



VNIVERSIDAD
D SALAMANCA

CURSOS INTERNACIONALES

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BUSINESS PROGRAM

El Business Program está dirigido a estudiantes de Negocios, Economía o Relaciones Internacionales que deseen realizar un semestre de estudios en Salamanca.

El estudiante de Business Program debe elegir, al menos, tres asignaturas por semestre.

Cada asignatura consta de un total de 45 horas por semestre.

Además de las tres asignaturas del Business Program, el estudiante podrá elegir otras asignaturas del Programa Modular y/o del Programa PEI, siempre que no entren en conflicto con el horario establecido para Business Program.

Las asignaturas del Business Program se imparten en inglés, excepto *Español con fines profesionales* que se imparte en español (nivel mínimo de competencia en español: B1 / Nivel Intermedio).

ASIGNATURAS DEL BUSINESS PROGRAM

International Business

International Finance

International Marketing

E- commerce

Economics/Political Science. European Union

Current Spain

Español con fines profesionales (test **BULATS**¹)

¹ BULATS (Business Language Testing Service) es un sistema multilingüe de evaluación de una lengua extranjera que permite determinar el nivel de dominio lingüístico de una persona en un contexto profesional. Los resultados de BULATS están basados en la escala de niveles del Marco de Referencia para las Lenguas del Consejo de Europa y determinan 6 grados de dominio lingüístico del candidato. La Universidad de Salamanca, a través de Cursos Internacionales, forma parte del grupo KOBALT, junto a University of Cambridge, Alliance Française y Goethe Institut. (<http://www.bulats.org/>)



**VNIVERSIDAD
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PROGRAMACIÓN

SUBJECT

Economics /Political Science. Current Spain

COURSE

Business Program (45 hours)

COURSE OBJECTIVES

The recent history of Spain provides a well acknowledged model of political and economical development. From the political point of view Spain went from dictatorship to democracy under a monarchic system in a very smooth way. From an economical perspective, Spain's economy has grown exponentially and what it used to be an underdeveloped country in the fifties turned into a modern economy during the eighties and nineties. This course will analyse the different parameters involved in this process.

UNIT

Contents

UNIT	Contents
1 Introduction to Economics	1.- Economics and choices. 2.- Three dimensions in Economic analysis: real, monetary, financial 3.- Basic economic problems. 4.- Microeconomics and Macroeconomics. 5.- Markets as allocation instruments.
2 Economy of Spain	1.- A short review of Spanish Economic History. 2.- The Spanish Constitution and the Spanish Economic system. 3.- Spain and the European Union. 4.- Spain's regional organization.
3 Economic issues in Spain (I): Income and prices	1.- Production sectors and income generation. 2.- Poverty and income distribution. 3.- Economic growth. 4.- Inflation and money.
4 Economic issues in Spain (II): Social and environmental issues	1.- Environment. 2.- Health system.
5 Economic issues in Spain (III)	1.- External relations
6 Balance of payments	1.- Development cooperation.

BIBLIOGRAPHY

See references in:

http://www.la-moncloa.es/NR/rdonlyres/2E85E75E-E2D9-4148-B1DF-950B06696A6C/74823/Chapter_2.PDF

http://www.oecd.org/document/9/0,3343,en_2649_34569_37919177_1_1_1_1,00.html

<http://www.mineco.es/Portal?cultura=en-GB>

<http://www.la-moncloa.es/IDIOMAS/9/default.htm>

http://en.wikipedia.org/wiki/Politics_of_Spain

EVALUATION PROCEDURE

Course evaluation will be based on the following:

Class participation, homework	40%
First exam	20%
<u>Final exam</u>	<u>40%</u>
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.



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PROGRAMACIÓN

SUBJECT

Economics /Political Science. European Union

COURSE

Business Program (45 hours)

COURSE OBJECTIVES

The course is designed to introduce students to the history, the political institutions and the political economy of the European Unión. Whenever possible, we shall compare the Union's institutional arrangements and its political economy to that of the United States. Topics will include the theory of economic integration, fiscal federalism, contemporary decision making in the Union and assessment of democratic institutions in Europe. Also we will discuss and study important and contemporary debated questions such as the monetary union, trade policies, environmental and enlargement policies, etc. Each class will be a mixture of lecture and discussion, with occasional video and other media presentations. The lectures complete, but do not replace the reading of the material suggested in every topic. During the course, it is strongly recommended to pay attention to the news about the European Union as they appear in national or international media.

UNIT

Contents

**1
Introduction**

1. Key facts and figures about Europe and the Europeans.
2. History: from the early post-war period to the eastern enlargement.

**2
Institutions and integration**

1. Law, institutions and decision making.
2. The economics of preferential trading areas and regional integration.
3. The budget.

