BUSINESS COMMUNICATION - SPANISH FOR BUSINESS

Students from different countries in their international semester
6 ECTS credits
65 teaching hours/ 5 contact hours per week

GOALS
The goals, contents and activities of this course are organized in three main blocks and cover all aspects related to the use of the L2 (second language):

Oral Communication
These sessions are aimed at providing the students with different pragmatic communication tools to improve the adjustment of oral messages to the context in which they are delivered. Several techniques will be used in the classroom (role-plays, brainstorm, debates, and group dynamics) in order to make the student aware of the need to blend the practice of oral comprehension and expression with the other language skills.

Business topics
Each week, students and professor analyze one topic in relation with Spanish economic, social or cultural environment through “Temas de empresa” blog. Students practice how to argue and discuss in Spanish using the specific grammatical and lexical tools.

Written Communication
These sessions are aimed at providing the students with the tools needed to improve their written communication and reading comprehension in Spanish for business. Classroom work will include analyzing different kinds of texts and producing their own following a set of pre-established requirements.

Linguistic tools for Communication
These sessions are aimed at helping the student reflect and become aware of the linguistic structures he/she needs to know and use in order to produce messages that are correct and appropriate to the communicative intention and the context. Classroom work includes different tasks to make the student identify and use these structures.

All the students work in team to build a Business Website and to defend their Business Project at the end of the semester in front of a group of investors.

METHODOLOGY
The student is the only protagonist in his/her own classroom learning. According to their starting level (minimum level: B1 in the Common European Framework of Reference for Languages), they will be put into different classes. The group will never exceed 15 students, in order to allow their involvement and monitoring of their progress.

Individual work outside the classroom is essential to consolidate the skills acquired in class. On-line and on-site tutorials will be offered in order to optimize results.

ASSESSMENT
Continuous assessment of the students’ progress in each of the different language skills through active presence in class, individual and group projects and a final examination.
BUSINESS PLAN

Students from different countries in their international semester
6 ECTS credits
Introduction course 2 hours
Tutorial sessions with coordinator: 3 hours per team
Teamwork: 30 hours

GOALS
Each team of five students will make a complete business plan, introducing in Spain a new product or service. They must study Spanish market situation in relation with the relative sector, finances, legal and marketing issues. At the end of the semester they must defend their idea in front of a group of professors of the different areas.

METHODODOLOGY
After an introduction course during first days of the semester, each team begins to work in the different issues of the business plan. Every team will have three meetings with B.P coordinator to advise them in their work.

ASSESSMENT
Three tutorials 50%
Final presentation 50%
SPANISH ECONOMIC ENVIRONMENT

Students from different countries in their international semester
2 ECTS credits
15 teaching hours

GOALS

An introduction to the major characteristics of the current Spanish economy, this course is aimed at providing the students with the necessary tools to understand and analyze its main indicators as well as its sectorial distribution. The students will also become acquainted with the main sources of information for future research into the Spanish economy, from macroeconomic to sectorial level.

METHODOLOGY

Theoretical sessions will be complemented with the corresponding learning materials to help the student develop different practical exercises on real scenarios proposed for the study of the Spanish economy.

ASSESSMENT

Continuous assessment to evaluate three main aspects: the student's assistance and participation in class, submission of proposed exercises and a final examination for the subject.

Students will work on several individual or group projects on topics proposed every week throughout the course to complement classroom learning.
SALES TECHNIQUES

Students from different countries in their international semester
4 ECTS credits
30 teaching hours

GOALS
Students will learn the necessary skills to develop a professional direction and management of the sales area within the company, with special attention to achieving the “maximum selling capacity”. Also, designing and organizing a sales team according to the needs of the company and in line with the goals set out in its planning, as well as practicing negotiation techniques to achieve the sales goals.

METHODODOLOGY
The course combines a theoretical and practical approach to the main notions and tools in sales, focusing on the current situation of the market (mass consumption products). Our analysis will constantly refer to actual facts and experiences occurred –or still occurring- within our market, from the “sales vision” of each situation.

Theoretical Part
The study of the textbook is essentially the student’s individual work. The teacher will explain and go into the most significant aspects of each chapter in depth. Students will have the opportunity to pose their questions and doubts in the classroom and after reading each chapter. This autonomous learning scheme relies on the use of a reference textbook, bibliography, all material posted on the website and submitted in class, and complementary scientific and educational publications.

