'convivencia' in the context of a multicultural and multi-religious society that existed in Spain, regarding aspects related with social, economic and creative life.

The course will also examine the creation of the first Catholic kingdoms in Spain and their expansion. We will study phenomena, such as the Reconquest, the end of Islamic Spain, the Inquisition, and the expulsion of the Jewish and Muslim communities from Spain at the end of the Middle Ages as well as their consequences.

---

<b>Course Title:</b>	Contemporary Spain: History, Politics & Society	
<b>Host Institution Title:</b>	Espana Contemporanea: Historia Politica y Sociedad	
<b>Recommended Sem Credits:</b>	3	<b>Contact Hours:</b> 45
<b>Level(s)</b>	300	
<b>Instruction in:</b>	English	
<b>Primary Subject Area:</b>	Political Science	
<b>CEA Partner Institution:</b>	CEA GlobalCampus: Barcelona	

**Description:**  
This course covers the transition that has taken place in Spain from the end of Franco's dictatorship in 1975 until the present day. It focuses on the political situation of Spain and the economical aspects of Spanish society. The role of the King Juan Carlos I and the Parliamentary Monarchy will be studied in detail. Students will also examine the integration of Spain into the European Community and the economical reforms that were made in the country to meet the standards of the EU. Special focus is placed on the Spanish regions and on the political situation of the Basque Country and Catalonia as the two historical Autonomous Regions. Particular attention will be dedicated to the new roles of the Spanish women in society; the impact that recent migration is having on Spain, and the new challenges that lay ahead for Spain and Europe in relation to this topic.

Field Trips

- Walking tour of Catalonia's Autonomous Government institutions: a visit to the Generalitat and the Gothic quarter.
- The Barcelona Olympic Games of 1992: a visit to the Montjuïc Olympic Ring.
- The Poblenou district and the Barcelona Forum of Cultures: Barcelona was host to the World Cultural Forum in 2004. This event prompted a wave of urban development not seen since the 1992 Olympics. What was once a strip of neglected coastline has been transformed into a luxury belt of apartments, hotels and offices. The formerly run-down district of Poblenou is now home to the 22 Project, aimed at creating a high-rise, high tech business district.
- Walking tour of the Citadel Park and the Catalan Parliament: the fortress that was once a symbol of the oppression suffered by Barcelona under the Bourbon kings in the 18th century was transformed into the city's biggest park, host to the 1888 Universal Exhibition. Today it houses the zoo, various museums, and the Catalan Parliament.

---

<b>Course Title:</b>	Gaudi's Architecture in Barcelona	
<b>Recommended Sem Credits:</b>	3	<b>Contact Hours:</b> 45
<b>Level(s)</b>	400	
<b>Instruction in:</b>	English	
<b>Primary Subject Area:</b>	Architecture	
<b>Other Subject Area(s):</b>	Art History	

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

The main objective of this course is to provide you with the necessary tools to identify, analyze, understand, criticize, and enjoy the works of some of the most relevant architects that developed their works in Barcelona, especially Antoni Gaudí. Thanks to his work, the city is now visited by thousands of people who want to see his buildings.

This course has also different visits to these monuments and especial sites in order to give students the opportunity to see them first hand. Apart from Gaudí, we will study and analyze the works of other Catalan architects who were also part of the Catalan Art Nouveau movement called "Modernisme." Such artists include Lluís Domènech i Muntaner and Josep Puig i Cadafalch.

---

**Course Title:** Intercultural Interactions: Psychological Perspectives

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Psychology

**Other Subject Area(s):** Communication

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course aims to give the students a clear understanding of how culture influences behavior from a psychological perspective, drawing on theory and applications from the fields of cultural, intercultural and cross cultural psychology. Central to the course is the sojourner experience (with specific reference to students abroad) viewed from the psychological perspective. The course aims to equip the students with the necessary tools to reflect on, understand and analyze their personal journey abroad. In addition, core sections on the influence of culture on mental health, intercultural relationships and intergroup relations are included; the theory of each being applied in the Spanish and Catalan context.

