Language Literature, culture:

Contemporary Spanish Film: (300 level)

This course aims to have students develop a cross-cultural approach to Spanish society and history through an overview of Spanish cinema from the 1960s to the present. This course provides a theoretical framework to facilitate a deep understanding of the cultural and artistic film discourse in Spanish society, and how the political, social and economic evolution of the country is portrayed through its cinematic texts. Films provide an opportunity to reflect on diverse and relevant Spanish social themes, including social classes during the Franco era, autonomous regions and groups in Spain and the notions of "nationality", migration, poverty, unemployment, cultural stereotypes, multiculturalism, marginalization of youth, gender issues, and terrorism.

Introduction to Spanish Masterpieces in the Arts: (100/200 level)

This course aims to give students an introduction to Spanish art masterpieces, concentrating on Spanish artists and European masters who influenced them. The course will cover works from the great masters from the **Early Renaissance period** to contemporary artists. The major artistic styles will be explored, and through the works of great European masters, students will develop an understanding of the styles that certain masters represent, and how they have influenced successive generations of artists with an emphasis on Spanish masters and museums. Students will have an experiential component of the class in which the main works in the Madrid museums of Prado, Reina Sofía, Thyssen-Bornemisza, and the Museo de Colecciones Reales are visited and discussed.

Management courses, for Business Schools:

Strategic Management: (300 level)

This course aims to provide students with an introduction to the concept of strategic management in companies in a changing and dynamic global marketplace. In order to analyze the direction and goals of organizations, important factors that shape company strategy will be analyzed through case studies that highlight the knowledge and skills necessary for management to determine company mission towards long-term success. The unique position of each organization (both external environment and internal resources and capabilities) will be considered, especially the context in which the company operates (the social, political, technological, economic, and global factors that influence it), the industry and market structure, and organizational strengths and weaknesses. Students will use case studies of companies from around the world, and readings on strategic theory with special emphasis on the differing regional and national contexts that exist, and how strategic management must adapt to the environment in which the companies operate.

Management in a Global Market: (300 level)

This course aims to provide the student with examples of different national management styles that give organizations an advantage to compete in a global marketplace. The overall aim of this course is to understand how organizations can add value in a multicultural world, and provide students with examples through case studies, of how cultural differences should be addressed when companies from different cultures interact in business situations. The course will consider organizational behavior, business strategy, human resources management, business ethics, and communication issues, in the international environment. The importance of cultural competence and communication are key components to this course, and students will study texts from international players in the global market and theories of cultural competence from experts in the field. At the end of the course students should be able to identify cultural components that affect organizations in different countries and how corporate managers can work successfully to ensure that the company mission is in line with the expectations of the consumers and organizational development and success.

Politics, Economics, International Relations, Communication:

Media and Politics in Europe: (300 level)

The main purpose of this course is to provide the student with a complete understanding of the main dimensions and contemporary topics of the complex and evolving relationship between media and politics in Europe. Media and politics are commonly analyzed in scholarly literature from two different perspectives: first, the consideration of mass media as a crucial site for political activity; that is, from its historical origins (as a public service) to contemporary societies (the so-called globalization or the Information Society). Second, the contents of media play a key role in the creation of political consciousness and the political identity of citizenship. Media contents with a political impact involve not only the more traditional formats of TV newscasts, propaganda messages and political advertising, but also more creative and entertaining shows and new media.

Introduction to the European Union: (300 level)

The course provides an introductory understanding of how the European Union operates as a political system, taking into account different perspectives of each member state. The historical origin and theoretical operation of the EU will be studied, as well as the evolution of the European Union from its conception until today. Political, economic, and social aspects of the EU will be explored, as well as the development of the social welfare state. The theoretical framework of the different EU institutions (legislative, political and economic) will be analyzed and the implementation of its policy processes in the member states compared and explained with special attention focused on the political nuances that each member state presents with implementation of recommendations and EU laws. The main aim of the course is to provide students with different perspectives on the European integration process and how these systems compare to the U.S.

Introduction to Comparative Politics in Europe: (100/200 level)

A historical and comparative study of the most representative political, administrative, and economic models of Europe in the 20th and 21st centuries. The course is divided into two parts: A specific analysis of the political systems in Germany, France, Italy, the United Kingdom, and the government of the European Union, and Spain as a unique political model that

since 1931 has experienced the existence or coexistence of three different political systems: The Republic, dictatorship, and constitutional monarchy. This course aims to provide the student with an overview of different political systems within the European Union and provide the necessary theoretical tools to make a comparative analysis of these systems with the political model of the United States of America.

