



INSTITUTE FOR AMERICAN UNIVERSITIES
COURSE OFFERINGS – BARCELONA, SPAIN
FALL 2021

INTERNSHIPS / CONSULTING PROJECTS		
INT/SPA 341	<p>GLOBAL INTERNSHIPS</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. The 3-credit internship is 120 hours accompanied by academic, professional development and evaluative components.</p>	3 Credits <i>Schedule is set between student and internship</i>
CON/BUS/ COM 342	<p>GLOBAL CONSULTING PROJECTS</p> <p>In this course, students apply the core elements of organizational consulting to real-life scenarios across a variety of industries. A large part of the course contains an industry-specific consulting project led by a professor in partnership with international organizations, where the organizations present a problem for the students to solve. Students work in groups and use strategic consulting practices to provide recommendations on how the organization can optimize the social, managerial, and technological aspects of organizational performance. At the end of the course, students share their recommendations with the organization through a professional presentation.</p>	3 Credits <i>TBD</i>
ARCHITECTURE / ART / ART HISTORY		
ARH 320	<p>PICASSO, MATISSE, DALI AND THE MEDITERRANEAN</p> <p>The work of these three international artists with distinct cultural roots is explored on an individual basis within the wider framework of European art movements. In each case, students will study the acceptance and/or rejection of tradition, the interaction with Spanish art and artists, and personal experience. The course will also pay special attention to the role of both outside stimuli (war, relationships) and inner forces (imagination).</p>	3 Credits <i>Th 12:10-15:20</i>
ART 311	<p>CAPTURING BARCELONA THROUGH PHOTOGRAPHY</p> <p>This course is designed to introduce photography as a fine art and a means of personal expression. The emphasis in this course is on the elements of composition and editing for a final quality black and white image. Areas of concentration include: creativity, composition, analyzing/critiquing the work of others and the use of computer/digital imaging/editing. Additional fee required.</p>	3 credits <i>T 14:00-17:00</i>
ART 323	<p>WRITING THE CITY</p> <p>The course explores the craft of Creative Writing in relation to the city, and explores the particular challenges of writing about place. We will examine different aspects of the city in relation to Barcelona narratives including the old city, travel, urban spaces, solitude, politics, ethnicity, particular boroughs and characters (both fictional and real) as well as making use of practical exercises and field work. <i>*Cross-listed course</i></p>	3 Credits <i>T 12:10-15:20</i>

Course offerings and times subject to change



BUSINESS		
BUS 301	<p>INTERNATIONAL BUSINESS TODAY AND TOMORROW</p> <p>Businesses face a new dynamic, one that poses significant challenges as well as opportunities—the need to “green” their products and services. Many analysts forecast that environmentally driven businesses will represent one of the world’s major forces and industries in the 21st century. This course also analyses issues of constant change by focusing on the internet and robotics, info-tech and social media in the promotional mix, legal and ethical practice, entrepreneurial activity, socially responsible business and business culture and etiquette.</p>	3 Credits <i>Th 8:50-12:00</i>
BUS 303	<p>INTERCULTURAL MANAGEMENT</p> <p>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.</p>	3 Credits <i>M 12:10-15:20</i>
BUS 304	<p>BUSINESS ETHICS</p> <p>This course investigates ethical problems in business practice. Topics include personal morality in profit-oriented enterprises; codes of ethics; obligations to employees and other stakeholders; truth in advertising; whistleblowing and company loyalty; self and government regulation; the logic and future of capitalism; and the changing responsibilities of the manager in a rapidly globalizing business environment.</p>	3 Credits <i>M 12:10-15:20</i>
BUS 305	<p>GLOBAL MARKETING</p> <p>Exploration of basic knowledge of global marketing focusing on the impact of environment on the strategies used by firms and understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies.</p>	3 Credits <i>M 8:50-12:00</i>
BUS 310	<p>INTERNATIONAL WINE TRADE</p> <p>The "International Wine Trade" course provides students with an understanding of the business aspects of the global wine trade. Subjects include business planning, finance, supply chain management, wine as an alternative investment and how the media affects the pricing and buyer/seller cycle of wine industry. Additional fee required. <i>*Cross-listed course</i></p>	3 Credits <i>T 17:20-20:30</i>
BUS 319	<p>MARKETING AND DISTRIBUTION CHANNELS</p> <p>Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Marketing and distribution channels management is an essential aspect of commercial activities. Today’s ever more complex and challenging competitive scenario makes it necessary for organizations to know how to effectively select and manage marketing channels creating partnerships capable of generating value and trust and avoiding conflicts. This course will help students how to develop marketing channel plans, enabling an organization to increase sales, margins and the levels of collaboration with channel partners.</p>	3 Credits <i>T 8:50-12:00</i>
BUS 328	<p>FASHION BUSINESS AND PRODUCT STRATEGY</p> <p>This course is designed to give students an insight into fashion industry practices, providing a strategic view of how fashion products work, and an overview of the whole cycle from textile stage to retail - the moment when the final product reaches the consumer. Students will learn about product processes and strategies, such as product development, materials, planning, sourcing, fashion management, buying, sustainability, fast fashion X slow fashion and market differentiation, through real case studies. The program also proposes a reflection about consumption, fair trade, environmental issues and recycling, debating current and emerging perspectives, design approaches and business strategies.</p>	3 Credits <i>W 8:50-12:00</i>

