



BARCELONA SUMMER PROGRAM SUMMER 2022 COURSES

INTERNSHIPS & CONSULTING PROJECTS: May 22– July 17 (8 weeks)

SESSION A: June 5– July 17 (6 weeks)

SESSION B: June 5– June 26 (3 weeks)

SESSION C: June 26– July 17 (3 weeks)

Session	Dates	Length	# of courses chosen from session(s)	Total # of Credits
Internships & Consulting Projects	May 21 – July 16	8 weeks	2 courses	6
A	June 4 - July 16	6 weeks	2-3 courses from sessions: A A+B A+C B+C Or A+B+C	6-9
B	June 4 - June 25	3 weeks	1 course from session B	3
C	June 25 - July 16	3 weeks	1 course from session C	3

INTERNSHIP & CONSULTING PROJECTS: May 21 – July 16 (8 weeks)

Students can choose 1-2 courses (3-6 credits)

See above chart for more information

Except where noted, all courses carry 3 credits.

INT/SPA 341A	<p>GLOBAL INTERNSHIP (3 OR 6 CREDITS) – <i>Virtual and/or In-Person</i></p> <p>Internship positions are available in various enterprises from small local businesses to regional chains to multi-nationals with offices in the Barcelona region. Students work either 20-22 hours (part-time, 3 credits)* or 32-35 hours (full-time, 6 credits) at the internship site each week, in addition to participating in a weekly academic seminar with their professor and submitting regular written reports. Note that there is no minimum language requirement for students interested in interning in Barcelona, Spain, although those with experience with Spanish will have a greater range of placement opportunities. Students should provide their resume and response to the Internship Questionnaire when applying for an internship placement in Barcelona. The internship program is designed to immerse the student in a multicultural professional space and a special effort is therefore made on helping student develop the skills required to enter the professional world and navigate in a cross-cultural entrepreneurial environment. The empiric part of the experience will be accompanied by a strong academic support and a close individual follow up.</p> <p>*For students who select the part-time internship, they will also select one 3-credit IAU course for a total of 6 credits during the 8-week summer term.</p>	8 weeks
CON 342V	<p>GLOBAL CONSULTING PROJECTS (3 CREDITS) – <i>Virtual Course</i></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 company 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 virtual professional presentation. <i>Note: In order to enroll in 6 credits during this 8-week summer term, students will also select one 3-credit IAU course to take in addition to CON 342.</i></p>	8 weeks (virtual)

Course times and offerings are subject to change

SESSION A: June 5 – July 18 (6 weeks)
Students in Session A can choose 2-3 courses from Sessions A, B and C.
See above chart for more information.
(6-9 credits)

Except where noted, all courses carry 3 credits.

ART/ART HISTORY

ARH 320A SESSION A	PICASSO, MATISSE, DALI AND THE MEDITERRANEAN 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).	6 weeks
ART 311A SESSION A	CAPTURING BARCELONA THROUGH PHOTOGRAPHY This course will explore digital photography as a tool to view different aspects of Spanish society (and ourselves within that society) through various photographic exercises and assignments. Students will receive the tools to read photography and construct an idea through images. At the end of the course the students will produce a portfolio of the work done. Lectures will cover the History of Photography, with a special attention to photo-reportage, Spanish photographers, technical aspects related to photography production. The course introduces technical process of digital photography, from camera operation and the essential techniques of image capture with camera, image management with imaging related software. Classroom discussions and assigned readings will help student develop the critical skills used to understand how photographs function aesthetically and conceptually as how they are used in contemporary society and culture. Extra fee required.	6 weeks
ART 323A SESSION A	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.	6 weeks
ACT 320A SESSION A	ARCHITECTURAL HISTORY OF SPAIN This course will look at the history of architecture and urban design in Spain. Beginning with a brief introduction of the ancient styles (from the first civilization of the Iberian Peninsula), it will focus on developments in architecture and urban planning in Spain from the first century A.D. until the contemporary period. Special attention will be paid to the 19 th and 20 th centuries in Barcelona, and several relevant field visits will be made.	6 weeks

BUSINESS

BUS 301A SESSION A	INTERNATIONAL BUSINESS TODAY AND TOMORROW 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.	6 weeks
BUS 303A SESSION A	INTERCULTURAL MANAGEMENT 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.	6 weeks
BUS 304A SESSION A	BUSINESS ETHICS 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.	6 weeks
BUS 305A SESSION A	GLOBAL MARKETING Exploration of basic knowledge of global marketing focusing on the impact of environment on the strategies used by firms and the understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies.	6 weeks
BUS 315A SESSION A	ADVERTISING AND SOCIETY This course introduces students to the linkages between advertising and society. It is premised on the belief that advertising helps shape human attitudes and behaviors, just as the latter two in turn help direct and shape advertising. The emphasis is however firmly on advertising as a shaping agent – how it influences individuals and societies, the dynamic nature of the relationship, and the impacts (both positive and negative) that advertising may have on individuals and societies. It takes a critical and dispassionate view of advertising, rather than a managerial or practitioner’s view. Various criticisms of advertising are flagged, and these are used as a basis for further coverage and discussion of the criticisms and issues raised.	6 weeks

