

# SUMMER SCHOOL OF ECONOMICS & BUSINESS



Universidad Autónoma  
de Madrid

June 27<sup>th</sup> - July 22<sup>nd</sup>, 2022

<https://uamsseb.education/>

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## PRESENTATION

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### SPEND YOUR SUMMER STUDYING AT UAM IN MADRID!

June 27<sup>th</sup> - July 22<sup>nd</sup>, 2022

Universidad Autónoma de Madrid (UAM)'s Summer School of Economics and Business (SSEB) is a unique opportunity to broaden your horizons in **one of the most beautiful and liveliest cities of the world**, while studying at a **top university**.

Check the presentation video of UAM's SSEB:



[youtu.be/ZiEmOR-BmM](https://youtu.be/ZiEmOR-BmM)

We invite you to embark on this life-changing journey to gain a new perspective on your studies, make new friends from all over the World, immerse yourself in a different culture, and discover something new about yourself! Join an exclusive **4-week study program** that offers some of UAM's **high-quality courses**, all taught **in English** by top professors and researchers of UAM's Faculty of Economics and Business Studies.

The SSEB brings together students from all over the World and a few local students in a **truly international environment**. The courses are **complemented by social and cultural events, as well as academic field trips**, which are not offered during the regular Fall and Spring semesters.

The SSEB targets students keen to gain **academic enrichment in cutting-edge Economics and Business disciplines**, such as Climate Change Economics, Financial Management in Multinational Firms, Designing and Implementing Global Marketing Programs, Business Negotiation Processes, etc.

The **SSEB Program** is divided into an **Economics Track** and a **Business Track**, each composed of two courses. You can choose one or both courses. You can also choose one course from each Track and follow a **Mixed Track**.

If you prefer a shorter (two weeks) and multidisciplinary course (Art, Biology, Business, Chemistry, Earth Sciences, Economics, Engineering, Geography, Humanities, Law, Marketing, Physics, Political Science, Psychology, and Sociology), you may want to check the Summer School [A Multidisciplinary Approach to Climate Change](#).

### **WANT TO DOWNLOAD PROMO MATERIALS?**

[UAM SSEB poster 2022](#)

[UAM SSEB tri-fold brochure 2022](#)

## APPLICATION: REQUIREMENTS, HOW TO APPLY, AND CALENDAR

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Apply for the SSEB if you are an **undergraduate student or graduate** in Economics or Business, and your level of **English** is at least **B2**. Some courses may also be appropriate for students and graduates from other fields, such as Social Sciences in general, Political Science, Law, Environmental Studies, International Relations, Engineering, Humanities, etc.

For specific requirements, please consult the [Academic Guide and Syllabus](#) of each course.

### HOW TO APPLY?

Download the application form here: [Application Form SSEB](#). Application forms (filled in this PDF form, not scanned) should be submitted to [uamsseb@uam.es](mailto:uamsseb@uam.es) along with:

- a scanned copy of your passport (photo ID page) or EU ID card for EU residents,
- a scanned copy of your university Academic Transcript showing the courses you have taken and your grades,
- your CV.

Once we receive your application materials, we will send you the information to pay the **non-refundable application fee of 75 euros**. Your application will only be processed once this fee has been received. The non-refundable application fee is considered part of the Program costs and will therefore be **deducted from the total payment due**. If we are no longer accepting applications for the requested course(s), you will be notified, and the application fee information will not be sent. In this way, we will prevent you from paying the fee if your application can no longer be processed.

