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(*) annual

AREA	COURSE TITLE	COURSE DESCRIPTION	ECTS CREDITS	DEGREE	STAY	YEAR	COURSE CODE
COMMUNICATION (ADVERTISING, MEDIA & FILM STUDIES, + JOURNALISM, TRANSLATION)	Audiovisual Communication and Information	Study of the basic and general principles of creation, capture, registry and transmission of images and sound in different audio-visual media. Description of the different formats used in each one of the phases of production in Television, Video, Radio and Film. The methodology will be theoretical-practical, stressing the professional techniques that are normally used in the processes applied in image and sound production. Special attention will be paid to the new technological advances that are changing the way of working in audio-visual media, as well as its production and public communication.	9.2	ADVERTISING	Annual	2º	3042002202
			9.6	JOURNALISM	Annual	2º	3066002202
			8.1	ADVERTISING + MEDIA STUDIES + JOURNALISM	Annual	2º	T001001201
	Information Documentation	This subject stresses practical learning and most of the work will be carried out in class. Students will learn "to read" newspapers in order to produce - in groups - different types of press releases and summarize economic or political news, opinion articles, news articles or graphs "against the clock". They will learn to handle databases containing press releases to conduct searches on news appearing in different means of communication. They will learn the use of different documentation services on the radio, television and even in cinema. They will be evaluated on their ability to work in groups, their capacity to organize the group, the formal structure and presentation of their work as well as its content, and their attendance and classwork.	5.0	ADVERTISING	1st Semester	2º	3042002203
			5.0	MEDIA STUDIES	1st Semester	2º	3065002202
			3.9	ADVERTISING + MEDIA STUDIES	1st Semester	2º	M018001201
			4.8	JOURNALISM	1st Semester	2º	3066002203
	Advertising and Public Relations	This programme introduces the basic principles of business communications, advertising and public relations. Organizational structures and relations between advertiser / client, advertising agencies and mass media.	10.8	ADVERTISING	Annual	2º	3042002201
			10.0	MEDIA STUDIES	Annual	2º	3065002201
	Theory of Communication and Theory of Information	Students will deal with all aspects of social communication in an information society, dealing with public information, the role of mass media and techniques of persuasion. This subject studies elements, forms, processes and structures of communication in all its dimensions (personal, technological and expressive), as well as the methods and techniques of scientific research and its historical evolution and development, in order to arrive to a global knowledge and understanding of the communicative phenomenon in the human society.	8.3	MEDIA STUDIES	Annual	2º	3065002203
			6.7	ADVERTISING + MEDIA STUDIES + JOURNALISM	Annual	2º	T001001208
			8	JOURNALISM	Annual	2º	3066002201

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COMMUNICATION (ADVERTISING, MEDIA & FILM STUDIES, + JOURNALISM, TRANSLATION)	Market Research	This subject will introduce student to the concepts of Marketing, Product, Price, Distribution, Communication, Sales, Brand, Merchandising, Advertising, Consumer behaviour, Customer, and Market, Services.	7.6	ADVERTISING	Annual		3042002204
			7.6	ADVERTISING AND MEDIA STUDIES	Annual	2°	M018001202
	International relations	In this subject, students will analyse aspects of society in an international context, with special focus on actors on the international stage and the dynamics of society.	4.8	ADVERTISING + MEDIA STUDIES + JOURNALISM	2nd semester	2°	T001001205
	Communication Techniques and Strategies	This subject will provide an analysis of the elements, forms, processes and structures of communication, as well as an introduction to working and research methods in the field, leading to a global understanding of the phenomenon of human communication . It will emphasize the social background of information transmission. In addition, the historical development of different communication systems and media will be outlined, from their origins to their influence in political, economic and social life in human societies.	6	JOURNALISM	1st Semester	1°	9980001105
			6	MEDIA & FILM STUDIES	1st Semester	1°	9979001101
			6	ADVERTISING + MEDIA STUDIES + JOURNALISM	1st Semester	1°	T999001104
			6	JOURNALISM + MEDIA AND FILM STUDIES	1st semester	1°	M999001104
	Photographic Expression	Introduction to photographic techniques and their visual results; contents will be developed in practical and theoretical sessions, analysing and synthesizing the principles that allow us to create, capture and register photographs.	6	JOURNALISM	1st Semester	1°	9980001103
	Editing and Postproduction	This subject is a practical introduction to the tools necessary for producing audio and visual pieces, during the capture and registration period of post-production and broadcasting. It covers product design, including special effects, final colour touches and labels and headings. Students will acquire knowledge of linear and non-linear edition processes, evaluating their respective (dis)advantages. The methods and work techniques of both types of editing are essential to understanding the expressive function of post-production.	3	JOURNALISM	2nd Semester	1°	9980001110
			3	MEDIA AND FILM STUDIES	2nd semester	1°	998001108
	Information Sources for Advertising	Introduction to specialised web resources for communication, marketing and advertising: quick searches, useful search engines; important sources for retrieving and disseminating information in the print media, as well as sources for audience and brand research.	6	ADVERTISING STUDIES	1st Semester	1°	9982001105
			6	ADVERTISING + MEDIA AND FILM STUDIES	1st Semester	1°	M998001105

