



**Business, Law,  
Tourism,  
International  
Relations,  
Economics:**  
Courses 18/19  
available in English

Versión	Fecha	Motivo de modificación	Elaboración	Revisión	Aprobación
1	20/12	Primera versión	Sociales	jvp	





## Summary

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This document contains a description of all the undergraduate courses which will be available in English at the Facultad de Ciencias Sociales (Universidad Nebrija) in 2018/19.

The table in the following page includes:

- the course title
- the year (according to the program)
- the semester (1<sup>st</sup> or 2<sup>nd</sup>)
- the number of ECTS (European Credit Transfer System)
- the degree

In subsequent sections each course is and its contents are described. The prerequisites for each course, if any, are indicated.

Be aware that this document does not indicate the dates for the exams, as this is normally published at the beginning of each academic year and is not available at the time this document has been written.

	Courses in english. 18/19	Information			Business		Law	IIRR	Tourism
		year	semester	ECTS	CADE	ECNI	Law	IIRR	Tourism
1	Privacy and Data Protection	1	2	6			x		
2	Common Law	2	2	6			x		
3	Political Science: Power and Decision Making	1	1	6				x	
4	Contemporary world	1	1	6				x	
5	International Relations Theories. Paradigms and Methods	1	2	6				x	
6	History of political thought	2	1	6				x	
7	Trends of the Global Economy	2	1	6	x			x	x
8	International law in a globalized world	2	1	6				x	
9	International Organizations	3	1	6				x	
10	International Regime for Human Rights	3	2	6				x	
11	European Union Studies	4	1	6				x	
12	International Conflicts analysis and resolution	4	1	6				x	
13	International security and defense policies	4	2	6				x	
14	International economic organization	2	2	6				x	
15	Spanish Economy and the European Union	3	2	6	x			x	
16	Introduction to Economics	1	1	6		x		x	x
17	The firm and its environment	1	2	6				x	x
18	Areas and international markets	1	2	6		x			
19	International management company	2	1	6		x			
20	Economy and Internationalization processes	2	2	6		x			
21	Computing skills applied to enterprise management and economics	1	1	6	x				
22	Introduction to Marketing	1	2	6	x				x
23	International Business	3	1	6	x				
24	Tourism Marketing	3	1	6					x
25	Applied Statistics	2	1	6					x

## 1. Privacy and data protection

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### Privacidad y protección de datos

#### Semester

Second semester Second Course (fourth semester)

#### Hours

2 lectures (1h30 each) per week

This subject aims through the in-depth analysis of the data protection law, to provide a global view of new technologies and, in particular, the radical change that has taken place in the social field and how we communicate with people in the news. The advent of the digital era has brought about changes in the way we relate to each other. Every day it is more usual for communication to be made through information and communication technologies (ICT). Social networks, chats, WhatsApp, etc., are our day-to-day communication mechanisms.

## 2. Common law basics

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Fundamentos del derecho anglosajón

Semester  
Second semester

Hours  
2 lectures (1h30 each) per week

In this subject the common legal system is analyzed for the countries where it rules, making a special compilation of the foundations of Law, of the basic Institutions, and the value of the jurisprudence, in each one of them, allowing to understand their legal organization

### 3. Political Science: Power and Decision Making

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Ciencia Política: Poder y estructuras de decisión

Semester:

First semester

Hours

2 lectures (1h20 each) per week

Content

This course is a study of the fundamental concepts for the analysis of political processes and structures. It is an introduction to some of the most important themes of political science such as power, the state and the relationship between politics, power and legitimacy.

We will compare different political systems and examine various theories concerning the state. How is power distributed and decisions made in different systems? Political organizations have changed and we will study their biological and historical evolution. Above all, this course serves as an introductory overview that awakens in the student a sensitivity to and allows a better understanding of the political reality surrounding him. We will consider, for instance, some processes that are transforming today's democracies, such as globalization, the declining power of nation states as well as the emergence of new actors and forms of political participation.