Course offerings and times subject to change



BUS 358	SPORTS IN CATALONIA, SPAIN AND EUROPE – A CULTURAL APPROACH Sport is an integral part of Spanish society that affects all levels of life from social institutions to government and law. A recent example of this is the Catalan government deciding to ban bullfighting – an age-old tradition that demands great respect in other parts of Spain. This course uses sport as a prism to understand the Spanish society. We begin with a theoretical foundation of sport and society, then delve more specifically into sports in Spain and Catalonia covering topics such as history, politics, gender, gambling, racism, media influence, violence, and identity. <i>*Cross-listed course</i>	3 Credits <i>M 12:10-15:20</i>
ECO 327	THE POLITICAL ECONOMY OF EUROPEAN INTEGRATION This course will introduce students to the main issues of economics and politics of European integration by using an economic approach. The course addresses key economic questions that arise from the process of integration. This course draws on a core textbook, articles from journals and other documents. Student will be oriented in the most up to date policy discussion about European integration. By the end, students will be able to apply and relate conceptual and theoretical knowledge underpinning the course of the economic and political process of European integration. <i>*Cross-listed course</i>	3 credits <i>W 8:50-12:00</i>
ECO 342	INTERMEDIATE MICROECONOMICS The objective of the course is to provide an understanding of how fundamental economic theory can be applied to decision making within the firm. Elements of microeconomic theory that support efficient business decisions will be stressed. This course presents a curated set of key topics from microeconomic theory and applies them to businesses and other organizations. These topics include decision-making under uncertainty, economic costs, pricing, and the basics of strategic interactions between competitors. The course should enhance your understanding of how firms maximize profits and markets operate as well as develop your capability in making economic predictions.	3 Credits <i>W 15:30-18:40</i>
ECO 343	INTERMEDIATE MACROECONOMICS This course provides an introduction to Macroeconomics. In Macroeconomics an entire national economy performs in a world of constrained choice is studied. This course provides an overview of the following macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed, as are public debt and international economic issues. This course also introduces basic models of macroeconomics and illustrates principles with the experience of the United States and other economies. The insights of Keynesian and classical theories will be integrated. During the course a variety of simple models will be presented. As macroeconomics is an empirical discipline the course will cover case studies and statistical data interpretation. Special attention will be given to current European developments. By the conclusion of this course, students will be able to understand newspaper and magazine articles on current macroeconomic issues and have an understanding of the tradeoffs inherent in macroeconomic policymaking.	3 Credits <i>M 15:30-18:40</i>
FIN 301	INTERNATIONAL FINANCE The International Finance module provides an understanding of finance in the international context. In a globally integrated world, it has become imperative to trade, invest and conduct business operations internationally. The course exposes the students to the opportunities and risks associated with international finance. As the world has become more integrated due to deregulation of financial markets, product innovation and technology, capital markets have kept pace with this integration. The study of international finance has therefore become essential and builds upon the understanding of theoretical concepts of finance and their adaptation to the international context. The course coverage includes historical perspectives and foundations of international finance, the foreign exchange markets and exchange rate determination, exposure management, financial management of a multinational firm.	3 Credits <i>W 15:30-18:40</i>