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COMMUNICATION (ADVERTISING, MEDIA & FILM STUDIES, + JOURNALISM, TRANSLATION)	Journalistic Documentation and Research	This course includes theoretical and practical aspects of journalistic research methods, scientific and professional research methods, and principle techniques in data collection, registration and treatment. Students will be introduced to data management processes in documentation departments of the media or companies that use the press, acquiring analytical and selective skills regarding journalistic documents. The student will learn to skim and scan texts for information.	6	JOURNALISM	2nd Semester	1°	9980001106
			6	JOURNALISM + MEDIA AND FILM STUDIES	2ND	1°	9990001108
			6	ADVERTISING + MEDIA STUDIES + JOURNALISM	2nd	1°	T999001107
	Business Management	This course covers the principles of microeconomics, the impact of advertising on economic activity, and company structures; introduction to the structure and components of the advertising industry.	6	ADVERTISING STUDIES	1st Semester	1°	9982001104
			6	ADVERTISING + MEDIA AND FILM STUDIES	1st Semester	1°	9982001104
	Computer Applications for Advertising	Introduction to software for advertising (Power Point design, Excel sheets, formulas, graphs, Access data base design, and quick searches with filters).	6	ADVERTISING STUDIES	2nd Semester	1°	9982001109
			6	ADVERTISING + MEDIA AND FILM STUDIES	2nd semester	1°	9982001110
	Photography	Introduction to photographic techniques and their visual results; contents will be developed in practical and theoretical sessions, analysing and synthesizing the principles that allow us to create, capture and register photographs.	6	MEDIA & FILM STUDIES	1st Semester	1°	9979001194
	English language practice	English language course for translators at advanced level (C1). Students will revise problem areas in grammar, and will analyse different text genres and their structures, conventions and terminology.	9.4	TRANSLATION	Annual	2°	3043002203
	British culture and civilisation	Class on British culture, with reference to the political, educational, legal, economic, media and communication systems. Students will obtain basic information on various aspects of the UK, contrasting these with the Spanish/US systems, as well as preparing an in-depth study of a topic of their choice.	7.1	TRANSLATION	Annual	2°	3043002205
English Language	English language class for translators at B2 (First Certificate) level. Part 1. All 4 skills (reading, writing, listening and speaking) will be practised at receptive and productive level.	6	TRANSLATION	1st Semester	1°	9981001103	
English Communication Skills	English language class for translators at B2 (First Certificate) level. Part 2.	6	TRANSLATION	2nd Semester	1°	9981001107	

