



The University of Cantabria offers a catalogue of courses taught in English that are integrated in different thematic programs. The courses are open to exchange students and it is possible to combine them with other regular courses in Spanish. For non-native students a B2 level of English is recommended.

#### Unit courses (6 ECTS)

##### Consumer Behaviour

G921 - Fall

The course deals with the Following issues: Understanding Customers' Decision-Making Process and Influencing Factors; Description and Impact of Economic Factors; Description and Impact of Individual Factors; Description and Impact of Social Factors; Models of Consume, Behaviour.

##### Business Management Techniques: Good Practices

G1813 - Spring

This course takes an analytical and practical approach to Business Management, including Marketing, Accounting, Information and Communication Technologies, Management Operations and Organizational Behaviour. There is a strong Focus on applications and case studies in both the classroom and the course work. All students are expected to actively participate in class and working groups, particularly when dealing with case studies.

##### Creation of Companies and Family Business

G1638 - Spring / G1640 - Spring

The aim of this course is to systematize the collection of the information needed to determine the strengths and weaknesses of a business project, taking into account the allocation of investment resources required for the project as well as the prospective economic effects based on an estimate of revenue and expenditure. The course has a practical approach. This module is focused on the study of the particular characteristics and specific problems associated to the concept of Family Business. The course will revolve around some key concepts such as governance, inheritance issues or management. The resulting data will be analysed and students will be asked to propose possible solutions.

##### International Business

G1818 - Spring

Do you know how to present your business card in Japan? In this course, you will learn about risk assessment and cultural differences of other countries, learning to do business according to their characteristics. You will also learn the casuistry (risk, culture) of the major powers in North America, Asia and the European Union as well as the different strategic options for multinational companies (management, alliances, strategies).

##### International Business: A European Perspective

G1815 - Spring

Activities and results of large companies depend on the decisions and strategies adopted by corporations and industries, as well as those taken by the government and institutions set in a regional, national and international context. This course will take an analytical approach to studying International Business from the perspective of the European Union. There will be a strong Focus on practical work and case studies.

##### Setting Up Business

G1219 - Spring

Do you have an idea to set up a business? The aim of this course is to systematize the way information is collected to assess the weaknesses and potential of your business idea, valuing the investments needed and quantifying the economic effects by a forecast of revenues and expenses. The course has a practical orientation so that, as you explore all the stages to be followed in the analysis of viability, you can develop your ideas according to a standard format.



# Study in English at UC Business and Economics



## Open Economy Macroeconomics

G1814 - Spring

Open Economy Macroeconomics introduces students to the analysis of International Economics from a monetary perspective. It will help to better understand what is going on in the area on International Economics from a small open economy point of view. Among other topics, this course will consider: the exchange rate and its determinants, how the economy reacts to changes in the exchange rate and the reaction of small open economy to different shocks and policy measures.

## Statistical Methods in Economics and Business

G1817 - Spring

Statistical methods in Business and Economics provides the student with a wide range of statistical problems related with business and economics. This undergraduate course includes the following aspects: Probability and Statistical Inference. Point and Interval Estimation. The Maximum Likelihood Method. Hypothesis Testing. Likelihood-ratio Tests and Bayesian methods. Nonparametric methods. Analysis of variance, regression analysis and correlation. Chi-square goodness of fit tests.

## Courses in Advanced Diploma in Economics

The following courses are part of the Advanced Diploma in Economics.

G1637 Econometrics II (6 ECTS) - Fall

G1887 International Economics (6 ECTS) - Fall

G1993 International Trade (6 ECTS) - Fall

G2006 Public Economics (6 ECTS) - Fall

G965 International Business Economics (6 ECTS) - Spring

G1639 European Economic Policy (6 ECTS) - Spring

G1822 Economic Growth (6 ECTS) - Spring

G1823 Dynamic Macroeconomics (6 ECTS) - Spring

G1886 Economic and Financial System (6 ECTS) - Spring

## Courses in other disciplines:

A complete list of courses taught in English can be found in the following link:

<http://web.unican.es/en/Studying/academic-offer/courses-taught-in-english>

Of special interest are the courses dealing with Spanish Language, History and Culture:

- Spanish History and Culture. G1806 - Spring
- Spanish Language. G1807 - Spring
- European Culture and Civilization. G1808 - Spring
- Cross-Cultural Spanish Arts. G1809 - Spring
- Prehistoric European Art. G1504-Spring
- Contemporary Spain (1939-2009). Politics, Society and Culture. G 181 O - Spring
- Discovering Spanish Landscapes. G1811 - Spring
- Playing with Words: The Spanish Literature in its Main Texts. G1812 - Spring

