



IAU COLLEGE
COURSE OFFERINGS – BARCELONA, SPAIN
FALL 2020

ARCHITECTURE / ART / ART HISTORY		
ACT 320	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.	3 Credits
ARH 320	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).	3 Credits
ART 311	CAPTURING BARCELONA THROUGH PHOTOGRAPHY 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.	3 credits
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
BUSINESS		
FIN 202 (Lower-division)	PRINCIPLES OF FINANCIAL ACCOUNTING This course is an introduction to financial accounting concepts and financial reporting, with the focus being on how decision makers analyze, interpret, and use accounting information. Topics covered include accrual basis accounting, the accounting cycle, preparation of financial statements, and internal controls. Other topics include accounting for cash receivables, payroll, inventories, fixed assets, and current liabilities. The course emphasizes interactive case discussions based on analysis of actual companies' financial statements. Accordingly, the course provides an opportunity to develop skills necessary to critically evaluate firms' actions and the efficiency with which they have managed their resources.	3 Credits
MGT 201 (Lower-division)	STATISTICAL INFERENCE IN MANAGEMENT In this course students will learn the fundamentals of statistical inference. Students will receive a broad overview of the goals, assumptions and modes of performing statistical inference. Students will be able to perform inferential tasks in highly targeted settings and will be able to use the skills developed as a roadmap for more complex inferential challenges.	3 Credits



BUS 301	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.	3 Credits
BUS 303	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.	3 Credits
BUS 304	BUSINESS ETHICS IN THE GLOBAL MARKET 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.	3 Credits
BUS 305	GLOBAL MARKETING 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.	3 Credits
BUS 328	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 Credits
BUS 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. Extra \$150 fee required.	3 Credits
BUS 315	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.	3 Credits
BUS 319	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	3 Credits



	<p>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>	
BUS 320	<p>TRANSPORTATION AND LOGISTICS MANAGEMENT</p> <p>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.</p>	3 Credits
MGT 311 (Upper-division)	<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
BUS 341	<p>INTERNSHIP</p> <p>Internship positions in various enterprises from small local businesses to regional chains to multi-nationals with offices in the Barcelona area. Students usually work 10-12 hours per week on site, submitting regular written reports to their professors at IAU. An upper-intermediate level of Spanish or higher is essential. Availability depends on company offers. Flexible hours according to your course schedule.</p>	3 Credits
ECO 301	<p>INTERNATIONAL ECONOMICS AND THE EUROPEAN UNION</p> <p>The effects of greater freedom and liquidity in world trade will be critically analyzed and explained, especially in the light of recent controversy concerning 'globalization'. We shall assess the performance of European Union, as a project of regional economic integration intended to redress many of the alleged defects of the liberalized trade model, and ask whether and how it might offer a viable solution to the need to preserve economic and social cohesion and meet institutional pre-requisites of economic development.</p>	3 Credits
ECO 342 (Upper-division)	<p>INTERMEDIATE MICROECONOMICS</p> <p>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.</p>	3 credits



ECO 343 (Upper-division)	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 policy-making.	3 credits
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.	3 credits
FIN 300	FINANCIAL MANAGEMENT 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.	3 Credits
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. 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.	3 Credits
MKT 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 \$150 fee required.	3 Credits
COMMUNICATIONS AND MEDIA STUDIES		
COM 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	3 Credits



	politics, violence, and ethnicity.	
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
COM 318	<p>INTERCULTURAL COMMUNICATION</p> <p>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.</p>	3 Credits
FLM 356	<p>SPAIN AS SEEN THROUGH ITS MOVIES</p> <p>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.</p>	3 Credits
SPA 356 In Spanish	<p>SPAIN AS SEEN THROUGH ITS MOVIES</p> <p>This course will investigate the ways in which “Spanish” films participate in the creation of contemporary identities through cinematic form. So much film production in the 20th and 21st century is the result of inter and intra-national collaboration of funds, actors, talent. The course will address the following general questions: a) what it means to speak of a "national cinema;" b) how cinema constructs and/or contests of his or her-story; c) cinema's impact on shifting notions of what constitutes the human condition; d) how the formal qualities of cinematic narrative shape on-screen stories; f) where and how issues of gender, sexuality, class, and ethnicity surface in cinematic articulations of the relationship between national identity, global trends and personal history.</p>	3 Credits
CREATIVE WRITING		
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.</p>	3 Credits
GEOGRAPHY		
GEO 345	<p>ANALYZING AND EXPLORING THE GLOBAL CITY</p> <p>This interdisciplinary course examines the emergence of this unique city as Spain’s gateway to the Mediterranean, and analyzes its history and evolution. Students will explore the role of population dynamics, industrial change and globalization in shaping the city and the lives of its inhabitants, examining the ways in which the interplay of urbanism, politics, and society has addressed challenges of social, political, and</p>	3 Credits