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COMMUNICATION (ADVERTISING, MEDIA & FILM STUDIES, + JOURNALISM, TRANSLATION)	Preparing for the TOEFL	Preparation for the new iBTOEFL exam needed to study at U.S. universities including exercises and strategies. Recommended Level UEM Lab = 13	1	TRANSLATION	1st semester		3043002937
	Journalism in English	Practice in the basic skills necessary to work in media. Material produced by students will be submitted to UEM school paper for publication. Recommended Level UEM Lab = 13	1	TRANSLATION	1st semester		3043002989
	American Musical Styles	Survey of the origin and characteristics of major American musical styles – folk, blue grass and country, the Big Band Sound, jazz and gospel. Recommended Level UEM Lab = 10	1	TRANSLATION	1st semester		3043002990
	Contrasts in American Society	A look behind the typical stereotypes about America and Americans with respect to education, social class, religion, and food. Recommended Level UEM Lab = 10	1	TRANSLATION	2nd semester		3043002991
	American TV: The Sitcom	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 = 10	1	TRANSLATION	2nd semester		3043002992
	History of Rock	Study of the origins, characteristics and stylistic development of rock and roll music from the early 1950's to the present. Recommended Level UEM Lab = 10	1	TRANSLATION	2nd semester		3043002993
	The Horror Story: Edgar Allan Poe	Introduction to the general characteristics of the horror story and a review of 15 short stories by the master horror story writer, Edgar Allan Poe. Recommended Level UEM Lab = 13	1	TRANSLATION	2nd semester		3043002994
	Preparing For the First Certificate	After an informative session about dates, duration, place and fees of the exam, special exam skills will be practised and a test exam administered. This course centres on exam strategies, not on contents. Exam fees for official exams are not included.	1	TRANSLATION	1st semester		3043002947
	Comic Book Heroes	The concept of the classic hero will be analyzed and applied to the comic book. Such characters as Superman, Batman and Wonder Woman will be discussed both their print and film version. UEM Lab: 13	1	TRANSLATION	2nd semester		304300291A
	Discussions in Women's History	An examination of influential figures in Women's. History and challenges in women's rights. Recommended Level UEM Lab: 10.	1	TRANSLATION	1st semester		30430021B

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	Masterpieces Of World Cinema	Segments from some of the world's greatest films will be viewed and their contribution to cinema analyzed. Films by Chaplin, Fellini, Bergman, Welles, Wilder, will be discussed. Recommended level UEM Lab: 13.	1	TRANSLATION	2nd semester		30430021C
BUSINESS (ADMINISTRATION, MARKETING, FINANCE & LAW)	Business Economics	The student will learn and understand the concept of company and its environment, including types of companies, economic systems, companies as open systems, company theories, entrepreneurship, innovation, the nature and importance of entrepreneurs, general business administration, business management and its evolution, managing in a global environment, corporate governance, social responsibility and ethics, and the analysis of the main functions of the company.	6	MANAGEMENT & FINANCE	1st Semester	1	9985001101
				MARKETING & MANAGEM BUSINESS			M995001106
				FINANCE + LAW			9983001101
				MARKETING + LAW BUSINESS + LAW			M997001101
				TOURISM & LEISURE			
				MARKETING+COMUNICAT.			
	Financial Accounting I.	Financial Accounting I drafts information in accordance with generally accepted accounting principles and with the general goal of obtaining a true reflection of company wealth.	6	FINANCE	1st Semester	1	9985001102
				MARKETING BUSINESS			M997001102
				MARKETING+COMUNICAT.			
	Financial Accounting II.	The goal of this course is to help students obtain a true reflection of company circumstances, reporting the variations suffered at the end of the year, as well as the results obtained during the preceding accounting period.	6	FINANCE	2nd Semester	1	9985001108
				MARKETING BUSINESS			M997001109
				MARKETING+COMUNICAT.			
Economic Environment Analysis	This subject studies 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	2nd Semester	1	9983001104	
			MARKETING BUSINESS			M997001104	
			MARKETING+COMUNICAT.				
AW) Business Administration.	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 the enterprise, and information systems.	6	FINANCE	2nd Semester	1	9985001106	
			MARKETING			9985001106	
			BUSINESS			9985001106	
			FINANCE + LAW			M996001112	
			MARKETING + LAW			M996001112	
			BUSINESS +LAW			M996001112	
			TOURISM & LEISURE			9983001106	
			MARKETING+COMUNICAT.			M997001107	

