



# INTERNATIONAL STUDIES PROGRAM

Courses taught in English

**Course description - Full Academic Year**



UNIVERSIDAD  
**NEBRIJA**

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Centro de Estudios Hispánicos

## International Studies Program (ISP).

Courses taught in English:

### Fall & Spring

#### Business and Management

- DE1124 International Business
- DE4554 International Management
- CM2124 International Trade Marketing
- ECO998 International Finance
- PB1157 International Communication
- ECO321 Trends of the Global Economy
- MK3003 Digital Marketing
- MK3002 Consumer Behavior
- CH3613 Sports Industry
- ECO320 Business Leadership Skills

#### Liberal Arts

- CH2171 Spanish Civilization and Culture
- CH2530 Global Health Perspectives
- CH3141 International Relations
- LM207 Intercultural Communication
- CH3261 Modern Art and Architecture
- CH3021 European Studies
- CH3191 Fundamental Aspects of Spanish Art
- CH3612 Corporate Psychology
- CH3101 European Cinema
- CH2161 Women's Roles in Present-Day Spain
- HU1172 The European Union

#### Engineering

- MAT340 Calculus III
- MAT350 Applied Linear Algebra
- MAT330 Introduction to Differential Equations

### Summer

#### Business and Management

- DE1124 International Business (*June & July*)
- CH3631 Sports Management (*June*)
- MK3003 Digital Marketing (*July*)

#### Liberal Arts

- CH3161 Art in Spain (*June & July*)
- CH3612 Corporate Psychology (*June*)
- LM207 Intercultural Communication (*July*)

# Fall & Spring Programs

## Business and Management

### **DE1124 International Business**

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.

### **DE4554 International Management**

Focusing on the multifaceted nature of management in a cross-cultural context, this course covers essential functions such as organizing, coordinating, planning, and staffing. Students will examine how varying national cultures impact management practices and decision-making. Discussions will include intercultural communication, expatriate challenges, gender dynamics, and ethical dilemmas, equipping students with the skills to lead effectively in international settings.

### **CM2124 International Trade Marketing**

In an era of marketing globalization, this course delves into the strategic role of International Marketing beyond mere exportation. Students will analyze how to effectively penetrate and establish a presence in foreign markets through market research, marketing-mix strategies, and tailored approaches. The course emphasizes the importance of understanding global market dynamics to achieve sustainable business growth.

### **ECO998 International Finance**

This course provides an in-depth exploration of international financial management, focusing on foreign exchange markets and their impact on corporate decision-making. Students will learn to manage foreign exchange exposure, evaluate foreign direct investment opportunities, and navigate multinational capital budgeting. Designed for upper-division students with foundational knowledge in economics and corporate finance, to prepare them for global financial challenges.

### **PB1157 International Communication**

This course examines the intricate relationship between communication and culture, focusing on intercultural and international contexts. Students will engage with critical questions surrounding communication processes, effects, and norms, evaluating them in interpersonal, group, and mass communication settings. By the end of the course, students will have developed a nuanced understanding of how cultural variables influence effective communication.

### **ECO321 Trends of the Global Economy**

This course analyzes the defining characteristics of the global economic landscape and the international competitiveness of nations. Topics include the effects of globalization on emerging economies, demographic shifts, and the growing inequality between countries. Students will explore the role of international economic institutions and assess the prospects of the global financial system within the context of these trends.

### **MK3003 Digital Marketing**

This course provides a holistic view of digital marketing within the context of global business strategies. Students will gain insights into the integration of the Internet and emerging technologies in marketing efforts. Key areas of focus include e-Marketing variables, digital marketing planning, metrics, and web analytics, equipping students with the skills to navigate the digital landscape effectively.

### **MK3002 Consumer Behavior**

Drawing from behavioral economics and social psychology, this course surveys consumer behavior from a marketing perspective. Students will learn key terminology and concepts that drive individual purchasing decisions, which are vital for business success. Topics include consumer research, decision-making processes, *neuromarketing* and the psychological factors influencing consumer-brand relationships.

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

Delving into the vibrant sports industry in Europe, this course examines the business and cultural impact of sports, particularly football, as a cornerstone of European identity. Through case studies of Real Madrid's rise to global prominence, along with other notable European sports organizations, students will conduct comparative analyses with leading sports entities from around the world and discover the economic and sociological factors that define the European sports landscape.



### **ECO320 Business Leadership Skills**

This course equips students with essential skills for success in today's fast-paced business environment, focusing on four core areas: Effective Communication, Innovation, Collaborative Work, and Problem Solving. A key project, "Innovative Solutions for Future Business," will allow them to design, develop, and present a business proposal, simulating a real-world business challenge. Students will engage in team-building activities and apply their skills in a team setting, to tackle complex challenges and emerge as effective leaders.

