

SPANISH NEW TRENDS & CHALLENGE

SUMMER COURSE

Language:
English B2 level

Level:
Bachelor

Credits:
6 ECTS

Period:
29th June - 18th July 2015

Venue:
Madrid, Barcelona

Program:
38 teaching hours

Fees:
1.880€

Includes:
teaching fees, housing,
cultural & leisure activities,
transfers in Spain

A 3 weeks summer course that will provide you with:

- An overview of the Spanish situation post-crisis
- The European framework regulation
- Spanish economic system
- Study case of an iconic Spanish firm
- Personal experience travelling around Spain
- Friends from around the world

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SUMMER COURSE

MADRID - BARCELONA
29th June - 18th July 2015





MADRID - Module 1

The aim of this first block is to set out the global context of Spain in the post-crisis era and the current challenges of the EU Economic and Monetary Union, explaining from both theoretical and practical perspectives, how the European Union and Spain aim to surmount such obstacles and return the European economy to sustainable growth.

MADRID – Module 2

The purpose of this module is to demonstrate the importance of the strategic management of commercial banks from the perspective of risk management and understand the repercussions of the financial crisis for commercial banking, analyze the Spanish Banking sector situation and understand new financing models in a changing world, within and outside the traditional banking industry.



BARCELONA– Module 3

This part focuses on trade and globalization after the crisis, strategic management and corporate entrepreneurship in adverse scenario and study how to make an organization more entrepreneurial. The Spanish Government has focused on making the Spanish economy more internationally competitive through a series of financial incentives and legal reforms. Key elements have included cutbacks in government expenditure, income tax cuts, labor market reforms, liberalization of the telecommunications sector, and large-scale privatization of state enterprises.



TRAVELLING SUMMER UNIVERSITY TSU15-02

Spain new trends & challenges Summer Course

ACCOMODATION AND MEALS

Temporary housing and half board service is included in the price during the whole stay.

Madrid:

www.cmsanpablo.es

Barcelona:

www.residenciaemilie.com

INSCRIPTION AND CONTACT

www.summeruniversityceu.es

Application deadline: 30th April 2015

suassistant@ceu.es

+34 914 56 63 00, ext. 5495

SOCIAL PROGRAMME

Attractive social program and information on main attractions.

CERTIFICATE

A certificate will be delivered.

The objective of this course is to offer you this summer an overview of the situation of Spain after the 2008 crisis and how it faces its new challenges

This course is open to students of Marketing, Business and Finance from all over the world with special interest on knowing the way Spain is merging from the crisis and moving towards development.