Course times and offerings are subject to change

BUS 316 SESSION A	CONSUMER BEHAVIOR 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.	6 weeks
BUS 318 SESSION A	THE BUSINESS OF SOCIAL MEDIA Over the past decade, new digital platforms have profoundly changed how we live, work, and conduct business. The business world is undergoing fundamental changes in how consumers interact with brands and each other. Social media is changing how business is done around the world in almost every industry. Social media has helped give consumers a voice and connect them with their friends and other like-minded people, and it has also opened up numerous new communication channels available for brands to connect with current and potential audiences. Therefore, the importance of social media's role in modern marketing efforts can no longer be ignored. It's an integral component in almost all successful marketing strategies. With this increasing emphasis on integrated social media strategies, the importance for modern businesses to understand the need for a strategic social media presence cannot be understated. From creating an outlet to directly connect with consumers, to providing insight into buying behavior, to boosting SEO rankings, social media has evolved to serve as the glue that binds together and enhances a digital marketing strategy and the overall brand experience for consumers.	6 weeks
BUS 319A SESSION A	MARKETING AND DISTRIBUTION CHANNELS 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.	6 weeks
BUS 320A SESSION A	TRANSPORTATION AND LOGISTICS MANAGEMENT In today's global supply chains, manufactured products often travel across multiple countries and multiple states, using multiple modes of transportation, before reaching final customers. Along the way, these products are processed at a variety of inventory transfer points, and reconfigured and combined with other products with the goal of arriving intact at the right place and right time. Effectively managing these flows requires understanding the underlying economics of weight, volume, distance and velocity. It requires taking an end-to-end view of the logistics and transportation network to understand how changes in one link impact others. It also requires openness to change, including adopting new network designs and other innovations that promise to improve processes in fundamental ways.	6 weeks
ECO 342A SESSION A	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.	6 weeks
ECO 343A SESSION A	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.	6 weeks
FIN 301A SESSION A	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. 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.	6 weeks
MGT 311A SESSION A	OPERATIONS MANAGEMENT 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	6 weeks

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	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.	
MGT 318A SESSION A	ORGANIZATIONAL BEHAVIOR 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.	6 weeks
MKT 311 SESSION A	PRINCIPLES OF MARKETING The purpose of this course is to become familiar with the elements and techniques of Marketing, as well as with the methods used in a real marketing department. The course focuses on the execution of the Marketing plan within the market and consumer research framework and product and price policies. We pretend to offer a global Business Outlook and its fields of performance.	6 weeks
COMMUNICATIONS		
COM/IR 316A SESSION A	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.	6 weeks
COM 318A SESSION A	INTERCULTURAL COMMUNICATION 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.	6 weeks
FILM		
FLM 356A SESSION A	SPAIN AS SEEN THROUGH ITS MOVIES This course will investigate the ways in which film narratives interrogate the role of place, space, and culture in understanding Spain today. Students will learn how to critically examine the connection between content (Spain in global context), intertextual elements (theatre, painting, architecture), and overall cinematic form.	6 weeks
GEOGRAPHY		
GEO 303A SESSION A	ANALYZING AND EXPLORING THE GLOBAL CITY Multi-disciplinary course that analyzes the cultural history of Barcelona as a reflection of the political 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.	6 weeks
INTERNATIONAL RELATIONS / POLITICAL SCIENCE / SOCIOLOGY		
POL/SOC 357A SESSION A	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.	6 weeks
COM/IR 316A SESSION A	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 an entertainment coverage of crime, rumors, domestic politics, violence, and ethnicity.	6 weeks
LANGUAGE & CULTURE		
SPA 101A SESSION A	BEGINNING SPANISH I (4 CREDITS) Intensive practical introduction to Spanish for those with little or no previous study.	6 weeks
SPA 102A SESSION A	BEGINNING SPANISH II (4 CREDITS) 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.	6 weeks
SPA 201A SESSION A	INTERMEDIATE SPANISH I (4 CREDITS) 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.	6 weeks

