

CURSO / YEAR
2018 - 2019

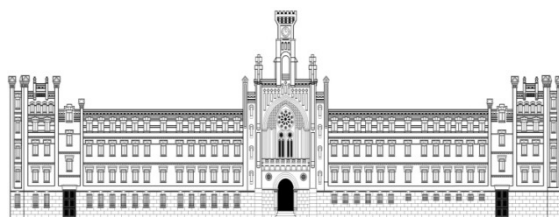
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**GUÍA DE ASIGNATURAS
DE GRADO DISPONIBLES /
UNDERGRADUATE
COURSE CATALOGUE**

UNIVERSIDAD PONTIFICIA COMILLAS
ICADE BUSINESS SCHOOL



*El valor de la
excelencia*



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Nota Informativa / Notice:

La lista de asignaturas que se presenta es susceptible de cambios. El acceso a cada asignatura está limitado según la disponibilidad de plazas.

The presented courses offer is subject to change. Access is restricted according to seat availability.

DEPARTAMENTO DE ECONOMÍA /
DEPARTMENT OF ECONOMICS

DEPARTAMENTO DE ECONOMIA / DEPARTMENT OF ECONOMICS

ECONOMÍA ESPAÑOLA / THE SPANISH ECONOMY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Economía Española	Spring		6.0	3/4 (Elective)

Factores explicativos de la dinámica de crecimiento de la economía española en los últimos años: la población, el capital, el mercado laboral, la integración en la Unión Europea. Evolución de los flujos de producto, empleo, renta y gasto, desde las perspectivas sectorial, regional. Las relaciones exteriores.

Conocimientos previos: Microeconomía y Macroeconomía

Explanatory factors of the dynamics of growth in the Spanish economy in recent years: population, capital, the labour market and integration within the European Union. Trends in product, employment, income and spending flows, from a sector-specific and regional perspective. Foreign relations.

Previous Knowledge: Micro & Macro.

ECONOMÍA DE LA U.E / ECONOMICS OF THE E.U

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Economía de la E.U	Spring		3.0	4 (E-6 15)

El proceso de integración económica y las instituciones de la Unión Europea. Rasgos económicos básicos de los países de la Unión Europea y problemas fundamentales. Factores que determinan el crecimiento y la competitividad de las empresas europeas. Análisis de la problemática del mercado único: mercado de bienes y servicios los mercados laborales. La cohesión económica, social y territorial, y el medio ambiente.

Conocimientos previos: Micro y Macroeconomía

The economic integration process and entities in the European Union. Basic economic features of the countries within the European Union and fundamental problems. Factors determining growth and competition of European companies. Analysis of the single market problems: goods and services market, and the labour markets. Economic, social and territorial cohesion, and the environment.

Previous Knowledge: Micro and Macroeconomics.

ECONOMICS OF THE EUROPEAN UNION *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Economics of the European Union	Spring		6.0	4 Diploma Business in Spain

This course seeks to present the facts, theories and controversies concerning the process of economic integration in Europe. Although it concentrates on economic policy issues, the historical, political and institutional context of the development of the European Union is also considered relevant. Students will be provided with the necessary analytical tools to study important aspects of EU policies. Topics covered include: the micro and macroeconomics of European integration, financial and monetary integration, the challenge of enlargement, common economic policies (including agriculture, trade, competition and regional policy). The pedagogic approach will be based on lectures, seminars, self-assessment exercises, essay questions and the extensive use of the online learning centre which accompanies the course.

Previous Knowledge: Micro and Macro.

INTERNATIONAL POLITICAL ECONOMY *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
International Political Economy	Spring		6.0	4 Diploma Business in Spain

The analytical and theoretical frameworks of International Political Economy. The liberal perspective. The mercantilist perspective. The structuralism perspective. Alternative perspective.

The structures of International Political Economy production, trade, monetary, and finance structure. International debt and financial crisis, global security, technology and knowledge.

Development an developing countries, regional economic integration, energy, economy transnational, problems and issues: Illegal activities, migration, MNCs, Hunger, natural resources an energy, environment.

Previous Knowledge: Micro and Macro.

MACROECONOMÍA / MACROECONOMICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Macroeconomía	Spring		6.0	2 (E-6 15)

La contabilidad nacional y las macro magnitudes. La dinámica macroeconómica a largo y a corto plazo: tendencia de crecimiento y ciclo. Modelos macroeconómicos básicos para una economía cerrada: los mercados de bienes y servicios, activos financieros y trabajo y sus factores determinantes. La política fiscal y la política monetaria y sus efectos sobre las variables macroeconómicas.

Conocimientos previos: Microeconomía

National accounting and macroeconomic magnitudes. Macroeconomic dynamics in the long and short term: growth trends and cycle. Basic macroeconomic models for a closed economy: goods and services markets, financial assets, employment, and determining factors. Taxing policy and monetary policy and their effects on macroeconomic variables.

Previous Knowledge: Microeconomics.

DEPARTAMENTO DE MARKETING / MARKETING DEPARTMENT

DEPARTAMENTO DE MARKETING / MARKETING DEPARTMENT

COMPORTAMIENTO DEL CONSUMIDOR / CONSUMER BEHAVIOUR

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comportamiento del Consumidor	Spring		6.0	4 (Elective)

Relación existente entre el consumidor y la sociedad de consumo. Proceso de decisión de compra individual (alta y baja implicación). Aspectos psicológicos del comportamiento del consumidor: percepción, necesidades, motivación, memoria, aprendizaje, valores y estilos de vida. Aspectos sociológicos del comportamiento del consumidor: grupos de pertenencia y grupos de referencia. Variables del entorno social del consumidor y su influencia en los modos y hábitos de consumir.

Relationship between consumers and the consumer society. Individual purchase decision process (high and low involvement). Psychological aspects of consumer behaviour: perception, needs, motivation, memory, learning, values and lifestyles. Sociological aspects of consumer behaviour: affinity and reference groups. Variables of the consumer's social environment and their influence on consumer methods and habits.

COMPORTAMIENTO DEL CONSUMIDOR / CONSUMER BEHAVIOUR (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comportamiento del Consumidor	Spring		6.0	4 (Elective)

Relationship between consumers and the consumer society. Individual purchase decision process (high and low involvement). Psychological aspects of consumer behaviour: perception, needs, motivation, memory, learning, values and lifestyles. Sociological aspects of consumer behaviour: affinity and reference groups. Variables of the consumer's social environment and their influence on consumer methods and habits.

COMUNICACIÓN INTEGRAL DE MARKETING / MARKETING COMMUNICATION

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comunicación Integral de Marketing	Spring		6.0	4 (Elective)

Niveles de la comunicación y teorías sobre comunicación y persuasión. Publicidad en medios de comunicación masivos. Internet y otros medios interactivos. Publicidad directa. Relaciones Públicas: relaciones con medios de comunicación de masas.

Relaciones Públicas: la acción social de la empresa. Relaciones Públicas: relaciones con otros stakeholders. Below the line. Promoción de ventas.

Conocimientos previos: Fundamentos de Marketing e Investigación de Mercados

Levels of communication and persuasion and communication theories. Mass media advertising. Internet and other interactive media. Direct advertising. Public relations: relations with mass media. Public relations: the company's social action. Public relations: relations with other stakeholders. Below the line. Sales promotion.

Previous Knowledge: Introduction to Marketing and Marketing Research.

COMUNICACIÓN INTEGRAL DE MARKETING / MARKETING COMMUNICATION *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comunicación Integral de Marketing	Spring		6.0	4 (Elective)

Levels of communication and persuasion and communication theories. Mass media advertising. Internet and other interactive media. Direct advertising. Public relations: relations with mass media. Public relations: the company's social action. Public relations: relations with other stakeholders. Below the line. Sales promotion.

Previous Knowledge: Introduction to Marketing and Marketing Research.

CONSUMER BEHAVIOUR *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Consumer Behaviour	Spring		6.0	4 Diploma Business in Spain

Relationship between consumers and the consumer society. Individual purchase decision process (high and low involvement). Psychological aspects of consumer behaviour: perception, needs, motivation, memory, learning, values and lifestyles. Sociological aspects of consumer.

DIRECCIÓN DE MARKETING / MARKETING MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Dirección de Marketing	Spring		6.0	3 (E-4 15)

Segmentación. Posicionamiento. Producto. Marca. Clientes. Comunicación Elaboración del Plan estratégico.

Conocimientos previos: Fundamentos de Marketing e Investigación de Mercados

Segmentation. Positioning. Product. Brand. Customers. Communication Development of Strategic Plans.

Previous Knowledge: Introduction to Marketing and Marketing Research.

DIRECCIÓN DE MARKETING / MARKETING MANAGEMENT *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Dirección de Marketing	Spring		6.0	3 (E-2 Bil 15) 3 (E-2 15) 4 (E-6 15)

Segmentation. Positioning. Product. Brand. Customers. Communication Development of Strategic Plans.

Previous Knowledge: Introduction to Marketing and Marketing Research.

DISTRIBUCIÓN COMERCIAL / DISTRIBUTION CHANNELS MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Distribución Comercial	Spring		5.0	5 (Elective)

El sistema de distribución comercial. Los canales comerciales. El comercio mayorista. El comercio minorista. La integración de los canales de distribución. Estrategias de distribución.

Conocimientos previos: Introducción al Marketing e Investigación de Mercados

The commercial distribution system. Commercial channels. Wholesale trade. Retail trade. Distribution channel integration. Distribution strategies.

Previous Knowledge: Introduction to Marketing and Marketing Research.

INTERNATIONAL MARKETING *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
International Marketing	Spring		6.0	4 Diploma Business in Spain

International marketing: International companies. Basic transactions in foreign trade: Analysis of international and internal settings. International market research and selection. Ways of entering foreign markets. The international marketing mix: product, pricing, distribution and promotion planning. International trade negotiations. Implementation and control of the international marketing plan.

Previous Knowledge: Introduction to Marketing.

