

DIPLOMA IN EUROPEAN BUSINESS AND ECONOMICS

General Description

The University of Cantabria offers the Diploma in European Business and Economics to students interested in current debates on theory and practices in the field of International Business and Economics. It analyses aspects of International Business on both micro and macro level. This Diploma is a leading program in Spain allowing students to reinforce international and ethical dimensions of business and economics in a European context.

The Diploma in European Business and Economics is an interdisciplinary opportunity to develop core management and economic competences in an international context. Students gain practical experiences through exposure to the culture and language of different countries, which enriches their educational experience.

All courses are taught in English by professors from the University of Cantabria and partner Universities. Compatible in time with all other unit courses the Diploma offers a "Spanish Language" course for overseas students.

Program details

The diploma in European Business and Economics is made up of the following unit courses: "Business Management Techniques: Good Practices"; "International Business: A European Perspective"; "Open Economy Macroeconomics"; "Statistical Methods in Economics and Business"; "Introduction to European Civil and Commercial Law"; "Spanish History and Culture". In addition, students can take the following courses "Spanish Language and Culture" and "European Culture and Civilization".

However, with the approval of academic coordinators at their home institutions and the consent of Diploma's Director, students coming to Santander in the frame of an exchange program may select any number of unit courses appropriate for their curricula.

All unit courses are taught during Spring Semester (mid-February through June). Courses have limited places and students applying for the programme as a whole do have priority. Grading system is based on continuous evaluation, including mid-term and final exams.



Unit Courses

Business Management Techniques: Good Practices

Spring. 6 ECTS credits

The course will take an analytical and practical approach to Business Management, including Marketing, Accounting, Information and Communication Technologies, Management Operations and Organizational Behavior. There is a strong focus on applications and case studies in both the classroom and the course work. All students are expected to actively participate in class and working groups, particularly when dealing with case studies.

Textbook

The future of knowledge: Increasing prosperity through value networks. Allee, V.; *Concepts of Strategic Management.* David, F.; *Conceptual Frameworks.* International Accounting Standards Committee Foundation (IASCF); *Marketing Management.* Kotler, P.; *Information Rules. A strategic Guide to the Network Economy,* Shapiro, C. and Varian, H.R.; *Fundamentals of financial management.* Van Horne, J.C.A and Wachowicz, J.M.

Open Economy Macroeconomics

Spring. 6 ECTS credits

Open Economy Macroeconomics introduces students to the analysis of International Economics from a monetary perspective. It will help to better understand what is going on in the area on International Economics from a small open economy point of view. Among other topics, this course will consider: the exchange rate and its determinants, how the economy reacts to changes in the exchange rate and the reaction of small open economy to different shocks and policy measures.

Textbook

International Finance. Pilbeam, K.; *International economics.* Paul R. Krugman and Maurice Obstfeld; *Exchange rates and international finance.* Laurence S. Copeland.

International Business: A European Perspective

Spring. 6 ECTS credits

Activities and results of large companies depend on the decisions and strategies adopted by corporations and industries, as well as those taken by the government and institutions set in a regional, national and international context. This course will take an analytical approach to Economics but it will focus strongly on practice and case studies.

Textbook

International Business: competing in the global market place. Charles Hill. *International Economics: Theory and Policy.* Pearson Addison Wesley; P.,

Krugman & M. Obstfeld. *Privatization in the European Union, Public Enterprise and integration.* Clifton, J.; Comin, F. and Diaz Fuentes. *Transforming Public Enterprises in Europe and the Americas.* Clifton, J. Comin, F. and Diaz Fuentes. *World Investment Report, the shift towards services.* UNCTAD; *Foreign Investment in Latin America and the Caribbean.* CEPAL; *Recent Trends in Foreign Direct Investment and Financial Market Trends.* OCDE.

Introduction to European Civil and Commercial Law

Spring. 6 ECTS credits

The objective of this module is to provide students with a broad understanding of European legal systems: their historical background, sources of law and major legal institutions. The main emphasis will be upon the areas of private law. Students will also be introduced to the new projects for the harmonization of European Private Law. In addition, a complete study of the European rules about competition and consumer protection as two of the most effective ways to achieve objectives in the common market.

Textbook

Comparative Legal Traditions. Mary A. Glendon. *An Introduction to Comparative law,* H. Zweigert, & H. Kötz.

Statistical Methods in Economics and Business

Spring. 6 ECTS credits

Statistical methods in Business and Economics provides the student with a wide range of statistical techniques and reinforces the student's ability to solve statistical problems related with business and economics. This undergraduate course includes the following aspects: Probability and Statistical Inference. Point and Interval Estimation. The Maximum Likelihood Method. Hypothesis Testing. Likelihood-ratio Tests and Bayesian methods. Nonparametric methods. Analysis of variance, regression analysis and correlation. Chi-square goodness of fit tests.

Textbook

A Second Course in Statistics: Regression Analysis. Mendenhall, William Sincich, T.; *Mathematical Statistics with Applications.* Mendenhall, W.; Wackerly, D.D. and Scheaffer, R.L.; *Statistics for Management and Economics.* Mendenhall, W. Reinmuth, J.W. and Beaver, R.

Spanish History and Culture

Spring. 6 ECTS credits

Students will be encouraged to understand and make their own historical perspective on Spanish reality wherever possible. This will include: a critical and rational view of Spanish history, understanding of and respect for viewpoints molded by different historical backgrounds on Spanish history, a general idea of the diachronic framework of major historical periods or events in Spain and direct contact with the Spanish histo-

rian's craft, that is, even in a circumscribed context, contact with original Spanish sources and texts produced by professional historiographical research.

Textbook

Prehistoria de la Península Ibérica. Barandiarán Maestu, I.; Rincón, M.A. del and Maya González, J.L.; *Iberia before the Iberians. The Stone Age Prehistory of Cantabrian Spain.* Straus, L.G.; *Roman Spain: Conquest and Assimilation,* Curchin, L.A.; *Hispania y el Imperio.* Bravo, G.; *The medieval Spains,* Reilly, B.F.; *La España medieval.* Valdeón Baroque, J.; *Modern Spain,* Carr, R.; *Democracy in Modern Spain.* Gunther, Montero and Botella

Spanish Language

Spring. 6 ECTS credits

To understand and build complex sentences in Spanish. To develop specific skills related to the use of the oral and written language in a professional context. To express opinions, preferences and wishes in Spanish. To build arguments in Spanish. To develop personal judgement and criteria in Spanish.

Textbook

Al di@. Curso superior de español para los negocios. Prost, Gisele, Noriega Alfredo. *Español de Negocios.* Rodríguez, Jose Luis y Ana Krenn.

European Culture and Civilization

Spring. 6 ECTS credits

The course presents theoretical and practical approaches that will help students increase their knowledge about Europe and the European Union 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. 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. 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.

Textbook

Oxford Guide to British and American Culture. Oxford University Press, 1999. Barbour, P. (Ed). *The European Union Handbook.* Fitzroy Dearborn Publishers, 1996. Bryson, Bill. *Neither Here nor There.* London: Black Swan, 1999. Bryson, Bill. *Notes from a Small Island.* London: Black Swan, 1999. Diez Medrano, J. *Framing Europe.* Princeton University Press. 2003. Hartley, Emma. *50 Facts you Need to Know: Europe.* Icon Books, 2006. González López, Jesús A. *An Introduction to North American Culture and Literatures,* Santander:TGD, 2006.

