

# SCHOOL OF RECORD FOR AMERICAN COLLEGE OF THE MEDITERRANEAN BARCELONA

## Courses

**ARD 320: Architectural History of Spain** 3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 3000 Level Art History

This course will look at the history of architecture and urban design in Spain. Beginning with a brief introduction of the ancient architectural styles including former urban civilizations in the Iberian Peninsula, it will focus on developments in both architecture and urban planning historically and reaching the contemporary period. Special attention will be paid to the 19th and 20th centuries in Barcelona. This course uses a combination of lectures, case discussions, interactive classroom activities and guest speakers. Students are expected to have read any assigned readings and cases before the corresponding class session, so they are prepared to actively take part in class discussion.

**ARH 320: Picasso, Matisse, Dali and the Mediterranean**  
3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 3000 Level Art History

The work of these three international artists with distinct cultural roots is explored on an individual basis within the wider framework of European art movements. In each case, we will study the acceptance and/or rejection of tradition, the interaction with French art and artists, and personal experience. We will also pay attention to the role of both outside stimuli (war, relationships) and inner forces (memory, imagination). The course will include course related excursions to the Picasso Museum, the MNAC (Catalan National Museum of Art) as well as a Friday trip to the Dalí Theatre Museum in Figueres. This course will be taught in English.

**ART 323: Writing the City** 3 Credits

**Prerequisite:** Completion of 100 and 200 level writing and literary studies courses

**School of Record Articulation:** 3000 Arts & Sciences General Elective

The course explores the craft of Creative Writing in relation to the city, and explores the particular challenges of writing about place. We will examine different aspects of the city in relation to Barcelona (as well as other places) including the old city, travel, urban spaces, solitude, politics, ethnicity, particular boroughs and characters (both fictional and real) as well as making use of practical exercises and field work.

**ART 311: Capturing Barcelona Through Photography**  
3 Credits

**Prerequisite:** ENG 101 or equivalent, at least 3 semesters of college level courses, and 6 credit hours above the 100-level in Art, Art History, Literature, Music, or the Humanities are required

**School of Record Articulation:** 3000 Level Studio Art

With this course we will try to redirect our gaze towards our own point of view, original and without external influences in order to transmit our own narrative through photography. In addition to learning the basic principles of photography and how to use a camera, we will also discover Barcelona through the different photographic activities that we will carry out in its streets. We will also discover photographers who will serve as a reference to understand the different photographic styles and the different ways of storytelling. We will visit museums and photography galleries that will help us to consolidate our critical sense. All these activities will provide us with the necessary tools to work on a personal photographic project of each student's choice, which will be presented at the end of the course.

**BUS 301: International Business Today and Tomorrow**  
3 Credits

**Prerequisite:** Previous business organization and administration courses

**School of Articulation:** 3000 Level General Business Elective

International business refers to the trade of goods, services, technology, capital and/or knowledge across national borders and at a global or transnational scale involving two or more countries. Transactions of economic resources include capital, skills, and people for the purpose of the international production of physical goods and services such as finance, banking, insurance, and construction. There are two macro-scale; The first consists of eliminating barriers to make cross-border trade easier (e.g. free flow of goods and services, and capital, referred to as "free trade"). The second is technological change, particularly developments in communication, information processing, and transportation technologies.

**BUS 302: International Strategic Branding**  
3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Articulation:** Direct equivalency to MKTG 4385 Brand Management

This course covers the key concepts and the fundamentals of both Strategic Brand Management and Luxury Brand Management in an international and national setting. Students will study brand identity, target segmentation, the importance of creating the "right" image, how to position a Brand, how to analyze client behavior and how to market to the clients in the best way. Analysis and discovery of the most up-to-date strategies for building and maintaining brand value over time will also be covered. Students will also gain an insight into the brand management issues stemming from cross-country and cross-cultural interactions.

**BUS 303: Intercultural Management**  
3 Credits

**Prerequisite:** N/A

**School of Articulation:** Direct equivalency to MGMT4385 Managing People for Global Business

This course is designed to introduce students to concepts and fundamentals of intercultural management and the aspects of management within an international and culturally complex environment. The role of management is to strive for and maintain the goals of the organization and an effective manager will provide leadership, training, so communication can be a cost saving tool for all organizations. In just about any organization, you will be working with people who will have a different cultural background than your own, you may be working as an expatriate in a different country or you may experience any of a number of multicultural challenges. This course will help you prepare for these eventualities.