INTRODUCTION TO MARKETING *(Taught in English)*

Nombre del Curso Course Title	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Introduction to Marketing	Spring		6.0	2 Diploma Business in Spain

This module introduces students to basic concepts and knowledge (market, product, price, distribution, communication, etc.), while also encouraging them, as much as possible, to think in a specific way ("think about marketing"). As such, in addition to equipping future business professionals with a vital knowledge base, it also provides an important way of thinking, market orientation, which is fundamental in day-to-day business.

MARKETING INTERNACIONAL / INTERNATIONAL MARKETING *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Marketing Internacional	Spring		5.0	5 (Elective)

International marketing: International companies. Basic transactions in foreign trade: Analysis of international and internal settings. International market research and selection. Ways of entering foreign markets. The international marketing mix: product, pricing, distribution and promotion planning. International trade negotiations. Implementation and control of the international marketing plan.

Previous Knowledge: Introduction to Marketing.

MARKETING MANAGEMENT *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Marketing Management	Spring		6.0	3 Diploma Business in Spain

Strategic marketing analysis: External analysis (environment, supply and demand) and Internal analysis (segmentation, positioning and portfolio). Diagnosis. Strategic Marketing Plan. Action Plan.

Previous Knowledge: Introduction to Marketing.

**DEPARTAMENTO DE GESTIÓN
FINANCIERA / DEPARTMENT OF
FINANCIAL MANAGEMENT**

DEPARTAMENTO GESTION FINANCIERA / DEPARTMENT OF FINANCIAL MANAGEMENT

ANÁLISIS DE ESTADOS FINANCIEROS / ANALYSIS OF FINANCIAL STATEMENTS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Análisis de Estados Financieros	Spring		6.0	3 (Elective)

Los estados financieros de una empresa: balances de situación, cuenta de pérdidas y ganancias, estado de cambios en el patrimonio neto, estado de flujos de tesorería y Memoria. Principales herramientas para el análisis de la solvencia, rentabilidad y productividad utilizadas en la gestión de la empresa. Nuevos retos en el análisis de estados financieros.

Conocimientos previos: Contabilidad Financiera y Matemáticas financieras

A company's financial statements: balance sheets, profit and loss statements, statement of changes in equity, cash flow statements. Key tools when analyzing the solvency, profitability and productivity used in the management of the company. New challenges in the analysis of financial statements.

Previous Knowledge: Financial Accounting and Business Mathematics.

ANÁLISIS DE VALORES / VALUE ANALYSIS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Análisis de Valores	Spring		6.0	4 (Elective)

Clases de Análisis Financiero: Análisis Fundamental y Análisis Técnico (características, limitaciones y utilidades). Entorno macroeconómico de las empresas: Relación del ciclo económico y ciclo bursátil y análisis de los factores macroeconómicos más relevantes para el análisis fundamental. Influencia de las características de los sectores económicos en la valoración de empresas. Diagnóstico económico-financiero de las empresas. Proyección de los Estados Financieros de las empresas. Aplicación de modelos de valoración de empresas. Elaboración de informes de mercado con recomendaciones de inversión.

Financial Analysis Classes: Fundamental Analysis and Technical Analysis (characteristics, limitations and uses). Macroeconomic environment and companies: Impact of economic cycle and market cycle and analysis of most relevant macroeconomic factors for fundamental analysis. Influence of characteristics of the economic sectors in the valuation of companies. Economic-financial diagnostics of the companies. Projection of the Financial Statements of companies. Application of company valuation models. Preparation of market reports with investment recommendations.

ANÁLISIS DE VALORES/ VALUE ANALYSIS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Análisis de Valores	Fall/ Spring		6.0	4 (Elective)

Financial Analysis Classes: Fundamental Analysis and Technical Analysis (characteristics, limitations and uses). Macroeconomic environment and companies: Impact of economic cycle and market cycle and analysis of most relevant macroeconomic factors for fundamental analysis. Influence of characteristics of the economic sectors in the valuation of companies. Economic-financial diagnostics of the companies. Projection of the Financial Statements of companies. Application of company valuation models. Preparation of market reports with investment recommendations.

CONSOLIDACIÓN DE ESTADOS FINANCIEROS / CONSOLIDATED FINANCIAL STATEMENTS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Consolidación de Estados Financieros	Spring		6.0	4 (Elective)

Types of business groups and related companies. Control Relations. Business Combinations. Partnerships. Global and Proportional Consolidation. Equity Method. Accounting Challenges around the consolidation of financial statements of businesses: stages, homogenization, aggregation, elimination and adjustments.

Previous Knowledge: Introduction to accounting and financial accounting.

CONTABILIDAD DE GESTIÓN / MANAGERIAL ACCOUNTING

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Contabilidad de Gestión	Spring		6.0	2 (E-2 15) 2 (E-4 15) 3 (E-6 15)

Determinación de costes y resultados internos para el análisis de la cadena de creación de valor. Resultado analítico de explotación. Modelos de asignación de costes: Coste completo, Imputación racional, Direct-Costing, A.B.C., Costes por pedidos. Toma de decisiones de gestión: análisis Coste-Volumen-Beneficio.

Conocimientos previos: Introducción a la Contabilidad

Determining internal costs and income for value chain analysis. Analytical operating income. Cost allocation models: Full Costing, Rational Allocation, Direct Costing, ABC, Cost Per Order. Decision-making in management: Cost-Volume-Profit analysis.

Previous Knowledge: Introduction to Accounting.

CONTABILIDAD DE GESTIÓN / MANAGERIAL ACCOUNTING *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Contabilidad de Gestión	Spring		6.0	2 (E-2 Bil 15)

Determining internal costs and income for value chain analysis. Analytical operating income. Cost allocation models: Full Costing, Rational Allocation, Direct Costing, ABC, Cost Per Order. Decision-making in management: Cost-Volume-Profit analysis.

Previous Knowledge: Introduction to Accounting

CONTROL PRESUPUESTARIO / BUDGETARY CONTROL *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Control Presupuestario	Spring		6.0	4 (Elective)

This course aims to introduce the student to the Budget, that is, the core tool for management planning and control. That means, in the first place, to check the real usefulness of the accounting and financial knowledge the student got in previous courses. Secondly, to learn how those knowledge is the informative basis to develop management skills.

Previous Knowledge: Accounting and Excel.

CONTROL PRESUPUESTARIO / BUDGETARY CONTROL

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Control Presupuestario	Spring		6.0	4 (Elective)

La asignatura tiene por objeto introducir al estudiante en lo que hoy es la herramienta central de la planificación y control empresariales: el presupuesto. Ello supone, por un lado, revisar la utilidad de los conocimientos contables y financieros adquiridos en cursos anteriores y, por otro, mostrar cómo estos conocimientos sirven de base informativa para el ejercicio de las funciones directivas, en especial de la planificación empresarial, la toma de decisiones y el control de la gestión.

Conocimientos previos: Contabilidad y Excel

This course aims to introduce the student to the Budget, that is, the core tool for management planning and control. That means, in the first place, to check the real usefulness of the accounting and financial knowledge the student got in previous courses. Secondly, to learn how those knowledge is the informative basis to develop management skills.

Previous Knowledge: Accounting and Excel.

CORPORATE FINANCE (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Corporate Finance	Spring		6.0	3 Diploma Business in Spain

Selection of non-financial investments: incompatible methods. Financial investment valuation: fixed income, equities and derivatives. Debt Policy (financial leveraging and optimal capital structure) and Dividend Policy. Capital cost: minimization and interrelation between investment and financing decisions. Company assessment. Portfolio theory.

Previous Knowledge: Introduction to Finance.

FINANCIAL MARKETS (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Financial Markets	Spring		6.0	3 Diploma Business in Spain

Content: Spanish financial system. Financial flows in the economic system. The Bank of Spain (Central bank). Single Monetary Policy. Interbank Markets. Credit activity. Credit institutions and intermediaries. Stock market. Public debt market. Organisation and functioning of Stock Market. An approach to stock market valuation. Other institution related to the Stock Market. Futures and options market.

Previous Knowledge: Economy, Accounting, Macroeconomics, Finance.

FINANZAS CORPORATIVAS / CORPORATE FINANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Finanzas Corporativas	Fall/ Spring		6.0	3 (E-2 15) 3 (E-4 15) 3 (E-6 15)

Selección de inversiones no financieras: conflictos entre métodos. Valoración de inversiones financieras: renta fija, renta variable y derivados. Política de Endeudamiento (Apalancamiento financiero y estructura financiera óptima) y Política de Dividendos. Coste de Capital: minimización e interrelación entre decisiones de inversión y financiación. Valoración de Empresas. Teoría de Carteras.

Conocimientos Previos: Introducción a las Finanzas

Selection of non-financial investments: incompatible methods. Financial investment valuation: fixed income, equities and derivatives. Debt Policy (financial leveraging and optimal capital structure) and Dividend Policy. Capital cost: minimization and interrelation between investment and financing decisions. Company assessment. Portfolio theory.

Previous Knowledge: Introduction to finance.

FUNDAMENTOS DE FINANZAS / INTRODUCTION TO FINANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Finanzas Corporativas	Spring		6.0	2 (E-2 15) 2 (E-4 15) 3 (E-6 15)

La gestión financiera de la empresa. Objetivos de la Dirección Financiera. El entorno de actuación del Director Financiero. Modelos de selección de inversiones productivas. Selección de inversiones productivas: conflictos entre métodos. El coste de capital: concepto. Análisis de Estados Financieros a través del uso de ratios. Análisis del balance, la cuenta de pérdidas y ganancias, el estado de flujos de caja, el estado de cambios en el patrimonio neto y la memoria. Fusiones y adquisiciones de empresas.

Corporate financial management. Objective of Financial Management. The working environment of the CFO. Productive investment selection models. Capital costs: concept. Financial statement assessment through the use of ratios. Analysis of balance sheets, income statements, cash flow statements, statements of changes in equity and annual reports. Corporate merges and acquisitions.

FUNDAMENTOS DE FINANZAS / INTRODUCTION TO FINANCE (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Finanzas Corporativas	Spring		6.0	2 (E-2 Bil 15)

Corporate financial management. Objective of Financial Management. The working environment of the CFO. Productive investment selection models. Capital costs: concept. Financial statement assessment through the use of ratios. Analysis of balance sheets, income statements, cash flow statements, statements of changes in equity and annual reports. Corporate merges and acquisitions.