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BUSINESS (ADMINISTRATION, MARKETING, FINANCE & L	Principles of Marketing	This subject introduces the key analytical topics concerning segmenting customers, focusing particularly on customer profitability, market targeting and customer loyalty. Finally, growing use of market research is outlined	6	FINANCE	2nd Semester	1	9985001107
				MARKETING			9986001107
				BUSINESS			9987001107
				MARKETING+COMUNICAT.			M997001108
	Theory of Law & Legal Institutions	This course offers a global introduction to the western legal business system, paying special attention to current Spanish legislation and institutions in this field. The students will understand, from a macro point of view, the interactions among Law, Economy and Society; from a micro point of view, pupils will manage the know-how for contracts, investments, accounting, etc. In order to improve their legal business skills, there will be a list of cases and materials to practice using evidence during the course.	6	LAW	1st Semester	1	9984001103
				FINANCE + LAW			M996001103
				MARKETING + LAW			M996001103
				BUSINESS + LAW			M996001103
	Business Economics II.	This course is comprised of two parts: a first part that deals with operations management, or those activities that are related to the creation of goods and services through the transformation of input to output. The second part is an introduction to the basic concepts and models of Financial Theory.	9,2	BUSINESS	Annual	2°	3037002204
				BUSINESS + MARKET RESEARCH			M017001204
				BUSINESS + LAW			M001001302
	Introduction to statistics and econometrics	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. Statistics is a branch of applied mathematics, specifically in the area of Statistical Theory, which uses Probability Theory in mathematical models.	9,2	BUSINESS	Annual	2°	3037002202
				BUSINESS + MARKET RESEARCH			M017001202
BUSINESS + LAW				M001001303			
E & LAW)	Macroeconomics	This course provides a general overview of Economy, stressing the interrelationships between the government, households and business sectors. The contents explore government and central bank decisions and their effects on consumers and producers. Students will learn how to apply the theory underlying production, distribution and exchange of goods and services - the utilization of resources, analysis of prices, tax policies, Monetary and Banking Theory and Policy, and economic systems. Special attention is given to the application of economic principles to economic problems.	9,2	BUSINESS	Annual	2°	3037002203
				BUSINESS + MARKET RESEARCH			M017001203
				BUSINESS + LAW			M001001304

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BUSINESS (ADMINISTRATION, MARKETING, FINANCIAL)	Analytical accounting	Knowledge of comprehensive coverage of the needs of first-level cost and management accounting. Provides an understanding of the basic cost terms and concepts that are used in management accounting literature. Presents relevant financial information for making decisions as to whether a product should be sold at a particular stage or further processed.	4,6	BUSINESS	1st Semester	2º	3037002206
				BUSINESS + MARKET RESEARCH			M017001206
				BUSINESS + LAW			M001001309
	Financial Management	This course covers the knowledge and skills needed to understand the financial decisions a corporation must make. Evaluating different types of investments and the best way of financing them is also addressed.	9,2	BUSINESS + MARKET RESEARCH	Annual	3	M017001303
Marketing Management	Marketing Management introduces the key analytical applications of company databases in segmenting customers, as well as the 4 P's used by marketers (product, price, place, and promotion). Subsequently, it details how to implement marketing programmes, focusing particularly on customer profitability and customer loyalty. Finally, growing use of market research in marketing management is outlined. The intended audience of this topic are primarily those who may be studying marketing as a specialist option and students of marketing communications who are looking for a more integrated approach. The level of the content is therefore suitable for undergraduate seniors. Moreover, this subject will also be of interest to those practitioners wishing to add to their practical experience.	9,2	BUSINESS + MARKET RESEARCH	Annual	3	M017001302	
(W)	Knowledge Management	This course offers an overall view of all business information systems, as well as their relationships with new concepts in information management.	6,9	BUSINESS	Annual	3	3037002306
		More in detail, the subject covers three main topics: hardware systems, software systems, and some specific applications for different functional and strategic business areas.		BUSINESS + MARKET RESEARCH			M017001306
				BUSINESS			3037002305
		This subject offers an introductory study of the Public Finance System analysing its					

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BUSINESS (ADMINISTRATION, MARKETING, FINANCE & LAW)	Tax systems	This subject offers an introductory study of the Spanish Finance System, analysing its different funding sources and their effects on the Spanish economy. Moreover, it analyzes how taxes constrain consumption and per capita income.	4,6	BUSINESS + MARKET RESEARCH	1st Semester	3º	M017001305
	Strategic Planning	This course is about the application of statistical methods for testing and quantifying hypothetical economic relationships using data. More in detail, principle econometric techniques and models are analyzed using real data and software.	4,6	BUSINESS	1st Semester	4	3037002814
	International Business Tools	This course concentrates on the analysis of the economic globalization process and the functioning of export-import techniques and procedures. Students will analyse all the stages that a local exporting firm has to go through in order to export its products; this includes logistics, transportation, tariffs, international marketing and customs.	4,6	BUSINESS	2nd Semester	4	3037002824
	Financial Markets in the European Union	This course deals with the regulation and supervision of financial markets within the European Union (EU). Recent developments in financial services at an EU level, as well as regulatory and institutional developments at a national level are also studied.	4,6	BUSINESS	2nd Semester	4	3037002810
				BUSINESS + MARKET RESEARCH			
Marketing Research	This course explores different market research tools (i.e., quantitative and qualitative) used by marketing managers to obtain market information. Moreover, it discusses how companies should analyze the environment in order to implement a successful marketing strategy.	9,2	BUSINESS + MARKET RESEARCH	Annual	4	M017001803	
ADMINISTRATION, FINANCE & LAW)	Strategic management	Strategic Management analyzes the processes of specifying an organization's objectives, developing policies and plans, and allocating resources in order to achieve these objectives. This course addresses the activities carried out by the various functional areas of a company and their necessary alignment towards the organizational objectives.	9,2	BUSINESS	Annual	4	3037002401
				BUSINESS + MARKET RESEARCH			M017001401

