

# SUMMER SCHOOL OF ECONOMICS & BUSINESS



Universidad Autónoma  
de Madrid

June 29<sup>th</sup> - July 24<sup>th</sup>, 2020

<https://uamsseb.wordpress.com/>

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## PRESENTATION

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### SPEND YOUR SUMMER STUDYING AT UAM IN MADRID!

June 29<sup>th</sup> - July 24<sup>th</sup>, 2020

Universidad Autónoma de Madrid (UAM)'s Summer School of Economics and Business (SSEB) is a unique opportunity to broaden your horizons in **one of the most beautiful and liveliest cities of the world**, while studying at a **top university**.

Check the presentation video of UAM's SSEB:



[youtu.be/ZiEmOR-BmM](https://youtu.be/ZiEmOR-BmM)

We invite you to embark on this life-changing journey to gain a new perspective on your studies, make new friends from all over the World, immerse yourself in a different culture, and discover something new about yourself! Join an exclusive **4-week study program** that offers some of UAM's **high-quality courses**, all taught **in English** by top professors and researchers of UAM's Faculty of Economics and Business Studies.

The SSEB brings together students from all over the World and a few local students in a **truly international environment**. The courses are **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 targets students keen to gain **academic enrichment in cutting-edge Economics and Business disciplines**, such as Climate Change Economics, Financial Management in Multinational Firms, Designing and Implementing Global Marketing Programs, Business Negotiation Processes, etc.

The **SSEB Program** is divided into an **Economics Track** and a **Business Track**, each composed of two courses. You can choose one or both courses. You can also choose one course from each Track, and follow a **Mixed Track**.

### **WANT TO DOWNLOAD PROMO MATERIALS?**

[UAM SSEB poster 2020](#)

[UAM SSEB tri-fold brochure 2020](#)

## **APPLICATION: REQUIREMENTS, HOW TO APPLY, AND CALENDAR**

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Apply for the SSEB if you are an **undergraduate student or graduate** in Economics or Business, and your level of **English** is at least **B2**. Some courses may also be appropriate for students and graduates from other fields, such as Social Sciences in general, Political Science, Law, Environmental Studies, International Relations, Engineering, Humanities, etc.

For specific requirements, please consult the [Academic Guide and Syllabus](#) of each course.

### **HOW TO APPLY?**

Download the application form here: [Application Form SSEB](#). Application forms (filled in this PDF form, not scanned) should be submitted to [uamsseb@uam.es](mailto:uamsseb@uam.es) along with:

- a scanned copy of your passport (photo ID page) or EU ID card for EU residents,
- a scanned copy of your university Academic Transcript showing the courses you have taken and your grades,
- your CV.

**EARLY-BIRD-DISCOUNT APPLICATION DEADLINE: FEB 28**

**REGULAR APPLICATION DEADLINE: MAY 31**

**EXTRAORDINARY-PERIOD APPLICATION DEADLINE: JUNE 19**

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You will receive notification of admission to the program in 10 days from application. Admitted applicants must register by paying the full cost of the program in 10 days from admission. After 10 days without registration and payment, admission will be withdrawn.

	<b>Early bird discount period</b>	<b>No discount period</b>	<b>Extraordinary period (if places still available)</b>
<b>Application Window</b>	September 1 – February 28	March 1 – May 31	June 1 – June 19
<b>Admission Window</b>	In 10 days from application		
<b>Registration/ Payment Window</b>	In 10 days from admission		
<b>Classes</b>	June 29 – July 24, 2020		

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## COURSES: DESCRIPTION

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### ATTEND EXCELLENT COURSES!

The Program is divided into an **Economics Track** and a **Business Track**, each composed of two courses. You can register for one or two courses and earn 6 or 12 ECTS credits.

#### ECONOMICS TRACK:

##### 1. Environmental Economics & Policy Analysis (6 ECTS credits)

This course focuses on 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 and in Academia.

##### 2. International Finance (6 ECTS credits)

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.

## **BUSINESS TRACK:**

### **1. Global Marketing (6 ECTS credits)**

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.

### **2. Doing Business in Spain (6 ECTS credits)**

The students will be prepared to plan their business and careers, manage their relationships with co-workers, bosses, subordinates, Spanish organizations, and starting a business in Spain. This course will provide the participating students with a decision-oriented framework for the development and implementation of business projects in Spain. Consequently, students will learn to analyze, select,

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and implement appropriate conceptual frameworks pertaining to five broad management topics related to doing business in Spain: a) understanding the Spanish culture; b) analyzing the Spanish firms; c) deciding to be employee or entrepreneur; d) knowing the negotiation processes; and e) 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 as employer or employee.

### **MIXED TRACK:**

Students can choose one course from each track. Only the following combinations are possible:

1. Environmental Economics and Policy Analysis, and Doing Business in Spain.
2. International Finance and Global Marketing.



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**COURSES: ACADEMIC GUIDES AND SYLLABI**

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[SSEB-B01 Global Marketing](#)

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

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

[SSEB-E03 International Finance](#)

## COURSES: CALENDAR, SCHEDULE AND VENUE

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Teaching takes place in the period **June 29<sup>th</sup> - July 24<sup>th</sup>, 2020**.

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, Universidad Autónoma de Madrid.

### Schedule:

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

EEPA = Environmental Economics and Policy Analysis

DBIS = Doing Business in Spain

GM = Global Marketing

IF = International Finance

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## PROGRAM COSTS

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Program costs include:

- tuition fees for the course or courses selected, and
- costs of social and cultural events, as well as field trips included in the Program.

Please, note that program costs **DO NOT** include:

- travel between your home country and Spain,
- visa (if required),
- health/accidents insurance,
- local transportation (except when arranged by the Program for some field trips),
- food (except when provided by the Program in some events), and
- accommodation.

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.

Please, see the table below for the Program costs:

<b>Program costs (in Euros)</b>	<b>1 course (6 ECTS credits)</b>	<b>2 courses (12 ECTS credits)</b>
<b>Non-Partners</b>	€ 1,299.00	€ 1,999.00
<b>Non-Partners Early bird (until Feb 28)</b>	€ 1,136.63	€ 1,749.13
<b>Partners</b>		
<b>Partners Early bird (until Feb 28)</b>	€ 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. This 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.

## **SOCIAL AND CULTURAL EVENTS, AND ACADEMIC FIELD TRIPS**

We want you to get the most out of your stay in Madrid during the SSEB. Therefore, we always plan a wide variety of social and cultural events, as well as field trips to **make your summer truly unforgettable!**

Detailed Program will be announced later on, but here are some examples of planned events:

- Paella on Campus,
- Madrid walking tour,
- visit to Deloitte,
- visit to the Prado Museum,
- visit to Madrid's City Hall,
- visit to Mahou-San Miguel brewery,
- visit to Madrid's Stock Market,
- visit to Spain's Congress,
- Farewell Dinner,
- etc.

Check some [photos](#) of the variety of academic field trips, as well as cultural and social events, that our students enjoyed during previous editions.