FUSIONES Y ADQUISICIONES / MERGERS AND ACQUISITIONS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Fusiones y Adquisiciones	Spring		5.0	5 (Elective)

The process by which mergers and acquisitions occur from accounting, fiscal, legal (competition law) and market perspectives. Business assessment models. CAPM and beta estimation. The composition of the weighted average cost of capital (measurement made by discounting cash flow, via multiples and actual option methods). Sale of listed and unlisted companies.

Previous Knowledge: Introduction to finance and Corporate Finance

FUSIONES Y ADQUISICIONES Y REESTRUCTURACIONES EMPRESARIALES/ MERGERS & ADQUISITIONS AND BUSINESS REESTRUCTURATIONS *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Fusiones y Adquisiciones y Reestructuraciones Empresariales	Spring		5.0	4 (Elective)

El proceso de realización de las fusiones o adquisiciones desde los puntos de vista contable, fiscal, jurídico (derecho de la competencia) y del mercado. Métodos de valoración de empresas. El modelo CAPM y la estimación de la beta. La composición del coste medio ponderado de capital (valoración mediante el descuento de flujos de caja, mediante múltiplos y mediante métodos de opciones reales). Venta de empresas no cotizadas y de empresas cotizadas.

Conocimientos previos: Introducción a las finanzas y Análisis Financiero

The process of carrying out mergers and acquisitions from accounting, tax, legal (rights of the competition) and market perspectives, Company valuation methods. The CAPM model and beta simulation. The composition of weighted average cost of capital (average value of cash flow discounts through multiples and through real option methods). Sale of listed and non-listed companies.

Previous Knowledge: Introduction to finance and Financial Analysis.

FUSIONES Y ADQUISICIONES Y REESTRUCTURACIONES EMPRESARIALES/ MERGERS & ADQUISITIONS AND BUSINESS REESTRUCTURATIONS *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Fusiones y Adquisiciones y Reestructuraciones Empresariales	Fall/ Spring		6.0	4 (Elective)

The process of carrying out mergers and acquisitions from accounting, tax, legal (rights of the competition) and market perspectives, Company valuation methods. The CAPM model and beta simulation. The composition of weighted average cost of capital (average value of cash flow discounts through multiples and through real option methods). Sale of listed and non-listed companies.

Previous Knowledge: Introduction to finance and Financial Analysis

GESTIÓN DE CARTERAS / PORTFOLIO MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Gestión de Carteras	Spring		5.0	5 (Elective)

Función del gestor de carteras; herramientas y técnicas disponibles utilizadas en la práctica; diferentes sistemas para evaluar el trabajo de un gestor de carteras. Proceso de asignación de activos o *asset allocation*. *Benchmarks*. Gestión activa, pasiva, global e inmunizada.

Conocimientos previos: Dirección Financiera, Estadística y Economía

Role of the portfolio manager; tools and techniques available to use in practical application; different systems to assess the work of a portfolio manager. The asset allocation process. Benchmarks. Active, passive, global and immunised management.

Previous Knowledge: Financial Management, Statistics and Economy.

GESTIÓN DE CARTERAS E INVERSIONES/ INVESTMENT AND PORTFOLIO MANAGEMENT *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Investment and Portfolio Management	Spring		6.0	4 (Elective)

Function of portfolio management; tools and techniques available used in practice, different systems to evaluate the work of a portfolio manager. Asset allocation. Benchmarks. Active, passive, global and immunised management.

Previous Knowledge: Introduction to Finance, Accounting and Financial Statements.

GESTIÓN DE CARTERAS E INVERSIONES/ INVESTMENT AND PORTFOLIO MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Gestión de Carteras e Inversiones	Spring		6.0	4 (Elective)

Función del gestor de carteras; herramientas y técnicas disponibles utilizadas en la práctica; diferentes sistemas para evaluar el trabajo de un gestor de carteras. Proceso de asignación de activos o *asset allocation*. *Benchmarks*. Gestión activa, pasiva, global e inmunizada.

Conocimientos Previos: Introducción a las finanzas, contabilidad y Estados Financieros

Function of portfolio management; tools and techniques available used in practice, different systems to evaluate the work of a portfolio manager. Asset allocation. Benchmarks. Active, passive, global and immunised management.

Previous Knowledge: Introduction to Finance, Accounting and Financial Statements.

GESTIÓN DE RIESGOS FINANCIEROS Y DERIVADOS/ DERIVATIVES AND FINANCIAL RISK MANAGEMENT *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Derivatives and Financial Risk Management	Spring		6.0	4 (Elective)

Concept of financial risk: typology and management tools. Knowledge of the characteristics and uses of derivatives, coverage, speculation and arbitrage. Financial Options, Futures and Swaps. Models of evaluation of said instruments. Use in risk management.

Previous Knowledge: Basic Knowledge of Finance.

GESTIÓN DE RIESGOS FINANCIEROS Y DERIVADOS/ DERIVATIVES AND FINANCIAL RISK MANAGEMENT MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Gestión de Riesgos Financieros y Derivados	Spring		6.0	4 (Elective)

Concepto de riesgo financiero: tipología y herramientas de gestión. Conocimiento de las características y usos de los instrumentos financieros derivados: cobertura, especulación y arbitraje. Opciones Financieras, Futuros Financieros y Swaps. Modelos de valoración de dichos instrumentos. Su uso en gestión de riesgos.

Conocimientos previos: Conocimientos básicos de finanzas

Concept of financial risk: typology and management tools. Knowledge of the characteristics and uses of derivatives, coverage, speculation and arbitrage. Financial Options, Futures and Swaps. Models of evaluation of said instruments. Use in risk management.

Previous Knowledge: Basic Knowledge of Finance.

INTERNATIONAL FINANCE (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
International Finance	Spring		6.0	4 Diploma Business in Spain

The main aim is for students to have an understanding of the main global financial transactions performed by private and public companies. The course also seeks to familiarize students with the use of information resources available in terms of financing press, databases, websites, private and public institutions, etc.).

Previous Knowledge: Introduction to Finance.

INTRODUCTION TO FINANCE (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Introducción a las Finanzas	Spring		6.0	2 Diploma Business in Spain

Corporate financial management. Objective of Financial Management. The working environment of the CFO. Productive investment selection models. Capital costs: concept. Financial statement assessment through the use of ratios. Analysis of balance sheets, income statements, cash flow statements, statements of changes in equity and annual reports. Corporate merges and acquisitions.

MERCADOS FINANCIEROS / FINANCIAL MARKETS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Mercados Financieros	Spring		6.0	3 (E-2 15) 3 (E-4 15) 4 (E-6-15)

El Sistema Financiero español. Los flujos financieros del sistema económico. El Banco de España y la política monetaria única. Los mercados monetarios: mercado interbancario y mercado de divisas. Instrumentos de cobertura. La actividad crediticia: operaciones pasivas y activas. Entidades de crédito e intermediarios. Mercados de valores: instituciones, valores negociables, mercado de Deuda Pública, operaciones bursátiles, inversión colectiva, capital riesgo y titulización. Mercados de productos derivados.

Conocimientos previos: Economía, Contabilidad, Macroeconomía, Finanzas

The Spanish Financial System. The financial flows of the economic system. The Bank of Spain and the single monetary policy. Money markets: interbank market and foreign exchange market. Hedging instruments. Credit activities: active and passive transactions. Credit entities and brokers. Securities market: entities, negotiable securities, Public Debt market, stock market transactions, collective investment, risk capital and securitisation. Derivatives markets.

Previous Knowledge: Economy, Accounting, Macroeconomics, Finance

MERCADOS FINANCIEROS / FINANCIAL MARKETS *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Mercados Financieros	Spring		6.0	3 (E-2 Bil 15)

The Spanish Financial System. The financial flows of the economic system. The Bank of Spain and the single monetary policy. Money markets: interbank market and foreign exchange market. Hedging instruments. Credit activities: active and passive transactions. Credit entities and brokers. Securities market: entities, negotiable securities, Public Debt market, stock market transactions, collective investment, risk capital and securitisation. Derivatives markets.

Previous Knowledge: Economy, Accounting, Macroeconomics, Finance.

MICROCRÉDITOS / MICROCREDITIS

Nombre del Curso Course Title	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Microcréditos	Spring		6.0	2 (E-2 15) 2(E-4 15) 2 (E-2 Bil 15)

Microcréditos: características, evolución, desarrollo y panorama actual en el mundo y en España. Tipología de instituciones micro financieras y principales metodologías utilizadas en la concesión de los microcréditos. El microcrédito como instrumento de financiación para el desarrollo. Análisis del alcance y del impacto económico o social del uso de microcréditos entre los colectivos más desfavorecidos tanto en los países en vías de desarrollo como en los países industrializados.

Conocimientos previos: Microeconomía y Macroeconomía

Microcredits: characteristics, evolution, development and current status worldwide and in Spain. Types of microfinancing institutions and the main methods used in granting microcredits. Microcredits as funding instruments for development. Analysis of the scope and economic or social impact of the use of microcredits among the most underprivileged sectors of society in developing and industrialised countries.

Previous Knowledge: Microeconomics and Macroeconomics.

**DEPARTAMENTO DE GESTIÓN
EMPRESARIAL / DEPARTMENT OF
BUSINESS MANAGEMENT**

DEPARTAMENTO GESTIÓN EMPRESARIAL/ DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Business Ethics & Corporate Social Responsibility	Spring		6.0	4 Diploma Business in Spain

This is taught, when the students have studied most of the topics within this subject, in order for the students to be able to link Ethics and CSR with elements such as Strategy, Marketing, Financial Management and People Management within the Organisation. Since ethical and social responsibility considerations arise and unfold because of business dynamics, they materialise into the values, vision and mission and, while implicitly present across most organisational practices and policies, they become visible through every decision that is made on a daily basis in different areas and departments.