**BUS 304: Business Ethics in the Global Market** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** Direct equivalency to AETH2291 Business Ethics

From Socrates to the interpretation of ethics through cultures, from universal ethics to local applications, from Western paradigms to the globalization of values, we shall be studying, comparing and discussing the crucial role of Business Ethics in 21st century businesses and organizations. Ethics are not only a philosophical approach to living, they are the basis for the building of sound, equitable, sustainable business, trade, humanitarian and personal standards. Historical research as well as the latest articles on how business ethics affect worlds and peoples we often do not even know exist, will be used as a basis to learn how to be a responsible decision-maker in a globalized economy.

**BUS 305: Global Marketing**  
3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** Direct equivalency to MKTG3312 Global Marketing

Exploration of basic knowledge of global marketing focusing on the impact of environment on the strategies used by firms, and the understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies.

**BUS 307: International Strategic Branding & Luxury Management** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Marketing

This course covers the key concepts and the fundamentals of both Strategic Brand Management and Luxury Brand Management in an international and national setting. Students will study brand identity, target segmentation, the importance of creating the "right" image, how to position a Brand, how to analyze client behavior and how to market to the clients in the best way. Analysis and discovery of the most up-to-date strategies for building and maintaining brand value over time will also be

covered. Students will also gain an insight into the brand management issues stemming from cross-country and cross-cultural interactions.

**BUS 315: Advertising and Society** 3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 3000 Level Marketing

This course introduces students to the linkages between advertising and society. It is premised on the belief that advertising helps shape human attitudes and behaviors, just as the latter two in turn help direct and shape advertising. The emphasis is however firmly on advertising as a shaping agent – how it influences individuals and societies, the dynamic nature of the relationship, impacts (both positive and negative) that advertising may have on individuals and societies. It takes a critical and dispassionate view of advertising, rather than a managerial or practitioner's view, advertising flagged, and are used as a basis for further coverage and discussion of the criticisms and issues raised.

**BUS 316: Consumer Behavior** 3 Credits

**Prerequisite:** Marketing fundamentals course or equivalent

**School of Record Articulation:** Direct equivalency to MKTG 2212 Consumer Behavior

This course provides students with an understanding of the behavior of consumers in the marketplace, using an interdisciplinary approach that employs concepts from such fields as economics, psychology, social psychology, sociology, and psychoanalysis. Topics include motivation, perception, attitudes, consumer search, and post-transactional behavior.

**BUS 318: The Business of Social Media** 3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 3000 Level Marketing

Over the past decade, new digital platforms have profoundly changed how we live, work, and conduct business. The business world is undergoing fundamental changes in how consumers interact with brands also social media is changing how business is done around the world in almost every industry which has helped give consumers a voice and connect them with their friends and other like-minded people, and also opened up numerous new forms of communication. It's an integral component in almost all successful marketing strategies. From creating an outlet to directly connect with consumers, enhances a digital marketing strategy and the overall brand experience for consumers.

**BUS 319: Marketing and Distribution Channels** 3 Credits

**Prerequisite:** Marketing fundamentals course or equivalent, previous business organization and administration courses

**School of Record Articulation:** 3000 Level Marketing

Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Marketing and distribution channels management is an essential aspect of commercial activities. Choosing the right channels,

convincing them to carry your merchandise, and getting them to work as partners is a major challenge. Too many companies see themselves as selling to distributors, instead of selling through them. This course will help students learn how to develop marketing channel plans, enabling an organization to increase sales, margins and the levels of collaboration with channel partners.

**BUS 323: Socially Responsible and Sustainable Business Management** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Business General Elective

The objective of this course is to investigate the many social and environmental issues of today's fast-paced, global fashion industry and to explore ways in which we can slow it down, reduce its impact on the environment and provide urgent solutions to make it sustainable. The course takes a hands-on approach, encouraging students to explore aspects of sustainability in developing strategies and methods for the future through case studies, a visit to a sustainable fashion business, videos, and class interaction.