---

**Course Title:** Introduction to Music: Learning to Listen

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 200

**Instruction in:** English

**Primary Subject Area:** Music

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course is a survey of Western musical practice from the Middle Ages to the 21st century. While learning how to develop critical listening skills, you will explore each different stylistic period, its historical context and certain musical parameters that may be emphasized in the music (pitch, rhythm, counterpoint, harmony, sound, etc). The main goal is to show you both that music has the capacity of codifying multiple layers of meaning and how you can develop the tools to uncover them.

---

**Course Title:** Media and Politics in Western Europe: The Case of Spain

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Communication

**Other Subject Area(s):** Journalism, Political Science

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

The aim of this course is to analyze the role of the mass media in modern Spain by placing it in a wider European context and, when appropriate, by playing it off the US media-politics debates. The course will address wider issues such as the meaning of the term "Western Europe" in a 27-strong pan-national community, the meaning of the words "liberal" and "socialism" in a European context. We will also try to find an answer to more specific questions such as: what makes Europe work and how does Spain fit into the European political framework? Or, how do Europeans project themselves through their national presses? Before examining in greater detail the Spanish case, we will take a look at the media-politics divide in France, Germany and the UK and carry out some case study analysis of the major players across Europe to see if we can identify any specifically European traits regarding the relationship between the media and politics. As for the Spanish media itself, we will adopt a hands-on approach to the press, radio and TV as well as taking constant sidelooks at the US media before examining how Spain is considered by the foreign correspondents based here.

---

**Course Title:** Modernity through Spanish Painters: Picasso, Miró and Dalí

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 400

**Instruction in:** English

**Primary Subject Area:** Art History

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course will focus in the life and work of three great painters related with the Avant-garde movements of the beginnings of the 20th century: Picasso, Miró and Dalí. The main objective of this course is to provide you with the necessary tools to identify, analyze, understand, criticize and enjoy the works of some of the most relevant Catalan artists that developed their works in Barcelona. We will also discuss the works of artists that spent part of their lives in Barcelona and the artistic influence their work experienced as a result (the case of Picasso).

You will have the opportunity to visit the museums dedicated to these painters in the city. The study of these artistic movements in painting in Barcelona will provide students the perfect tool to understand a bit better the city and its artistic spirit.

---

**Course Title:** Photography in Barcelona  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Photography  
**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

Learn how the camera can be used in a foreign environment as an exciting tool of documentary record, cross-cultural understanding, artistic expression and self-discovery. After an introduction to the fundamentals of photography, both traditional and digital, your camera will be constantly trained on the city of Barcelona itself, its architecture, history, people, and rich culture. As you develop your technical, compositional and critical skills as a photographer you will create a portfolio of images that will both showcase and celebrate your whole unforgettable study abroad experience. Throughout the course you will be able to post your best work on the Campus website to record and display your experiences.

Your in-class workshops will develop your practical and theoretical skills, and your photographic trips throughout the streets, and squares of the city center will be complemented with a guided in-depth visit to different photo shows.

Throughout the course your instructor will frequently deliver critical reviews of your work, but you will also be actively involved in analyzing and evaluating your own work and the work of others in a collaborative atmosphere of constructive reflection and criticism. You'll have the opportunity to post your work on the course web site in order to record and display your experiences.

You may choose to work with traditional or digital photography. Either way, it is absolutely mandatory that you bring a 35 mm SLR (single lens reflex) camera (digital or traditional). Digital cameras must have a minimum of 4 mega pixels. Traditional cameras must be able to be loaded with 35 mm films. Your camera must have a manual mode and at least a 50 mm lens (or a zoom including the 50 mm focal length). It must be functioning and, particularly if old and unused for a long time, has to be reviewed professionally before you leave the U.S. Do not bring any film with you as it is frequently destroyed by airport security scans.