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BUSINESS (/ MARKETING)	International Marketing	International Marketing details how managers should develop and implement a marketing strategy, regardless of the country the company operates from. Furthermore, this subject examines foreign entry mode choice and international standardization versus customization strategy.	4,6	BUSINESS + MARKET RESEARCH	2nd Semester	4	M017001808
TOURISM & LEISURE	Tourism Production Operations Management	This course covers hospitality and travel management from an operative perspective: the processes involved, the departmental organization, and the operations carried out in the different types of companies. It studies front desk, bookings, food and beverage, and events operations focusing on an operative functioning in hospitality companies; and back and front office operations in travel agencies.	6,9	TOURISM & LEISURE	Annual	2	4027002202
	Tourism Business Management	The purpose of this course is to study the corporations and their environment, types of companies, economic systems, companies as an open system, general business administration, business management and its evolution, the decision-making process, the planning process, strategic analysis, strategic formulation, general corporate strategy, structure and design of organizations, motivation, leadership, managing employee diversity, and economic control of the company.	6,9	TOURISM & LEISURE	Annual	2	4027002201
	Tourism Business Economics	The student will understand and learn about companies in the travel industry and their environment, as well as the different types of companies, economic systems, companies as open systems, company theories, entrepreneurship and innovation, the nature and importance of entrepreneurs, general business administration, business management and its evolution, managing in a global environment, corporate governance, social responsibility and ethics, and the analysis of the main functions of the company.	6	TOURISM & LEISURE	1st semester	1	9983001101

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TOURISM & LEISURE	Tourism Business Management	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 the enterprise, and information systems. All these aspects will be studied from the point of view of the the travel industry.	6	TOURISM & LEISURE	2nd Semester	2	9983001106
	Tourism Marketing	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 is also details how to implement marketing strategies, and the various market research tools applied in tourism.	6,9	TOURISM & LEISURE	Annual	3	4027002301
	Hospitality Management	This course offers the student knowledge about the tools and processes used in managerial decision-making, applied to hospitality. The goal is to make them able to manage and direct hotels and their employees, facilities, and revenues. They learn all the processes, departments and people involved in hospitality operations, and how to efficiently apply management concepts and practices.	4,6	TOURISM & LEISURE	2nd Semester	3	4027002303
	Tourism Market Structure.	This course Introduces main concepts in the travel industry: factors that have a certain influence on tourism phenomena, agents that make up the industry, tourist resources, and types of companies.	6	TOURISM & LEISURE	2nd Semester	1	9983001109
	Tourism Statistics	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, analyzing the data in statistic terms.	6	TOURISM & LEISURE	2nd Semester	1	9983001110
ARCHITECTURE	Language and communication	This course's objectives include: knowing and using scientific speech(or rhetoric) and understanding essays, critiques, and scientific texts. It also focuses on building one's articulated speech, making it founded, original and creative. Students will participate correctly in debates and critiquing sessions.	6.0	ARCHITECTURE	2nd Semester	1°	9992001107

