



## IAU MADRID FALL 2024 COURSES

### COURSE ADVISING INFORMATION

- Except where noted, all courses carry 3 credits.
- Some courses may require mandatory participation in field study excursions on days/times outside of normal class meetings. **Students are strongly advised not to book any personal travel until they are onsite and have received details of any mandatory field study dates at orientation.**
- Courses may be cross-listed between two or more disciplines (e.g., ARH/HIS 276). In this case, students should select one discipline to receive credit for and this is the discipline that will appear on their final transcript.
- Courses with the discipline SPA are taught in Spanish.

### ACADEMIC CONCENTRATIONS

IAU Madrid offers the following optional Academic Concentrations for students who wish to pursue a specific course of study. Students in any major can enroll and will take some core courses as a cohort and then choose from electives. Information, including requirements, is available at the end of this course list.

ACADEMIC CONCENTRATIONS	
<i>The following academic concentrations are available as options for students who wish to pursue a specific course of study. Participants will be required to take the following sequences of courses and credits in order to be eligible for participation. Some additional application requirements may apply.</i>	
Concentration	Requirements
<b>Human Rights, Refugee and Migration Studies</b> <i>Open to all majors</i>	15 credits: <ul style="list-style-type: none"><li>• Core course: IRL/POL 331 Human Rights, Migration, and Global Civil Society (3 credits)</li><li>• Core course: SOC 314 Service Learning Experience (3 credits)</li><li>• At least two courses from the disciplines of COM, IRL, POL, or SOC (6 credits)</li><li>• One elective from any discipline (3 credits)</li></ul> Application requirements: <ul style="list-style-type: none"><li>• Submission of resume or CV</li><li>• Submission of service learning questionnaire</li><li>• Virtual interview with Service Learning Coordinator</li></ul>
<b>International Public Relations and Media</b> <i>Open to all majors</i>	15 credits: <ul style="list-style-type: none"><li>• Core course: COM 313 International Public Relations (3 credits)</li><li>• Core course: COM 315 Media, Influence, and Society (3 credits)</li><li>• At least two courses from the disciplines of BUS, COM, IRL, MKT, or PHI (6 credits)</li><li>• One elective from any discipline (3 credits)</li></ul>
<b>Spanish Honors Program</b>	16 credits:

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<p><i>Open to all majors</i></p>	<ul style="list-style-type: none"> <li>• Core course: ARH/SPA 411 Culture Lab (4 credits)</li> <li>• At least three 300- and 400-level Spanish courses (9 credits)</li> <li>• One elective from any discipline (3 credits)</li> </ul> <p>Application requirements:</p> <ul style="list-style-type: none"> <li>• Spanish placement exam</li> <li>• Essay in Spanish</li> </ul>
<p><b>Sustainable Luxury Management and Design</b> <i>Open to all majors</i></p>	<p>15 credits:</p> <ul style="list-style-type: none"> <li>• Core course: BUS 332 Sustainable Luxury Management (3 credits)</li> <li>• Core course: BUS/MGT 339 Design Thinking (3 credits)</li> <li>• At least two courses from the disciplines of BUS, MGT, or MKT (6 credits)</li> <li>• One elective from any discipline (3 credits)</li> </ul>

<p style="text-align: center;"><b>FALL 2024 SEMESTER</b></p> <p style="text-align: center;">The required course load is 15 credits unless 12 credits are approved by the home university. Students may choose courses across all disciplines. Unless otherwise noted, all courses carry 3 credits.</p>	
<b>ACCOUNTING</b>	
<p><b>ACC 202</b></p>	<p><b>PRINCIPLES OF ACCOUNTING II</b> Introduction of managerial accounting information for planning, controlling, and making decisions within a firm. Current changes to the business environment and their impact on accounting is also presented.</p>
<b>ART</b>	
<p><b>ART 210</b></p>	<p><b>CAPTURING MADRID'S FLOW</b> Since the invention of the first camera, photography has evolved to become an indispensable tool in our daily lives. Every day we send photos to our friends and family, document funny things we see or happen to us, landscapes, selfies in places we visit to record that we were there. We finally post these images on social media and we generate a photographic dialogue with our audience. However, in this eagerness to photograph everything, most of the time we forget our own point of view and we let ourselves be carried away by the current photographic canons and the visual trends of the moment that advertising, social networks, TV, etc. repeatedly provide us with. With this course we will try to redirect our gaze towards our own point of view, original and without external influences in order to transmit our own narrative through photography. In addition to learning the basic principles of photography and how to use a camera, we will also discover Madrid through the different photographic activities that we will carry out in its streets.</p>
<p><b>ART/SPA 368</b> <i>Taught in Spanish</i> <i>New!</i></p>	<p><b>ART AND ACTIVISM</b> In this course, taught in Spanish, we will explore and investigate cultures of protest and their artistic and aesthetic expression in contemporary Spain. We will garner understanding for the intersections between art and politics, and learn to analyze cultural material in activist archives, museums, and cultural centers in Madrid. At the same time, we will question New Social Movements from a comparatist perspective by investigating the place of activism in relation to contemporary history, society, and politics both locally and globally. Students will acquire vocabulary and critical frameworks in advanced Spanish to analyze the cultures of protest in archives.</p>
<b>ART HISTORY</b>	
<p><b>ART/ARH 334</b></p>	<p><b>GREAT MASTERS OF THE PRADO</b> The aim of this course is to make students familiar with the most relevant and internationally outstanding Spanish and European artists within the Prado Museum Permanent Collections. The course will help students to fully understand and assimilate art history fundamental concepts and movements such as Renaissance, Baroque, and Neoclassicism, with a specific concentration on Spanish masters such as El Greco, Velázquez, and Goya. Simultaneously, it will help students confront Spain's and Europe most controversial history: from the dark Medieval Ages to the beginning of the 19th Century.</p>
<p><b>ARH/SPA 411</b> <i>Taught in</i></p>	<p><b>CULTURE LAB</b> Taught in Spanish with workshop and lecture components. Conducted in the style of a laboratory, this class</p>