BUSINESS STRATEGIES (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Business Strategies	Spring		6.0	3 Diploma Business in Spain

Understanding business strategy as a social and politically negotiated process. By focusing on the process and how it can be achieved it is possible to define optimal strategic plans that incorporate solid commitment from all participants in order to secure a sustainable competitive advantage. To this end, models and tools are presented which help to identify all possible strategic alternatives (from which perspectives and by using which methods can the company's strategy evolve?) and assess them in order to steer the choice of strategy. Reflection on the fact that strategy and strategic change are connected in one way or another to organizational change. Understanding how to successfully address these organizational changes is a key factor to guarantee the effective implementation of the strategy. This implementation is determined by the central role played by stakeholders and the resistance to change that some may demonstrate. Designing implementation tactics that prevent, avoid or minimize this resistance is paramount to achieve success. All of these aspects are complemented with the design and application of control systems that ensure the strategy is implemented and the goals for which it was defined are achieved.

CINE E IDEOLOGÍA EN LA ESPAÑA DEL FRANQUISMO / CINEMA AND IDEOLOGY IN FRANCOIST SPAIN

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
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Cine e Ideología en la España del Franquismo	Spring		6.0	3 Diploma Business in Spain
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El cine se convirtió, bajo el liderazgo político de Francisco Franco (1939 – 1975), en un instrumento privilegiado para la configuración política y doctrinal de la ciudadanía. Efectivamente, una ideología de vocación hegemónica como la del régimen franquista parecía necesitar el concurso de los medios de comunicación de masas, sujetos a los mecanismos de censura habituales, que ya habían probado su eficacia en procesos de construcción de identidad nacional. Así, por un lado, el cine se convirtió en difusor de los valores del régimen, adecuando su mensaje y estética a medida que cambiaban; por otro, el medio actuó como caja de resonancia y de contestación político-social que atestiguaba la evolución tanto del régimen como de la propia sensibilidad ciudadana. El curso se centrará, pues, en perfilar una panorámica del cine español del Franquismo: se estudiarán aspectos tales como los condicionantes políticos, los géneros más populares, su estatus industrial, prestando especial atención a la evolución del medio y de su producción a medida que el régimen enfrentaba diferentes retos cuya superación asegurara su supervivencia en el tiempo. Se visionarán y analizarán algunas películas y/o fragmentos de películas de directores como José Luis Sáenz de Heredia, Juan Antonio Bardem, Luis García Berlanga, Nieves Conde, Fernando Fernán Gómez, Carlos Saura y otros autores.

During Francisco Franco's regime, cinema acquired a privileged status among the tools employed to "construct" the political and doctrinal identity, which the citizenry would have to embody. As a matter of fact, the hegemonic ideology of Francoist Regime seemed to demand the help of mass media, which, subjected to mandatory censorship, had already proven its efficiency in the process of building national identities. On the one hand, cinema became a transmitter of the regime's values, tailoring its message and aesthetics as they changed; on the other, films acted to give a certain resonance to the political contestation, which a long-lasting regime would eventually foster. The course will focus in describing the landscape for Spanish cinema during Franco's times: political requirements, most popular genres, economic conditions, and the evolution of the media and its production will be topics addressed. Movies and/or fragments of movies by José Luis Sáenz de Heredia, Juan Antonio Bardem, Luis García Berlanga, Fernando Fernán Gómez, Nieves Conde, Carlos Saura and other authors will be analyzed.

COMPORTAMIENTO ORGANIZACIONAL / ORGANIZATIONAL BEHAVIOUR

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comportamiento Organizacional	Spring		6.0	2 (E-2 15) 2 (E-4 15) 3 (E-6 15)

Las Ciencias de la Conducta aplicadas a la empresa. Determinantes de la eficiencia del comportamiento humano en el trabajo (aprendizaje, motivación, aptitudes y personalidad), y del éxito directivo (comunicación y liderazgo).

Behavioural Studies applied to business. Determining factors of the efficiency of human behaviour at work (learning, motivation, skills and personality), and successful management (communication and leadership).

COMPORTAMIENTO ORGANIZACIONAL / ORGANIZATIONAL BEHAVIOUR (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Comportamiento Organizacional	Spring		6.0	2 (E-2 Bil 15)

Behavioural Studies applied to business. Determining factors of the efficiency of human behaviour at work (learning, motivation, skills and personality), and successful management (communication and leadership).

DIRECCIÓN DE OPERACIONES / OPERATIONS MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Dirección de Operaciones	Spring		6.0	3 (Elective)

En esta asignatura se estudiarán conceptos sobre diseño de productos y de procesos, la planificación de las operaciones, la organización de tareas, las herramientas y algoritmos matemáticos utilizados en la planificación y programación de operaciones, el análisis, evaluación y gestión de la calidad de los sistemas de operaciones, la medida del rendimiento de las operaciones, la productividad en el contexto de las operaciones, la gestión de inventarios y de las redes de abastecimiento y distribución.

Conocimientos previos: Fundamentos de Gestión Empresarial

In this module, students will learn the concepts on product and process design, operation planning, organisation of the tasks, tools and mathematical algorithms used in planning and operations scheduling, the analysis, evaluation and management of operation systems quality, measuring operations performance, productivity in the context of such operations, inventory keeping as well as supply and distribution networks.

Previous Knowledge: Introduction to Business.

DIRECCIÓN DE RECURSOS HUMANOS / HUMAN RESOURCES MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Dirección de Recursos Humanos	Spring		6.0	3 (E-2 15) 3 (E-4 15)

La función de Recursos Humanos en la empresa: perspectiva y prospectiva. Planificación estratégica de RR HH. Gestión de flujos de trabajo y análisis, valoración y descripción de puestos. Gestión de la diversidad cultural. Políticas de empleo (aditivas): Procesos de reclutamiento, selección y contratación. Procesos de reajustes de plantilla

y gestión de la desvinculación laboral. Formación y desarrollo de carreras profesionales. Sistema de gestión del desempeño. Gestión de la compensación. La comunicación en la empresa.

The role of Human Resources in the company: perspective and forecast. Strategic HR planning. Workflow management and job analysis, assessment and description. Cultural diversity management. Employment policies (cumulative): recruitment, selection and hiring processes. Staff restructuring processes and employee severance management. Professional and career training and development. Performance management system. Compensation management. Company communication.

DIRECCIÓN DE RECURSOS HUMANOS / HUMAN RESOURCES MANAGEMENT (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Dirección de Recursos Humanos	Spring		6.0	3 (E-2 Bil 15)

The role of Human Resources in the company: perspective and forecast. Strategic HR planning. Workflow management and job analysis, assessment and description. Cultural diversity management. Employment policies (cumulative): recruitment, selection and hiring processes. Staff restructuring processes and employee severance management. Professional and career training and development. Performance management system. Compensation management. Company communication.

ESTRATEGIAS EMPRESARIALES / BUSINESS STRATEGIES

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Estrategias Empresariales	Spring		6.0	3 (E-2 15) 3 (E-4 15) 4 (E-6 15)

Comprensión de la estrategia de la empresa como un proceso social y político negociado. Prestando atención al proceso y a cómo se puede facilitar, es posible definir planes estratégicos óptimos, para aspirar al logro de una ventaja competitiva sostenible y que vayan ligados a un alto grado de compromiso de todos los participantes. Para ello, se introducen modelos y herramientas que permitan identificar todas las alternativas estratégicas posibles (¿en qué direcciones y a través de qué métodos puede evolucionar la estrategia de la organización?) y evaluarlas, para orientar así la elección de la estrategia. Reflexión en torno al hecho de que la estrategia y el cambio estratégico van ligados a uno u otro tipo de cambio organizativo. Comprender cómo abordar estos cambios organizativos con éxito es determinante para asegurar la implantación eficaz de la estrategia. En dicha implantación juegan un rol determinante los stakeholders de la organización y las resistencias al cambio que algunos de ellos puedan manifestar. Diseñar tácticas de implantación que eviten, eludan o minimicen dichas resistencias resulta una actividad clave para el éxito. Todos estos aspectos se complementan con el diseño y aplicación de sistemas de control de la estrategia, que garanticen tanto su correcta implantación como el logro de los objetivos para los que ha sido definida.

Understanding business strategy as a social and politically negotiated process. By focusing on the process and how it can be achieved it is possible to define optimal strategic plans that

incorporate solid commitment from all participants in order to secure a sustainable competitive advantage. To this end, models and tools are presented which help to identify all possible strategic alternatives (from which perspectives and by using which methods can the company's strategy evolve?) and assess them in order to steer the choice of strategy. Reflection on the fact that strategy and strategic change are connected in one way or another to organizational change. Understanding how to successfully address these organizational changes is a key factor to guarantee the effective implementation of the strategy. This implementation is determined by the central role played by stakeholders and the resistance to change that some may demonstrate. Designing implementation tactics that prevent, avoid or minimize this resistance is paramount to achieve success. All of these aspects are complemented with the design and application of control systems that ensure the strategy is implemented and the goals for which it was defined are achieved.

ESTRATEGIAS EMPRESARIALES / BUSINESS STRATEGIES (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Estrategias Empresariales	Spring		6.0	3 (E-2 Bil 15)

Understanding business strategy as a social and politically negotiated process. By focusing on the process and how it can be achieved it is possible to define optimal strategic plans that incorporate solid commitment from all participants in order to secure a sustainable competitive advantage. To this end, models and tools are presented which help to identify all possible strategic alternatives (from which perspectives and by using which methods can the company's strategy evolve?) and assess them in order to steer the choice of strategy. Reflection on the fact that strategy and strategic change are connected in one way or another to organizational change. Understanding how to successfully address these organizational changes is a key factor to guarantee the effective implementation of the strategy. This implementation is determined by the central role played by stakeholders and the resistance to change that some may demonstrate. Designing implementation tactics that prevent, avoid or minimize this resistance is paramount to achieve success. All of these aspects are complemented with the design and application of control systems that ensure the strategy is implemented and the goals for which it was defined are achieved.