**BUS/WNS 310: International Wine Business** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Articulation:** 3000 Level Management

The course will focus on wine commerce with some aspects of marketing across various channels and market locations worldwide. The first part of the class will focus on B-to-C sales (Business to Consumer) considering sales at the winery, in retail stores, online and in the hospitality sector. The second part of the course will focus on B-to-B sales (Business to Business) focusing on wine exports and worldwide trends, by giving an overview of the major wine markets across the world (US, China, UK, Northern Europe) and explaining the technical difficulties of exporting wines (customs, taxes, transport, technical...).

**CCS/SOC/BUS 358: Sports in Catalonia, Spain & Europe – A Cultural Approach** 3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 3000 Level Sociology

Sport is an integral part of Spanish society that affects all levels of life from social institutions to government and law. A recent example of this is the Catalan government deciding to ban bullfighting – an age-old tradition that demands great respect in other parts of Spain. This course uses sport as a prism to understand the Spanish society. We begin with a theoretical foundation of sport and society, then delve more specifically into sports in Spain and Catalonia covering topics such as history, politics, gender, gambling, racism, media influence, violence, and identity.

**IRL/COM 316: Media and Conflict** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 2000 Level Communications

This course examines the role media play in the progression and public perceptions of conflict. Relevant topics will include media and military intervention, portrayals of protest movements, and news and entertainment coverage of crime, rumors, domestic politics, violence, and ethnicity.

**ECO 308: International Economics and the European Union** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 2000 Level Economics

The European Union (EU) is a unique political and economic construction. For many economists, its defining characteristic is its four freedoms of movement of goods, services, people, and capital within the world's largest single market. Nineteen member states have gone even further in economic integration and share a common currency, the euro. The EU's policies influence the everyday lives of those who live inside and outside its borders. This course will study the benefits and costs for the people of the EU, and indeed the world, of this 'ever closer' union using the tools of international economics. Its focus is the economic integration of Europe from the end of the Second World War to the present day.

**ECO 327: The Political Economy of Economic Integration** 3 Credits

**Prerequisite:** N/A

**School of Record Articulation:** 2000 Level Economics

This course will introduce students to the main issues of economics and politics of European integration by using an economic approach. The course addresses key economic questions that arise from the process of integration. This course draws on a core textbook, articles from journals and other documents. Student will be oriented in the most up to date policy discussion about European integration. By the end, students will be able to apply and relate conceptual and theoretical knowledge underpinning the course of the economic and political process of European integration.

**ECO 342: Intermediate Microeconomics** 3 Credits

**Prerequisite:** Introduction to Microeconomics course, previous business organization and administration courses

**School of Record Articulation:** Direct equivalency to ECON 1011 Introduction to Microeconomics

The objective of the course is to provide an understanding of how fundamental economic theory can be applied to decision making within the firm. Elements of microeconomic theory that support efficient business decisions will be stressed. This course presents a curated set of key topics from microeconomic theory and applies them to businesses and other organizations. These topics include decision-making under uncertainty, economic costs, pricing, and the basics of strategic interactions between competitors. The course should enhance your understanding of how firms maximize profits and markets operate as well as develop your capability in making economic predictions.

**ECO 343: Intermediate****Macroeconomics**

3

Credits

**Prerequisite:** Introduction to Economics course**School of Record Articulation:** Direct equivalency to ECON 1012 Introduction to Macroeconomics

This course introduces Macroeconomics. In Macroeconomics, how an entire national economy performs in a world of constrained choice is studied and provides an overview of the following macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed, as are public debt and international economic issues, introduces basic models of macroeconomics and illustrates principles with the experience of the United States and other economies. The insights of Keynesian and classical theories will be integrated. Special attention will be given to current European developments. By the conclusion of this course, students will be able to understand newspaper and magazine articles on current macroeconomic issues and understand the tradeoffs inherent in macroeconomic policy-making.

**ENS/POL 309: Global Environment Politics**

3 Credits

**Prerequisite:** N/A**School of Record Articulation:** 3000 Level Politics

Human activity is responsible for many environmental issues facing the international community today. This class will explore these core environmental issues, with a special focus on their relation to climate change. It seeks to analyze the roles of states, international organizations, multinational corporations and civil society in the causation and solution process of environmental degradation while at the same time discussing some of the philosophical/ethical aspects of these issues. The underlying goal is to evaluate the effectiveness of global environmental governance and how it attempts to balance national, economic and corporate interests with global environmental welfare

**FIN 300: Financial****Management**

3

Credits

**Prerequisite:** College level Algebra, college level Accounting or Economics class, basic knowledge of spreadsheets**School of Record Articulation:** Direct equivalency to FNCE 3125 Financial Management

This course is an introduction to the main areas of corporate finance. Its focus is on developing an understanding of the tools and methodologies available to the financial manager for decision-making in capital budgeting, working capital management, capital structure and profit planning and control.