Practical Part and Student projects
Classroom exercises proposed by the teacher for every topic with practical cases and problem-solving methods.
Voluntary projects will allow each student to set his/her own individual performance standard and depth for the subject.
The classroom will also be a forum of discussion and analysis of the current situation of sales management.
Classroom work with practical cases and problem-solving. Sales role-plays.
Checking Villanueva’s webpage at least weekly for new updates will be essential.

ASSESSMENT
Continuous assessment combining different criteria and considerations: active class participation, voluntary projects and final written examination.
MARKETING MANAGEMENT

Students from different countries in their international semester
4 ECTS credits
30 teaching hours

GOALS
Students will learn the necessary skills to develop a professional direction and management of the marketing area within the company, working with marketing notions and techniques that are immediately applicable to the real world.
The course is also aimed at practicing the design and organization of a marketing function according to the needs of each business and in line with the goals set out in its planning.
Finally, teaching the student to elaborate a full and professional marketing plan.

METHODOLOGY
The course combines a theoretical and practical approach to the main notions and tools in marketing, focusing on the current situation of the market (mass consumption products). Our analysis will constantly refer to actual facts and experiences occurred—or still occurring—within our market, from the “marketing vision” of each situation.
How are the competences developed in this subject?
· Reference textbook.
· Practical cases.
· Problem-solving.
· Visits to webpages and subscription to newsletters
· Reading and analysis of articles from scientific and professional publications. Class presentation.
· Analysis and discussion of the news. Real examples.
· Individual tutorials.
· Electronic tutorials.
· Voluntary projects, in which the student can set the depth he/she wants to reach in this subject.
· Students can propose any topic of special interest to them (and practical cases) within the boundaries of the subject, for their study in the classroom.

ASSESSMENT
Continuous assessment combining different criteria and considerations: active class participation, voluntary projects and final written examination.
SPAIN IN ITS CONTEXT:

Spain in the 20th Century
The Roots of Spanish Culture

Students from different countries in their international semester
2 + 2 ECTS credits
15+15 teaching hours
Students can chose one or two parts of this course.

GOALS

Introducing the student into the current Spanish reality from two different approaches which crystallize in two independent seminars:
Spain in the 20th Century and The Roots of Spanish Culture.

“Spain in the 20th Century” will look at the major social and political developments experienced by the country from the crisis of 1898 to the transition to democracy.

The second seminar will deal with the main events that built the Spanish nation from the Ancient Times until today, focusing on Rome’s legacy, Al Andalus, the creation of the Spanish State, the Spanish Empire, the colonization of the Americas and the Spanish Enlighten.

METHODOLOGY

The academic lectures will be based on texts and images, as well as the various activities organized by the Center each term. Each session will be followed by a round of questions and discussion.

ASSESSMENT

The students will be asked to develop an individual project, tutored by the teacher and to be presented in class (40% of the final mark). The written examination at the end of the term represents the remaining 60% of the final result.
SPANISH LEGAL ENVIRONMENT

Students from different countries in their international semester
2 ECTS credits
15 teaching hours

GOALS

An introduction to the Spanish legal system and its functioning: its basic principles and laws, as well as the institutions that enforce them.

METHODOLOGY

The teacher will present the most important characteristics of the Spanish legal system by analyzing specific examples.

At the end of each session, a practical case will be proposed in relation to the topic analyzed, for the students to work in small groups and prepare a presentation in front of the class.

ASSESSMENT

Attendance and class participation

Oral presentation

Final examination
INVESTMENT AND FUNDING

Students from different countries in their international semester
4 ECTS credits
30 teaching hours

GOALS

An introduction to the Spanish accounting system and its functioning

METHODOLOGY

Professor will analyse with the students different real case studies.

During this course students will work in the financial issues of their Business plans.

ASSESSMENT

Attendance and class participation

Final examination
**BUSINESS SEMINARS**

Students from different countries in their international semester and Spanish students from Villanueva C.U. Business Management Degree

2 ECTS credits
20 teaching hours

**GOALS**

Our specialized business seminars are monographic sessions or short thematic courses taught by professionals, aimed at providing the students with specialized theoretical skills regarding current business issues from an essentially practical approach.

**METHODOLOGY**

The topics discussed in the specialized business seminars will be analyzed from a practical point of view, so students will be assessed on their active participation in specific cases.

International and Spanish students will enjoy a weekly academic lecture imparted by an active specialist in the topic studied, followed by a round of questions and a final debate.

