

## DATES

Fall Term: 18th September 2017 - 30th November 2017  
Spring Term: 5th February 2018 - 3rd May 2018

## TUITION FEES

Fees vary based on the number of courses selected by the student:

- Two Business Courses: 1,480€
- Three Business Courses: 2,210€
- Four Business Courses: 2,940€
- Spanish Language, Society and Culture course: 280€

## REGISTRATION

Students must enroll in a minimum of two Business Courses and there must be a minimum of 8 students enrolled for a course to be provided.

## PROCEDURE

Students should send the following documents to [admissions@ucam.edu](mailto:admissions@ucam.edu):

- Copy of the passport
- Copy of the registration form at their home university (or diploma if they are postgraduate students)
- Proof of payment of the pre-inscription fees (115€)

Payments should be made to:

Banco Santander Central Hispano (BSCH)  
Account number: 0049 6660 79 2616038051  
IBAN Code: ES03  
SWIFT/BIC: BSCHEM33

A letter of acceptance will be sent to students once all requested documents are received and the application for admission is approved.

## REGISTRATION DEADLINES

1st term: 31st July 2017  
2nd term: 12th January 2018

## FURTHER INFORMATION

International Admissions (Spain)  
[admissions@ucam.edu](mailto:admissions@ucam.edu)  
(+34) 968 278 786



# International Business and Culture Program

## STUDY ABROAD 2017/2018

MURCIA, SPAIN



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

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Universidad Católica San Antonio de Murcia

The International Business and Culture Program offered at the UCAM is aimed at international students who want to expand their knowledge in certain areas of specialization. The Program is open to undergraduate and postgraduate students in any field of study and consists of four Business Courses (4) and one Spanish Language and Culture Course (1). Every course accounts for 45 contact hours (5 ECTS) and is taught in English.

## COURSE DESCRIPTIONS

### NEW SCENERY IN POLITICS

Lecturers: Pablo Blesa Aledo, PhD. and Dorothy Estrada, PhD.

Geopolitical, political and social trends are shaping fast the new century scenery. The rise of China and South East Asia, the apparent decline of the Western countries, the de-composition or re-composition of the European Union, the new leadership in the United States: these great geopolitical issues are altering in a great manner the New Scenery in Politics. In this course we will strive to understand how these elements are determining our future: our wellbeing, our welfare and our security.

### CROSS-CULTURAL COMMUNICATION AND BUSINESS BEHAVIOUR

Lecturer: M. Pilar Barra Hernández, PhD.

The current globalization seems to present an ideal environment for companies to be successful anywhere in the world. Sometimes we are not able to understand why our perfectly planned strategy did not result in a remarkable success. Why our expectations were not met? Not all countries behave in the same way when doing business. Only by knowing perfectly our target country business culture should we be able to start doing business. If not, a high risk of failure would be present.

### MARKETING: NEW TRENDS IN THE EUROPEAN UNION CONTEXT

Lecturers: Josep Martínez-Polo, MS. and José-Manuel Noguera-Vivo, Ph.D.

Managing online identity and how to use it to craft a professional future, building communities and monitoring online conversations will be some of the contents in this subject. Starting with a practical approach into creating institutional content at the Internet using inbound marketing, SEO, SEM and SMM tools our students will know why email marketing is a must-have in any digital marketing strategy.

### SPORT AS A "GLOCAL" PRODUCT: STRATEGIC MANAGEMENT

Lecturer: Javier Ramírez Perdiguero, PhD.

On the one hand, everybody seems to know what sports is but... does sport mean the same for all of us? Absolutely not. On the other, sport industry is far from being global. Fans could be interested in some events like UEFA Champions League all over the planet (global) but coverage of most sporting events at the Olympics differs dramatically from one country to another (local). Think of badminton for example, how many countries covered badminton events as intensively as India, Pakistan or Indonesia in Río 2016?

### SPANISH LANGUAGE, SOCIETY AND CULTURE

Lecturer: M. Carolina Padilla León

The course is focused on foreign University students and professionals who wish to start or increase their knowledge in Spanish language, whereas they learn about Spanish society and culture of Spanish speaking countries. The course is offered at different levels, according to the Common European Framework of Reference for Languages (CEFR). The class level to be followed is established after the Placement level test prior to the course beginning.



**Pablo S. Blesa Aledo, PhD.**

Vice Chancellor of International Relations at UCAM since 2006 and Vice Chancellor of International Relations and Communication since 2009; Dean of the Faculty of Social Sciences and Communication since March 2010, where he teaches Political Sciences to second year students of journalism and media studies.



**Dorothy Estrada Tanck, PhD.**

She holds a Doctorate in Law from the European University Institute of Florence. She received her MSc from The London School of Economics and Political Sciences. She has worked at Mexico City's Human Rights Commission, at the Office of the UN High Commissioner for Human Rights and at the Mexican Ministry of Foreign Affairs.



**Josep Martínez-Polo, MS.**

Lecturer of communication science at the UCAM, he is a member of the "Advertising and Public Relations: redefinitions, public and media" Research Group. His main lines of research are sharing economy and collaborative consumption but he is also interested in open education, digital marketing and understanding life online.



**M. Pilar Barra Hernández, PhD.**

Lecturer at the UCAM, she holds a PhD in Economics from the Universidad de Alicante and a Master in Communication from the Universitat Oberta de Catalunya. Throughout her career she has combined teaching, research and management, especially in internationalization policies. She has been visiting professor at the University of Pennsylvania (USA) and Middlesex University (UK) among others.



**Javier Ramírez Perdiguero, PhD.**

Lecturer and Coordinator of the Master's Degree at the School of Sport Science at UCAM, he holds a PhD in Marketing New Trends, a Master in Humanities and a Bachelor in Communications. He has more than twenty years of experience in the advertising industry and his fields of expertise are Marketing Communications, Creativity & Innovation and Sports Marketing focused on strategic plan development in domestic and international markets.



**José M. Noguera-Vivo, PhD.**

Associate Professor of Technology and Social Media in Journalism and Head of Department of Communication Sciences at UCAM. He has close to fifty publications about convergence of social media, journalism and society. He has been researcher in Mexico, Canada and Sweden, as well as key speaker about social media and society in several conferences.



**M. Carolina Padilla León**

Coordinator of the Spanish Department at the UCAM Language School, she has large experience in teaching Spanish as a Foreign Language. Bachelor in Translation and Interpreting; MA –English Linguistics and MA-Second Language Teaching; University Expert in Spanish Language Teaching (English & Sino-speakers) and Credited Official Examiner (all levels) DELE Instituto Cervantes.

## TEACHING STAFF