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<i>Spanish New!</i>	will take up contemporary debates on literary, artistic, and cultural works from Medieval Iberia to contemporary Spain, allowing students to acquire and practice the tools to analyze Iberian cultures and their margins. Students will be expected to develop their own guided, independent analyses of cultural material in the laboratory, which aims to prepare students in the preliminary exploratory phase for a research project or honors thesis in a subsequent semester. Study visits to museums, galleries, and cultural institutions form an integral part of the course, allowing students to have contact with primary materials and archives whenever possible.
<b>BIOLOGY</b>	
<b>BIO/PSY 360</b>	<b>BIOLOGICAL PSYCHOLOGY</b> The course begins with brief overviews of the structure of the central nervous system, basic principles of nervous conduction and synaptic transmission, neurotransmitter systems, and basic techniques used in biological psychology research. We will then review current knowledge on the biological substrates of a range of behaviors and mental processes, including perception, memory, emotion, and sleep. The course will also examine the biological basis of a variety of neuropsychological disorders and forms of mental illness, including addiction, depression, and anxiety. Finally, the course will take advantage of its location in Madrid to understand biological psychology within a Spanish cultural and scientific context.
<b>BUSINESS</b>	
<b>BUS 301 New!</b>	<b>INTERNATIONAL BUSINESS</b> The world's economies are now part of an integrated global system. Increasingly, firms of all sizes consider the entire world when deciding where to produce and where to sell their goods and services. Global trends and international macroeconomic shocks influence the decisions of business leaders all over the world. At the same time, national borders and differences remain an essential fact of the global economy. This course will study the changing world in which international business operates, with a particular emphasis on developing a global perspective through the study abroad experience. Its focus is on the 'macro' environment, but it will also consider managerial implications.
<b>MKT/WGS 302</b>	<b>WINE MARKETING AND SENSORY ANALYSIS</b> This course is a combination of lecture and professional tasting to analyze the quality levels, marketing of wine, import and export, sales positioning, and pricing structures. Students will learn vineyard and wine-making techniques utilized to achieve certain styles of wine.
<b>BUS 303</b>	<b>INTERCULTURAL MANAGEMENT</b> This course is designed to introduce students to concepts and fundamentals of international management. The course will consider aspects of management within an international and culturally complex environment, while considering the business influences within the global workplace. Students with or without prior international management knowledge will benefit from the course.
<b>BUS 316</b>	<b>CONSUMER BEHAVIOR</b> This course provides students with an understanding of the behavior of consumers in the marketplace, using an interdisciplinary approach that employs concepts from such fields as economics, psychology, social psychology, sociology, and psychoanalysis. Topics include motivation, perception, attitudes, consumer search, and post-transactional behavior.
<b>BUS/MGT 332 New!</b>	<b>SUSTAINABLE LUXURY MANAGEMENT</b> This course investigates the unique business and management dynamics of the luxury industry, characterized by its need for opulence and sustainability. It seeks to familiarize students with the idiosyncrasies inherent in luxury management that are distinct from conventional business frameworks in other industries. Emphasis is placed on the significance of Corporate Social Responsibility (CSR) within the luxury sector, recognizing the unique social and environmental challenges in decisions confronting luxury enterprises. Case studies and fieldwork visits to Madrid businesses enhance local place-based learning for students to have firsthand contact with sustainable and luxury businesses during their study abroad experience.
<b>BUS/MGT 339 New!</b>	<b>DESIGN THINKING</b> This course introduces students to the principles and practices of Design Thinking, a human-centered approach to problem-solving and innovation. Students will learn how to empathize with users, define problems, ideate creative solutions, prototype concepts, and test and iterate designs. Through hands-on projects and case studies, students will develop critical thinking skills and a deep understanding of the iterative design process.
<b>BUS/MGT/PHI</b>	<b>CORPORATE SOCIAL RESPONSIBILITY</b>

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<b>371</b>	This course examines principles of social responsibility, ethics, law, and stakeholder theory as they apply to organizations domestically and abroad. Coverage includes business ethics; individual versus societal interests; labor and employment issues; consumer protection; discrimination and diversity; the natural environment; politics, public policy, and government regulation of business. Particular attention is given to developing moral reasoning skills.
<b>COMMUNICATIONS</b>	
<b>COM 313</b> <i>New!</i>	<b>INTERNATIONAL PUBLIC RELATIONS</b> This course introduces students to the fundamental principles, concepts, and relationships between the theory and practice of communication strategies in public relations, with a focus on international case studies. Special emphasis will be placed on the role of PR in society, public opinion, effective strategies and tactics, process, identification of publics, publicity techniques, and effective use of media. Students will learn to differentiate between public relations, marketing, and advertising. They will understand the role of public relations in the corporate world and the media market, will practice writing press releases and media advisories, will learn how to represent a client, and will design a public relations media campaign kit. Fieldwork and guest speakers in Madrid, Spain, integrated into the curriculum.
<b>COM 315</b> <i>New!</i>	<b>MEDIA, INFLUENCE, AND SOCIETY</b> In this course we will investigate new digital, social, and traditional mass media to understand how media messages are crafted with communication strategies, as well as how different audiences receive them. Taking up comparatist and international case studies, we will analyze the potential impacts and effects of the media on consumers, culture and society, to gain a nuanced understanding of the roles of the media in a globalized world. What powers of influence do the media have? What are their uses and their ethics? How are they targeting mass audiences? What responsibility do publics have today when receiving, consuming, and, in the digital era, producing their own media? Among other topics, while addressing the digital revolution of the contemporary era, we will learn to identify and discern the impact of “fake news” and its influence on different societies.
<b>COM/IRL 316</b>	<b>MEDIA AND CONFLICT</b> This course examines the role media play in the progression and public perceptions of conflict. Relevant topics will include media and military intervention, portrayals of protest movements, and news and entertainment coverage of crime, rumors, domestic politics, violence, and ethnicity.
<b>COM 318</b>	<b>INTERCULTURAL COMMUNICATION</b> The main differences the course focuses on are nationality, race, class, gender and religion. Students will study and observe how different identities under those categories affect people’s perceptions of themselves as individuals, themselves within their groups, themselves within other groups, and how those perceptions affect the way they communicate and interpret messages. In response to the changes in the way we communicate due to communication, the course will also focus on the impact of technology on intercultural communication as well as the ways that different cultures utilize the various forms of social media platforms.
<b>COM 374</b>	<b>CULTURE, GLOBALIZATION, AND MEDIA</b> The main objectives of this course are to study the structure and characteristics of the international news media system, understand mass media’s role and influence in creating the world’s public opinion, and to review the evolution of mass media from the invention of the printing press to the arrival of internet. Students will also study the principal international news media systems as well as the future of mass media in our globalized society.
<b>COMPUTER SCIENCE</b>	
<b>CIS 260</b>	<b>COMPUTER SCIENCE II</b> This course introduces object-oriented programming using the C++ programming language. Students will learn how to program in C++. Special importance will be assigned to the object-oriented nature of C++ and its use of polymorphism. Hands-on labs, exercises, and assignments will be implemented on real-life cases, this enables students to become highly skilled C++ application developers.
<b>CIS 350</b>	<b>DATABASE SYSTEMS</b> Basic concepts in database systems, including data manipulation language and data definition language. The relational model and its implementation will be covered in depth together with an overview of SQL.
<b>CIS 370</b>	<b>ARTIFICIAL INTELLIGENCE</b> This course is designed to provide an introduction to the specialized area of Artificial Intelligence. It is therefore suitable for students interested in pursuing studies or industrial work in intelligent or self-