**3
Common policies**

1. Common agricultural policy.
2. Competition and state aid policy.
3. Economic geography: Regional and social policies.
4. Monetary Integration: History and principles.

**4
Present and future**

1. Negotiating with International Customers, Partners and Regulators
2. Future of the EU: problems and challenges.

BIBLIOGRAPHY

See references in:

http://europa.eu/index_en.htm

<http://eup.sagepub.com/>

<http://www.eurunion.org/profile/facts.htm>

http://en.wikipedia.org/wiki/Economy_of_the_European_Union

<http://www.euractiv.com/en/euro>

http://biblioteca.universia.net/html_bura/ficha/params/id/22509572.html

EVALUATION PROCEDURE

Course evaluation will be based on the following:

Class participation, homework	40%
First exam	20%
<u>Final exam</u>	<u>40%</u>
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.

ELECTRONIC COMMERCE

INTRODUCTION

This course is addressed to the students who want to know the characteristics of electronic commerce and its impact on business performance. Companies today have the challenge to adapt their business models to meet the new customer requirements. The development of the internet and the new information technologies opens a world of possibilities for companies to satisfy their customers' needs more effectively. Fundamentals of electronic commerce are studied in this 45 hours course. Students will learn from the basics of theory, but mainly from a wide range of case studies, work projects, illustrative example and computer simulations that will illustrate the current development of the electronic commerce.

OBJECTIVES

The main objective of this course is to provide a broad overview of the dynamics of electronic commerce. The emphasis is on practical learning with case studies, class and group discussions, hands of written projects or oral presentations among others

Specific objectives are:

- Knowing and understanding the fundamentals of electronic commerce business
- Knowing and understanding the evolution of the electronic business and its economical, professional and social consequences
- Knowing and analyzing the different electronic business models
- Understanding the organizational change that implies an electronic business model

SYLLABUS

1. Introduction
2. Electronic business models management
 - Electronic business models.
 - Electronic business management.
3. Online consumer behaviour
4. E-commerce technology
 - E-commerce technology systems.
 - Payment methods and security on payment transtactions
5. E-commerce strategy formulation
 - Customer and supplier online management
 - Internet marketing strategies and performance measures
6. Online market research
 - Information systems related to electronic commerce in the organizations. Online market research.

7. E-commerce marketing program formulation
8. New elements of electronic commerce: Social networks and viral marketing
 - Social networking and its impact on firm performance
 - Viral marketing. How to make your advertising campaign to become global.

BIBLIOGRAPHY

- ALONSO; M (2008). El Plan de Marketing Digital, Prentice Hall
- BURGOS, D.; DE-LEON, L.; (2001). Comercio Electrónico, Publicidad y Marketing en Internet. McGraw Hill.
- CRUZ, A.; (2009). Marketing Electrónico para PYMES, cómo vender, promocionar y posicionarse en internet. RA-MA Editorial.
- JEFFREY RAYPORT, BERNARD JAWORSKI, (2003). Introduction to e-Commerce, McGraw Hill.
- LAUDON, K.C Y CAROL GUERCIO (2009). E-commerce. Business, technology, society. 8ED, Editorial Pearson
- LIBEROS, EDUARDO; GARCÍA DEL POYO, RAFAEL; GIL RABADÁN, JUAN; MERINO, JUAN ANTONIO; SOMALO, IGNACIO. (2010). El libro del Comercio Electrónico. Marketing, ESIC, 2ª Edición.
- RODRÍGUEZ ARDURA, INMA. (2008). Marketing.com y comercio electrónico en la sociedad de la información. Ediciones PIRÁMIDE, 3ª Edición.
- TURBAN, EFRAIM Y KING, DAVID. (2012) Electronic commerce 2012: Global Edition., Pearson Education
- VERTE (2012). El e-book fundamentos de comercio electrónico. McGraw Hill.

EVALUATION PROCEDURE

Course evaluation will be based upon the following scheme:

Class participation, debates, case discussions, etc.	40%
Group assignment (written and oral presentation)	20%
Final exam	40%
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.



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CURSOS
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PROGRAMACIÓN

ASIGNATURA

Español Profesional

CURSO

Business Program (45 horas)

NIVEL

Avanzado

OBJETIVOS GENERALES

- 1.-Comprender textos orales y escritos sobre temas económicos y profesionales
- 2.- Redactar correspondencia comercial básica.
- 3.- Interaccionar en situaciones de comunicación de índole profesional.