ÉTICA Y RSE (RESPONSABILIDAD SOCIAL EMPRESARIAL) / BUSINESS ETHICS AND CSR (CORPORATE SOCIAL RESPONSABILITY)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
ÉTICA y RSE (Responsabilidad Social Empresarial)	Spring		6.0	4 (E-2 15) 4 (E-4 15)

Se incluye en el segundo semestre del cuarto curso de la carrera, cuando ya se han visto buena parte de los contenidos disciplinares de la misma, al objeto de que el alumno sea capaz de conectar la Ética y la RSE con elementos tales como la Estrategia, el Marketing, la Dirección Financiera, la Gestión de Personas en la Organización. Porque las consideraciones éticas y de responsabilidad social nacen y se despliegan al hilo de la propia dinámica empresarial: cristalizan en los valores, la visión y la misión y, estando

presente de manera transversal e implícita en buena parte de las prácticas y políticas organizativas, se manifiestan cotidianamente en las tomas de decisión que se llevan a efecto en las distintas áreas y departamentos.

This is taught in the second semester of the course's fourth year, when the students have studied most of the topics within this subject, in order for the students to be able to link Ethics and CSR with elements such as Strategy, Marketing, Financial Management and People Management within the Organisation. Since ethical and social responsibility considerations arise and unfold as a result of business dynamics, they materialise into the values, vision and mission and, while implicitly present across most organisational practices and policies, they become visible through every decision that is made on a daily basis in different areas and departments.

ÉTICA Y RSE (RESPONSABILIDAD SOCIAL EMPRESARIAL) / BUSINESS ETHICS AND CSR (CORPORATE SOCIAL RESPONSABILITY) *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
ÉTICA y RSE (Responsabilidad Social Empresarial)	Spring		6.0	4 (E-2 Bil 15)

This is taught in the second semester of the course's fourth year, when the students have studied most of the topics within this subject, in order for the students to be able to link Ethics and CSR with elements such as Strategy, Marketing, Financial Management and People Management within the Organisation. Since ethical and social responsibility considerations arise and unfold because of business dynamics, they materialise into the values, vision and mission and, while implicitly present across most organisational practices and policies, they become visible through every decision that is made on a daily basis in different areas and departments.

GESTIÓN DE LA EMPRESA DEL SIGLO XXI / CORPORATE MANAGEMENT IN THE 21ST CORPORATE MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Gestión de la Empresa del S. XXI	Spring		6.0	2 (Elective)

En esta asignatura se abordan temas como cuáles son los nuevos parámetros de gestión en la economía del conocimiento y de la información, la gestión de la diversidad (cultural y de género), la sociología del emprendimiento y el emprendimiento social, el equilibrio entre tradición e innovación, el impacto de las nuevas realidades políticas y de los desafíos medioambientales, así como el reflejo de estos y otros asuntos en la formación en *management* en las universidades y en las escuelas de negocios.

This module addresses topics including new management parameters in the knowledge and information economies, diversity management (cultural and gender), the sociology of entrepreneurship and social entrepreneurship. It also covers the balance between tradition and innovation, the impact of new political realities and environmental challenges, as well as the

implication of these and other subjects in management training in universities and business schools.

GOBIERNO CORPORATIVO / CORPORATE GOVERNANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Gobierno Corporativo	Spring		6.0	4 (Elective)

El objetivo de esta asignatura es el de familiarizar a los alumnos con los fundamentos teóricos del gobierno corporativo como herramienta de trabajo estratégico en general, y de control estratégico en particular, y el de hacerles conscientes de los problemas reales asociados a la relación entre el consejo de administración de la empresa, su presidente, sus directivos, sus propietarios y otros grupos de interés vinculados a la misma.

Conocimientos previos: Estrategia Empresarial

The aim of this module is for students to become acquainted with the theoretical foundations of corporate governance as a strategic working tool in general, and a strategic control tool in particular; in addition, it aims to raise awareness on the actual problems associated with the relationship between the company's board of directors, the chairman, directors and owners as well as other stakeholders linked to it.

Previous Knowledge: Business Strategies

HUMAN RESOURCES MANAGEMENT (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Human Resources Management	Fall/ Spring		6.0	3 Diploma Business in Spain

The role of Human Resources in the company: perspective and forecast. Strategic HR planning. Workflow management and job analysis, assessment and description. Cultural diversity management. Employment policies (cumulative): recruitment, selection and hiring processes. Staff restructuring processes and employee severance management. Professional and career training and development. Performance management system. Compensation management. Company communication.

INNOVACIÓN Y ESTRATEGIA / INNOVATION AND STRATEGY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Innovación y Estrategia	Spring		6.0	4 (Elective)

El objetivo de la asignatura es proporcionar a los alumnos la metodología y los instrumentos adecuados para el análisis y la gestión de la innovación en la empresa, así como para la explotación de la posible ventaja competitiva asociada a ella.

De forma más precisa, se valora el papel de la innovación en el logro y el mantenimiento de la ventaja competitiva de la empresa. Partiendo de esta realidad, se analizan los factores determinantes que intervienen en la formulación de las estrategias tecnológicas de las empresas, con especial interés en las condiciones organizativas que favorecen la formulación e implantación de dichas estrategias. Las ventajas e inconvenientes de las diferentes estructuraciones posibles del departamento de I+D de la organización son unas de las cuestiones a abordar en este sentido. Asimismo, se contemplan las diferentes alternativas estratégicas para la explotación y comercialización de la tecnología. Todas estas decisiones se particularizan para el caso de los sectores caracterizados por la presencia de estándares de mercado. Finalmente, se espera que los alumnos conozcan los agentes que ejercen un papel clave en el proceso de innovación tecnológica, con especial interés en las ayudas institucionales y en la cooperación con otras empresas e instituciones, así como las principales fuentes de información tecnológica para la dirección de empresas.

Conocimientos previos: Estrategias empresariales

The aim of the module is to provide students with appropriate methods and instruments for business innovation analysis and management, as well as exploiting any potential competitive advantage linked to it.

To be more precise, the role of innovation is assessed in terms of the achievement and maintenance of the company's competitive advantage. Taking this as a starting point, the determining factors involved in the creation of companies' technological strategies are analysed, paying special attention to the organisational conditions favouring the creation and implementation of such strategies. The advantages and disadvantages of different possible structures of the organisation's R+D department are some of the issues to be tackled in this respect. In addition, different strategic alternatives are considered for the operation and marketing of technology. All such decisions are reviewed in detail in the case of sectors characterised by the presence of market standards. Finally, the students are expected to know the actors that play a vital role in the technological innovation process, paying special attention to institutional support and cooperation with other companies and entities, as well as the main sources of technological information for business administration.

Previous Knowledge: Business Strategies.

INNOVACIÓN Y ESTRATEGIA / INNOVATION AND STRATEGY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Innovación y Estrategia	Spring		5.0	5 (Elective)

El objetivo de la asignatura es proporcionar a los alumnos la metodología y los instrumentos adecuados para el análisis y la gestión de la innovación en la empresa, así como para la explotación de la posible ventaja competitiva asociada a ella.

De forma más precisa, se valora el papel de la innovación en el logro y el mantenimiento de la ventaja competitiva de la empresa. Partiendo de esta realidad, se analizan los factores determinantes que intervienen en la formulación de las estrategias tecnológicas de las empresas, con especial interés en las condiciones organizativas que favorecen la formulación e implantación de dichas estrategias. Las ventajas e inconvenientes de las diferentes estructuraciones posibles del departamento de I+D de la organización son unas de las cuestiones a abordar en este sentido. Asimismo, se contemplan las diferentes alternativas estratégicas para la explotación y comercialización de la tecnología. Todas estas decisiones se particularizan para el caso

de los sectores caracterizados por la presencia de estándares de mercado. Finalmente, se espera que los alumnos conozcan los agentes que ejercen un papel clave en el proceso de innovación tecnológica, con especial interés en las ayudas institucionales y en la cooperación con otras empresas e instituciones, así como las principales fuentes de información tecnológica para la dirección de empresas.

Conocimiento previos: Estrategias empresariales

The aim of the module is to provide students with appropriate methods and instruments for business innovation analysis and management, as well as exploiting any potential competitive advantage linked to it.

To be more precise, the role of innovation is assessed in terms of the achievement and maintenance of the company's competitive advantage. Taking this as a starting point, the determining factors involved in the creation of companies' technological strategies are analysed, paying special attention to the organisational conditions favouring the creation and implementation of such strategies. The advantages and disadvantages of different possible structures of the organisation's R+D department are some of the issues to be tackled in this respect. In addition, different strategic alternatives are considered for the operation and marketing of technology. All such decisions are reviewed in detail in the case of sectors characterised by the presence of market standards. Finally, the students are expected to know the actors that play a vital role in the technological innovation process, paying special attention to institutional support and cooperation with other companies and entities, as well as the main sources of technological information for business administration.

Previous Knowledge: Business Strategies

INNOVACIÓN Y ESTRATEGIA / INNOVATION AND STRATEGY (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Innovación y Estrategia	Spring		6.0	4 (Elective)

The aim of the module is to provide students with appropriate methods and instruments for business innovation analysis and management, as well as exploiting any potential competitive advantage linked to it.

To be more precise, the role of innovation is assessed in terms of the achievement and maintenance of the company's competitive advantage. Taking this as a starting point, the determining factors involved in the creation of companies' technological strategies are analysed, paying special attention to the organisational conditions favouring the creation and implementation of such strategies. The advantages and disadvantages of different possible structures of the organisation's R+D department are some of the issues to be tackled in this respect. In addition, different strategic alternatives are considered for the operation and marketing of technology. All such decisions are reviewed in detail in the case of sectors characterised by the presence of market standards. Finally, the students are expected to know the actors that play a vital role in the technological innovation process, paying special attention to institutional support and cooperation with other companies and entities, as well as the main sources of technological information for business administration.

Previous Knowledge: Business Strategies.

INTERNATIONAL BUSINESS (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
International Business	Spring		6.0	4 Diploma Business in Spain

This module aims to enable students to understand the key aspects of the socio-economic, political and cultural context surrounding the internationalisation of organisations, which is affected by the phenomenon of globalisation. In addition, it tackles the main strategic decisions to be made by a company during an internationalisation process and provides a further analysis of the unique aspects of the international management of some of these functional areas that are key to an international company.