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	adapting/learning systems, or those wishing to gain a broad understanding of the state of the art and programming approaches used in this rapidly growing area.
<b>CIS 371</b>	<b>OPERATING SYSTEMS</b> This course provides advanced Computer Science students with a foundational grounding in the development, design, and use of Operating Systems (OS) in general. While OS have significantly evolved over the past few decades, the foundational components are still an important part of understanding and modeling OS operations. In addition to understanding OS software specifically, students are engaged with non-trivial and large-scale programming challenges, which include creating a software product that simulates a working OS.
<b>CIS 401</b>	<b>COMPUTER SECURITY</b> This course provides an overview of network security and related topics. General threat classifications are discussed as they relate to the CIA triad: eavesdropping (confidentiality), man-in-the-middle (integrity), and denial-of-service (availability). We will discuss vulnerabilities as they manifest in standard TCP/IP network protocols and real-world attack incidents and implementations are used to tie concept to reality. Defensive technologies and techniques, including authentication/authorization, access control, segmentation, log/traffic monitoring, reputation-based security, and secure protocol (SSH, TLS, DNSSEC) usage are discussed and demonstrated.
<b>DANCE</b>	
<b>DAN 200</b>	<b>LATIN DANCE</b> Students will have the opportunity to learn a variety of Latin-based dances as well as the historical context of each. Latin dances will include Tango, Cha Cha, Salsa, Merengue, Bachata, as well as others.
<b>ECONOMICS</b>	
<b>ECO/POL 308</b> <i>New!</i>	<b>INTERNATIONAL ECONOMICS AND THE EUROPEAN UNION</b> The European Union (EU) is a unique political and economic construction. For many economists, its defining characteristic is its four freedoms of movement of goods, services, people, and capital within the world's largest single market. Nineteen member states have gone even further in economic integration and share a common currency, the euro. The EU's policies influence the everyday lives of those who live inside and outside its borders. This course will study the benefits and costs for the people of the EU, and indeed the world, of this 'ever closer' union using the tools of international economics. Its focus is the economic integration of Europe from the end of the Second World War to the present day.
<b>ENGINEERING / MECHANICAL ENGINEERING</b>	
<b>MEG 210</b>	<b>STATICS</b> Analysis of force acting on particles and rigid bodies in static equilibrium; equivalent systems of forces; friction; centroids and moments of inertia; introduction to energy methods.
<b>EEG 301</b>	<b>CIRCUIT ANALYSIS II</b> Sinusoidal steady-state analysis, sinusoidal steady-state power calculation, balanced 3-phase systems. Mutual inductance and transformers, series and parallel resonance. Applications of Laplace and Fourier transforms to circuit analysis.
<b>FILM STUDIES</b>	
<b>SPA/FLM/HIS 359</b> <i>Taught in Spanish</i>	<b>CONTEMPORARY SPANISH HISTORY THROUGH FILM</b> Spanish cinema provides an excellent route for understanding social and political change throughout the 20th and 21st Century. As the most important artistic medium of modernity, cinema allows one to construct and deconstruct many myths and identities. This course will analyze the most relevant Spanish film productions primarily as socio-historical documents (content). Topics in Spain may include the Republic and Civil War (Fernán Gómez and Buñuel), the '60s comic criticism of dictatorship (García Berlanga), and censorship (Lazaga), the transition to democracy (Garci and Almodóvar), and the new '90s cinema (Amenábar, de la Iglesia, Medem, Coixet, and Bollaín).
<b>FINANCE</b>	
<b>FIN 300</b>	<b>FINANCIAL MANAGEMENT</b> This course is an introduction to the main areas of corporate finance. Its focus is on developing an understanding of the tools and methodologies available to the financial manager for decision-making in capital budgeting, working capital management, capital structure and profit planning and control.
<b>HISTORY</b>	