**HIS 326: Spanish Civilization and Culture**

3 Credits

**Prerequisite:** N/A**School of Record Articulation:** 3000 Level History

This course reviews the history of Spain from its prehistory to the present by paying special attention to the most important dates, events and

characters that were part of it and that somehow contributed to the creation and strengthening of the so called 'Spanish character'. With the chronology as a center pillar, the subtopics will cover artistic, cultural, sociological, anthropological, economic and political issues that will help students develop a general and global understanding of Spain and its peoples throughout the different time periods. The contemporary period, and last 20 years, will be covered in a more extensive way, in order to give students a comparative perspective for their own lifetimes and experiences.

**HIS/SOC 304: Muslim Presence in Europe**

3 Credits

**Prerequisite:** Introductory college composition and research, college-level history, minimum of freshman-level college credits**School of Record Articulation:** 3000 Level History

Following the terrorist attacks of 9/11, exaggerated fears and stereotypes towards Islam and Muslims rose in regularity and notoriety. In the United States and in Europe, this "othering" has materialized as ethnic profiling, community surveillance, and most recently, in the rhetoric of the far right. This course is an overview of the long and complex relationship between the Muslim world and the West. The course will cover the ongoing debates about Muslims in Europe, such as concepts of religion and secularism, tradition and modernity, immigrants versus citizens, legal issues, human rights, feminism, the headscarf (hijab), identity construction, radicalization, and more.

**INT/SPA 341: Global Internship**

3 Credits

**Prerequisite:** N/A**School of Record Articulation:** 3000 Level International Studies

The Global Internship Program (GIP) is a unique and innovative opportunity for students to combine their internship placement experience with a weekly in-class and mentoring experience, which aims to develop students' personal and professional skills while earning academic credit. The GIP fits in with IAU's philosophy and practice, whereby students can learn about the social and cultural context of their internship placement and the host region and country, as well as other GIP themes, through comparative global analysis.

**MGT 311: Operations****Management**

3

Credits

**Prerequisite:** Completion of 3 college level courses in economics and/or finance; Microeconomics, Macroeconomics, and a course in Finance are highly recommended, or advisor approval**School of Record Articulation:** 3000 Level Management

This course is an introduction to the concepts, principles, problems, and practices of operations management. Operations Management is one of the key functional areas in any organization or company that deals with the production of goods and services. This course is concerned with the tasks, issues and decisions of those operations managers who have made the services and products on which we all depend. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance,

and project management. The topics are integrated using a systems model of the operations of an organization.

**PHI/POL 312: Ethics in Society** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Philosophy/Politics

This course aims to help students in any discipline discover ways to come to terms—both individually and collectively—with the tensions of living in a modern globalized society. It draws on the wisdom we inherit from a lineage of great teachers and thinkers in the past, from different traditions, to seek guidance on how to live better as citizens of the world, and as human beings, confronted by rapid technological change, cultural diversity, environmental degradation, organized violence, and economic insecurity.

**PHI/POL 319: Contemporary Political Philosophy**  
3 Credits

**Prerequisite:** At least 3 semesters of college-level coursework, ENG 101 or equivalent; and 6 credit hours above the 100-level in art, humanities, or social sciences

**School of Record Articulation:** 3000 Level Philosophy/Politics

This course offers students an in-depth survey of some of the major figures, themes, and movements within recent political philosophy and political theory, giving equal emphasis to both the analytical and continental traditions. Topics covered include liberalism, libertarianism, communitarianism, feminism, postmodernism, poststructuralism, biopolitics and biopower. Students will develop an understanding of how different conceptions of power, ideology, and sexuality intersect with and modify normative concerns around autonomy, justice, and democratic rights.

