



Summer School of Economics and Business

June 24 - July 19, 2019

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PRESENTATION

6 or 12 ECTS credits, June 24th - July 19th, 2019

Video: youtu.be/SZhDtKyx19Y

The goal of UAM's Summer School of Economics and Business (SSEB) is to offer **high-quality courses taught in English** by professors of the Faculty of Economics and Business Studies, and to bring together students from all over the world and Spanish students **in a truly international environment**. The **academic excellence** of the SSEB courses is **complimented by social and cultural events, as well as academic field trips**, which are not offered during the regular Fall and Spring semesters. The SSEB courses are regular University courses taught in English at the upper undergraduate level/master level, and, therefore, it is strongly recommend that only students with good academic standing apply. It is the students own responsibility to make sure that they are able to follow the courses and pass the exams.

The SSEB offers an Economics Track and a Business Track. Both Tracks are composed of two courses. Students can choose to take the SSEB as full-time students, registering for two courses (12 ECTS), or as part-time students, registering for only one course (6 ECTS). All additional events and field trips are open to all students.

A) Economics Track: Two 6 ECTS credit courses are available (choose one or both):

- a) Environmental Economics and Policy Analysis
- b) International Finance

B) Business Track: Two 6 ECTS credit courses are available (choose one or both):

- a) Global Marketing
- b) Doing Business in Spain

C) Mixed Track: Students can choose to take one course from each Track.



ADMISSION REQUIREMENTS

6 or 12 ECTS credits, June 24th - July 19th, 2019

A) Who can apply?

International and Spanish **undergraduate students**:

- a) The SSEB is specially designed for students from **Economics** and **Business** fields of study: Economics; Business Administration and Management; Economics and Finance; Tourism; Philosophy, Politics and Economics; etc.
- b) Some courses may also be appropriate for students from other fields of study in the Social Sciences and Law: **Political Sciences**, **Law**, etc.
- c) Some courses may also be appropriate for students from interdisciplinary fields of study: **Environmental Sciences**, **International Relations**, etc.

Bachelor's degree graduates may also apply.

B) Requirements:

In general, a B2 level of English. For particular requirements, see the *Academic Guide and Syllabus* of each course.

CONTENTS

6 or 12 ECTS credits, June 24th - July 19th, 2019

One or two subjects chosen from the following:

A) Economics Track:

- a) **Environmental Economics and Policy Analysis:** This subject studies the main issues related to public environmental policies and management. In particular, the course deals with the role of the Public Sector for internalizing environmental externalities through public policies. The subject also studies the valuation of the benefits and costs of those policies. Some issues will be analyzed in depth: environmental taxation and ecological tax reforms, climate change economics, and some applications. As a result, students will be able to understand the justification and effects of environmental public policies, as well as to formulate them, and analyze them. Students will also develop useful abilities for their professional life, and they will learn methodological tools valuable for careers in the public and private sectors or in Academia.
- b) **International Finance:** This course aims to provide students with the skills and knowledge that will allow them to develop tasks linked to financial management in internationalized firms, and, more specifically, in multinational firms. In particular, the course will analyze the operative segments of the international financial markets, as well as its products, in order to get financial resources and financial instruments to hedge risks to which the internationalized firm is exposed. Furthermore, the course will deal with specific issues that are relevant for the financial management of the multinational firm. Likewise, the course will analyze how the international environment affects the internationalized firm and how to cope with it. The course is primarily based on a combination of lectures (theory) and case studies (concepts in action). A number of related readings are proposed alongside the topics. Some group assignments will allow students to put learnings into practice.

B) Business Track:

- a) **Global Marketing:** This course will provide the participating students with a decision-oriented framework for the development and implementation of global marketing programs. Consequently, students will learn to analyze, select, and implement appropriate conceptual frameworks pertaining to five broad management decisions related to global marketing management: Whether or not going International; deciding which market to enter; deciding how to enter a foreign market; designing the global marketing program; and implementing and coordinating the global marketing program. At the end of the course, students will be better equipped to understand how firms can achieve international competitiveness by designing, implementing, and controlling global marketing programs.
- b) **Doing Business in Spain:** This course will provide the participating students with a decision-oriented framework for the development and implementation of doing business in Spain programs. Consequently, students will learn to analyze, select, and implement appropriate conceptual frameworks pertaining to five broad management topics related to doing business in Spain: Understanding Spanish culture; analyzing Spanish firms; deciding to be employee or entrepreneur; knowing the negotiation processes; and adapting to the etiquette and protocol typical of Spain. At the end of the course, students will be better equipped to understand how to do business in Spain, whether they want to be entrepreneurs or employees.