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<p><b>HIS 326</b></p>	<p><b>SPANISH CIVILIZATION AND CULTURE</b>  This course starts with a view of the Spanish history, and then examines the different cultures within Spain: Castilian, Catalan, Basque and Galician; focusing mainly on language, nationality, and political implications. The rest of the course will travel throughout the various aspects of the Spanish Civilization, understanding civilization as lifestyle and society (family, immigration, youth, economic crisis, politics, etc.), and also the various artistic ways of expression (painting, architecture, literature, music and cinema). By using concepts from these various subjects, students will study how Spain changed from being a polarized country to an allegedly reference in the West.</p>
<p><b>HIS/SPA 327</b>  <i>Taught in Spanish</i></p>	<p><b>SPANISH CIVILIZATION AND CULTURE</b>  This course starts with a view of the Spanish history, and then examines the different cultures within Spain: Castilian, Catalan, Basque and Galician; focusing mainly on language, nationality, and political implications. The rest of the course will travel throughout the various aspects of the Spanish Civilization, understanding civilization as lifestyle and society (family, immigration, youth, economic crisis, politics, etc.), and also the various artistic ways of expression (painting, architecture, literature, music and cinema). By using concepts from these various subjects, students will study how Spain changed from being a polarized country to an allegedly reference in the West.</p>
<p><b>HIS/POL 336</b></p>	<p><b>POLITICAL HISTORY OF CONTEMPORARY SPAIN</b>  The object of this course is to analyze the principal institutions, actors and issues in contemporary Spanish government and politics. The course has four broad themes: first, the collapse of the Francoist dictatorship and its replacement by a constitutional parliamentary democracy; second, the key actors and institutions in Spanish government under democracy, third, the evolution of politics and policies in Spain over the last three decades, and finally, the nature of the country's current economic and political crisis.</p>
<p><b>HIS/FLM/SPA 359</b>  <i>Taught in Spanish</i></p>	<p><b>CONTEMPORARY SPANISH HISTORY THROUGH FILM</b>  Spanish cinema provides an excellent route for understanding social and political change throughout the 20th and 21st Century. As the most important artistic medium of modernity, cinema allows one to construct and deconstruct many myths and identities. This course will analyze the most relevant Spanish film productions primarily as socio-historical documents (content). Topics in Spain may include the Republic and Civil War (Fernán Gómez and Buñuel), the '60s comic criticism of dictatorship (García Berlanga), and censorship (Lazaga), the transition to democracy (Garci and Almodóvar), and the new '90s cinema (Amenábar, de la Iglesia, Medem, Coixet, and Bollaín).</p>
<p><b>INTERNATIONAL RELATIONS</b></p>	
<p><b>IRL/POL 303</b>  <i>New!</i></p>	<p><b>INTERNATIONAL RELATIONS</b>  International relations encompasses more today than just relations between governments. This course will place the emphasis on the various actors in international relations. Central to the course are utilizing the advantage of living abroad for a semester. This includes following closely current events and attending local conferences.</p>
<p><b>IRL/COM 316</b></p>	<p><b>MEDIA AND CONFLICT</b>  This course examines the role media play in the progression and public perceptions of conflict. Relevant topics will include media and military intervention, portrayals of protest movements, and news and entertainment coverage of crime, rumors, domestic politics, violence, and ethnicity.</p>
<p><b>IRL/POL 318</b>  <i>New!</i></p>	<p><b>THE ISRAELI-PALESTINE CONFLICT</b>  This course addresses the causes and evolution of the Arab-Israeli conflict from the 19th century to the present. It provides an in-depth understanding of the conflict by exploring its history and the narratives of the parties. We will follow a timeline beginning with the inception of the conflict. We will study the 1948 War, the various armed confrontation which pitted Israel against its neighboring countries. We will address the various attempts at peace. We will do so by addressing the international, historical and political developments. A particular focus of the course will be the Israeli and Palestinian societies, their history and their culture.</p>
<p><b>IRL/POL 331</b>  <i>New!</i></p>	<p><b>HUMAN RIGHTS, MIGRATION, AND GLOBAL CIVIL SOCIETY</b>  How have globalization and transnational human rights issues impacted the standing and practices of civil society in the global struggle for social justice? How have media technologies transformed civil society and cross border activism in the quest for safeguarding indivisible and interdependent rights? In this context, migration and refugee protection continue to challenge and expose the limitations of our current global governance to defend and promote the universal human rights of all peoples. In this course, students will learn about contemporary migration processes at the core of human rights debates, comprehending the increasingly visible, and sometimes invisible, role of global civil society.</p>



<b>IRL/POL 332</b> <i>New!</i>	<p><b>GLOBAL MOBILITY, DISPLACEMENT, AND HUMAN RIGHTS ADVOCACY</b></p> <p>As the international community grapples with unparalleled levels of displacement, this course aims to explore the intricacies of the movement of people across borders and the intersection of international institutions' work to safeguard human rights. Through an anthropological approach and practical methodologies, this course critically examines all forms of historical and contemporary global displacement, its main causes and effects on the livelihood of individuals, thus enabling students to comprehend in depth the particular challenges faced by displaced populations throughout their entire migration process.</p>
<b>IRL/POL 404</b> <i>New!</i>	<p><b>INTERNATIONAL MIGRATION: BORDER SECURITY AND TRANSNATIONAL COOPERATION</b></p> <p>The aftermath of the 2015 migration and refugee crisis has raised serious questions as to what extent European Union (EU) member states have unilaterally agreed upon border security strategies and transnational cooperation to address the arrival and reception of migrants and refugees. Intending to highlight the complex juncture of political dilemmas, legal responsibilities, and moral obligations at the core of these issues, this course equips students with the comprehensive framework to critically understand and assess the following intricate dynamic. On one hand, the significance of preserving national security and enhancing regional cooperation, while equally abiding by international law and upholding commitments to protect fundamental rights on the other. In a similar light, through interdisciplinary perspectives and systems thinking, students will be able to articulate the specific contexts in which migratory processes to Europe take place and in parallel, address aspects of colonial legacy, historical political ruptures, and continuities within the continent. With a focus on the Iberian Peninsula and the North African region, students will experience closely the tortuous relationship between Spain and Morocco, studying the countries' political ties and most importantly, their strategic geography as both the gateway to the promise of safety within the EU and a perilous passage for an unprecedented number of migrants and refugees.</p>
<b>INTERNSHIP</b>	
<b>INT/SPA 341</b> <i>Intermediate Spanish Required</i>	<p><b>GLOBAL INTERNSHIPS</b></p> <p>This experience is designed to immerse students in a multicultural professional space. A special effort is placed on helping students develop the skills required to enter the professional world and navigate cross-cultural entrepreneurial environments. This hands-on experience is complemented by an academic component, which guides students through the experience and helps them strategically reflect on challenges, accomplishments, and personal and professional development. Students are intentionally placed based on interests and skillsets with the aim to build their professional network through industry-specific training. <i>Students will need at least an intermediate level of Spanish to participate in an internship; it is recommended that students take 12 credits total, including the three-credit internship.</i></p>
<b>LITERATURE</b>	
<b>LIT/SOC 349</b>	<p><b>BORDERS, MEMORY, IDENTITIES: CULTURAL REPRESENTATIONS OF CONTEMPORARY MIGRATIONS IN EUROPE</b></p> <p>This course offers an introduction to the different cultural representations of contemporary migrations into and within Europe. The emphasis will be given to the study of the realities and their cultural representations of both emigration and immigration and the sociocultural and cognitive effects migration may have on migrants as well as on European citizens and national institutions. Forced migration towards Europe has had a deep cognitive and emotional impact on the migrant subjects, shaping their individual and collective identity. It has even disrupted not only migrants' own conscience, but also the way that national governments in Europe and worldwide have perceived what now is referred to in the media as the refugee crisis. The main influx on non-European migrants has been mainly through: a) Greece and the Balkans countries, b) Libya and Italy, and c) the Spain's African territories (Ceuta and Melilla) into Andalusia. The extent that it is relevant, the textual and cultural representations of both emigration and immigration in Europe will be studied in relation to their historical and social backgrounds as well as from an interdisciplinary and an international perspective.</p>

