

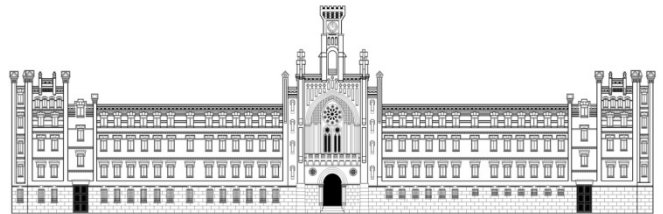


Universidad Pontificia Comillas

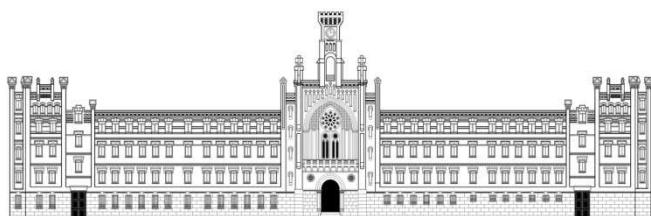
ICADE Faculty of Economics  
& Business Administration

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## DEPARTAMENTO DE ECONOMIA/ DEPARTMENT OF ECONOMICS

### ECONOMICS OF THE EUROPEAN UNION

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Economics of the European Union	Sem 1	Inglés 	5	4


*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.*

### INTERNATIONAL ECONOMICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Economics	Sem 1/ Sem 2	Inglés 	5	3

*The aim of the course is to develop the understanding of the international economy. In part 1 we consider the balance of payments, central banks, interest rates, exchange rates, foreign debt. In part 2 we consider international trade and trade policies.*

### INTERNATIONAL POLITICAL ECONOMY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Politics Economy	Sem 1	Inglés 	5	3

*International Political Economy (IPE) is a field of International Relations which represents the combination of, or relationship between, politics and economics. This sub-discipline deals with the way in which economic and political factors interact at the international level. It can be conceptualized as an academic crossroads or disciplinary intersection of politics and economics which seeks to explore and analyze the mutual interaction between states and markets. The academic concepts or buzzwords of 'globalization', 'hegemony' and 'interdependence' are central to analyses of IPE. International trade, international finance and money, foreign investment and multinational corporations and economic development constitute the core of IPE.*

## MACROECONOMICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Macroeconomics	Sem 2	Inglés 	5	2 E2 Bilingüe

*Market Production and Costing models: perfect competition, monopoly, monopolistic competition and oligopoly. The employment market: factors determining employment supply and demand. Market failings, public assets and external factors*

## MICROECONOMICS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Microeconomics	Sem 1	Inglés 	5	2 E2 Bilingüe

*Market Production and Costing models: perfect competition, monopoly, monopolistic competition and oligopoly. The employment market: factors determining employment supply and demand. Market failings, public assets and external factors*

## DEPARTAMENTO GESTION EMPRESARIAL/ DEPARTMENT OF BUSINESS MANAGEMENT

### BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Business Ethics & Corporate Social Responsibility	Sem 1 y Sem 2	Inglés 	4	4


*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 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.*

### BUSINESS NEGOTIATIONS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Business Negotiations	Sem 1 y Sem 2	Inglés 	5	4


*A study and training about what negotiations in global markets are (not only for commercial purposes): including, knowledge, attitudes and techniques necessary to face any negotiation in any countries.*

### HUMAN RESOURCES MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Human Resources Management	Sem 1 y Sem 2	Inglés 	5	3

*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.*


### INTERNATIONAL BUSINESS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Business	Sem 1 y Sem 2	Inglés 	5	3

*This course provides an overview of the international environment of business and management. The course focuses on the expanding globalization of the world marketplace, regulations that define the market place and the institutions and organizations with which corporations must transact and interact. Included in the course is the role of countries, corporations, people, and policies in a changing and challenging global environment. Special*


emphasis is placed on the study of the domestic and foreign factors influencing companies and organizations involved in international operations. This course covers many aspects that make up the international business and policy arena, from finance and economics to politics and law including international business strategy.