**PSY 304: Human Development in Cultural Contexts** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Arts & Sciences Elective

Study of human development from a psychodynamic perspective, this course draws extensively on the theories of such psychoanalytic thinkers as Freud, Melanie Klein, Wilfred Bion, and Donald Winnicott amongst others. The cultural context is that of a European academic approach to psychology in contrast to the behavioral/cognitive one more prevalent in the United States. The psychodynamic, i.e. psychoanalytic perspective means that emphasis will be placed at all times on the unconscious mind, the inner world and the infantile in the individual, as well as on processes of self-reflection (Students should have a minimum of interest or curiosity about these topics to get anything out of the course.)

**SPA 102: Beginning Spanish II**  
3 Credits

**Prerequisite:** SPAN 102 is a course designed for students who successfully completed Spanish 101 or their equivalent

**School of Record Articulation:** 1000 Level Spanish

This semester corresponds to pre-intermediate Spanish, and this will be the language of communication in the class. Therefore, your instructor will strive to use only Spanish in class, and students are expected to use it as the means of communication. This course uses a combination of lectures, case discussions, interactive classroom activities and guest speakers. Students are expected to have read any assigned readings and cases before the corresponding class session so they are prepared to actively take part in class discussion.

**SPA 201: Intermediate Spanish I**  
3 Credits

**Prerequisite:** Spanish 201 is a course designed for students who successfully completed Spanish 101 and Spanish 102 or their equivalents.

**School of Record Articulation:** 2000 Level Spanish

It is the first semester of intermediate Spanish, which will be the language of communication in the class. Therefore, your instructor will strive to use only Spanish in class, and students are expected to use it as the means of communication. This course uses a combination of lectures, case discussions, interactive classroom activities and guest speakers. Students are expected to have read any assigned readings and cases before the corresponding class session, so they are prepared to actively take part in class discussion.

**REL 312: The Children of Abraham: Judaism, Christianity and Islam**  
3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Religious Studies

This course is a comparative study of the three Abrahamic religions: Judaism, Christianity, and Islam. It examines the religions' shared aspects as well as distinct elements. The course compares the three religions along thematic lines and examines the way these three major traditions impact the modern West and the Middle East specifically. Among the themes to be discussed are Abraham, scripture and tradition, law, the creation, God, worship, mysticism, the house of God, the tradition of head covering, homosexuality, Jerusalem, and the end of times.

**WNS 101: An Overview of Wine** 1 Credit

**Prerequisite:** N/A

**School of Record Articulation:** 1000 Level Arts & Sciences Elective

The course will focus on the key wine regions of France and link with US wine regions and regulations. Students will also acquire knowledge about wine history, terroir, the basics of viticulture, winemaking techniques, labels, and AOC systems. The class will include some wine tasting, using the WSET Approach to tasting. In addition, the students will have an overview of the AOC system in France and the specificity of the AVA system in the US.

**WNS/HSP 307: Wine and Food Pairing**  
3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Arts & Sciences Elective

Each class will focus on a specific wine style and grape varietal, and review the relevant wine regions across the globe. The students will develop their tasting skills and food pairing with regular tastings in class accompanied by matching food examples. Our tastings will focus on Old World VS New World to emphasize the difference of terroir, wine styles and AOC restrictions between Europe and the rest of the world. Students will also learn about ancient wine history, the basics of winemaking techniques, labels and the AOC system.

**WNS/ENS 305: Chemistry and Biochemistry of Wine**

**Production** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits, some college-level science credits recommended

**School of Record Articulation:** 1000 Level Natural Science

This course aims at providing students with a basic understanding of the scientific principles in the two broad topic areas in wine science: viticulture and oenology. Topics covered under "viticulture" include a brief introduction to the history of wine, the principles of soil science applied to viticulture and the different viticulturist techniques, the biogeography of the grapevine, the annual growth cycle of the grapevine and berry development. Under "oenology", the course covers the structure and the chemical composition of the ripe grape berry, the step-by-step analysis of the three winemaking stages: pre-fermentation, fermentation and post-fermentation stages) and the scientific principles involved in the processes of wine maturation, conservation and aging.

**WNS/MKT 302: Wine Marketing and Sensory**

**Analysis** 3 Credits

**Prerequisite:** Introductory college composition and research, minimum of freshman-level college credits

**School of Record Articulation:** 3000 Level Marketing

This course is a combination of lecture and professional tasting to analyze the quality levels, marketing of wine, target market, sales positioning and pricing structures. Students will learn vineyard and winemaking techniques utilized to achieve certain styles of wine. Students will learn how critics and wine competitions affect both winemaking and marketing. Course includes Field Studies.