	<p>technological change in the past and today. The course also traces the changing nature of Barcelona's relationship with the rest of Spain, Europe, and the wider world. Topics will include the city's history and how its past is narrated; innovations in art and architecture; nationalism and independentism; the role of major events such as the 1992 Olympics as a catalyst for urban regeneration; the impacts of gentrification, tourism, and the recent economic crisis on the city and its inhabitants; and future scenarios of urban change.</p>	
HISTORY		
HIS 326	<p>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.</p>	3 credits
HIS 327 In Spanish	<p>SPANISH CIVILIZATION AND CULTURE This course offers a panoramic and interdisciplinary view of the historical and cultural development of what is now known as Spain. The course is divided into three chronological / thematic units, each one focused on a different dimension in the historical configuration of Spain and Spanish culture from the Middle Ages to the present. They are, respectively, "The three cultures (711-1492)", "Empire (1492-1898)" and "The Civil War and its legacy (1898-present)". In each unit, special attention is given to contacts, tensions and confrontations between the different groups that have inhabited these territories and to the construction, from this perspective, of social structures and collective identities (religious, national, class, gender or race) in the Hispanic world. Finally, at the end of each of the units with the analysis of a historiographic or political debate focused on the period in question and contemporary resonance, the course will also consider the way in which the past is constituted as a ground for debate and academic conflict and political in the present.</p>	3 credits
LANGUAGE		
SPA 101	<p>BEGINNING SPANISH I Intensive practical introduction to Spanish for those with little or no previous study.</p>	4 Credits
SPA 102	<p>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.</p>	4 Credits
SPA 201	<p>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.</p>	4 Credits
SPA 202	<p>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.</p>	4 Credits
SPA 300	<p>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.</p>	3 Credits



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SPA 356	SPAIN AS SEEN THROUGH ITS MOVIES This course will investigate the ways in which "Spanish" films participate in the creation of contemporary identities through cinematic form. So much film production in the 20th and 21st century is the result of inter and intra-national collaboration of funds, actors, talent. The course will address the following general questions: a) what it means to speak of a "national cinema;" b) how cinema constructs and/or contests of his or her-story; c) cinema's impact on shifting notions of what constitutes the human condition; d) how the formal qualities of cinematic narrative shape on-screen stories; f) where and how issues of gender, sexuality, class, and ethnicity surface in cinematic articulations of the relationship between national identity, global trends and personal history.	3 Credits
SPA 341	INTERNSHIP Internship positions in various enterprises from small local businesses to regional chains to multi-nationals with offices in the Barcelona area. Students usually work 10-12 hours per week on site, submitting regular written reports to their professors at IAU. An upper-intermediate level of Spanish or higher is essential. Availability depends on company offers. Flexible hours according to your course schedule.	3 Credits
LITERATURE		
LIT 376	THE IMAGE OF BARCELONA IN LITERATURE After the Olympic Games of 1992, Barcelona became an international tourist destination; but a short visit cannot account for the cultural complexities of the Catalan capital. In order to know any city, to "dwell" in it, we need to become familiar with its oral history, paintings, architecture, sculpture, and literary texts. More specifically, the more we learn about the literature of Barcelona, the more we shall know about its culture, past and present. For this reason, this course will explore the city through though the eyes of artists and writers. We shall start in the nineteenth century with the rise of the modern metropolis that we know today and finish with the post-Olympic urban reality of the twenty-first century. Students will encounter a wide variety of materials– poetry, novel, theater and essay– and will be expected to study them with a critical eye, applying additional historical, cultural and theoretical readings. Our goal will be to arrive at a greater knowledge of the city and its context, as well as the literature surrounding it.	3 Credits
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



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.	3 Credits
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.	3 credits
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.	3 Credits
PSYCHOLOGY		
PSY 333	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.	3 credits
PSY 335	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.	3 credits
SOCIOLOGY		
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	3 Credits



	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.	
RELIGIOUS STUDIES		
REL 312	THE CHILDREN OF ABRAHAM: JUDAISM, CHRISTIANITY, AND ISLAM 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.	3 credits
WINE STUDIES		
WS 101	AN OVERVIEW OF WINE This course is designed to give an overview and understanding of the global wine industry. Coursework includes the history and culture of wine, wine vocabulary, label reading, choosing and serving wine.	1 Credit
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. Extra \$150 fee required.	3 Credits
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 \$150 fee required.	3 Credits