

DIPLOMA IN EUROPEAN BUSINESS AND ECONOMICS
EUROPEAN CULTURE AND CIVILIZATION
2011-2012

Total contact hours	45
ECTS	5 (6 UC credits)
Taught by	Prof. Dr. Jesús Ángel González, gonzalezja@unican.es Class Blog: http://europeancultureandcivilization.blogspot.com/
Learning goals related to	<p>Technical Competence: The course presents theoretical and practical approaches that will help students increase their knowledge about Europe and the European Union (EU), as well as their awareness of the culture and civilization of the countries that have played a key role in the development of the EU.</p> <p>Methodological Competence: The course will adopt an analytical and practical approach to the study of questions related to social and cultural factors. It will also place emphasis on the interpretation of sociological data coming from diverse sources.</p> <p>Social Competence: All students are expected to actively participate in class. Their intercultural competence will be developed by means of specific activities and tasks designed to promote participation and debate.</p> <p>Personal Skills: The students are expected to be able to communicate in English, which will increase their linguistic competence and self-confidence in terms of dealing with specific vocabulary, communicative interaction and the use of English for academic purposes.</p>
Content	The course will deal with the concepts of culture and European unity and diversity. Therefore, the different concepts of culture and the diverse dimensions of Europe (geographical, historical, religious, economic, cultural) will be analyzed and followed by an individual analysis of the culture and civilization of some specific European countries. The course will cover some of the following areas: Background, situation, languages, sociological overview, education, religion, economy, politics, the Media, cultural conflicts, cultural products (Literature, Cinema, Art). The course will also present key facts about the creation and development of the Council of Europe and the European Union.
Teaching material	<ul style="list-style-type: none"> ▪ Core Texts: <i>Oxford Guide to British and American Culture</i>. Oxford: Oxford University Press, 1999. Barbour, P. (Ed.) <i>The European Union Handbook</i>. Fitzroy Dearborn Publishers. 1996 Bryson, Bill. <i>Neither Here nor There</i>. London: Black Swan, 1999 Bryson, Bill. <i>Notes from a Small Island</i>. London: Black Swan, 1999. Díez Medrano, J. <i>Framing Europe</i>. Princeton University Press. 2003. Hartley, Emma. <i>50 Facts you Need to Know: Europe</i>. Icon Books: 2006. González López, Jesús A. <i>An Introduction to North American Culture and Literature</i>. Santander: TGD, 2006. ▪ Additional material: Articles from magazines, newspapers and the internet, video clips from films and television programs.
Teaching methods	Participants will be encouraged to actively participate in class and share their experiences and ideas with others to explore new ways of thinking. The course will be conducted using a mixture of lectures; small group activities; practical exercises, facilitated discussions and oral presentations.
Assessment	Overall assessment will be based on the following: students' presentations, reading and writing assignments, guided papers and/or written exam

Workload	Contact hours:	45
	Preparation and follow up of lectures:	20
	Student's paper:	30
	Presentations:	20
	Preparation for a final written assignment:	10
International aspects	<ul style="list-style-type: none"> ▪ Emphasis will be put on increasing learners' awareness of international affairs and how they affect them as European citizens. 	
Cross-cultural reference	<ul style="list-style-type: none"> ▪ Students are expected to form an opinion about the different cultures and lifestyles that are dealt with in the course. 	
Course language	<ul style="list-style-type: none"> ▪ English 	
Integration of business partners		
Particularities		