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ARCHITECTURE	Applied Mathematics	Using applied knowledge of numerical and infinitesimal calculus, algebra, analytic geometry, probability and statistical analysis.	6.0	ARCHITECTURE	1st Semester	1º	9992001102
	Bidimensional representation workshop	This workshop focuses on the ability to represent and analyze flat projection forms and images (on a two-dimensional plane). 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 be expected to hand in works following specific deadlines, thus practicing responsibility. Students will learn how to use bibliographical resources using fundamental architectural sources. Students will also learn to use their creativity to confront works from their own perspective, as well as how to report and express their ideas and work concepts.	6.0	ARCHITECTURE	1st Semester	1º	M990001106
	Three-dimensional representation workshop	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 confront works from their own perspective, as well as how to report and express their ideas and work concepts, using architecture's representation language.	6.0	ARCHITECTURE	2nd Semester	1º	M990001112
	Building systems	Students will acquire knowledge on materials and construction systems used in building, both traditional and pre-fabricated, including their variety, physical characteristics and the mechanics that define them. They will learn how to identify constructive systems and elements and define their functions, compatibility, and construction process. The course also covers designing, solving construction problems, and places importance on communication in daily professional practice.	6.0	ARCHITECTURE	2nd Semester	1º	9993001108

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ARCHITECTURE	Genesis of the shape	This course covers the fundamental comprehension of geometry-related concepts. Students will acquire the creative aptitude of resolving and conceiving shapes graphically, under metric and analytical representation system parameters, as well as the capacity to plan work as an individual and in teams. They will learn how to use bibliographical resources using fundamental geometry sources and how to report and express ideas using geometry language.	6.0	ARCHITECTURE	1st Semester	1º	9993001103
	Geometric and architectural representation systems	Students will acquire the abilities of applying: representation space systems, sketch development, proportionality, language and the graphical representation of architecture. 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 and how to report and express their ideas and work concepts using architectural representation language.	6.0	ARCHITECTURE	1st Semester	1º	9993001104
	Expressive techniques and analytic representation systems	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 and how to report and express their ideas and work concepts using architectural representation language.	6.0	ARCHITECTURE	2nd Semester	1º	9993001109
	Image Analysis. Art and contemporaneous culture	Students will learn and understand current aesthetic expressions through the analysis of their evolution, developing the ability to critique and increase their expressive possibilities. They will also learn the historical evolution of techniques and elements of construction and the structural systems that lie in the origin of current stylistic shapes. The course places importance on understanding common vocabulary, aspects, and elements of art, architecture and design. It is also concerned with teaching how to place works of art, design, architecture and artistic movements into context, as well as introducing students to knowledge and investigation theories.	6.0	ARCHITECTURE	1st Semester	1º	9993001101

Note: STAY means first semester (from September to January) / second semester (from January to June) / annual (from September to June) / courses can be coursed in a semester (from September to January or from January to June)

(*) annual

AREA	COURSE TITLE	COURSE DESCRIPTION	ECTS CREDITS	DEGREE	STAY	YEAR	COURSE CODE
ARCHITECTURE	Contextualised history of Architecture	Students will learn and understand the greatest aesthetic expressions (in architecture and art history) in a systematic way. Learning the historical evolution of techniques and constructive elements and the structural systems that lie in the origin of stylistic shapes. Capability to participate in the restore historical buildings. Understanding common vocabulary, aspects and elements between art and architecture. Placing in context works of art, design, architecture and artistic movements. Getting in touch with knowledge and investigation theories.	6.0	ARCHITECTURE	2nd Semester	1°	9993001106
	Elements of Architectural Projects *	This course is a first approach to design concepts in architectural projects, such as scale, dimensions, materiality, function, site, etc... Students will learn to translate these concepts into graphic expression: sketching, diagrams, plans, sections, physical and 3D models.	16.6	ARCHITECTURE	Annual	2°	1001002206
	Architectural ProjectsI *	Students will consolidate previously learned design concepts in architectural projects. They will also deal with the increase of complexity in briefing and the development of spatial relationships and graphic tools	16.6	ARCHITECTURE	Annual	3°	1001002301
	Architectural ProjectsII *	This course offers an introduction to urban, constructive and structural systems in architectural projects. It is concerned with the development of material conditions and perceptive qualities, as well as a widening of communication strategies	16.6	ARCHITECTURE	Annual	4°	1001002405
	Architectural ProjectsIII	This course covers integration and technical definitions of design concepts: urban, constructive, structural and service systems. It also teaches coordination of graphic resources. It serves as a first step to students' Final Projects.	8.3	ARCHITECTURE	1st or 2nd semester	5°	1001002504

Disclaimer: Universidad Europea de Madrid reserves the right to cancel or postpone any subject if a minimum number of students is not met.