Please, note the following deadlines, and be aware that to meet them we must have received your application fee by the last day of the deadline, as only then will your application be complete:

**EARLY-BIRD-DISCOUNT APPLICATION DEADLINE: FEB 28**

**REGULAR APPLICATION DEADLINE: MAY 31**

**EXTRAORDINARY-PERIOD APPLICATION DEADLINE: JUNE 22**

You will receive notification of admission to the program within 7 days from the completion of your application. Admitted applicants must register by paying the full cost of the program (minus the already paid non-refundable application fee) within 28 days from admission (when we send you the e-mail confirming admission) if you applied during the early-bird-discount period; within 14 days from admission if you applied during the regular (no-discount) period; or within 5 days from admission if you applied during the extraordinary period. After 28, 14 or 5 days without registration and payment, admission will be withdrawn, and the non-refundable application fee will be lost. In this case, if you want to reapply, you will have to pay a new non-refundable application fee.

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|  | <b>Early-bird-<br/>discount period</b>                             | <b>No-discount<br/>period</b>    | <b>Extraordinary<br/>period (if places<br/>still available)</b> |
|--|--|----------------------------------|---|
| <b>Application<br/>Window</b>                | December 1 -<br>February 28  | March 1 -<br>May 31              | June 1 -<br>June 22   |
| <b>Admission<br/>Window</b>                  | Within 7 days from receiving the non-refundable<br>application fee |                                  |   |
| <b>Registration<br/>/ Payment<br/>Window</b> | Within 28 days<br>from admission                                   | Within 14 days<br>from admission | Within 5 days from<br>admission                                 |
| <b>Classes</b>                               | June 27 - July 22, 2022  |                                  |   |

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## COURSES: DESCRIPTION

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### ATTEND EXCELLENT COURSES!

The Program is divided into an **Economics Track** and a **Business Track**, each composed of two courses. You can register for one or two courses and earn 6 or 12 ECTS credits.

#### ECONOMICS TRACK:

##### 1. Environmental Economics & Policy Analysis (6 ECTS credits)

This course focuses on the main issues related to public environmental policies and management. In particular, the course deals with the role of the Public Sector for internalizing environmental externalities through public policies. The subject also studies the valuation of the benefits and costs of those policies. Some issues will be analyzed in depth: environmental taxation and ecological tax reforms, climate change economics, and some applications.

As a result, students will be able to understand the justification and effects of environmental public policies, as well as to formulate them, and analyze them. Students will also develop useful abilities for their professional life, and they will learn methodological tools valuable for careers in the public and private sectors and in Academia.

##### 2. International Finance (6 ECTS credits)

This course aims to provide students with the skills and knowledge that will allow them to develop tasks linked to financial management in internationalized firms, and, more specifically, in multinational firms. In particular, the course will analyze the operative segments of the international financial markets, as well as its products, to get

financial resources and financial instruments to hedge risks to which the internationalized firm is exposed. Furthermore, the course will deal with specific issues that are relevant for the financial management of the multinational firm. Likewise, the course will analyze how the international environment affects the internationalized firm and how to cope with it.

The course is primarily based on a combination of lectures (theory) and case studies (concepts in action). Several related readings are proposed alongside the topics. Some group assignments will allow students to put learnings into practice.

## **BUSINESS TRACK:**

### **1. Global Marketing (6 ECTS credits)**

This course will provide the participating students with a decision-oriented framework for the development and implementation of global marketing programs. Consequently, students will learn to analyze, select, and implement appropriate conceptual frameworks pertaining to five broad management decisions related to global marketing management: Whether going International; deciding which market to enter; deciding how to enter a foreign market; designing the global marketing program; and implementing and coordinating the global marketing program.

At the end of the course, students will be better equipped to understand how firms can achieve international competitiveness by designing, implementing, and controlling global marketing programs.

### **2. Doing Business in Spain (6 ECTS credits)**

This course will provide the participating students with a decision-oriented framework for the development and implementation of business projects in Spain. Consequently, students will learn to analyze, select, and implement appropriate conceptual frameworks

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pertaining to six broad management topics related to doing business in Spain: Understanding the Spanish culture; analyzing the Spanish firms; enhancing business performance, management and solutions when doing business in Spain; enhancing communication skills to communicate more effectively and confidently within the Spanish business environment; knowing the negotiation processes; and adapting to the etiquette and protocol typical of Spain.

