

AREA	COURSE TITLE	SPANISH COURSE TITLE	COURSE DESCRIPTION	ECTS CREDITS	DEGREE	TERM	YEAR	COURSE CODE
School of Communications and Humanities	Editing and Postproduction	Edición y postproducción	This subject is a practical introduction to the tools necessary for producing audio and visual material. It covers product design, including special effects, final colour touch ups, labels and headings. Students will acquire knowledge of linear and non-linear editing processes and evaluate their respective (dis)advantages.	3	JOURNALISM	2nd semester	1	9980001110
				3	MEDIA STUDIES	2nd semester	1	998001108
	Journalistic Documentation and Research	Documentación e investigación periodística	This course includes theoretical and practical aspects of journalistic, scientific and professional research methods, including the main techniques in data collection, registration and treatment. Students will be introduced to data management processes in documentation departments in the media or in companies that use the press. They will acquire analytical and selective skills in journalistic documentation and learn to skim and scan texts for information.	6	JOURNALISM	2nd semester	1	9980001106
				6	JOURNALISM + MEDIA STUDIES	2nd semester	1	9990001108
				6	ADVERTISING + MEDIA STUDIES + JOURNALISM	2nd semester	1	T999001107
	Computer Applications in Advertising	Informática aplicada a la publicidad	Introduction to software for advertising: PowerPoint design; Excel spreadsheets, formulas, and graphs; Access database design; and quick searches using filters.	6	ADVERTISING STUDIES	2nd semester	1	9982001109
				6	ADVERTISING + MEDIA STUDIES	2nd semester	1	9982001110
	Communicating Effectively In International Relations	Título original en inglés	Students will learn to give oral presentations and hold debates on international issues in English. Specific terminology related to the area of international relations will be discussed.	1.8	ELECTIVE COURSE	2nd semester		3043002982
	Documentation in the Design of Audio and Visual Media Projects	Documentación en el diseño de proyectos audiovisuales	Introduction to documentation services in media, archives, libraries and documentation centers.	3	MEDIA STUDIES	2nd semester	1	9979001109
	English for the Working World	Título original en inglés	Practical workshop on the job application process: CV writing and job interview skills (on-line).	1.2	ELECTIVE COURSE	2nd semester		
Preparing for the Certificate in Advanced English	Título original en inglés	Exam preparation seminar at the advanced level (C1); covers all five areas tested by the Cambridge exam: reading, writing, language in use, listening and speaking.	1.4	ELECTIVE COURSE	2nd semester		3043002948	
School of Communications and Humanities	Digital Advertising	Publicidad en entornos digitales	Introduction to communication networks, such as Internet, GSM, on-line formats, digital and interactive television, instant messaging and other digital resources	6	ADVERTISING	2nd semester	2	9982001208
	Radio Workshop	Laboratorio de radio	Radio workshop in production, planning and broadcasting of various formats. Human and technical resources management, radio programming.	6	JOURNALISM	2nd semester	2	9980001206
	Radio Broadcasting Workshop	Emisión en radio	Radio workshop in production, planning and broadcasting of various formats. Human and technical resources management, radio programming.	6	JOURNALISM	2nd semester	2	9979001210
	TV Production	Producción y realización en TV	Students will learn how to produce an TV media product. Attention will be paid to audio and visual media languages and tools in the context of TV programs.	6	MEDIA STUDIES	2nd semester	2	9979001211
	Photography Applied to Journalism	Fotoperiodismo	Students will learn to use photography skills to communicate and express artistic messages related to current issues.	6	JOURNALISM	2nd semester	2	9979001210