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## 4. Contemporary World

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### Mundo contemporáneo

#### Semester:

First semester

#### Hours

2 lectures (1h20 each) per week

#### Content

Study of the cultural history of the 20th century, along with an analysis of the contemporary world from a multicultural perspective. The course will help the student to analyze and understand historical processes of the contemporary age from different perspectives (cultural, political, economic, sociological). It attempts to give the student the the tools for understanding the present through a knowledge of the past. It examines the principal developments and events from the beginnings of the twentieth century until the present time with analysis of important figures and forces. Study of the political changes and cultural tendencies following the great conflicts of the century and the processes of decolonization and social development; study of the factors which have defined the contemporary world: ideologies, new social and economic norms, technological innovations and cultural changes.

## 5. International Relations Theories. Paradigms and Methods

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Teoría de las Relaciones internacionales: Paradigmas y metodología

Semester:

Second semester

Hours

2 lectures (1h20 each) per week

Content

Learn about key concepts and terminology in the field of International Relations (IR). Deep on those paradigms which provide us with a suitable framework to analyse IR (Realistic, Globalizing and Structuralist paradigms). Examine main theoretical trends, from classical to present ones, and also explanatory models of international society. Compare and contrast different theories and implement them in the international system. Study most relevant scientific models and techniques of analysing in the field of IR. International indicators: main features and implementation. Researching testing and simulation.

## 6. History of political thought

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### Historia del Pensamiento político

#### Semester:

First semester

#### Hours

2 lectures (1h20 each) per week

#### Content

The main objective of this course is to familiarize the student with the main currents of Western political thought and its authors from Ancient Greece to the late twentieth century. This course must start with a brief introduction of the pillars of Western intellectual history. We will examine Greek and Roman political thought, as well as politics during the medieval period and the Renaissance as seen by the age of conquest. The main body of the course starts with a thorough examination of the enlightenment covering all tenants of liberalism. Special emphasis will be given to economic thought and the concept of the social contract. We will then turn to utopian socialism to see its legacy in modern socialist thought. Also from the 19th century, Darwin's theory of natural selection and its impact on the social sciences must be studied in order to examine the human being inside of the natural order. In opposition to Darwinism stand the Scientific Socialism and the work of authors such as Marx, Engels and Lenin. We then turn to discussions of social democracy, the welfare state, privatization, institutionalism and development. Such topics are the very heart of today's political discussions, dictate international relations and influence the lives of all of us. More specifically, the objective of this course is for the student to reflect and think critically about the main currents of political thought. To have a basic understanding of the issues at stake is a vital part of anyone's education.

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## 7. Trends of the Global Economy

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Tendencias de la economía global

Semester:

First semester

Hours

2 lectures (1h20 each) per week

Content:

This course aims to analyze the major traits that characterize the global economic landscape and their likely evolution. Thus, we will discuss the major themes that will shape the business and social environment in which the future graduates will develop their professional careers. We will begin by discussing the very meaning of “globalization”, its origins and the implications of the processes that are in action for and against its development. We will discover that globalization is a structural trait of the economic landscape that impinges on almost any economic dynamics we could think of.

## 8. International Law in a Globalized World.

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Derecho internacional en un mundo globalizado

Semester:

First Semester

Hours

2 lectures (1h20 each) per week

Content

This course is designed to introduce students to fundamental subjects and to basic sources of international law, the current state of the international legal order, the relation between international law and domestic jurisdictions, and the tension between theory and practice inherent in the application of international law norms to real-world situations. Thematically, the course focuses on issues such as states and statehood; international organizations; sovereign immunity, Diplomatic, Consular, and International Organizations Immunity; peaceful settlement of disputes; the use of force; international human rights law; the laws of war; nationality; the law of the sea; the law of airspace, outer space and celestial bodies; and international protection of the environment.

## 9. International Organizations

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### Organizaciones internacionales

#### Semester:

First semester

#### Hours

2 lectures (1h20 each) per week

#### Content

This class introduces students to the topic of international organizations. Students will study the legal foundations of international organizations as well as the development and composition of organizations at both international and regional levels, with a special focus on the United Nations.

## 10. International regime for Human Rights

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### Régimen Internacional de Derechos Humanos

Semester:  
Second semester

Hours  
2 lectures (1h20 each) per week

#### Content

This course serves as a foundational course in international human rights law. While international human rights law is based on the assumption of universality of human rights and of human dignity, the course reviews the notion of universality in light of basic postmodern assumptions, mainly the relativistic position that there is no absolute truth or objective reality, and the skepticism regarding the existence of a deeply shared sense of morality and solidarity among peoples and individuals.