<b>LIT/SPA 352</b> <i>Taught in Spanish</i> <b>New!</b>	<p><b>WRITING THE CITY: MADRID THROUGH ITS BARRIOS</b></p> <p>Taking Madrid’s diverse neighborhoods as our point of departure for exploration, this course aims to have advanced students of Spanish work on perfecting their writing and speaking skills and on developing a unique voice in Spanish communication. Skills sets will focus on broadening Spanish language vocabulary, deepening understanding of style and narrative register, and gaining greater self-confidence in communicative situations. Exercises are designed to have students engage and write about Madrid’s many neighborhoods and their identities, while exploring one’s own relationship to these spaces. Fieldwork and activities will necessarily take students to Madrid’s <i>barrios</i>.</p>
<b>MANAGEMENT</b>	
<b>MGT 311</b>	<p><b>OPERATIONS MANAGEMENT</b></p> <p>This course is an introduction to the concepts, principles, problems, and practices of operations management. Operations Management is one of the key functional areas in any organization or company that deals with the production of goods and services. This course is concerned with the tasks, issues and decisions of those operations managers who have made the services and products on which we all depend. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.</p>
<b>MGT 318</b>	<p><b>ORGANIZATIONAL BEHAVIOR</b></p> <p>This course focuses on the theory and application in the management of organizational behavior. It introduces students to key concepts and models of human behavior in organization and provides information about the essential and practical skills needed to be an effective manager and leader. Topics addressed include self-awareness, learning, motivation, stress, group dynamics, intergroup behavior, ethics, conflict, power, change, leadership, and cultural implications. Behavioral science concepts are applied through self-assessment, case studies, videos, and experiential exercises.</p>
<b>MGT/BUS 332</b> <b>New!</b>	<p><b>SUSTAINABLE LUXURY MANAGEMENT</b></p> <p>This course investigates the unique business and management dynamics of the luxury industry, characterized by its need for opulence and sustainability. It seeks to familiarize students with the idiosyncrasies inherent in luxury management that are distinct from conventional business frameworks in other industries. Emphasis is placed on the significance of Corporate Social Responsibility (CSR) within the luxury sector, recognizing the unique social and environmental challenges in decisions confronting luxury enterprises. Case studies and fieldwork visits to Madrid businesses enhance local place-based learning for students to have firsthand contact with sustainable and luxury businesses during their study abroad experience.</p>
<b>MGT/BUS 339</b> <b>New!</b>	<p><b>DESIGN THINKING</b></p> <p>This course introduces students to the principles and practices of Design Thinking, a human-centered approach to problem-solving and innovation. Students will learn how to empathize with users, define problems, ideate creative solutions, prototype concepts, and test and iterate designs. Through hands-on projects and case studies, students will develop critical thinking skills and a deep understanding of the iterative design process.</p>
<b>MGT/PSY 363</b>	<p><b>PSYCHOLOGY AND THE WORKPLACE</b></p> <p>Application of psychological theory/research to recruitment, personnel selection, training/development, job design, work group design, work motivation, leadership, performance assessment, and job satisfaction measurement. Industrial/organizational psychology is the application of the scientific study of human behavior and thinking to work organizations. I/O psychology is both an academic discipline and a professional discipline; thus, in this class we focus on the research and the application of research findings to practical problems in the workplace. I/O psychologists are concerned with the recruitment, selection, training, motivation, and job performance of individuals at work. They are also involved in issues such as teamwork, leadership, and job attitudes.</p>
<b>MGT/BUS/PHI 371</b>	<p><b>CORPORATE SOCIAL RESPONSIBILITY</b></p> <p>This course examines principles of social responsibility, ethics, law, and stakeholder theory as they apply to organizations domestically and abroad. Coverage includes business ethics; individual versus societal interests; labor and employment issues; consumer protection; discrimination and diversity; the natural</p>

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	environment; politics, public policy, and government regulation of business. Particular attention is given to developing moral reasoning skills.
<b>MARKETING</b>	
<b>MKT/WGS 302</b>	<b>WINE MARKETING AND SENSORY ANALYSIS</b> This course is a combination of lecture and professional tasting to analyze the quality levels, marketing of wine, import and export, sales positioning, and pricing structures. Students will learn vineyard and wine-making techniques utilized to achieve certain styles of wine.
<b>MKT 311</b>	<b>PRINCIPLES OF MARKETING</b> The objective of this course is to introduce students to the important issues undertaken by marketers. Students will learn the language of marketing and the basic elements of a marketing analysis. Students will be able to identify, define, and examine the process of developing the components of the marketing mix, and explain how marketing managers use these components to gain competitive advantage within a socially responsible and ethical environment.
<b>MATHEMATICS</b>	
<b>MTH 270</b>	<b>ORDINARY DIFFERENTIAL EQUATIONS</b> Ordinary differential equations (ODE's) and systems of ODE's. Existence, uniqueness and stability of solutions; first and second order ODE's; applications; the Laplace transform; numerical methods; systems of ODE's; solutions of linear equations with constant coefficients; qualitative results.
<b>MTH 350</b>	<b>EXPERIMENTAL STATISTICS</b> This course introduces key concepts in probability and statistics with engineering applications. Emphasis is placed on modeling variation in observations, characterizing its distribution, and making inferences with regards to quality assurance and control. Fitting multivariate models, experimental design and hypothesis testing are all critical skills developed in the course.
<b>PHILOSOPHY</b>	
<b>PHI/POL 312</b>	<b>ETHICS IN SOCIETY</b> From the perspective of selected topical issues of politics and society, students will be encouraged to develop an enhanced critical awareness of how major political and social thinkers in the past have treated the relationship between individual and society. The course will thus include the study of prominent texts in moral and political philosophy (from Plato and Aristotle to authors of the twentieth century), but it will also aim directly to improve students' analytical skills for understanding conflicts that commonly arise in the practice of citizenship, while also helping them to develop a finer appreciation the significance of social change and of cultural diversity, in an emergent global society.
<b>PHI/BUS/MGT 371</b>	<b>CORPORATE SOCIAL RESPONSIBILITY</b> This course examines principles of social responsibility, ethics, law, and stakeholder theory as they apply to organizations domestically and abroad. Coverage includes business ethics; individual versus societal interests; labor and employment issues; consumer protection; discrimination and diversity; the natural environment; politics, public policy, and government regulation of business. Particular attention is given to developing moral reasoning skills.
<b>POLITICAL SCIENCE</b>	
<b>POL/IRL 303</b> <i>New!</i>	<b>INTERNATIONAL RELATIONS</b> International relations encompasses more today than just relations between governments. This course will place the emphasis on the various actors in international relations. Central to the course are utilizing the advantage of living abroad for a semester. This includes following closely current events and attending local conferences.
<b>POL/ECO 308</b> <i>New!</i>	<b>INTERNATIONAL ECONOMICS AND THE EUROPEAN UNION</b> The European Union (EU) is a unique political and economic construction. For many economists, its defining characteristic is its four freedoms of movement of goods, services, people, and capital within the world's largest single market. Nineteen member states have gone even further in economic integration and share a common currency, the euro. The EU's policies influence the everyday lives of those who live inside and outside its borders. This course will study the benefits and costs for the people of the EU, and indeed the world, of this 'ever closer' union using the tools of international economics. Its focus is the economic integration of Europe from the end of the Second World War to the present day.
<b>POL/PHI 312</b>	<b>ETHICS IN SOCIETY</b> From the perspective of selected topical issues of politics and society, students will be encouraged to develop an enhanced critical awareness of how major political and social thinkers in the past have treated