## LEADERSHIP

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Leadership	Sem 1 y Sem 2	Inglés 	5.0 ECTS	4

The purpose of this course is to introduce students to the topic of leadership, understanding where is coming from (power and authority) and how is exercised in the XXI Century. The class will be highly practical and participatory; it will include personal test and dynamics and will require a Personal Action Plan for its completion. Some of the topics will be: power, authority, change, meaning and purpose, teams, leadership and results, leading self, branding, networking, etc.

## MASTERPIECES OF HISPANIC LITERATURES

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Masterpieces of Hispanic Literatures	Sem 2	Inglés 	5	3/4

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.

## NEGOCIOS INTERNACIONALES/ *International Business*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Business	Sem 1	Inglés 	5	3 E2

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.


## OPERATIONS MANAGEMENT

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Operations Management	Sem 1 y Sem 2	Inglés 	5	3

The primary objective of this course is to familiarize the students with the basic concepts, techniques and methods of operations management. It will provide with an understanding of

*designing, managing and improving operations and the comprehension about the role that it plays in manufacturing and services organizations. By the end of the course, students should have developed the ability to use some analytical tools and conceptual frameworks about operations management and business processes, including project management, service systems design, resource allocation modelling, facility location, scheduling and material requirements planning and other major OM strategies such as: just-in-time production, lean principles, business process reengineering, synchronous manufacturing, and supply chain management.*

## ORGANIZATIONAL BEHAVIOUR

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Organizational Behaviour	Sem 1 y Sem 2	Inglés 	5.0 ECTS	2 y 2 E2 Bilingüe

*The purpose of this course is to survey a variety of psychological, organizational and management issues and challenges in today's complex business world. The course will emphasize skills to assist students in dealing with personal, interpersonal and organizational management challenges. Students will cover topics such as work motivation, group dynamics, conflict management, human resources practices and leadership from both theoretical and practical perspectives.*

## SPANISH CULTURE AND HISTORY THROUGH THE VISUAL ARTS


Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Spanish Culture and History Through the Visual Arts	Sem 1 y Sem 2	Inglés 	5	3/4

*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.*



## DEPARTAMENTO GESTION FINANCIERA/ DEPARTMENT OF FINANCIAL MANAGEMENT

### CORPORATE FINANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Corporate Finance	Sem 1 y Sem 2	Inglés 	5	3


*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.*

### FINANCIAL MARKETS

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Financial Markets	Sem 1 y Sem 2	Inglés 	5	3


*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.*

### INTERNATIONAL FINANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Finance	Sem 1 y Sem 2	Inglés 	5	4

*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).*


### INTRODUCTION TO CORPORATE FINANCE

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Introduction to Corporate Finance	Sem 1 y Sem 2	Inglés 	5	2 y 2 E2 Bilingüe

*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.*


## DEPARTAMENTO DE MARKETING/ MARKETING DEPARTMENT

### CONSUMER BEHAVIOUR

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Consumer Behaviour	Sem 1 y Sem 2	Inglés 	5	4

*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.*

### INTERNATIONAL MARKETING

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
International Marketing	Sem 1 y Sem 2	Inglés 	5	4


*The purpose of this course is to provide students with an understanding of Marketing in an International context. The course aims at the identification and analysis of the differences between both local and international environments and its implications in the Marketing strategy. The objectives of the course are related to the following competencies: (1) Understand the problems and opportunities associated with doing Marketing across country and cultural boundaries (2) Present the differences and peculiarities of the Marketing for an international company (3) Development of appropriate academic and critical thinking skills by working on practical cases of Spanish, European and other International companies. The contents of the course are (1) Introduction to International Marketing (2) The International Environment (3) International Marketing Research and Ways to Entry (4) The International Marketing Mix Strategy (5) Implementation of International Marketing*

### MARKET RESEARCH

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Market Research	Sem 1	Inglés 	4	2 E2 Bilingüe