The course focuses primarily on United Nations-related human rights regimes, and examines the historical and jurisprudential bases of international human rights law; the normative frameworks of the principal universal human rights treaties; and the institutional mechanisms for interpreting, monitoring compliance with, and enforcing those norms (United Nations organs, international courts and other supra-national institutions).

The course also focuses on all players who impact the promotion and respect of human rights, including governments, and non-state actors, such as non-governmental organizations and multinational corporations.

## 11. European Union Studies

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### Sistema Comunitario Europeo

Semester:

First semester

Hours

2 lectures (1h20 each) per week

### Content

This course will cover relevant political, economic, and social aspects of European Union (EU) by unfolding the process of gradual economic and political integration in the Union. Special attention will be paid to current affairs of the organization, problems and future. Students acquire basic intellectual skills through critical thinking, considering questions of why and how events occurred. Topics will include European early economic integration, treaties, institutions, actors, enlargement, the Euro, the decision-making processes, the economic and political crisis and the future of the European Union.

The course will pay special attention to European integration and the different stages of its construction through history. Study and analysis of the European political system as well as its institutional framework and the decision making process, its strengths and weaknesses, application of European common policies, enlargement processes and the EU as an international actor (EU foreign and security policy). At the end of the semester the course will deal with the economic and institutional crisis affecting the EU since 2008, evaluating challenges and new avenues for development.

## 12. International Conflicts Analysis and Resolution

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Análisis y resolución de conflictos internacionales

Semester:

First semester

Hours

2 lectures (1h20 each) per week

Content

Study of international crisis and conflicts: definition, concepts and types. Economic crisis, territorial crisis, security crisis, national crisis with international effects. Conflict Theories. Study of ethnic, religious and cultural conflicts. Study of armed conflicts and its varieties: international armed conflicts and domestic armed conflicts with international impact. Analysis of the main hotspots and conflict zones in the current international society. Study of the roots, causes and evolution of current armed conflicts.

## 13. International security and defence policies

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Políticas de seguridad y defensa

Semester:  
Second semester

Hours  
2 lectures (1h20 each) per week

### Content

This course focuses on the concepts, mechanisms and tools of international security and defence. The course starts with a glance at the scenario: main school theories on security and defence, the international legal frame on the use of armed force; it continues with a description of the main actors in international security and defence; thirdly, it provides an overview on mechanisms of conflict prevention and management; the use of force principle; Individual and Collective Defence; and it ends tracking the current and future prospective issues: New Threats; Current International Humanitarian Law challenges and international security future risks.

## 14. International economic organizations

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### Organizaciones económicas internacionales

Semester:

Second semester

Hours

2 lectures (1h20 each) per week

### Content

The course is intended to study the international economic systems including the international trade and the financial system. Through the study of the role, functions and characteristics of the most important economic institutions, the main objective of this undergraduate course is to discuss the international economic organization to sustain the economic systems from both historical and theoretical analysis points of view.

## 15. Spanish economy and European Union

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Economía Española y de la Unión Europea

Semester

Second semester

Hours

2 lectures (1h20 each) per week

Content

The course aims to analyze the set of relations of production and exchange that take place in Spain, placing it at the economic and social environment in which the Spanish company operates. evolution is analyzed and the change experienced by the Spanish economy in recent decades, from the Stabilization Plan of 1959 to the current situation. Study of the current situation of the Spanish economy, convergence with the economies of EU countries and the impact of different policies of the European Union (EU).

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## 16. Introduction to Economics

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Fundamentos de Economía

Semester

First semester

Hours

2 lectures (1h20 each) per week

Content

In this course students will acquire a basic knowledge of microeconomics: demand, supply, equilibrium, elasticity, and types of competition; and macroeconomics: National Accounting, circular flow diagram, economic growth, inflation, unemployment, fiscal and monetary policies.

The principal aim of the course is to enable students to understand and use basic economic concepts as well as discuss fundamental economic issues affecting our society in this very agitated period.

## 17. The firm and its environment

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La empresa y su entorno

Semester

Second semester

Hours

2 lectures (1h20 each) per week

Content

Analysis of the general environment of the firm in its economic, political, social, and technological aspects. Nature and goals of the firm, types, forms of development and interrelations with other economic agents.