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School of Communications and Humanities	Computer-Aided Advertising Design	Diseño publicitario por ordenador	Introduction to graphic design software for advertising, including Adobe Photoshop, Macromedia Freehand...	4.6	ADVERTISING	1st and 2nd semester	3	3042002813
	Information Technology	Tecnología de la Información	Communication can not be understood without a somewhat complex carrier, involved in processing and distributing information. Media formats have changed to suit the tastes and needs of today's society. For example, layouts have become more attractive, interline media has increased, and photographs are larger in size; cuts, colors, infographics, and a more concise language have developed. This has resulted in two types of reading: rapid browsing for quick information or in-depth reading for those who demand more analytical information.	10.1	JOURNALISM	annual	3	3066002302
	English Communication Skills	Lengua B	English language class for translators at B2 (First Certificate) level. Part 2.	6	TRANSLATION	2nd semester	1	9981001107
School of Communications and Humanities	American Musical Styles	Título original en inglés	Survey of the origin and characteristics of major American musical styles - Folk, Blue Grass and Country, the Big Band Sound, Jazz and Gospel.	1	UEM LAB	2nd semester	-	3043002990
	American TV: The Sitcom	Título original en inglés	An in-depth look at a major element in television, the sitcom, providing a view of social change in the U.S. over recent decades. Recommended Level UEM Lab = 13	1	UEM LAB	2nd semester	-	3043002992
School of Economics, Law and Business Studies	Financial Accounting II	Contabilidad financiera II	The goal of this course is to help students obtain a true understanding of a company's financial performance, reporting the variations experienced at the end of the year, as well as the results obtained during the preceding accounting period.	6	FINANCE MARKETING BUSINESS MARKETING+COMMUNICAT.	2nd semester	1	9985001108 M997001109
	Economic Environment Analysis	Análisis del Entorno Económico	This subject studies the economy, stressing the interrelationships between government, household and business sectors. It also explores government central bank decisions and their effects on consumers and producers.	6	FINANCE MARKETING BUSINESS MARKETING+COMMUNICAT.	2nd semester	1	9983001104 M997001104
	Business Administration **	Administración de empresas **	One of the main aspects of business management is the decision-making process. Students will learn about the planning process and the strategic management process; formulation, implementation, and control of general corporate strategic analysis; formulation, implementation and control of general corporate strategy; mission, vision, culture and values; structure and design of organizations; motivation; how to manage employee diversity; teamwork; communication; how to manage quality control; economic control of companies; and information systems.	6	FINANCE MARKETING BUSINESS FINANCE + LAW MARKETING + LAW BUSINESS +LAW HOSPITALITY + TOURISM MARKETING+COMMUNICAT.	2nd semester	1	9985001106 9985001106 9985001106 M996001112 M996001112 M996001112 9983001106 M997001107
	* Tourism Marketing	* Marketing Turístico	Tourism Marketing introduces the key analytical applications of company databases for segmenting customers, as well as the 4 P's used by marketers (product, price, place, and promotion) in the tourism sector. It also details how to implement marketing strategies, and the	6.9	HOSPITALITY + TOURISM	annual	3	4027002301
	Principles of Marketing	Fundamentos del marketing	This course analyzes the economy, stressing the interrelationships between government, household and business sectors. It also explores governments, central bank decisions and their impact on consumers and producers.	6	FINANCE MARKETING BUSINESS MARKETING+COMMUNICAT.	2nd semester	1	9985001107 9986001107 9987001107 M997001108



ENGLISH OFFER COURSE DESCRIPTION 2009-2010
Universidad Europea de Madrid

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School of Economics, Law and Business Studies	Industrial Organization **	Organización industrial **	This is a course in industrial economics or industrial organization, the study of firms in markets. This course begins studying perfect competitive markets and then moves on to the analysis of firm behaviour in imperfect competitive markets. By the end of the course, students will have learned to differentiate and analyze the industry they are interested in. Students will also be able to identify the main characteristics of the industry and take advantage of their knowledge to make the best decisions for their own firm. This will increase the opportunities of their company to increase its market share and position.	6	FINANCE	2nd semester	2	9985001209
					MARKETING			9986001209
					BUSINESS			9987001209
	Statistics	Estadística	Statistics is a type of data analysis, which in practice includes planning, summarizing, and interpreting observations of a system, possibly followed by predicting or forecasting future events based on a mathematical model of the system being observed.	6	FINANCE	2nd semester	2	9985001210
			MARKETING	9986001210				
			BUSINESS	9987001210				
School of Economics, Law and Business Studies	General Principles of Community Law	Fundamentos del derecho comunitario	A comprehensive introduction to constitutional history, institutional structure and legal systems of the European Union. Particular attention will be paid to the composition, powers and functions of the main legislative and executive organs (the Council, the European Commission and the European Parliament) and to the judicial organs (European Court of Justice and Court of First Instance). The course will also focus on the most important aspects of legal systems: autonomy, supremacy and direct effect of European Union Law; fundamental rights; Union citizenship and the relationship between Union Law and national legal systems.	6	LAW F24	2	1	998400107
School of Economics, Law and Business Studies	International Marketing	Marketing internacional	International Marketing details how managers should develop and implement a marketing strategy, regardless of the country where the company operates. Furthermore, this subject examines foreign entry mode choice and international standardization versus customization strategy.	4.6	BUSINESS + MARKET RESEARCH	2nd semester	4	M017001808
	Tourism Business Management	Administración de la empresa turística	One of the main aspects of business management is the decision-making process. Students must learn the planning process, the strategic management process, strategic analysis, formulation, implementation, control, general corporate strategy, mission, vision, culture and values, structure and design of organizations, motivation, how to manage employee diversity, teamwork, communication, how to manage quality control, economic control of companies, and information systems. All these aspects will be studied from the point of view of the the travel industry.	6	HOSPITALITY + TOURISM	2nd semester	1	9983001106
	* Tourism Marketing	* Marketing Turístico	Tourism Marketing introduces the key analytical applications of company databases for segmenting customers, as well as the 4 P's used by marketers (product, price, place, and promotion) in the tourism sector. It also details how to implement marketing strategies, and the various market research tools applied in tourism.	6.9	HOSPITALITY + TOURISM	annual	3	4027002301