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	The course also helps students examine the current economic landscape through topical discussions of current economic and political development and their impact on international finance.	
MGT 311	<p>OPERATIONS MANAGEMENT</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>	3 Credits <i>Th 15:30-18:40</i>
MKT 302	<p>WINE MARKETING AND ANALYSIS</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 winemaking techniques utilized to achieve certain styles of wine. Course includes Field Studies to wineries and vineyards. Additional fee required. *Cross-listed course</p>	3 Credits <i>Th 15:30-18:40</i>
COMMUNICATIONS AND MEDIA STUDIES		
COM 316	<p>MEDIA AND CONFLICT</p> <p>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. *Cross-listed course</p>	3 Credits <i>M 8:50-12:00</i>
COM 317	<p>COMMUNICATION AND GENDER</p> <p>This course examines gender as a cultural communication practice that simultaneously reflects and enacts the culture in which it occurs. That is, gender is positioned as something that we do—via communication— rather than what we are. In order to understand and consider critically gender as communication, this course examines the difference between sex and gender, the intersection of gender and culture, and theories of how we become gendered. We will examine the ways in which social and political meanings attached to gender are communicated in various cultural institutions, practices, and contexts; and we will also consider how issues such as identity, representation, race, sexuality, class, and power bear on gender.</p>	3 Credits <i>W 15:30-18:40</i>
ENVIRONMENTAL SCIENCE / GEOGRAPHY		
GEO 345	<p>Analyzing and Exploring the Global City</p> <p>Multi-disciplinary course that analyzes the cultural history of Barcelona as a reflection of the politic and cultural history of contemporary Spain. Field study excursions and dynamic interaction with city environment are part of the course, which incorporates Urban Studies, Hispanic Studies, Cultural Studies, and Anthropology.</p>	3 Credits <i>M 15:30-18:40</i>
HISTORY		
HIS 326	<p>SPANISH CIVILIZATION AND CULTURE</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</p>	3 Credits <i>W 15:30-18:40</i>

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	lifestyle and society (family, immigration, youth, economic crisis, politics...), 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.	
HIS 327 In Spanish	SPANISH CIVILIZATION AND CULTURE 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...), 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. <i>*Cross-listed course</i>	3 Credits <i>W 12:10-15:20</i>
LANGUAGE		
SPA 101	BEGINNING SPANISH I Intensive practical introduction to Spanish for those with little or no previous study.	4 Credits <i>Th 8:50-12:00</i>
SPA 102	BEGINNING SPANISH II 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.	4 Credits <i>M 8:50-12:00</i>
SPA 201	INTERMEDIATE SPANISH I 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.	4 Credits <i>T 8:50-12:00</i>
SPA 202	INTERMEDIATE SPANISH II 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.	4 Credits <i>TBD</i>
SPA 300	CONVERSATION 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.	3 Credits <i>T 8:50-12:00</i>
SPA 327	SPANISH CIVILIZATION AND CULTURE 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...), 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. <i>*Cross-listed course</i>	3 Credits <i>W 12:10-15:20</i>
LITERATURE / CREATIVE WRITING		