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## 18. Areas and International Markets

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### Áreas y mercados internacionales

Semester:

Second semester

Hours

2 lectures (1h20 each) per week

### Content

The increasing globalization of markets makes the internationalization of both companies and countries prove irreversible. It is required to address the internationalization of the company some knowledge of the major international economic areas, their characteristics and how the company should position them to successfully address internationalization. The agenda addresses Commodity Markets (Agriculture, Minerals) Markets for consumer goods, capital goods markets, services and markets (EU, World Areas, USA, Asia, Latin America, Eastern European countries and former USSR, Oceania

## 19. International management company

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Gestión internacional de la empresa

Semester:

First semester

Hours

2 lectures (1h20 each) per week

Content

The course introduces the student in the context of the multinational company as development of domestic business. Once understood this process of global transformation of the company, will deepen the involvement of all the variables that make up the business structure. Below is a selection of models multinational study of different regions such as: the American model, the Japanese model (keiretsu), Korean model (chaebols), the European model and the case of Spain

## 20. Economy and Internationalization processes

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### Economía y procesos de internacionalización

Semester:

Second semester

Hours

2 lectures (1h20 each) per week

### Content

The course is designed to introduce the student a theoretical and practical way, the techniques and methodology necessary for the development of the departments of companies and public institutions that have to do with internationalization. This is the first subject in the curriculum of the Degree in Economics and International Business in which a set of issues that have to do with internationalization integrated into this concept on the one hand is dealt, the traditional techniques of export, on the other, investment and other international finally global approaches.

## 21. Computing skills applied to enterprise management and economics

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Tecnología aplicada a la empresa

Semester:

First semester

Hours

2 lectures (1h20 each) per week

### Content

Computer Skills is a compulsory course aimed to provide students with transversal skills critically important to successfully develop both their academic process and their professional careers. The overall aim of this course is improving students' computer skills and increasing their proficiency with commonly used business applications

Computing skills, commonly used business applications, spreadsheet, word processor and effective communications. All of them will be achieved with practical applications and active student engagement

## 22. Introduction to Marketing

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Fundamentos de marketing para la empresa

Semester:  
Second semester

Hours  
2 lectures (1h20 each) per week

### Content

The subject provides an overview of key marketing concepts, explaining marketing as a philosophy and as a set of techniques. It provides an overview of Marketing oriented-companies, recent findings and the new marketing landscape. We study the marketing environment (micro-environment, macro-environment and internal environment), buyer behaviour and marketing research. We explain segmentation, positioning and targeting and develop the marketing mix.

## 23. International Business

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### Negocios Internacionales

#### Semester

First semester

#### Hours

2 lectures (1h20 each) per week

#### Content

International Business is an introduction to the internationalization from the point of view of the company. The various business functions such as finance, production, marketing, human resources or have specific characteristics and dynamics inherent in the international context. In addition to the main themes already mentioned, the impact on international business culture, strategies of internationalization, the structure of the international organization, the influence of geography, international legal context, expatriation, and risk study exchange. Using cases and other current examples, students will learn how the company has to deal with internationalization

## 24. Tourism Marketing

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### Marketing Turístico

#### Semester

First semester

#### Hours

2 lectures (1h20 each) per week

#### Content

The main goal of this subject is understanding and specifying all the basic concepts of commercialization and marketing applied to the tourist sector. It is provided a concision of marketing related to tourist entities and organizations, emphasizing in the marketing mix actions that have a greater influence in this type of institutions

## 25. Applied Statistics

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Estadística aplicada

Semester

First semester

Hours

2 lectures (1h20 each) per week

Content

Basic statistical concepts and methods are presented in a manner that emphasizes understanding the principles of data collection and analysis. Much of the course will be devoted to discussions of how statistics is commonly used in the real world, specially in Tourism industry. There are two parts: I Data – which includes graphical and numerical summaries to describe the distribution of a variable, or the relationship between two variables, and data production to learn how to design good surveys and experiments, collect data from samples that are representative of the whole population, and avoid common sources of biases II Probability and Inference – using the language of probability and the properties of numerical summaries computed from a random samples, we learn to draw conclusions about the population of interest, based on our random sample, and attach a measure of reliability to them.