## **Liberal Arts**

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

An interdisciplinary journey through the civilizations and cultures of the Iberian Peninsula, this course invites students to explore the reflections of Spanish culture in history, literature, politics, and the arts. By examining various manifestations of Spanish culture, students will gain a comprehensive understanding of its rich diversity and historical significance.

**CH2530 Global Health Perspectives: Social, Economic and Ethical Dimensions**

This course explores the evolution of global health, focusing on the control of infectious diseases and the enhancement of health systems. As globalization and climate change transform infectious diseases into a global issue, the course examines Social Determinants of Health (SDH), including environment, resources, education, and healthcare access. Students will critically analyze the cultural, ethical, and economic challenges facing global health, exploring diverse approaches to health system organization, decolonization, women's health, and the pursuit of universal health coverage.

**CH3141 International Relations**

An in-depth analysis of state foreign policy within the international system is provided from various perspectives, including political, economic, and sociological. Special emphasis will be placed on the evolving roles of international and national organizations, NGOs, multinational corporations, and public opinion. Students will develop a critical understanding of how these dynamics influence contemporary international relations.

**LM207 Intercultural Communication**

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.

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

Students will be introduced to the different strands and styles of art in Europe during the twentieth century, as well as the buildings and urban development in Spain, particularly in Madrid and Barcelona. The course examines the works of outstanding national artists like Picasso, Dalí, or Miró, and prominent architects like Gaudí, Saenz de Oiza, Moneo, and Calatrava. Visits to museums and walking tours will enrich the learning experience.

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

Delving into the political, economic, and social dimensions of European history and culture, this course examines the interactions among nation-states and their global impact. Students will develop critical thinking skills by exploring questions surrounding the causes and consequences of historical events. Key topics include European expansion, political revolutions, industrialization, nationalism, colonialism, the impact of European wars, and the evolution of the European Union.

**CH3191 Fundamental Aspects of Spanish Art**

An engaging introduction to the rich tapestry of Spanish art over the last five centuries, this course highlights significant periods and themes that define Spanish artistic culture. Special attention is given to the masterpieces of renowned artists such as Velázquez, Goya, Picasso, Dalí, and Miró. Students will also have the opportunity to visit iconic museums, including the Prado, Reina Sofia, and Thyssen-Bornemisza, enhancing their understanding of the artworks in context.

**CH3612 Corporate Psychology**

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.

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

Cinema serves as a powerful medium for expressing cultural identity, offering deep insights into the essence of nations and their people. This course provides a broad exploration of European cinema, enabling students to understand the intricate connections between culture, society, politics, and history through film. By analyzing various cinematic works, students will gain awareness of the diverse cultural, social, political, and historical landscapes that characterize Europe, despite its economic unity.

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

This course analyzes the evolving roles of Spanish women over the past three decades. From traditional housewives to modern professionals, the course highlights the significant contributions of women across various sectors of Spanish society. Topics include politics, literature, economics, education, and family dynamics, providing insight into the impact of these changing roles on contemporary Spanish society.

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

Aiming to equip students with a solid understanding of the European Union's structure and major institutions, this course also explores the cultural and historical trends that have driven independent countries to collaborate in shaping a unified Europe. Students will gain insights into the complexities of European integration and the shared values that underpin this unique political entity.



## Engineering

**MAT330 Introduction to Differential Equations**

Differential equations serve as the language of nature, allowing scientists and engineers to model real-world phenomena. This course emphasizes linear differential equations and their applications in various scientific and engineering contexts. Students will engage in problem-solving and interpretation of solutions, with opportunities to utilize mathematical software for enhanced learning.

**MAT340 Calculus III: Multivariable Calculus and Geometry**

As a standard third course in calculus, this class covers a range of topics including polar coordinates, vectors, and analytical geometry in three dimensions. Students will explore vector-valued functions, limits, continuity, partial derivatives, and multiple integrals across various coordinate systems. Practical applications of these concepts will be emphasized, including calculations related to area, volume, and surface area.

**MAT350 Applied Linear Algebra**

The course will focus on matrix and vector methods for studying systems of linear equations, with an emphasis on concrete calculations and applications. Specific topics to be covered include matrices, Gaussian elimination, vector spaces, LU decomposition, orthogonality, the Gram–Schmidt process, determinants, inner products, eigenvalue problems, and applications to differential equations and Markov processes.

## Summer Program

### 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.

## 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.

*\* 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.*