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	Hotel Management Techniques	Técnicas de Dirección y Gestión hotelera	This course offers students knowledge about the tools and processes used in managerial decision-making, as applied to hospitality. The goal is to prepare students to manage and direct hotels and people involved in hospitality operations, and how to efficiently apply management concepts and practices.	4.6	HOSPITALITY + TOURISM	2nd semester	3	4027002303
School of Economics, Law and Business Studies	Tourism Statistics	Estadística aplicada al turismo	Statistics is a type of data analysis, which in practice includes planning, summarizing, and interpreting observations of a system, possibly followed by predicting or forecasting future events based on a mathematical model of the system being observed. In this subject, the observations will be related to tourism and how to analyze the data in statistical terms.	6	HOSPITALITY + TOURISM	2nd semester	1	9983001110
	Tourism Market Structure	Estructura del mercado turístico	Introduction to the travel industry focusing on global concepts: a brief historical approach, the factors and motivations that influence the industry, the main factors in markets – clients, companies, institutions – a study of the current situation in Spain and in the world, and some of the trends that demand and supply are experiencing in the market.	6	HOSPITALITY + TOURISM	2	1	9983001109
Art and Architecture School	Three-dimensional Representation Workshop	Taller de representación tridimensional	This workshop focuses on the ability to represent and analyze non-metric projection forms and images (three-dimensional representations). Students will gain aptitudes through combining fundamental concepts learned in other semester subjects, such as determination, resolving conflicts, and reflecting upon specific topics. Other aptitudes will include taking part in guided debates, planning, and working individually and in teams. Students will learn how to use bibliographical resources using fundamental architectural sources. Students will also learn to use their creativity to approach works from their own perspective, as well as how to report and express their ideas and work concepts, using architectural representation language.	6.0	ARCHITECTURE	2nd semester	1	M990001112
Art and Architecture School	Expressive Techniques and Analytical Representation Systems	Técnicas expresivas y sistemas de representación analítica	A course covering the ability to apply different graphical representation skills towards analyzing and expressing architectural forms, using computer-aided design and hand tools. Students will learn responsibility by fulfilling deadlines. They will also gain the aptitudes of taking part in guided debates, planning, and working as an individual and in teams. Students will learn how to use bibliographical resources using fundamental architectural sources, as well as how to report and express their ideas and work concepts using architectural representation language.	6.0	ARCHITECTURE	2nd semester	1	9993001109

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Art and Architecture School	Drawing of Space and Information	Dibujo del espacio y de la información	Students will be introduced to the practical learning of drawing in depth as an expressive tool in architecture, which will allow them to deal with informative and descriptive content of the object, graphical representation of the meaning of the project (subjective and abstract) , and the intention of their own design. The course will focus on the graphic education of the student from a personal optical view as well as the self-sufficiency of the drawing phenomenon. This will encourage a creative attitude and widening of their visual universe, as well as the development of a critical eye.	6	ARCHITECTURE	2nd semester	2	9993001209
	Project Workshop on Intermediate and Local Scale	Taller proyectual a escala intermedia (local)	This workshop focuses on the practical development of project practice, applied to buildings with intermediate scale that respond to a specific program and adapt themselves to the social and physical environment in which they lie. Students will be encouraged to innovate and improve the architectural space, paying attention to the primary starting conditions, as well as the function and development of the basic typologies (housing and services).	6	ARCHITECTURE	2nd semester	2	9993001205
School of Engineering	Sun Java Programmer (online)	Sun Java Programmer (online)	Object Oriented Programming, Java API, Servlets, Mobile Programming, Threads, Sockets, Open Source.	4.8	COMPUTER ENGINEERING	2nd semester	Any	1011002932

Note: TERM means first semester (from September to January) / second semester (from January to June) / annual (from September to June) / (*) annual courses can be coursed in a semester (from September to January or from January to June) / (**) Courses that will take place at La Moraleja Campus. Disclaimer: Universidad Europea de Madrid reserves the right to cancel or postpone any subject if a minimum number of students is not met.