If you are enrolled in any other electives there may be the possibility of executing a photographic project as part of your work requirements for those courses.

**Required Supplies:** Digital camera (DSLR, full manual functions, minimum of 4 megapixels) or 35 mm SLR camera (SLR, full manual functions) and 50 mm SLR or equivalent lens (also a zoom including the 50 mm). You will be required to spend between \$150 and \$200 on film and developing during this course.

---

**Course Title:** Spanish Art  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Art History  
**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

This course is an overview of the most important artistic movements during the 19th and 20th centuries in Spain. It will cover artistic trends in painting and architecture, mainly, paying special attention to some specific artists who have become references in the Spanish and international artistic worlds. These artistic movements will be studied taking into consideration the specific political and social circumstances of Spain and Europe during those years so the students will be able to understand better the works produced. In addition to class lectures students will visit museums and will have a first contact with the works of artists. Critical thinking is expected when analyzing the different artistic movements and works related.

---

**Course Title:** Spanish Civilization & Culture  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300

**Instruction in:** English  
**Primary Subject Area:** Cultural Studies  
**Other Subject Area(s):** Anthropology, Sociology  
**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

The main objective of this course is to offer an interdisciplinary exploration of Spanish civilization and culture as reflected in its history, literature, people, politics, and arts. Topics have been established from a comprehensive perspective with the general objective that the students obtain a collective view of Spanish culture in its diverse manifestations. Even though there will be a general overview since the prehistoric times the course will focus on modern and contemporary times mainly, so the students may understand Spain today. Special emphasis will be dedicated to the present "Estado de las Autonomias", the many common cultural aspects that Spaniards share and also the differences that exist among our "Autonomias" such as language, traditions, cuisine, and folklore.

---

**Course Title:** Sport and Culture in Contemporary Spain

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Cultural Studies

**Other Subject Area(s):** Journalism, Political Science

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

The aim of this course is to analyze the important role that sport plays within modern Spanish culture. The historical framework to this course will be provided by an analysis of the socio-political use of sport by the Francoist dictatorship and the repercussions of this heritage on contemporary Spanish society. The relations among politics, media and sport will serve as a useful route to understanding wider issues in Spain. The course will adopt a hands-on approach to the subject matter including case studies, field trips and guest speakers as well as making constant comparisons with the sports and culture debate in the United States.

Students will attend classes where they are expected to participate actively in every session. Interaction and student input is absolutely necessary in this course given the constant US comparisons which will help us to understand the Spanish case. When field studies are programmed and in-house guest sessions are organized, attendance is mandatory. All readings from the class dossier must be completed before the start of every session.

---

**Course Title:** The Culture of Food and Wine in Spain

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Anthropology

**Other Subject Area(s):** Cultural Studies, Sociology

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

In this course the students will examine the relationship between food and culture in Spain through a variety of readings, discussions, field trips and tasting experiences. You will look at food in its social and cultural context from a multi-disciplinary approach - history, anthropology, sociology, geography, even cinematography. Students will trace the historical evolution of Spanish Foodways in time and space focusing on the many external influences which over the centuries have shaped the use of different food products, preparation methods and consumption patterns. To experience all levels the culture of food in Spain firsthand you will visit food markets as well as important food and wine production and distribution facilities. By the end of this course you will have enjoyed a uniquely personal and memorable relationship with these essential aspects of Spanish culture, and so you will be familiar with the historical and social construction of taste.

---

**Course Title:** The European Union: Culture, History and Institutions

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 400

**Instruction in:** English

**Primary Subject Area:** Cultural Studies

**Other Subject Area(s):** Sociology

**CEA Partner Institution:** CEA GlobalCampus: Barcelona

**Description:**

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. From the original European Economic Community of six countries to the present European Union of twenty five this organization has passed through different moments that have shaped its present structure and its future. The impact of the Euro, the problems with the approval of a European Constitution, relationships with the USA, the new Eastern Europeans countries joining the EU, and the possible incorporation of Turkey will be topics that will be covered in this course. Finally the present current flows of migrants coming into the EU and its consequences shaping the future UE will

be analyzed as well.