	<p>the relationship between individual and society. The course will thus include the study of prominent texts in moral and political philosophy (from Plato and Aristotle to authors of the twentieth century), but it will also aim directly to improve students' analytical skills for understanding conflicts that commonly arise in the practice of citizenship, while also helping them to develop a finer appreciation the significance of social change and of cultural diversity, in an emergent global society.</p>
<p><b>POL/IRL 318</b> <i>New!</i></p>	<p><b>THE ISRAELI-PALESTINE CONFLICT</b> This course addresses the causes and evolution of the Arab-Israeli conflict from the 19th century to the present. It provides an in-depth understanding of the conflict by exploring its history and the narratives of the parties. We will follow a timeline beginning with the inception of the conflict. We will study the 1948 War, the various armed confrontation which pitted Israel against its neighboring countries. We will address the various attempts at peace. We will do so by addressing the international, historical and political developments. A particular focus of the course will be the Israeli and Palestinian societies, their history and their culture.</p>
<p><b>POL/IRL 331</b> <i>New!</i></p>	<p><b>HUMAN RIGHTS, MIGRATION, AND GLOBAL CIVIL SOCIETY</b> How have globalization and transnational human rights issues impacted the standing and practices of civil society in the global struggle for social justice? How have media technologies transformed civil society and cross border activism in the quest for safeguarding indivisible and interdependent rights? In this context, migration and refugee protection continue to challenge and expose the limitations of our current global governance to defend and promote the universal human rights of all peoples. In this course, students will learn about contemporary migration processes at the core of human rights debates, comprehending the increasingly visible, and sometimes invisible, role of global civil society.</p>
<p><b>POL/IRL 332</b> <i>New!</i></p>	<p><b>GLOBAL MOBILITY, DISPLACEMENT, AND HUMAN RIGHTS ADVOCACY</b> As the international community grapples with unparalleled levels of displacement, this course aims to explore the intricacies of the movement of people across borders and the intersection of international institutions' work to safeguard human rights. Through an anthropological approach and practical methodologies, this course critically examines all forms of historical and contemporary global displacement, its main causes and effects on the livelihood of individuals, thus enabling students to comprehend in depth the particular challenges faced by displaced populations throughout their entire migration process.</p>
<p><b>POL/HIS 336</b></p>	<p><b>POLITICAL HISTORY OF CONTEMPORARY SPAIN</b> The object of this course is to analyze the principal institutions, actors and issues in contemporary Spanish government and politics. The course has four broad themes: first, the collapse of the Francoist dictatorship and its replacement by a constitutional parliamentary democracy; second, the key actors and institutions in Spanish government under democracy, third, the evolution of politics and policies in Spain over the last three decades, and finally, the nature of the country's current economic and political crisis.</p>
<p><b>POL/IRL 404</b> <i>New!</i></p>	<p><b>INTERNATIONAL MIGRATION: BORDER SECURITY AND TRANSNATIONAL COOPERATION</b> The aftermath of the 2015 migration and refugee crisis has raised serious questions as to what extent European Union (EU) member states have unilaterally agreed upon border security strategies and transnational cooperation to address the arrival and reception of migrants and refugees. Intending to highlight the complex juncture of political dilemmas, legal responsibilities, and moral obligations at the core of these issues, this course equips students with the comprehensive framework to critically understand and assess the following intricate dynamic. On one hand, the significance of preserving national security and enhancing regional cooperation, while equally abiding by international law and upholding commitments to protect fundamental rights on the other. In a similar light, through interdisciplinary perspectives and systems thinking, students will be able to articulate the specific contexts in which migratory processes to Europe take place and in parallel, address aspects of colonial legacy, historical political ruptures, and continuities within the continent. With a focus on the Iberian Peninsula and the North African region, students will experience closely the tortuous relationship between Spain and Morocco, studying the countries' political ties and most importantly, their strategic geography as both the gateway to the promise of safety within the EU and a perilous passage for an unprecedented number of migrants and refugees.</p>
<b>PSYCHOLOGY</b>	
<p><b>PSY 328</b></p>	<p><b>POSITIVE PSYCHOLOGY AND HAPPINESS</b> This course reviews the history and key concepts of positive psychology and the contributions this new field has made to several traditional research areas in psychology. Areas of controversy (e.g., what is</p>

