



# SPANISH PLUS PROGRAM

**Course description**  
**Academic Year 2018-2019**



UNIVERSIDAD  
**NEBRIJA**

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Centro de Estudios Hispánicos

**Courses taught in English\***  
**CAMPUS MADRID-PRINCESA**  
**2018-2019**

**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.

### **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.*