UNIDAD	Descripción general de contenidos	Tipos de Textos
1- Introducción	<p>Descripción del curso Objetivos, temas y actividades Contextos de aprendizaje: el ámbito profesional Grado de competencia lingüística en el nivel B2</p>	<p>Programa Descripciones de nivel lingüístico (MCER) Modelos de exámenes</p>
2- Profesiones y globalización	<p>Actividades profesionales Tipos de empresas Viajes de negocios Emprendedores Diferencias interculturales: negociar con extranjeros</p>	<p>Correos electrónicos Documentación laboral Mensajes telefónicos Entrevistas y artículos periodísticos Anuncios publicitarios Folletos Artículos de revistas</p>
3-El desarrollo sostenible	<p>Nuevas energías Las sostenibilidad medioambiental Lanzamiento de nuevos productos. El consumo responsable de energía: nuevos modelos de vivienda y lugares de trabajo Diferentes perspectivas: comparación intercultural</p>	<p>Entrevistas a nuevos emprendedores Artículos y textos periodísticos.</p>

<p>4- De viaje</p>	<p>El hotel y la agencia de viajes. El restaurante Los clientes: agradecimientos y reclamaciones. Tipos de turismo: cultural, de sol y playa, de aventura. El turismo responsable. Rutas turísticas Aspectos interculturales</p>	<p>Folletos turísticos Artículos y blogs de viajes Cartas de reclamación Cuestionarios</p>
<p>5- El mundo laboral</p>	<p>Citas y reuniones La búsqueda de empleo La seguridad en el trabajo Recursos humanos: la selección de personal El perfil profesional Diferencias entre culturas y países</p>	<p>Currículum vitae Anuncios de empleo Cartas de presentación Entrevistas de trabajo</p>
<p>6- El valor del dinero</p>	<p>Operaciones y servicios bancarios El cajero automático y las tarjeta de crédito Productos financieros Formas de inversión Aspectos culturales: las trasformaciones de los bancos Bancos con proyección internacional Los gastos de los españoles Comparación entre países</p>	<p>Publicidad de los bancos Documentos bancarios: transferencias, reintegros, imposiciones... Cartas y correos electrónicos a clientes</p>
<p>7- Estrategias de publicidad</p>	<p>Técnicas de Marketing El lenguaje publicitario Influencia de la publicidad El consumidor Ferias y eventos Relaciones interculturales</p>	<p>Textos y mensajes publicitarios Lanzamiento de nuevos productos Cuestionarios Cartas de reclamación</p>

<p>8- Las nuevas tecnologías: Internet</p>	<p>La lectura virtual y el aprendizaje Las relaciones personales y de negocios en Internet El teletrabajo Blogs y redes sociales Términos técnicos Diferentes enfoques culturales</p>	<p>Periódicos digitales Portales de Internet Los portales de empleo Blogs Folletos y manuales de instrucciones</p>
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INTERNATIONAL BUSINESS

INTRODUCTION

The increasing globalization of the market place affects all who are involved with business or who must make business decisions. Even those who are not directly involved in international business are affected in their domestic operations by international events and by the business activities of foreign entities. Therefore, it is imperative to be knowledgeable about the international business systems.

This decade will pose many challenges and opportunities, particularly for newly industrialized countries (NIC). Three primary causes of these challenges are: first, these countries have become fierce competitors for the manufacture of high tech goods. Second, integration of the European Community has now created the largest trade block. Third, the acute international debt crisis keeps threatening the world financial structure and economic growth. This crisis has redirected the trade pattern away from the poor countries to the richest, and likewise has concentrated capital flows among the rich countries. However, in recent times we have been observing a shift back to LCD's, particularly in industries that are labor intensive

OBJECTIVES

The main objectives of the course are:

- Apply theories, tools, and insights found in the field of international management to common real world scenarios mainly throughout the use of case studies (specially from the Harvard Business Publishing).
- Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
- Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior.
- Discuss the managerial issues related to strategic planning, human resource management, motivation, and leadership which arise in an international context.

SYLLABUS

1. Introduction to International Business Course

1.1. Case study method: preparing an effective case analysis

1.2. Globalisation

Lecture and Discussion

2. National Differences in Political Economy

Lecture and Discussion.

3. Differences in Culture

Lecture and discussion on cultural dimensions to doing business internationally and identify how culture affects international management.

Case Study or Exercise

4. Ethics in International Business

Lecture and Discussion.

Case Study or Exercise



5. **The Political Economy of International Trade**
Lecture and Discussion
6. **The Strategy of International Business**
Lecture and Discussion
Case Study or Exercise
7. **The Organization of International Business**
Lecture and Discussion
8. **Entry Strategy and Strategic Alliances**
Lecture and Discussion
Amazon Case Study
9. **Global Leadership and Human Resource Management**
Lecture and Discussion: International Business Management and Leadership

BIBLIOGRAPHY

Hill, Charles W. *International Business*. McGraw-Hill. 7th Edition. 2009

EVALUATION PROCEDURE

Course evaluation will be based on the following:

Class participation, homework	40%
First exam	20%
<u>Final exam</u>	<u>40%</u>
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.