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	happiness, how should we measure it, what determines it, can and should we deliberately increase it) will be critically examined, with consideration given to conflicting viewpoints and their respective empirical support. Throughout the course we will also engage in experiential learning and practical exercises to increase well-being, which will inform our theoretical and empirical understanding of important questions in positive psychology.
<b>PSY 332</b>	<b>CROSS-CULTURAL PSYCHOLOGY</b> This course offers an understanding of how culture influences our behavior from a cultural psychology perspective. Through the lenses of cultural psychology, we consider how embedded culture is in our lives, how vital a cultural perspective is in understanding the lives of others and the importance of a cultural lens in academic psychology. It is a unique opportunity for you to combine academic learning with personal development: understand the influence of your culture on your behavior, your intercultural interactions and your cultural adjustment during your study abroad period and eventually your personal and professional life on returning home. Being in a new cultural context while learning about cultural psychology promotes self-awareness and learning and brings many concepts to life. Development of cultural awareness, sensitivity and competence is facilitated.
<b>PSY 353</b>	<b>SENSATION AND PERCEPTION</b> Learn how the human body turns different physical stimuli into neural impulses (sensation), and how the brain receives and interprets these impulses (perception). The Focus will be on commonalities between senses as a guide to understanding how the brain interprets data about the external world.
<b>PSY/BIO 360</b>	<b>BIOLOGICAL PSYCHOLOGY</b> The course begins with brief overviews of the structure of the central nervous system, basic principles of nervous conduction and synaptic transmission, neurotransmitter systems, and basic techniques used in biological psychology research. We will then review current knowledge on the biological substrates of a range of behaviors and mental processes, including perception, memory, emotion, and sleep. The course will also examine the biological basis of a variety of neuropsychological disorders and forms of mental illness, including addiction, depression, and anxiety. Finally, the course will take advantage of its location in Madrid to understand biological psychology within a Spanish cultural and scientific context.
<b>PSY/MGT 363</b>	<b>PSYCHOLOGY AND THE WORKPLACE</b> Application of psychological theory/research to recruitment, personnel selection, training/development, job design, work group design, work motivation, leadership, performance assessment, and job satisfaction measurement. Industrial/organizational psychology is the application of the scientific study of human behavior and thinking to work organizations. I/O psychology is both an academic discipline and a professional discipline; thus, in this class we focus on the research and the application of research findings to practical problems in the workplace. I/O psychologists are concerned with the recruitment, selection, training, motivation, and job performance of individuals at work. They are also involved in issues such as teamwork, leadership, and job attitudes.
<b>PSY 410</b>	<b>HEALTH PSYCHOLOGY</b> Recent advances in psychological, medical, and physiological research have led to a new way of thinking about health and illness and understanding that our health is not only the product of biological processes but also of psychological, behavioral and social processes. Health psychology is a relatively young field of study that examines the relationship between psychology and health. The course highlights differences between health psychology and the biomedical model and examines the kinds of questions asked by health psychologists like: How our personality may affect our health? What does stress do to our health? What psychological and social factors cause people to behave in unhealthy ways? What can psychologists do to help cure illness? Are there ethnic and gender variations in health? Does it matter how your doctor talks to you?
<b>RELIGIOUS STUDIES</b>	
<b>REL 301</b>	<b>PROBLEM OF GOD</b> This course offers a critical assessment of the contemporary relevance and plausibility of belief in God, against the background of an historical review of attempts to propose its philosophical basis and justification. Students will be invited to critically reflect on such perennial questions as: What is evil? Does God exist? What is the good life? Why do we have religion? What is the relationship between religion and science? Particular attention will be paid to situating the human spiritual experience within the philosophical discourse of modernity, assessing religious faith within the context of major political, social, and intellectual upheavals of our time.
<b>REL 312</b>	<b>THE CHILDREN OF ABRAHAM: JUDAISM, CHRISTIANITY, AND ISLAM</b>

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	<p>This course is a comparative study of the three Abrahamic religions; Judaism, Christianity and Islam. It examines the shared aspects as well as the distinct elements of these religions, and shows that sometimes these traditions work together and sometimes they are at odds with each other. The course first introduces the three Abrahamic religions emphasizing their common source. Then it compares them along thematic lines, and finally it examines the way these three major traditions impact the modern West and the Middle East specifically. Among the themes to be discussed are: Abraham, scripture and tradition, law, the creation, God, worship, mysticism, the house of God, the tradition of head covering, homosexuality, Jerusalem, and the end of times.</p>
<b>SOCIOLOGY</b>	
<b>SOC 314</b> <i>New!</i>	<p><b>SERVICE LEARNING EXPERIENCE</b> Students enrolled in the course earn first-hand experience at a service learning placement in a nonprofit, NGO, or similar organization dedicated to advocacy or policy change. Students are expected to complete a minimum of 120 total hours at their placement under supervision, in addition to successful completion of the Service Learning Experience seminar under IAU Madrid faculty guidance.</p>
<b>SOC/SPA 337</b> <i>Taught in Spanish</i>	<p><b>SPAIN AND THE AMERICAS: A CULTURAL PERSPECTIVE</b> This transatlantic and interdisciplinary course is designed with the objective of allowing students to delve into the cultural history of the relationship between Spain, the United States, and Latin America. The course will focus specifically on the contemporary period: from the mid-nineteenth century until the beginning of the twenty-first century.</p>
<b>SOC/LIT 349</b>	<p><b>BORDERS, MEMORY, IDENTITIES: CULTURAL REPRESENTATIONS OF CONTEMPORARY MIGRATIONS IN EUROPE</b> This course offers an introduction to the different cultural representations of contemporary migrations into and within Europe. The emphasis will be given to the study of the realities and their cultural representations of both emigration and immigration and the sociocultural and cognitive effects migration may have on migrants as well as on European citizens and national institutions. Forced migration towards Europe has had a deep cognitive and emotional impact on the migrant subjects, shaping their individual and collective identity. It has even disrupted not only migrants' own conscience, but also the way that national governments in Europe and worldwide have perceived what now is referred to in the media as the refugee crisis. The main influx on non-European migrants has been mainly through: a) Greece and the Balkans countries, b) Libya and Italy, and c) the Spain's African territories (Ceuta and Melilla) into Andalusia. The extent that it is relevant, the textual and cultural representations of both emigration and immigration in Europe will be studied in relation to their historical and social backgrounds as well as from an interdisciplinary and an international perspective.</p>
<b>SPANISH LANGUAGE &amp; CULTURE</b>	
<b>SPA 101</b>	<p><b>BEGINNING SPANISH I (4 credits)</b> Intensive practical introduction to Spanish for those with little or no previous study.</p>
<b>SPA 102</b>	<p><b>BEGINNING SPANISH II (4 credits)</b> Intensive practical study of more advanced components of the Spanish language for those who have completed the equivalent of one semester of college-level Spanish.</p>
<b>SPA 201</b>	<p><b>INTERMEDIATE SPANISH I (4 credits)</b> Continued development of competence in reading, writing, speaking, and understanding spoken Spanish. Intended for students who have completed the equivalent of one year of college-level Spanish.</p>
<b>SPA 202</b>	<p><b>INTERMEDIATE SPANISH II (4 credits)</b> Continued development of competence in more advanced elements of reading, writing, speaking, and understanding spoken Spanish. Intended for students who have completed the equivalent of three semesters of college-level Spanish.</p>
<b>SPA 300</b>	<p><b>CONVERSATION</b> A course designed for students who wish to enhance their command of spoken Spanish, including building vocabulary and expanding the use of more advanced grammatical structures. This course does not accept students who already have high intermediate or advanced oral proficiency in the language. A brief interview with the instructor is required for admission.</p>
<b>SPA 301</b>	<p><b>ADVANCED GRAMMAR AND COMPOSITION</b> This course includes a detailed review of Spanish grammar and a rigorous writing component which will allow the student to perfect Spanish composition skills through drafts, revisions, and final projects.</p>

