

DIPLOMA IN EUROPEAN BUSINESS AND ECONOMICS

Module Description EUROPEAN CULTURE AND CIVILIZATION

Total contact hours	45
ECTS	5 (6 UC credits)
Taught by	Prof. Dr. Susana Perales Haya –Coordinator- Prof. Dr. Jesús Ángel González
Learning goals related to	<p>Technical Competence: The course presents theoretical and practical approaches that will help students increase their knowledge about the European Union (EU), as well as their awareness of the culture and civilization of the countries that have played a key role in the development of the EU.</p> <p>Methodological Competence: The course will adopt an analytical and practical approach to the study of questions related to social and cultural factors. It will also place emphasis on the interpretation of sociological data coming from diverse sources.</p> <p>Social Competence: All students are expected to actively participate in class. Their intercultural competence will be developed by means of specific activities and tasks designed to promote participation and debate.</p> <p>Personal Skills: The students are expected to be able to communicate in English, which will increase their linguistic competence and self-confidence in terms of dealing with specific vocabulary, communicative interaction and the use of English for academic purposes.</p>
Content	<p>The first part of the course will be devoted to present key facts about the creation and development of the European Union as well as to analyze important social and cultural issues that affect European citizens today. Some of the topics that will be covered include:</p> <ul style="list-style-type: none"> - Origin of the EU - How the EU works - Monetary union - European issues and priorities - Perception of living conditions by European citizens - The EU in the world <p>The second part of the course will deal with the individual analysis of the culture and civilization of specific European countries. The course will cover some of the following areas:</p> <ul style="list-style-type: none"> - Background - Situation - Language - Sociological Overview

	<ul style="list-style-type: none"> - Education - Religion - Economy - Politics - The Media - Cultural Conflicts - Cultural Products (Literature, Cinema, Art)
Teaching material	<ul style="list-style-type: none"> ▪ Core Texts: <i>Oxford Guide to British and American Culture</i>. Oxford: Oxford University Press, 1999. Bryson, Bill. <i>The Lost Continent</i>. London: Black Swan, 1999. Bryson, Bill. <i>Notes from a Small Island</i>. London: Black Swan, 1999. Díez Medrano, J. <i>Framing Europe</i>. Princeton University Press. 2003. González López, Jesús A. <i>An Introduction to North American Culture and Literature</i>. Santander: TGD, 2006. ▪ Additional material: Articles from magazines, newspapers and the internet, video clips from films and television programs.
Teaching methods	<ul style="list-style-type: none"> ▪ Participants will be encouraged to actively participate in class and share their experiences and ideas with others to explore new ways of thinking. The course will be conducted using a mixture of lectures; small group activities; practical exercises, facilitated discussions and oral presentations.
Assessment	Overall assessment will be based on some of the following: students' presentations, group work activities, guided papers and/or written exam

Workload	Contact hours:	45
	Preparation and follow up of lectures:	30
	Student's paper:	20
	Presentations:	20
	Preparation for a final written assignment:	10
International aspects	<ul style="list-style-type: none"> ▪ Emphasis will be put on increasing learners' awareness of international affairs and how they affect them as European citizens. 	
Cross-cultural reference	<ul style="list-style-type: none"> ▪ Students are expected to form an opinion about the different cultures and lifestyles that are dealt with in the course. 	
Course language	<ul style="list-style-type: none"> ▪ English 	
Integration of business partners	<ul style="list-style-type: none"> ▪ The Office of European Affairs in Cantabria will be contacted to try to schedule an informative session. 	
Particularities	<ul style="list-style-type: none"> ▪ 	