Academic Dishonesty

There is zero-tolerance for any form of academic dishonesty. For that purpose an antiplagiarism system will be used in this course.



INTERNATIONAL MARKETING

INTRODUCTION

This course is addressed to the students who want to know the characteristics of international marketing. Companies today have the challenge to adapt their products to different countries with their special requirements and customs. Marketing specialist must be prepared to deal with these differences and to generate strategies according to the special situation of each country.

Fundamentals of International Marketing are studied in this course. Students will learn from marketing theory, but also from different cases and examples that illustrate the actual situation of the international companies.

OBJECTIVES

The major objective of this course is to provide a broad overview of international marketing and to examine international marketing strategy. The emphasis is on practical international marketing and the course has several hands on projects.

The main objectives of the course are:

- *To provide an understanding of the elements that makes up the international environment.*
- *To examine the development of an international marketing strategy.*
- *To provide practical information on how to expand into international markets.*

SYLLABUS

1. International marketing: an overview

- Globalization of Markets. Definition of International Marketing. What is the difference between marketing domestically and internationally? The International Marketing environment. Stages of International Marketing Involvement.



2. *The Dynamic Environment of International Trade*

- Balance of payment, Balance of trade, protectionism

3. *The cultural environment*

4. *The Political and legal Environment*

5. *The international marketing research*

6. *The International Planning & Organization Process*

- Analysis, adapting the marketing mix, developing the plan, implementation and control

7. *Product strategies*

- Products and Services for Consumers. Products & Services for Businesses. Adaptation.

8. *Distributions strategies*

- International Marketing Channels.

9. *Promotion strategies*

- Integrated Marketing Communications

10. *Sales strategies*

- Personal Selling and Sales Management

11. *Price strategies*

- Pricing for International Markets

12. *Negotiating with International Customers, Partners and Regulators*



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BIBLIOGRAPHY

Cateora, Philip, International Marketing. McGraw-Hill.

EVALUATION PROCEDURE

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Class participation, homework	40%
First exam	20%
<u>Final exam</u>	<u>40%</u>
Total	100%

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INTERNATIONAL FINANCE

INTRODUCTION

Given the current concept of a globalized world, this course is addressed to students keen on financial issues and, in particular, international finance. The main purpose of this course is to understand the financial system and to include an international perspective. In its duration of 45 hours, the course examines the determination of exchange rates and operation of exchange markets as well as firm's management of foreign exchange exposure, cash management, and capital budgeting. The development of International banking and political risk management will also be studied. Emphasis is also placed on the effects of globalization on financial crashes, financial regulation & market efficiency. An updated look to the dynamics of international entrepreneurship is also provided, focusing especially on developed countries and the role of female entrepreneurship. Students will acquire knowledge on the former topics by means of dynamic and practical examples, work projects and group discussions (i.e., essays, role playing, video, surveys, economic experiments; *Financial Times* press cuttings on selected controversial issues).

LECTURERS (in alphabetical order):

Esther del Brio (PhD)

<http://diarium.usal.es/edelbrio/>

Arjola Mecaj

Associate Professor of Accounting and Finance.

OBJECTIVES

By the end of this course, students will be able to

- 1- Develop an international perspective, which is necessary in today's global markets.
- 2- Develop a level of understanding and working with financial models.
- 3- Acquire the ability to comprehend the concepts of globalization and financial crisis.
- 4- Develop an understanding of risk management, necessary to understand the workings of the modern financial market.
- 5- Understand the procedures of international banking, entrepreneurship and regulation.

SYLLABUS

1. Introductory financial issues and the international monetary system
2. Foreign Exchange and exposure measurement
 - Risk Management
3. Multinational Capital Budgeting and Foreign investment
4. International Financial Regulation.
5. Globalization and Financial crisis
6. International Banking
7. International Entrepreneurship

BIBLIOGRAPHY

BUCKLEY, A. (2012). International Finance; A practical perspective. Pearson.
 BUCKLEY, A. (2012). Financial Crisis. Causes, context and consequences. Pearson.
FINANCIAL TIMES (2007-2013). Press cuttings.
 GEM 2012 Global Report.
 GRATH, A. (2008). The Handbook of International Trade and Finance: The Complete Guide to Risk Management, International Payments and Currency Management, Bonds and Guarantees, Credit Insurance and Trade Finance
 HUGHES, J. & MacDONALD (2001). International Banking. Pearson
 PHYLAKTIS, K. & M. PRADHA (1990). International finance and the less developed countries. London : Macmillan.
 PILBEAM, K. (2006). International Finance: Third Edition

EVALUATION PROCEDURE

Course evaluation will be based upon the following scheme:

Class participation, debates, case discussions, etc.	40%
Group assignments (written and oral presentation)	20%
Final exam	40%
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.