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ART 323	WRITING THE CITY The course explores the craft of Creative Writing in relation to the city and explores the particular challenges of writing about place. We will examine different aspects of the city in relation to Barcelona narratives including the old city, travel, urban spaces, solitude, politics, ethnicity, particular boroughs and characters (both fictional and real) as well as making use of practical exercises and field work.	3 Credits <i>T 12:10-15:20</i>
PHILOSOPHY		
PHI 312	ETHICS IN SOCIETY 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.	3 Credits <i>W 12:10-15:20</i>
POLITICAL SCIENCE / INTERNATIONAL RELATIONS / SOCIOLOGY		
IR 316	MEDIA AND CONFLICT 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. <i>*Cross-listed course</i>	3 Credits <i>M 8:50-12:00</i>
POL 327	THE POLITICAL ECONOMY OF EUROPEAN INTEGRATION This course will introduce students to the main issues of economics and politics of European integration by using an economic approach. The course addresses key economic questions that arise from the process of integration. This course draws on a core textbook, articles from journals and other documents. Student will be oriented in the most up to date policy discussion about European integration. By the end, students will be able to apply and relate conceptual and theoretical knowledge underpinning the course of the economic and political process of European integration. <i>*Cross-listed course</i>	3 Credits <i>W 8:50-12:00</i>
POL 357	NATIONALISM IN COMPARATIVE PERSPECTIVE This course studies the relationship between states and nations in both a theoretical and comparative perspective with a particular focus on the Catalan, Basque and Spanish experiences. It analyzes state- building processes and the development of nationalism, as well as the social, economic and technological conditions behind its emergence, transformation and contrasting discourse. The course aims at providing a solid theoretical background on the subject of nationalism as well as introducing the students into the social and political reality that permeates in Spain's daily life and shapes Spaniard's political mind-frames and identities. <i>*Cross-listed course</i>	3 Credits <i>W 8:50-12:00</i>
PSYCHOLOGY		
PSY 230	HUMAN SEXUALITY Past and present analysis on research and historical underpinnings influencing the cultural evolution of sexuality across cultures will be discussed. Sexual behaviors and identity will be discussed through personal development, culture, biological influences as well as the influence of attitudes, behaviors, knowledge, practices and myths on human sexuality. Course content will also examine sexuality throughout different developmental stages, fertility, reproduction, sexual functioning and privilege,	3 Credits <i>Th 12:10-15:20</i>

Course offerings and times subject to change



	socialization, dating, marriage, family, sexual orientation, non-traditional relationships, contraceptives and sexual responsibility. Interviews and lectures with mental health professionals will be provided as opportunities to students throughout the course to learn more about what perceptions of mental health are in the context the course will be taken in (Barcelona, Spain).	
SOCIOLOGY/CROSS-CULTURAL STUDIES		
SOC 357	NATIONALISM IN COMPARATIVE PERSPECTIVE This course studies the relationship between states and nations in both a theoretical and comparative perspective with a particular focus on the Catalan, Basque and Spanish experiences. It analyzes state- building processes and the development of nationalism, as well as the social, economic and technological conditions behind its emergence, transformation and contrasting discourse. The course aims at providing a solid theoretical background on the subject of nationalism as well as introducing the students into the social and political reality that permeates in Spain's daily life and shapes Spaniard's political mind-frames and identities. <i>*Cross-listed course</i>	3 Credits W 8:50-12:00
SOC/CCS 358	SPORTS IN CATALONIA, SPAIN AND EUROPE – A CULTURAL APPROACH Sport is an integral part of Spanish society that affects all levels of life from social institutions to government and law. A recent example of this is the Catalan government deciding to ban bullfighting – an age-old tradition that demands great respect in other parts of Spain. This course uses sport as a prism to understand the Spanish society. We begin with a theoretical foundation of sport and society, then delve more specifically into sports in Spain and Catalonia covering topics such as history, politics, gender, gambling, racism, media influence, violence, and identity. <i>*Cross-listed course</i>	3 Credits M 12:10-15:20
WINE STUDIES		
WS 302	WINE MARKETING AND ANALYSIS 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 winemaking techniques utilized to achieve certain styles of wine. Course includes Field Studies to wineries and vineyards. Additional fee required. <i>*Cross-listed course</i>	3 Credits Th 15:30-18:40
WS 307	WINE AND FOOD PAIRING FOR THE SOMMELIER This course is a combination of lecture and professional tasting and wine and food pairing to Students will learn vineyard and winemaking techniques utilized to achieve certain styles of wine. Students will learn how the structure of wine and food complete a pairing. Course includes Field Studies to restaurants, wineries, guest chefs. Additional fee required.	3 Credits M 15:30-18:40 AT CAPACITY - CLOSED
WS 310	INTERNATIONAL WINE TRADE The "International Wine Trade" course provides students with an understanding of the business aspects of the global wine trade. Subjects include business planning, finance, supply chain management, wine as an alternative investment and how the media affects the pricing and buyer/seller cycle of wine industry. Additional fee required. <i>*Cross-listed course</i>	3 Credits T 17:20-20:30

Course offerings and times subject to change