#### Field Trips

- Visit to the Parliament of Catalonia: students will make contact with one of the most important government institutions in Catalonia, where they will learn about the history and evolution of the Catalan Parliament. They will have the chance to experience the feeling of being a Parliamentary member in the heat of debate.
- "Go hunting in Barcelona": students will visit the "Raval", a multiethnic and cosmopolitan part of the city. Students will "hunt" for signs of globalization and classify these signs into political, social and economic categories. A subsequent discussion will take place during which students will reflect on the signs they have collected.

---

## 2-3 Business Electives

**Course Title:** Cross-Cultural Management  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Management  
**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

In an increasingly global world, managers must be able to handle diversity effectively.

The aim of this module is therefore:

- \* To increase the awareness of the impact of national cultures on business.
- \* To provide the students with theoretical and practical tools in order to improve their productivity when working and doing business with people from other cultures.
- \* To make the students more aware of their personal orientations.

---

**Course Title:** International Business  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Business  
**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

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

---

**Course Title:** International Economics  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Economics  
**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

This course will concentrate mainly on the trade aspect of international economics, while certain monetary aspects will be discussed superficially when debating the case studies.

---

**Course Title:** International Marketing  
**Recommended Sem Credits:** 3 **Contact Hours:** 45  
**Level(s)** 300  
**Instruction in:** English  
**Primary Subject Area:** Marketing  
**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

Marketing products and services around the world, transcending national and political boundaries, is a fascinating phenomenon. This course focuses on marketing strategy and management within the context of the international markets. It introduces the complex and constantly evolving realities of international marketing. It evaluates cultural differences and aims to enhance student skills in developing and implementing marketing strategies and decision making in the international contexts. It starts with an overview of the environments faced in international markets (i.e., cultures, economic systems, financial markets, governments and legal systems, etc.) and then addresses in some depth the elements of global marketing strategy (product, price, distribution, promotion, etc.) and its implementation.

**Course Title:** Strategic Behavior in Business and Economics

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Business

**Other Subject Area(s):** Economics

**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

This course is designed as a brief introduction to individual decision making. Its main objective is to provide the students with decision theory and game theory tools that can be useful not only in business environments but also in everyday life.

We begin with an experiment including several basic decision problems and games. The second and the third part of the course are the core of the subject where the student actually learns how to solve and analyse decision problems and games. Once the basic theory is learned, we proceed to some critiques and alternative approaches.

**Course Title:** Strategic Management of the Firm

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Business

**Other Subject Area(s):** Management

**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

The main objective of this course is to equip students with current knowledge and practical skills in strategic management. This is especially important in order to provide up-to-date applied knowledge of fundamental strategic issues, their pitfalls, and how to ?read between-the-lines? of strategic management. This will be very useful for your career as a consultant, business analyst, corporate director, etc. We will discuss up-to-date and ? hot? topics that companies face today.

**Course Title:** Understanding The European Economy

**Recommended Sem Credits:** 3 **Contact Hours:** 45

**Level(s)** 300

**Instruction in:** English

**Primary Subject Area:** Economics

**CEA Partner Institution:** Universitat Autònoma de Barcelona

**Description:**

This course is designed to give the student a good understanding of the economy of the European Union. Before introducing the topics related to the economic aspect of the European economy, a brief digression will be made into the historical aspects of the development of the European community. At the end of the lectures, a chapter will be devoted to the Spanish economy in order to look at its dynamics within the European economy. Basic knowledge of micro and macroeconomics is necessary. However, it is recommended that the student have a full knowledge of introductory and intermediate microeconomics and macroeconomics as well as basic knowledge of calculus.