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SPA 307	<p><b>INTRODUCTION TO HISPANIC LINGUISTICS</b></p> <p>This course serves as an introduction to the formal linguistic analysis of the Spanish language. It surveys key areas of the field of Spanish Linguistics, including Phonology and Phonetics, Morphology, and Syntax. Additional topics (Historical Linguistics, Semantics, Psycholinguistics, Dialectology, Bilingualism, etc.) in the context of the Spanish language may also be covered.</p>
SPA 312	<p><b>SPANISH FOR THE WORKPLACE</b></p> <p>The course is specifically designed to improve students' oral and written business communication skills through language immersion and study of the local cultural and work environment. In addition to academic study, the course will provide an overview of Spanish social culture as it applies to the professional workplace, focusing on specific fields of expertise that are of interest to the students.</p>
SPA/HIS 327 <i>Taught in Spanish</i>	<p><b>SPANISH CIVILIZATION AND CULTURE</b></p> <p>This course starts with a view of the Spanish history, and then examines the different cultures within Spain: Castilian, Catalan, Basque and Galician; focusing mainly on language, nationality, and political implications. The rest of the course will travel throughout the various aspects of the Spanish Civilization, understanding civilization as lifestyle and society (family, immigration, youth, economic crisis, politics, etc.), and also the various artistic ways of expression (painting, architecture, literature, music and cinema). By using concepts from these various subjects, students will study how Spain changed from being a polarized country to an allegedly reference in the West.</p>
SPA/SOC 337 <i>Taught in Spanish</i>	<p><b>SPAIN AND THE AMERICAS: A CULTURAL PERSPECTIVE</b></p> <p>This transatlantic and interdisciplinary course is designed with the objective of allowing students to delve into the cultural history of the relationship between Spain, the United States, and Latin America. The course will focus specifically on the contemporary period: from the mid-nineteenth century until the beginning of the twenty-first century.</p>
SPA/INT 341	<p><b>GLOBAL INTERNSHIPS</b></p> <p>This experience is designed to immerse students in a multicultural professional space. A special effort is placed on helping students develop the skills required to enter the professional world and navigate cross-cultural entrepreneurial environments. This hands-on experience is complemented by an academic component, which guides students through the experience and helps them strategically reflect on challenges, accomplishments, and personal and professional development. Students are intentionally placed based on interests and skillsets with the aim to build their professional network through industry-specific training. <i>Students will need at least an intermediate level of Spanish to participate in an internship; it is recommended that students take 12 credits total, including the three-credit internship.</i></p>
SPA/LIT 352 <i>New!</i>	<p><b>WRITING THE CITY: MADRID THROUGH ITS BARRIOS</b></p> <p>Taking Madrid's diverse neighborhoods as our point of departure for exploration, this course aims to have advanced students of Spanish work on perfecting their writing and speaking skills and on developing a unique voice in Spanish communication. Skills sets will focus on broadening Spanish language vocabulary, deepening understanding of style and narrative register, and gaining greater self-confidence in communicative situations. Exercises are designed to have students engage and write about Madrid's many neighborhoods and their identities, while exploring one's own relationship to these spaces. Fieldwork and activities will necessarily take students to Madrid's <i>barrios</i>.</p>
SPA/FLM/HIS 359	<p><b>CONTEMPORARY SPANISH HISTORY THROUGH FILM</b></p> <p>Spanish cinema provides an excellent route for understanding social and political change throughout the 20th and 21st Century. As the most important artistic medium of modernity, cinema allows one to construct and deconstruct many myths and identities. This course will analyze the most relevant Spanish film productions primarily as socio-historical documents (content). Topics in Spain may include the Republic and Civil War (Fernán Gómez and Buñuel), the '60s comic criticism of dictatorship (García Berlanga), and censorship (Lazaga), the transition to democracy (Garci and Almodóvar), and the new '90s cinema (Amenábar, de la Iglesia, Medem, Coixet, and Bollaín).</p>
SPA/ART 368 <i>New!</i>	<p><b>ART AND ACTIVISM</b></p> <p>In this course we will explore and investigate cultures of protest and their artistic and aesthetic expression in contemporary Spain. We will garner understanding for the intersections between art and politics, and learn to analyze cultural material in activist archives, museums, and cultural centers in Madrid. At the same time, we will question New Social Movements from a comparatist perspective by investigating the place of activism in relation to contemporary history, society, and politics both locally and globally. Students will acquire vocabulary and critical frameworks in advanced Spanish to analyze the cultures of protest in archives.</p>

<b>SPA/ARH 411</b> <i>New!</i>	<p><b>CULTURE LAB</b></p> <p>Taught in Spanish with workshop and lecture components. Conducted in the style of a laboratory, this class will take up contemporary debates on literary, artistic, and cultural works from Medieval Iberia to contemporary Spain, allowing students to acquire and practice the tools to analyze Iberian cultures and their margins. Students will be expected to develop their own guided, independent analyses of cultural material in the laboratory, which aims to prepare students in the preliminary exploratory phase for a research project or honors thesis in a subsequent semester. Study visits to museums, galleries, and cultural institutions form an integral part of the course, allowing students to have contact with primary materials and archives whenever possible.</p>
<b>WINE &amp; GASTRONOMY STUDIES</b>	
<b>WGS/MKT 302</b>	<p><b>WINE MARKETING AND SENSORY ANALYSIS</b></p> <p>This course is a combination of lecture and professional tasting to analyze the quality levels, marketing of wine, import and export, sales positioning, and pricing structures. Students will learn vineyard and wine-making techniques utilized to achieve certain styles of wine.</p>