Course times and offerings are subject to change

SPA 202A SESSION A	INTERMEDIATE SPANISH II (4 CREDITS) 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.	6 weeks
SPA/HIS 327A SESSION A <i>Taught in Spanish</i>	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.	6 weeks
SPA/FLM 366A SESSION A <i>Taught in Spanish</i>	SPAIN AS SEEN THROUGH ITS MOVIES This course will investigate the ways in which film narratives interrogate the role of place, space, and culture in understanding Spain today. Students will learn how to critically examine the connection between content (Spain in global context), intertextual elements (theatre, painting, architecture), and overall cinematic form.	6 weeks
PSYCHOLOGY		
PSY 304A SESSION A	HUMAN DEVELOPMENT IN A CULTURAL CONTEXT Study of human development from a psychodynamic perspective. The course draws extensively on the theories of such psychoanalytic thinkers as Freud, Melanie Klein, Wilfred Bion, and Donald Winnicott amongst others. The cultural context is that of a European academic approach to psychology in contrast to the behavioral/cognitive one more prevalent in the United States. Thus there will be no cross cultural comparisons nor will there be any cross theoretical comparisons: the body of theories on Human Development presented here comes from what is commonly referred to as " <i>The English School of Psychoanalysis</i> " whose major theoreticians are Melanie Klein and Wilfred Bion. The course will encourage reflection and debate of what is presented rather than the collecting of more and more facts and theories. The psychodynamic, i.e. psychoanalytic perspective means that emphasis will be placed at all times on the unconscious mind, the inner world and the infantile in the individual, as well as on processes of self reflection (Students should have a minimum of interest or curiosity about these topics to get anything out of the course.) Students should also bear in mind that some of the topics (psychosis, eating disorders, depression) and some clinical cases may be upsetting (even at a theoretical level, as the course is NOT about group therapy) and should weigh that as well in their selection of the course. Overall the emphasis is on identity formation and the attainment of a mind of one's own.	6 weeks
PSY 333A SESSION A	ABNORMAL PSYCHOLOGY This course examines the historical conception of abnormal psychology and what is culturally considered abnormal behavior. A connection is drawn from the historical foundations of abnormal psychology to present-day assessment, diagnosis, theory, research, causes and treatment of psychological disorders. A critical, interdisciplinary bio-psycho-social framework of understanding abnormal behavior will be used throughout the course. More specifically, biological or genetic causes, environmental causes and social causes for the manifestation and onset of abnormal behaviors will be utilized while the construction of knowledge will also be interrogated. Understanding abnormal behavior through this framework will further assist with the development and utilization of appropriate preventative and intervention measures as well as critical thinking skills that enhance clinical acumen. The instructor will use various forms of instruction throughout the course including lecture, experiential learning, in-class discussion and other activities such as videos, discussions, critical group activities, etc. Moreover, the context students will be taking this course in will be discussed through European influence in the development of Abnormal Psychology. Activities completed outside of class will also incorporate the immersion context.	6 weeks
PSY 335A SESSION A	SOCIAL PSYCHOLOGY The study of the ways in which the individual is affected by the actual, imagined, or implied presence of others. Topics include social influence, self and social group identity, interpersonal and intergroup relations, diversity, group behavior, violence, and prosocial behavior.	6 weeks
WINE STUDIES		
WS/MKT/BUS 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. Extra fee required.	6 weeks
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. Extra fee required.	6 weeks

Course times and offerings are subject to change

SESSION B: June 5 – June 26 (3 weeks)
Students in Session B may choose 1 course.

Except where noted, all courses carry 3 credits.

BUSINESS

BUS 328B SESSION B	FASHION BUSINESS AND PRODUCT STRATEGY 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.	3 weeks
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HISTORY

HIS 326B SESSION B	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.	3 weeks
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LANGUAGE & CULTURE

 01B SESSION B	BEGINNING SPANISH I (3 CREDITS) Intensive practical introduction to Spanish for those with little or no previous study.	3 weeks
SPA 201B SESSION B	INTERMEDIATE SPANISH I (3 CREDITS) 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.	3 weeks

SESSION C: June 26 – July 17 (3 weeks)
Students in Session C may choose 1 course.

Except where noted, all courses carry 3 credits.

COMMUNICATIONS

COM 317C SESSION C	COMMUNICATION AND GENDER 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.	3 weeks
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LANGUAGE & CULTURE

SPA 102C SESSION C	BEGINNING SPANISH II (3 CREDITS) 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.	3 weeks
SPA 202C SESSION C	INTERMEDIATE SPANISH II (3 CREDITS) 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.	3 weeks

PSYCHOLOGY

PSY 230C SESSION C	HUMAN SEXUALITY This course will discuss past and present analysis on research and historical underpinnings influencing the cultural evolution of sexuality across cultures. Sexual behaviors and identity will be discussed through personal development, culture, and 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. May include visits to local clinics and possible interviews with mental healthcare professionals in Barcelona.	3 weeks
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