At the end of the course, students will be better equipped to understand how to do business in Spain, whether they want to be entrepreneurs or employees.

### **MIXED TRACK:**

Students can choose one course from each track. Only the following combinations are possible:

1. Environmental Economics and Policy Analysis, and Doing Business in Spain.
2. International Finance and Global Marketing.

### **DO YOU PREFER A SHORTER AND MULTIDISCIPLINARY COURSE?**

If you prefer a shorter (two weeks) and multidisciplinary course (Art, Biology, Business, Chemistry, Earth Sciences, Economics, Engineering, Geography, Humanities, Law, Marketing, Physics, Political Science, Psychology, and Sociology), you may want to check the Summer School [\*\*A Multidisciplinary Approach to Climate Change.\*\*](#)

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**COURSES: ACADEMIC GUIDES AND SYLLABI**

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[SSEB-B01 Global Marketing](#)

[SSEB-B03 Doing Business in Spain](#)

[SSEB-E01 Environmental Economics and Policy Analysis](#)

[SSEB-E03 International Finance](#)

If you are interested in the Summer School [A Multidisciplinary Approach to Climate Change](#), you may want to check also:

[SSMACC Syllabus 3 ECTS](#)

[SSMACC Syllabus 6 ECTS](#)

## **COURSES: CALENDAR, SCHEDULE, AND VENUE**

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Teaching takes place in the period **June 27<sup>th</sup> - July 22<sup>nd</sup>, 2022**.

Each course will have four or five two-hour classes per week.

**Social and cultural events and academic field trips** may occupy part of the afternoons, leaving the rest free. Some events or visits may take place in the morning; in this case, the class schedule would be adjusted to accommodate morning activities.

**Venue:** Classes will take place in the Faculty of Economics and Business Studies, Universidad Autónoma de Madrid.

### **Schedule:**

|                    | <b>Monday</b> | <b>Tuesday</b> | <b>Wednesday</b> | <b>Thursday</b> | <b>Friday</b> |
|--------------------|---------------|----------------|------------------|-----------------|---------------|
| <b>9:30-11:30</b>  | IF / DBIS     | IF / DBIS      | IF / DBIS        | IF / DBIS       | IF / DBIS     |
| <b>11:30-13:30</b> | EEPA / GM     | EEPA / GM      | EEPA / GM        | EEPA / GM       | EEPA / GM     |

EEPA = Environmental Economics and Policy Analysis

DBIS = Doing Business in Spain

GM = Global Marketing

IF = International Finance

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## PROGRAM COSTS

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Program costs include:

- tuition fees for the course or courses selected, and
- costs of social and cultural events, as well as field trips included in the Program.

Please, note that program costs **DO NOT** include:

- travel between your home country and Spain,
- visa (if required),
- health/accidents insurance,
- local transportation (except when arranged by the Program for some field trips),
- food (except when provided by the Program in some events), and
- accommodation.

The Office of Study Abroad at UAM will provide **help in finding accommodation** for interested students. There are some on- and off-campus housing options available on a first-come first-served basis.

Students from any university receive a **12.5% discount** if they complete their application (applications are complete when we receive the non-refundable application fee) within the **early-bird discount period** (until February 28). Additionally, students from **Partner Universities\*** receive a **12.5% discount**. Therefore, students from Partner Universities receive a **25% discount** if they complete their application during the early-bird discount period.

