

Elective Courses Taught in English

DE1124 International Business

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

CM2124 International Marketing

This course analyses how, within current market globalisation, International Marketing is not just a mere exportation technique but a means to systematically establish penetration and consolidation of our business into foreign markets. Analysis from an international standpoint of marketing-mix as well as market information and research systems and marketing strategies.

CH3141 International Relations

This course seeks to analyze from different perspectives (political, economical, sociological, etc.) the foreign policy of states within the international system, including the roles of international and national organizations, non-governmental organizations (NGOs), multinational corporations and public opinion.

HU1172 The European Union: Culture, History and Institutions

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.

PB1157 International Communications

This course studies communication as it relates to culture, and as it occurs interculturally and internationally. In those contexts, questions and issues will be pursued which reveal processes, effects, methods, and critical norms for evaluating interpersonal, group, and mass communication.

CH2171 Spanish Civilization and Culture

This main objective of this course is to offer an interdisciplinary exploration of the Iberian Peninsula's civilisations and cultures 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

CH3191 Fundamental Aspects of Spanish Art

This course is an introduction to art in Spain over the past five hundred years, focusing on certain 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. This course includes visits to the Prado, Reina Sofia and Thyssen-Borzemisa Museums.

CH2241 Global Civilization II

This course will cover relevant political, economic, and social aspects of World History since the 1500s by examining and comparing the emergence and interaction of major world cultures. The format will help students acquire basic intellectual skills through emphasis on critical thinking and discussing, considering not only the who/what/when of events, but more importantly, questions of why and how events occurred.

CH2161 Women's Roles in Present-Day Spain

This course is an analysis of the roles that Spanish women have played for the last 30 years. From a very "officially" conservative society to our present social situation Spanish women's roles have changed tremendously. From the "house/mother" role with 3-4 children some 35 years ago, to a new modern professional woman with an average of 1.2 children today, Spanish women are very active and influential in every single area of Spanish society. This course will deal with these new roles in the areas of politics, literature, economics, education, family... and the impact that this has had on the entire Spanish society.

CH 3261 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. Based on a framework of knowledge about the development of world modern architecture, focussing on outstanding architects and works from the last decades of the 19th Century up to the present day. Particular emphasis will be placed on the works of Gaudi, Saenz de Oiza, Moneo and Calatrava, and other buildings by famous European and American architects.

Summer (June & July)

DE1124 International Business (June)

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

CH3161 Art in Spain (June & July)

This course is an introduction to art in Spain over the past five hundred years, focusing on certain 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 as Velázquez, Goya, Picasso, Dalí and Miró.