LEADERSHP AND CHANGE MANAGEMENT (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Leadership	Spring		6.0	4 Diploma Business in Spain

Realistic and practical approach of students to the exercise of leadership in organisations. More precisely, the subject stems from the discussion around the concept of leadership (understood as leadership, sources of power and influence, power vs. authority) and the keys to achieving authority (positioning, commitment, consistency and results) to subsequently review the essential achievements in the evolution of understanding and the exercise of leadership in the organisation (landmarks in research on leadership from the perspective of the 21st century, leadership models). The development of leadership is also covered, including assessment methodologies for management competencies and leadership development methodologies in organisations (coaching and mentoring for development), along with the applications of leadership: leadership for management of people (management, definition of objectives, monitoring and assessment), leadership for professional development (feedback and influence), motivational leadership. Includes skills training and management conduct oriented towards the development of leadership: persuasion and influence on people in the organisation, management of change, management and development of professional teams.

MASTERPIECES OF HISPANIC LITERATURES (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Masterpieces of Hispanic Literatures	Spring		6.0	3 Diploma Business in Spain

Survey course that traces the development of Hispanic Literatures from the Medieval times to the present. Representative works of various genres are examined in their cultural and historical context, with special emphasis placed on contemporary texts. Readings include selections from Epic poetry, Cervantes, the Picaresque, Baroque Comedia, as well as works by Clarín, Unamuno, García Lorca, Borges, Cortázar, Rulfo, Sender, Martín Gaité, Goytisolo, Roberto Bolaño, Enrique Vila Mastas, and others.

Previous Knowledge: A passion for reading.

NEGOTIATIONS TECHNIQUES (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Negotiations Techniques	Spring		6.0	4 Diploma Business in Spain

Knowledge and practice of negotiation methodology based on a series of principles, known as the Harvard Method. This methodology based on the win-win technique, develops the art of negotiation without conceding. Emphasis on the systematic preparation of all elements of negotiation, interests, options, MAPAN, communication, rapport, commitment and legitimacy. Negotiation as a solution to the resolution of conflicts. Verbal and non-verbal communication in negotiation. Importance of the active school in negotiation. Considerations before playing dirty in jiu-jitsu negotiation. Contents acquired fundamentally in practice or through role play and practical classroom exercises.

NEW BUSINESS CREATION (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Creación de una Empresa	Spring		6.0	4 Diploma Business in Spain

The purpose of the subject is to provide the student with a concretion and practice of his/her knowledge and comprehension of the way a company Works. The role fulfilled by companies in the current context will also be tackled. Another important aim is to develop the student's creativity and his/her entrepreneurship.

OPERATIONS MANAGEMENT (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Operations Management	Spring		6.0	3 Diploma Business in Spain

In this module, students will learn the concepts on product and process design, operation planning, organisation of the tasks, tools and mathematical algorithms used in planning and operations scheduling, the analysis, evaluation and management of operation systems quality, measuring operations performance, productivity in the context of such operations, inventory keeping as well as supply and distribution networks.

Previous Knowledge: Introduction to Business.

ORGANIZATIONAL BEHAVIOUR *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Organizational Behaviour	Spring		6.0	2 Diploma Business in Spain

Behavioural Studies applied to business. Determining factors of the efficiency of human behaviour at work (learning, motivation, skills and personality), and successful management (communication and leadership).

PODER E IMAGEN, LOS SIGLOS DE ORO: LA COLECCIÓN REAL EN EL MUSEO DEL PRADO / POWER AND IMAGE IN GOLDEN AGE SPAIN: THE ROYAL COLLECTION AT THE PRADO MUSEUM

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Poder e Imagen, los Siglos de Oro: La colección Real en el Museo del Prado	Spring		6.0	3 Diploma Business in Spain

Uno de los factores más importante en la definición de estado monárquico e imperial de la corona española será la búsqueda y concreción de una imagen plástica que sintetice su programa político.

Desde los Reyes Católicos, todos los monarcas españoles se distinguieron por su afición, defensa, promoción y coleccionismo de las artes plásticas más allá del disfrute puramente estético. A través de las colecciones del museo del Prado, que atesoran casi íntegramente un legado de siglos, conoceremos éstas y otras circunstancias como el valor diplomático que tuvieron muchas de las obras que lo integran, la evolución del gusto estético a lo largo de varios siglos, así como su dimensión económica y simbólica.

The process of building the identity of the Spanish Imperial Monarchy implied the search and refining of an image capable of synthesizing the politic agenda. The Spanish Kings, ever since the Catholic Monarchs, had shown a fondness for art which went beyond the purely aesthetically enjoyment the derived from it. Thus, they defended and promoted art collecting because of its paramount strategic value. By exploring these Royal Collections at the Prado Museum, the students will be able to know the different dimensions of art at the time, such as the politic value, the evolution of taste and appreciation, and the economic and symbolic status of different works.

SISTEMAS INFORMATIVOS DE GESTION / INFORMATION SYSTEMS MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Sistemas Informativos de Gestión	Spring		6.0	3 (Elective)

Por un lado, la tecnología de la información representa la mayor inversión para muchas compañías, ya que ésta es un vehículo imprescindible para alcanzar los objetivos corporativos, y porque ha permitido a las empresas reducir sus costes, alcanzar nuevos niveles de servicio y atención al cliente, ofrecer nuevos productos, acceder a nuevos mercados y modificar la operativa misma de la compañía.

Por otro lado, los sistemas de información permiten la integración de los procesos empresariales tanto internos como externos; es decir, permiten la interrelación entre las distintas áreas funcionales de la empresa (de marketing, financiera, de recursos humanos, de logística, de producción, entre otras).

Por lo tanto, las decisiones sobre la gestión de la información no pueden quedarse en manos del personal técnico de la empresa: los expertos en dirección y gestión requieren nuevas habilidades, incluidas las necesarias para gestionar con confianza y competencia la información y su tecnología.

Es por ello que la asignatura de Gestión de los Sistemas de Información sigue el hilo conductor de la generación de valor en la empresa a través de los sistemas de información, quedando de lado los temas o aspectos más técnicos.

On the one hand, information technology represents the largest investment for most companies, since it is an essential means of achieving corporate goals, and because it has enabled companies to reduce their costs, reach new levels of service and customer care, offer new products, access new markets and modify the company's operations themselves.

On the other hand, information systems enable the integration of both internal and external business processes; namely, they foster inter-relations between different functional areas of the business (marketing, finance, human resources, logistics and production, among others).

Therefore, decisions on information management must not be left with the company's technical staff: administration and management experts must have new skills, including those needed to confidently and competently manage information and associated technologies.

This is why the Information Systems Management module carries on from the theme of value generation in the business through information systems, leaving the most technical topics or aspects aside.

SPANISH CULTURE AND HISTORY THROUGH VISUAL ARTS (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Spanish Culture and History Through the Visual Arts	Spring		6.0	3 Diploma Business in Spain

The course is an exploration of Spanish Culture and History as depicted in different Spanish movies. Representative cinematographic works dealing with different historical epochs will be examined, with special emphasis placed on Spanish contemporary cultural and historical trends. The list of movies will include works (entire movies or selections) by José Luis Sáenz de Heredia, Luis García Berlanga, Víctor Erice, Fernando Trueba, Pedro Almodóvar, Iciar Bollain, Imanol Uribe, Fernando Colomo, Fernando León de Aranoa, and others.

TÉCNICAS DE NEGOCIACIÓN /NEGOTIATION TECHNIQUES

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year/ Level
Técnicas de Negociación	Spring		6.0	4 (Elective)

Conocimiento y práctica de la metodología de negociación basada en una serie de principios, conocida como el Método Harvard. Esta metodología basada en la técnica win-win, desarrolla el arte de negociar sin ceder. Énfasis en la preparación sistemática de todos los elementos de la negociación: intereses, opciones, MAPAN, comunicación, relación, compromiso y legitimidad. La negociación como solución a la resolución de conflictos. Comunicación verbal y no verbal en la negociación. Importancia de la escucha activa en la negociación. Consideraciones antes el juego sucio en la negociación jiu-jitsu- Los contenidos se adquieren fundamentalmente en práctica a través de ejercicios de role play y ejercicios prácticos, que se realizan en clase.

Knowledge and practice of negotiation methodology based on a series of principles, known as the Harvard Method. This methodology based on the win-win technique, develops the art of negotiation without conceding. Emphasis on the systematic preparation of all elements of negotiation, interests, options, MAPAN, communication, rapport, commitment and legitimacy. Negotiation as a solution to the resolution of conflicts. Verbal and non-verbal communication in negotiation. Importance of the active school in negotiation. Considerations before playing dirty in jiu-jitsu negotiation. Contents acquired fundamentally in practice or through role play and practical classroom exercises.

TÉCNICAS DE NEGOCIACIÓN /NEGOTIATION TECHNIQUES (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year/ Level
Técnicas de Negociación	Spring		6.0	4 (Elective)

Knowledge and practice of negotiation methodology based on a series of principles, known as the Harvard Method. This methodology based on the win-win technique, develops the art of negotiation without conceding. Emphasis on the systematic preparation of all elements of negotiation, interests, options, MAPAN, communication, rapport, commitment and legitimacy. Negotiation as a solution to the resolution of conflicts. Verbal and non-verbal communication in negotiation. Importance of the active school in negotiation. Considerations before playing dirty in jiu-jitsu negotiation. Contents acquired fundamentally in practice or through role play and practical classroom exercises.

TEORÍA DE LA ORGANIZACIÓN / ORGANISATION THEORY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year/ Level
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El objetivo de esta asignatura es el de familiarizar a los alumnos con los nuevos retos organizativos en el contexto actual cada día más complejo, interrelacionado e incierto. La necesidad es que estas nuevas organizaciones sean cada día más abiertas, participativas y transparentes requiere que el alumno conozca las estructuras actuales y las futuras y desarrolle habilidades para adaptarse a esta transformación organizativa.