COURSE CALENDAR, SCHEDULE AND VENUE

6 or 12 ECTS credits, June 24th - July 19th, 2019

	Monday	Tuesday	Wednesday	Thursday	Friday
9:30-11:30	IF / DBIS	IF / DBIS	IF / DBIS	IF / DBIS	IF
11:30-13:30	EEPA / GM	EEPA / GM	EEPA / GM	EEPA / GM	EEPA

EEPA = Environmental Economics and Policy Analysis

IF = International Finance

GM = Global Marketing

DBIS = Doing Business in Spain

Each course will have four or five two-hour classes per week.

Social and cultural events and academic field trips will take up some of the afternoons, leaving the remainder free. Some academic visits will take place in the mornings; in these cases, the schedule of classes will be adjusted to accommodate morning activities.

Venue: Classes will take place in the Faculty of Economics and Business Studies. Classrooms are yet to be announced.

APPLICATION AND REGISTRATION CALENDAR

6 or 12 ECTS credits, June 24th - July 19th, 2019

	Summer School of Economics and Business		
	Early bird discount period	No discount period	Extraordinary period (if places still available)
Application Window	September 1 – February 28	March 1 – May 31	June 1 – June 24
Admission Window	Until February 28	Until May 31	Until June 24
Registration/Payment Window	In 10 days from admission	In 10 days from admission	In 3 days from admission
Classes	June 24 – July 19, 2019		



APPLICATION PROCEDURE

6 or 12 ECTS credits, June 24th - July 19th, 2019

Please, send the following documents to uamsseb@uam.es on or before the end date of the Application Window (see “Application and Registration Calendar”):

A) [Application form](#)

B) A scanned copy of your passport/photo ID page or an EU Citizen National ID card for European Union students

C) A scanned copy of your university Academic Transcripts showing the courses you have taken and your grades

D) CV

Applicants will receive notification of admission to the program no later than on the date of the Admission Window (see “Application and registration calendar”). Admitted applicants must register by paying the full cost of the program in 10 days (3 days if applying in the extraordinary period) from admission. After 10 days (3 days if applying in the extraordinary period) without registration and payment, admission will be withdrawn.



TUITION FEES

6 or 12 ECTS credits, June 24th - July 19th, 2019

Tuition includes the cost of the courses, and social and cultural events as well as academic field trips (at least two include meals: Paella on Campus, and Farewell Dinner).

Please note that **transportation and room and board are NOT included** in tuition fees. The Office of Study Abroad at UAM will provide **help in finding accommodation** for interested students. There are some on- and off-campus housing options available on a first-come first-served basis.

Students from any university receive a **12.5% discount if they register and pay during the early bird discount period (until February 28)**. Additionally, **students from Partner Universities receive a 12.5% discount**. Therefore, **students from Partner Universities receive a 25% discount if they register and pay during the early bird discount period**.

Tuition fees (in Euros)	1 course (6 ECTS credits)	2 courses (12 ECTS credits)
Non-Partners	€ 1,299.00	€ 1,999.00
Non-Partners early bird & Partners	€ 1,136.63	€ 1,749.13
Partners early bird	€ 974.25	€ 1,499.25

Definition of Partner University: At the effect of applying the aforementioned discount, a Partner University is:

(1) Any university that holds a valid international agreement with UAM in which UAM's Faculty of Economics and Business Studies participates.

(2) Any university that actively promotes UAM's Summer School of Economics and Business among its students, even if it has not signed an agreement. The latter can be shown by featuring information about the SSEB in its Web or by your International Relations Office informing us of the promotion of the SSEB or the approval of credits recognition.



ACADEMIC GUIDES AND SYLLABI

6 or 12 ECTS credits, June 24th - July 19th, 2019

[SSEB-B01 Global Marketing](#)

[SSEB-B03 Doing Business in Spain](#)

[SSEB-E01 Environmental Economics and Policy Analysis](#)

[SSEB-E03 International Finance](#)