Please, see the table below for the Program costs (since the non-refundable application fee is considered part of the Program costs, an admitted applicant must register by paying the Program costs shown in this table minus the already paid non-refundable application fee of 75.00 euros):

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| <b>Program costs<br/>(in Euros)</b>               | <b>1 course<br/>(6 ECTS credits)</b> | <b>2 courses<br/>(12 ECTS credits)</b> |
|---|--------------------------------------|--|
| <b>Non-Partners</b>                               | € 1,299.00                           | € 1,999.00                             |
| <b>Non-Partners Early<br/>bird (until Feb 28)</b> | € 1,136.63                           | € 1,749.13                             |
| <b>Partners</b>                                   |                                      |  |
| <b>Partners Early bird<br/>(until Feb 28)</b>     | € 974.25                             | € 1,499.25                             |

**\* Definition of Partner University:** At the effect of applying the Partner discount, a Partner University is:

1. Any university that holds a valid international agreement with UAM in which UAM's Faculty of Economics and Business Studies participates.
2. Any university that actively promotes UAM's Summer School of Economics and Business among its students, even if it has not signed an agreement. This can be shown by featuring information about the SSEB in its Web or by your International Relations Office informing us of the promotion of the SSEB or the approval of credits transfer.

Refund Policy: Refunds (except for the non-refundable application fee) will only be made in the event of cancellation of the Program or the selected course(s) by UAM.

## **SOCIAL AND CULTURAL EVENTS, AND ACADEMIC FIELD TRIPS**

We want you to get the most out of your stay in Madrid during the SSEB. Therefore, we always plan a wide variety of social and cultural events, as well as field trips to **make your summer truly unforgettable!**

The detailed program will be announced later, but here are some examples of the planned events:

- Paella on Campus
- Madrid walking tour
- Flamenco workshop
- Visit to the Prado Museum
- Visit to Mahou-San Miguel brewery
- Visit to Madrid's Stock Market
- Visit to Spain's Congress
- Farewell Dinner

See some [photos and videos](#) of the variety of academic field trips, as well as cultural and social events, that our students enjoyed during previous editions.

## COVID-19

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As with most summer programs around the world, the SSEB was cancelled for the summer of 2020 due to the COVID-19 pandemic. Fortunately, **our 2021 edition was a great success, with fully face-to-face classes, and close to 40 students.** Thanks to the responsibility of all participants, and UAM's preventive measures, the Program ran without incident. However, the SSEB suffered one effect of the pandemic: Our usual off-campus events were not possible as the institutions to be visited were still restricting visits. Consequently, we held all our events on campus.

**Currently, all classes at UAM are fully face-to-face, and the COVID-19 situation in Spain is low risk.** At the end of October 2021, the cumulative incidence of coronavirus in Spain is below 50 cases per 100,000 inhabitants (low risk), and **the percentage of the population over 12 years of age fully vaccinated is 90%.**

The main characteristics of the **current UAM face-to-face teaching protocol** are the following:

- The use of masks is mandatory.
- In general, whenever possible, an interpersonal distance of at least 1.2 meters should be maintained.
- Good ventilation of interior spaces.
- Protocols for entering and leaving classrooms to avoid crowds at entrances and corridors.
- Special hygiene and disinfection measures for the facilities.
- Provision of hydroalcoholic gel for students and teachers.

### CONCLUSIONS ON COVID-19

In the worst-case scenario, the SSEB 2022 will be held as the SSEB 2021. The SSEB 2021 was like previous editions, but with two main differences: The mandatory use of masks, and that most of the complementary social, cultural, and academic events were on campus (the only off-campus event that was possible was the walking tour of Madrid).

In the best-case scenario, **if all restrictions are lifted, the wearing of masks will not be mandatory, and we will be able to hold all our traditional events off campus.** This seems the most likely scenario.

Regardless of the scenario, if a student is unable to travel to Madrid because of COVID-19 (let's say for example they test positive before the trip) or for any other reason, as in the case of students who are already in Madrid but are subject to quarantine or unable to attend classes for any other similar reason, these students would follow the classes online while the rest of the students follow the classes in the classroom. We have cameras and microphones in the classrooms so that students can see and hear everything that happens in the classroom from their homes, and speakers to hear the students talking at home as if they were in the classroom. Hopefully, no student will need to use this equipment, but we are fully prepared in case someone needs to follow the classes via the Internet during part or all the Program.