**ASSESSMENT**

Assessment criteria are as follows:

1. Student report on the seminar (50%).
2. Attendance and class participation (50%)

Students’ reports on each session must follow a set of formal criteria given to the alumni and are to be handed in over the week following the end of seminar. Students who do not attend the seminar will not be allowed to submit a report.
FASHION BRANDING

Students from different countries in their international semester at EBS Madrid and Spanish students from Fashion Management Degree
3 ECTS credits
25 teaching hours

GOALS

An introduction to the Spanish fashion industry and its specificities, through the analysis of practical cases such as Zara, Camper, Mango or Custo Barcelona

METHODOLOGY

Globalization and the development of new technologies have brought new challenges to the fashion industry. The international fashion scene has changed as every brand tries to define its own competitive advantage through distinct business models. Communication, retail and consumers are the variables on which brands need to focus in order to find their niche in the international market. Through the study of Spanish brands such as Zara, Camper and Mango, students will learn about different business models, both from an economic perspective and a communication approach.

ASSESSMENT

Assessment criteria are as follows:

1. Presentation of final project (50%).
2. Class Participation (25%)
3. Classroom exercises (25%)
CULTURAL REFERENCES IN FASHION

Students from different countries in their international semester at EBS Madrid and Spanish students from Fashion Management Degree
3 ECTS credits
25 teaching hours

GOALS

An insight into the most significant aspects of art history and its influence on our designers

Fashion is a sociological phenomenon which originates from a specific time and a particular community. Fashion designers and trends feed from all that’s happening around them, from music, to cinema and artistic movements. This module proposes an insight into the relationship between fashion and 20th art.

METHODOLOGY

This course proposes a chronological study of the 20th century, through the analysis of the most significant cultural, social and artistic movements, and the most relevant Spanish and international fashion designers of each decade, both national and international: Coco Chanel, YSL, Balenciaga, etc.

ASSESSMENT

Assessment criteria are as follows:

50% Classroom work
50% Final examination
**FASHION RETAILING IN SPAIN**

Students from different countries in their international semester at EBS Madrid and Spanish students from Fashion Management Degree
3 ECTS credits
20 teaching hours

**GOALS**
This course focuses on the fashion retail industry starting from the supply chain to the selling point all through brand creation to the Spanish fashion perspective.
A picture of the sector and its main features, including a brand panel with representatives of the most important brands in the country

**METHODOLOGY**
Prestigious fashion professionals and professors will present contents to Spanish students an foreigners interested in a global perspective.

**ASSESSMENT**
Assessment criteria are as follows:
50% Classroom work
50% Final examination
FASHION JOURNALISM

Students from different countries in their international semester at EBS Madrid and Spanish students from Fashion Management Degree
3 ECTS credits
20 teaching hours

GOALS

The objective of this course is giving to the students an approach to the specialized in fashion press.

METHODOLOGY

Professor and students will analyze fashion journalism in Spain and the most important fashion magazines, blogs and other resources.

ASSESSMENT

Assessment criteria are as follows:

50% Classroom work
50% final work presentation
SPORTS MANAGEMENT

(STARTING ACADEMIC YEAR 2014/15)

Elective subject
Students from different countries in their international semester at EBS Madrid and Spanish students from Sports Management Degree
3 ECTS credits
20 teaching hours

GOALS
Sport is the social phenomenon of the 21st century, followed by millions of people. But is also a real economic sector that increasingly demands experts who are familiar with its peculiarities and are able to manage its institutions.

METHODOLOGY
This course will allow students to familiarise with the sector specific factors, apply its management tools and get to know with specialists and sports entities the daily activity in the sector.

ASSESSMENT
Assessment criteria are as follows:

50% Classroom work
50% final examination
COMMUNICATION IN MARKETING

Students from different countries in their international semester and Spanish students from Business Management Degree
3 ECTS credits
20 teaching hours

GOALS

This course is aimed at providing the student with extensive information on the development and functioning of publicity in Spain through regular work at a multimedia agency.

Students will learn to analyze campaigns and their commercial impact, and study the sociological reception of newly introduced products and their commercial results.

Other important goals in this course include giving the student an understanding of the dynamics of advertising at sales outlets, as well as the skills needed to master publicity with new technological media, and a clear sense of the current situation of institutional communication agencies in Spain, with special attention to multinational agencies.

METHODOLOGY

The course will encompass:

Regular work with professionals from the sector at different stages of the advertising process
Continuous discussion and analysis of real market cases
Visits to agencies specializing in different areas of advertising
Contact with major advertisers in terms of quality and quantity
Team practices in crisis communication

ASSESSMENT

Continuous assessment

Teamwork on the different advertising disciplines

Final examination