The purpose of this subject is to familiarise students with new organisational challenges in the current context which is increasingly complex, interrelated and uncertain. There is a need for these new organisations to be increasingly more open, participative and transparent, and students need to be familiar with current and future structures and develop skills to adapt to organisational transformation

DERECHO / LAW

DERECHO/LAW

DERECHO MERCANTIL / COMMERCIAL LAW

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Derecho Mercantil	Spring		6.0	4 (Elective)

Derecho societario: Clases de sociedades, características generales de los diferentes modelos de sociedad mercantil. Descripción y funcionamiento de las sociedades mercantiles de carácter capitalista: constitución, órganos sociales, responsabilidad del administrador societario, modificaciones estatutarias, extinción, fusiones y escisiones. Derecho concursal: procedencia del concurso de acreedores, presupuestos objetivo y subjetivo, procedimiento y medidas cautelares, los administradores concursales y su función, formación de las masas activa y pasiva, clasificación de los créditos, convenio y liquidación, calificación del concurso y responsabilidades deducidas. Títulos valores: concepto y clases de títulos, su papel en la circulación fiduciaria, el título como medio de pago y como instrumento de crédito, títulos de tradición y títulos de crédito, títulos cambiarios.

Company Law: Types of companies, general characteristics and different models of commercial companies. Description and function of capitalist mercantile companies: constitution, corporate bodies, responsibility of company administrators, statutory modifications, extinction, mergers and excisions. Insolvency Law, the administration process, objective and subjective budgets, procedure and cautionary measures, insolvency administrators and their function, formation of asset and liability blocks, credit classification, agreement and liquidation, classification of insolvency and inferred responsibilities. Securities: concept and classes of securities their role in currency circulation, the security as a means of payment and as a credit instrument, traditional and credit securities, combined securities.

DERECHO INTERNACIONAL PÚBLICO / PUBLIC INTERNATIONAL LAW

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Derecho Internacional Público	Spring		3.0	2 (E6 15)

El dominio de esta asignatura, tanto en sus aspectos teóricos como prácticos, resulta imprescindible para cualquier profesional que desempeñe sus funciones en el ámbito de las Relaciones Internacionales, puesto que el ordenamiento jurídico internacional no solo cumple la función reguladora de las relaciones que se establecen entre los sujetos/actores internacionales, sino también de transformación de la propia Sociedad Internacional. Consecuentemente, el conocimiento de esta asignatura resulta vital para los futuros graduados en el desempeño de sus más variadas funciones.

Command of this subject, both in theoretical aspects and in practical ones, is essential for any professional working in the area of International Relations, given that the international legal order not only fulfils a regulatory function for relationships established by international subjects/actors but also of the transformation of the International Company itself. Consequently, knowledge of this subject is vital for future graduates in the performance of their varied functions.

TRIBUTACIÓN EMPRESARIAL INTERNACIONAL / INTERNATIONAL BUSINESS TAXATION

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Tributación Empresarial Internacional	Spring		5.0	5 (E-6 13)

La asignatura permite al alumno adquirir un conocimiento fundamental del asesoramiento en el ámbito de la fiscalidad empresarial internacional y comunitaria.

This subject allows students to gain a fundamental knowledge of consultancy in the field of international and community business taxation.

**DEPARTAMENTO DE MÉTODOS
CUANTITATIVOS / DEPARTMENT
OF QUANTITATIVE METHODS**

DEPARTAMENTO DE METODOS CUANTITATIVOS / DEPARTMENT OF QUANTITATIVE METHODS

ESTADÍSTICA EMPRESARIAL / BUSINESS STATISTICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Estadística Empresarial	Spring		6.0	2 (E-2 15) 2 (E-4 15) 2 (E-6 15)

Tratamiento, síntesis y análisis de la información: Estadística descriptiva. Teoría de la Probabilidad. Tratamiento de los fenómenos aleatorios. Instrumentos matemáticos de modelización. Modelos de distribución de probabilidad.

Handling, summarising and analysing information: Descriptive statistics. Probability theory. Handling random phenomena. Mathematical modelling instruments. Probability distribution models.

MATEMÁTICAS DE LOS INSTRUMENTOS FINANCIEROS / MATHEMATICS OF FINANCIAL INSTRUMENTS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Matemáticas de los Instrumentos Financieros	Spring		6.0	3 (Elective)

Representación matemática de activos financieros. Principios básicos de los modelos de valoración financiera. Aplicación a activos de renta fija y derivados.

Mathematical representation of financial assets. Basic principles of financial assessment models. Application to fixed income assets and derivatives.

MÉTODOS DINÁMICOS / RESEARCH METHODOLOGY

Nombre del Curso Course Title	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Métodos Dinámicos	Spring		6.0	2 (Elective)

Ecuaciones y sistemas de ecuaciones diferenciales y en diferencias, lineales con coeficientes constantes, Reducción del orden de una ecuación. Cálculo de variaciones. Principio del máximo de Pontryagin.

Equations and systems of differential equations and in differences, linear equations with constant coefficients, Reduction of order of an equation. Calculation of variants. Pontryagin's maximum principle.

MODELOS CUANTITATIVOS PARA LA ECONOMÍA Y LA EMPRESA / QUANTITATIVES MODELS FOR BUSINESS AND ECONOMICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Modelos Cuantitativos para la Economía y Empresa	Spring		6.0	2 (E-2 15) 2 (E-4 15) 3 (E-6 15)

Inferencia Estadística. Métodos de estimación y contraste de hipótesis.

Conocimientos previos: Micro, Macro y Estadística

Statistical inference. Estimation methods and hypothesis testing.

Previous Knowledge: Micro, Macro and Statistics.

MODELOS CUANTITATIVOS PARA LA ECONOMÍA Y LA EMPRESA / QUANTITATIVES MODELS FOR BUSINESS AND ECONOMICS *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Modelos Cuantitativos para la Economía y Empresa	Spring		6.0	2 (E-2 Bil 15)

Statistical inference. Estimation methods and hypothesis testing.

Previous Knowledge: Micro, Macro and Statistics.

**DEPARTAMENTO DE RELACIONES
INTERNACIONALES /
INTERNATIONAL RELATIONS
DEPARTMENT**

DEPARTAMENTO DE RELACIONES INTERNACIONALES / INTERNATIONAL RELATIONS DEPARTMENT

CUESTIONES DE ACTUALIDAD EN RR.II. I, (ECONÓMICA Y FINANCIERA) / CURRENT ISSUES IN INTERNATIONAL RELATIONS I (ECONOMICS AND FINANCIAL)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Cuestiones de Actualidad en RR.II	Spring		3	3 (E-6 15)

La asignatura de Cuestiones de Actualidad Internacional pretende ser un referente del alumno para estar al día de los principales asuntos de la actualidad. Por ello se trata de una asignatura flexible que pretende adaptarse a los principales problemas, desafíos y asuntos del mundo hoy.

This module aims to serve as a key reference point for students, enabling them to keep up to date with the most important current affairs. As such, this is a highly flexible module that aims to adapt to the key problems, challenges and issues that may arise in the world today.

CUESTIONES DE ACTUALIDAD EN RR. II. II, (ECONÓMICA Y FINANCIERA) / CURRENT ISSUES IN INTERNATIONAL RELATIONS II, (ECONOMICS AND FINANCIAL).

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Cuestiones de Actualidad en RR.II	Spring		4.5	4 (E-6 15)

La asignatura de Cuestiones de Actualidad Internacional pretende ser un referente del alumno para estar al día de los principales asuntos de la actualidad. Por ello se trata de una asignatura flexible que pretende adaptarse a los principales problemas, desafíos y asuntos del mundo hoy.

This module aims to serve as a key reference point for students, enabling them to keep up to date with the most important current affairs. As such, this is a highly flexible module that aims to adapt to the key problems, challenges and issues that may arise in the world today.

ESTUDIOS REGIONALES I: ASIA / REGIONAL ESTUDIES I. ASIA (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Regional Studies I: Asia	Spring		6.0	2 (E-6 15)

Asia-Pacific has become one of the most dynamic regions in the world. This change is motivated by aspects such as high economic growth in some of its countries, such as China, India, South Korea, Indonesia and Australia. Other reasons for its growing importance are its strategic position,

large number of internal and external conflicts and their global repercussions. This makes Asia-Pacific a very crucial region of study to understand the present and future of international relations and the global economic and political power. This course will help understand the status quo of current international relations in the area and it will also help analyses precisely the changes that are taking place today. With this aim, the course "regional studies: Asia" is divided into six thematic modules, covering different issues and topics. The objective is to explain the different stages and major historical transformation processes that occurred in Asia Pacific together with the analysis of the current reality in the political, economic and security spheres.

w, about Latin American reality in the international context".

ESTUDIOS REGIONALES IV: Africa / REGIONAL STUDIES IV: Africa (Taught in English)

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Regional Studies IV: Africa	Spring		3.0 ECTS	5 (E-6)

The purpose of the subject "Regional Studies: Africa" is to bring students closer to the main historic processes which have affected Africa and the political, economic and social dynamics that characterise the African continent in the present day.

POLÍTICA EXTERIOR DE ESPAÑA / SPANISH FOREIGN POLICY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Política Exterior de España	Spring		6.0	3 (E-6 15)

La asignatura "Política Exterior de España" pretende proporcionar a los alumnos una visión global de los principales elementos definitorios de la historia de España, desde el reinado de los Reyes Católicos y el final de la Reconquista, hasta nuestros días. De tal manera, se presentarán las corrientes de larga duración que han definido la acción exterior española, y la interacción indisoluble entre política internacional e interior a lo largo de las distintas fases en las que es divisible la peripecia histórica de nuestro país, hasta el siglo XXI. Todo ello desde una perspectiva según la cual es imposible comprender y analizar procesos políticos actuales sin un conocimiento certero del pasado.

This module aims to provide students with an overall picture of the key defining elements of Spanish history, from the reign of the Catholic Monarchs and the end of the Reconquista to present day. As such, it focuses on the long-standing trends that have defined Spain's foreign affairs and the inevitable interaction between international and domestic policy throughout the various periods of Spain's eventful history up to the 21st century. This approach is based on the idea that it is impossible to understand and analyze current political processes without a strong understanding of the past.