Merchandising, Communication:

Digital Marketing, E-Commerce and Communication: (200/300 level)

This course explores the profound changes brought about by the digital age: the economic and social effect that digital technology has had is evident in the changing behavior of citizens and consumers all over the world, through the emergence of social networks, prosumer content, mobile applications and communication strategies for marketing and content sharing. Competition in digital marketing has resulted in huge firms that dominate entire sectors, each specializing in different areas- becoming monopolies that cater to the specific needs or desires of a given sector. Case studies on major firms (such as Google, Amazon, Apple, Meta, etc) will be discussed. Four main areas of digital marketing will be explored: data management, retail, hardware and software, and social media and information. In addition, this course will study the new players and digital startups that are revolutionizing their markets with new business models in areas such as transportation, entertainment, education, travel, financing, media and industry. The introduction of advanced AI systems will also be approached as this rapidly changing environment begins to incorporate new uses of this technology. Social media and the role of influencers in corporate strategy and consumer response will also be discussed.

The course will use case studies of the dominant players, digital entrepreneurs, designers, technologists, and investors. It will provide an overview of e-commerce and digital marketing tendencies from a communications perspective. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies in order to integrate them into an effective communications strategy.

STEM and Society:

Introduction to Neuroscience: (300 level)

This course introduces Neuroscience as it relates to human behavior, in order to understand the psychology behind how biological processes, human behavior and mental processes come together. Students will learn about current concepts, theory and experimental findings to gain a deeper understanding of neuroscience principles and theory, and discuss the scientific methods, how it is applied to this field, and ethical concerns surrounding its subjects for study. Emphasis will be given to the biological function of human behavior and the way in which human behavior is connected to genes, neurons, neural systems, hormones, age and other biological processes, the impact of genes on behavior and reaction to environment, cellular biology, neurons and sensory perception, motor control, and complex behavioral functions. Students will also learn about the effect of drugs on these behavioral functions and the biological bases of mental disorders. During this course, students will explore how behavioral neuroscience informs our understanding of culture and society, with special attention centered on comparative cultural influences on neurocognitive processes, and how behavioral neuroscience informs our understanding of local culture, regional identity, and actions of our global society.

Social Psychology: (300 level)

This social psychology course introduces students to theory, research methods and data analysis techniques that provide insight on how people think, feel and behave in social situations. It builds a contemporary understanding of the field and study of social psychology, and the functions, characteristics and limitations of the different theoretical models psychology. Throughout the course, emphasis will be placed on developing critical and integrative ways of thinking about theory and research in social psychology. Topics covered include: research methods, social self and mind perception, attitudes and values, cognition, persuasion, conformity, prejudice, aggression, intimate relationships and group dynamics. Students cultivate skills to analyze social situations and events encountered in our everyday lives. Students will learn about interaction and interpersonal behavior with special attention given to the development of prosocial behavior. In addition, students explore how social psychology informs our understanding of culture and society, with special attention to comparative cultural influences for a deeper understanding of the global social context.

Spanish Language Courses:

Spanish for Beginners: (100 level)

This course is for beginning learners of Spanish, offering an introduction to the basic structures of the Spanish language, and focusing on developing basic skills in speaking, listening, reading and writing. The style of the course is survival Spanish: tools for the students to communicate and interact with the local speech community during their time in Madrid. The approach of the class is by modules that can be put into practice immediately, with assignments including an experiential component in order to practice the language and experience the culture. Ideally, such modules would include recognition of context-based meaning and basic communication of needs, day to day living, such as making purchases and travelling, seeking medical attention, or communicating simple requests. Tasks would include writing short paragraphs on different topics of day to day living or interviewing someone with a list of basic questions to ask them about life in Madrid.

Intermediate Spanish Grammar: (200 level)

This course is designed for students who have completed at least one or two semesters of Spanish, having completed the A1 level (beginning Spanish). Students would take a placement exam and be divided into groups based on level (between A2-B1). The course seeks to build on skills previously acquired and concentrate on grammar, particularly on verb tenses (present, future and past) in order to improve communication, as well as improve and enhance speaking, listening, reading and writing abilities. Students would have an experiential component for the course with assignments to be completed outside the classroom, to increase contact with peer students and locals, and prepare and carry out an interview, as well as presenting on topics related to current events.