*General overview of market research. Designing, implementing and presenting a marketing research project. Qualitative market research techniques. Quantitative market research techniques: types of surveys. Quantitative technique performance stages. Panels. New technologies in Marketing Information Systems.*

### MARKETING RESEARCH

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Marketing Research	Sem 1	Inglés 	4	2

*The course is a theoretical pass through the whole process of marketing/commercial research. It is focussed in the practical application and real situations.*

*The course offers the vision of the design and development of research, and how it contributes to the marketing responsible decision taking.*

## **PLANIFICACIÓN Y GESTIÓN DE MARKETING/ *Marketing Planning and Management***

<b>Nombre del Curso Course Title/Subject</b>	<b>Semestre Semester</b>	<b>Idioma Language</b>	<b>ECTS</b>	<b>Curso Year</b>
<b>Planificación y Gestión de Marketing</b>	<b>Sem 1</b>	<b>Inglés </b>	<b>5</b>	<b>4 E-2</b>

Análisis Estratégico de Marketing: Análisis externo (entorno, oferta y demanda) y Análisis Interno (segmentación, posicionamiento y cartera). Diagnóstico. Plan Estratégico de Marketing. Plan de Acción.

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

## DEPARTAMENTO DE METODOS CUANTITATIVOS/DEPARTMENT OF QUANTITATIVE METHODS

### MATEMÁTICAS FINANCIERAS/ *Financial Mathematics*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Matemáticas Financieras	Sem 1	Inglés 	5	2 E2 Bilingüe

*Capital and financial transactions. Financial equivalence and law. Balances as a measure of profitability or cost. Applications in long- and short-term financial transactions. Basics of market assessment.*

### STATISTICS I

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Estadística I	Sem 1	Inglés 	5	2 E2 Bilingüe

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

### STATISTICS II

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Estadística II	Sem 2	Inglés 	5	2 E2 Bilingüe

*Statistical inference. Estimation methods and hypothesis testing.*

DEPARTAMENTO DE RELACIONES INTERNACIONALES/  
INTERNATIONAL RELATIONS DEPARTMENT

ESTUDIOS REGIONALES: EE.UU/ *Regional Studies: The US*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS/BOE Credits	Curso Year
Estudios Regionales: EE.UU	1	Inglés 	6 ECTS	2 E6

This course introduces students to the Geopolitical Realm and focuses on the types of pressures on key resources and the global political economic conditions governing their use, possible conflicts and solutions that are happening due to interests, exploitation or misuse of these natural resources.

## COURSES OFFERED IN SPANISH FOR EXCHANGE STUDENTS

### 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	Curso Year
Cine e Ideología en la España del Franquismo	Sem 1 y Sem 2	Español 	5	3/4

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, Fernándo Fernán Gómez, Nieves Conde, Carlos Saura and other authors will be analyzed.*

### LITERATURA ESPAÑOLA DEL SIGLO XX (1936-2001)/ *20th Century Spanish Literatura (1936-2001)*

Nombre del Curso Course Title/Subject	Semestre Semester	Idioma Language	ECTS	Curso Year
Literatura Española del Siglo XX (1936-2001)	Sem 1	Español 	5	3/4

El objetivo de esta asignatura es estudiar el desarrollo de la literatura hispánica desde la Edad Media hasta el presente. Se examina el contexto, cultura e historia de obras representativas poniendo especial énfasis en los textos contemporáneos. Las lecturas

incluyen selecciones de poesía épica, Cervantes, la picaresca, comedia barroca así como obras de Clarín, Unamuno, García Lorca, Borges, Cortázar, Rulfo, Martín Gaité, Goytisolo, Roberto Bolaño, Enrique Mastas entre otros escritores.

## **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**

<b>Nombre del Curso Course Title/Subject</b>	<b>Semestre Semester</b>	<b>Idioma Language</b>	<b>ECTS</b>	<b>Curso Year</b>
<b>Poder e Imagen, los Siglos de Oro: La colección Real en el Museo del Prado</b>	<b>Sem 1</b>	<b>Español</b> 	<b>5</b>	<b>3/4</b>

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.*