PRINCIPIOS Y POLÍTICAS DE LA SEGURIDAD INTERNACIONAL / PRINCIPLES AND POLICIES OF INTERNATIONAL SECURITY *(Taught in English)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Principios y Políticas de la Seguridad Internacional	Spring		6.0	4 (E-6 15)

Introduction to the concepts, theory and field of study of Security. Theoretical evolution within the sphere of international relations. The broadened concept of Security. Actors, dynamics, central challenges and topical problem areas.

TEORÍA POLÍTICA CONTEMPORÁNEA / CONTEMPORARY POLITICAL THEORY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Teoría Política Contemporánea	Spring		6.0	2 (E-6 15)

Se trata de una asignatura que busca acercar al alumno a las principales teorías políticas tanto clásicas como contemporáneas. No se trata de hacer una revisión de la historia de las ideas sino de las principales teorías y corrientes metodológicas de la Ciencia Política. Así mismo se buscará que los alumnos puedan tener una visión práctica de la asignatura con perspectiva de futuro.

This module seeks to introduce students to key political theories, of both a classical and contemporary nature. The focus here is not on reviewing the history of ideas, but on exploring the main theories and methodological trends of Political Science. In addition, this module also encourages students to take a practical approach to the module, looking toward the future.

CONSULTORÍA SOCIAL / SOCIAL CONSULTING

CONSULTORIA SOCIAL / SOCIAL CONSULTING

APRENDIZAJE SERVICIO EN EL ÁMBITO DE LA GESTIÓN EMPRESARIAL/ SERVICE LEARNING IN THE SCOPE OF BUSINESS ADMINISTRATION

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Aprendizaje Servicio en el Ámbito de la Gestión Empresarial	Annual Fall/Spring		3.0	

Curso completo (pero se puede adaptar a las personas que sólo están un semestre, de preferencia el 1º)

El objetivo de esta asignatura es completar la formación integral y en valores característica de nuestra Universidad, mediante vocación de servicio y ayuda a los demás. Concretamente se trata de que el alumnado sepa aplicar los conocimientos y competencias adquiridas a lo largo de los estudios del grado de ADE a problemas concretos a la vez que se oferta un servicio a la sociedad, con especial atención a las personas vulnerables y/o en riesgo de exclusión y sus circunstancias, propiciando el encuentro con otras realidades. Además, se pretende, de alguna manera, introducir elementos reflexivos sobre cómo la profesión elegida (directivo de empresa) puede contribuir a hacer de este mundo un buen (mejor) lugar. La metodología de trabajo está basada casi exclusivamente en la resolución de retos de gestión para entidades reales, en equipo. Requiere salir del aula y visitar el proyecto asignado, analizar el contexto e interactuar con las personas de la entidad. Complementariamente se ofrecen una serie de sesiones magistrales que ayudan a reflexionar sobre el sentido de la actividad realizada y a conocer otros paradigmas empresariales a los habituales, centrados en la persona (economía social y solidaria, economía del bien común, etcétera)

Conocimientos previos: Para estudiantes de últimos cursos

Year long course (but can be adapted to people who are only a semester, preference 1st one)

The aim of this course is to complete integral training in values, which is essential in our University, through dedication to service and helping others. Specifically students have to apply the knowledge and skills acquired throughout the studies of the BA degree to specific problems (challenges) and offer a service to the society, with special attention to the vulnerable or at risk-of-exclusion people and their circumstances, fostering the encounter with other environments. In addition the course introduce reflective elements on how the chosen profession (Manager) can contribute to making this world a better place. The methodology of work is based almost exclusively on resolution of current managerial/administrative challenges for not-for profit organizations and charities, working in groups. This course requires field-work. Additionally there are several lectures which help to reflect about the ultimate sense of the given activity and let to know other business paradigm, focused in people, as e.g. Social Economy, Economy for the Common Good an others.

Previous Knowledge: Senior Level

**INSTITUTO DE IDIOMAS
MODERNOS / MODERN LANGUAGES
DEPARTMENT**

INSTITUTO DE IDIOMAS MODERNOS / MOERDN LANGUAGES DEPARTMENT

ESPAÑOL PARA ALUMNOS DE INTERCAMBIO A1 / SPANISH FOR EXCHANGE STUDENTS A1

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Español para alumnos de Intercambio A1	Spring		5.0	

Comprender frases y expresiones e uso frecuente, así como frases sencillas destinadas a satisfacer necesidades de tipo inmediato. Presentarse así mismo y a otros, pedir y dar información personal básica sobre su domicilio, sus pertenencias y las personas que conoce. Relacionarse de forma elemental siempre que su interlocutor hable despacio y con claridad.

This course introduces the content and language that a student will need to live and study in Spain. At the end of the course, a student will be able to use Spanish to communicate both orally and in writing on the topics or areas that have been covered.

ESPAÑOL PARA ALUMNOS DE INTERCAMBIO A2 / SPANISH FOR EXCHANGE STUDENTS A2

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Español para alumnos de Intercambio A2	Spring		5.0	

Se trabajan simultáneamente las cuatro destrezas comunicativas: expresión y comprensión oral y escrita. Además del estudio de las estructuras gramaticales básicas (contraste de pasado, contraste indicativo/ subjuntivo, análisis de preposiciones, estudio de pronombres, etc.) se enfatiza en la ampliación del vocabulario y se presentan realidades cotidianas de la vida en España y concretamente en Madrid.

This course introduces the content and language that a student will need to live and study in Spain. It draws on students' prior knowledge of Spanish and uses this base to introduce concepts at the student's level so that at the end of the course, a student will be able to use Spanish to communicate both orally and in writing on the topics areas that have been covered.

ESPAÑOL PARA ALUMNOS DE INTERCAMBIO B1 / SPANISH FOR EXCHANGE STUDENTS B1

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Español para alumnos de Intercambio B1	Spring		5.0	

Al finalizar este curso el estudiante podrá entender los puntos principales de cualquier input estándar o asuntos familiares. Podrá manejar la mayoría de las situaciones que puedan aparecer en posibles viajes por zonas donde se habla el idioma. Podrá producir textos sencillos de interés personal o familiar. Podrá describir experiencias, sucesos, sueños, deseos y ambiciones, así como dar razones y breves explicaciones sobre sus opiniones y planes.

This course introduces the basic key concepts and language needed to live and study in Spain. The course works on developing the students' spoken and written knowledge of the Spanish language so that by the end of the course, the student will be sufficiently familiar with the language to be able to use it to communicate both orally and in writing in everyday and academic contexts.

ESPAÑOL PARA ALUMNOS DE INTERCAMBIO B2 / SPANISH FOR EXCHANGE STUDENTS B2

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Español para alumnos de Intercambio B2	Spring		5.0	

Es un curso dirigido a estudiantes que pueden entender las ideas principales de textos tanto concretos como abstractos, incluyendo discusiones técnicas sobre un campo en el que esté especializado. Después del curso será capaz de interactuar con nativos con un nivel de fluidez y espontaneidad altos. Podrá producir textos claros y detallados sobre una amplia gama de temas y explicar su punto de vista, aportando comentarios sobre ventajas y desventajas.

El nivel corresponde al B2 (Usuario Independiente) - Nivel Avanzado del Marco de referencia europeo. Un usuario independiente B2 puede relacionarse con hablantes nativos con un grado suficiente de fluidez y naturalidad, de modo que la comunicación se realice sin esfuerzo por parte de los interlocutores.

Within the methodological framework of the Communicative Task-based Approach and Collaborative Action-based Learning, this course is designed to enable the student to understand the principal ideas in texts and oral discourse that are both concrete and abstract, including technical discussions about a field s/he is specialized in. After the course, the student will be able to interact with native speakers both orally and in writing with a high degree of fluency and spontaneity. The student will be able to produce clear and detailed oral and written discourse about a wide range of topics and explain his/her point of view, commenting on advantages and disadvantages, pros and cons, etc. The student will broaden his/her vocabulary and knowledge of Spain and its culture.

ESPAÑOL PARA ALUMNOS DE INTERCAMBIO C1 / SPANISH FOR EXCHANGE STUDENTS C1

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Español para alumnos de Intercambio C1	Spring		5.0	

Este curso está dirigido a alumnos que ya tienen un nivel de conocimientos medio-alto o avanzado del español como lengua extranjera. El programa se centra en el desarrollo de las cuatro destrezas o capacidades lingüísticas: comprensión auditiva, expresión oral, comprensión lectora y expresión escrita, sin olvidar las estructuras gramaticales y sintácticas, así como la ampliación sistemática del vocabulario. Además, se facilitará el contacto con la cultura española a través de diversos materiales y actividades seleccionados con este fin.

This course is designed for students with an advanced level of Spanish as a foreign language. The course syllabus concentrates on the development of the four key language skills or competences: listening comprehension, oral production, reading comprehension and writing at an advanced level. It also reviews key grammatical and syntactic structures as well as systematically broadening the students' vocabulary within the methodological framework of the Communicative Task-based Approach and Collaborative Action-based Learning; In addition, the student will be exposed to Spanish culture through the use of various materials and activities designed with this purpose in mind.

LENGUA ESPAÑOLA A TRAVÉS DE LA HISTORIA Y EL ARTE / SPANISH LITERATURE THROUGH HISTORY AND ART

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS Credits	Curso Year/ Level
Lengua Española a través de la Historia y el Arte	Spring		5.0	

El curso está pensado para avanzar y afianzar conocimientos lingüísticos y funcionales del español usando como marco algunos aspectos de la historia y el arte. Algunas obras maestras seleccionadas sirven como pretexto para acercarnos a un momento de nuestra historia y trabajar, con ellos, como telón de fondo, en distintos aspectos conflictivos de la gramática. (contrastes de tiempos pasados, contraste indicativo/subjuntivo, sustantivos abstractos y concretos, conectores discursivos y gramaticales, etc.

This course is designed to consolidate the student's linguistic and functional knowledge of Spanish, using aspects of Spanish history and art as a framework. The masterpieces selected serve as a backdrop to introduce a moment in the history of Spain, and exploit it from a linguistic and grammatical point of view. In terms of grammar, special attention will be paid to some of the most problematic aspects of Spanish grammar: the use of different past tenses, contrast of indicative and subjunctive forms, abstract and concrete nouns, as well as the correct use of connectors and other discourse markers.



*El valor de la
excelencia*