

UNCC-UC



Summer Abroad Experience

at the University of Cantabria, Spain

**BUSINESS, BANKING
AND FINANCE COURSE**

4-week course

Course offered in English

Housing offered

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A Summer Abroad experience at the University of Cantabria

The University of Cantabria (UC) is a dynamic medium-sized University, just like the city which hosts the Institution, Santander, on the northern Spanish coast. The University of North Carolina at Charlotte (UNCC) – University of Cantabria (UC) Summer Program offers international students the possibility of combining an exciting study abroad experience with a high-quality academic agenda.

The offer combines a Business, Banking and Finance Course in 4 different areas (Finance and Banking, International Economics, Marketing, and Business Management and Entrepreneurship) with a program in Spanish Language and Culture including Spanish Grammar and Conversation, as well as classes on Spanish History, Arts, and Gastronomy. In addition, the program includes several touristic visits and offers a series of optional excursions, giving the students the opportunity to explore Spain's fascinating northern coast.



Teaching will be in English; no Spanish knowledge is required. Teaching methodology, far from conventional lectures, will be student-based, encouraging students to learn by themselves, interact dynamically, and work in groups. Courses will include varied site visits and activities.

Academic offer

The course will be taught during 4 weeks and will include several activities:

- **Business, Banking and Finance Course (60 hours. Mornings from 9:00 to 13:00):**
 - Corporate Finance and Banking in Europe
 - International Economics
 - Marketing Management for European Markets and Customers
 - Business Management and Entrepreneurship
- **Spanish Language and Culture (48 hours. Afternoons from 15:00 to 17:00).**
- **Social activities:** 2 afternoons per week students will visit firms or touristic places of Cantabria.

Extracurricular activities will include full-day visits to Picos de Europa mountains, the fishermen village Castro, and the city of Bilbao including the renowned Guggenheim Museum.

Practical information

Dates: The course takes place in the last week of May and the first three weeks of June.

Accommodation: Students will stay in shared apartments.

Group size: min. 10 students



Business, Banking and Finance Course (60 hours)

- ***Corporate Finance and Banking in Europe (15 hours)***

A course aimed at providing a useful knowledge of banking and international finance in an environment that is rapidly changing. The course discusses principles for managing financial assets, the firms' financial decisions and the European financial industry. Additionally, the course studies the foreign exchange market and the treatment of exchange risk.

- ***International Economics (15 hours)***

The objective of this course is to widen the student's knowledge on this field. The student is introduced to the analysis of International Economics from a monetary perspective in order to better understand what is going on in the area of International Economics. The course will take an analytical approach to Economics, but it will focus strongly on practice and case studies in both the classroom and course work.

- ***Marketing Management for European Markets and Customers (15 hours)***

This course considers the key strategic issues of the management of customer relationships in international industrial marketing. The course studies this topic in depth, in particular pointing out the differences in approach by different national groups in Europe.

- ***Business Management and Entrepreneurship (15 hours)***

The objective of this course is to give extensive knowledge and better understanding of analytical and practical business management and entrepreneurship. The course will cover topics related to Business Management, Marketing, Accounting, Information and Communication Technologies, Management Operations, Organisational Behaviour and Entrepreneurship. Students will be introduced to entrepreneurial and business management competences in order to identify business opportunities and develop skills and competences in a range of different contexts.

Spanish Language and Culture (48 hours)

This program will include Spanish Grammar and Conversation in the afternoons, sessions on Spanish Art and History including guided excursions to relevant sites of Cantabria, and practical Spanish Gastronomy sessions on Wednesday nights. All classes will be taught in Spanish. Several Spanish Language groups will be arranged according to the Spanish level of enrolled students.

Topics included:

- Spanish Language for foreigners
- Spanish History
- Spanish Art
- Spanish Gastronomy



Living in Santander

Santander is a city of about 200,000 inhabitants with a privileged location by the sea and close to the mountains. It is an excellent place to learn Spanish because this is the only official language spoken here.

Its climate is very mild and the whole region offers a diverse landscape with high mountain peaks, rolling green hills and beautiful coastlines. Among its many touristic attractions, the Cantabrian coast is graced with hundreds of fine white beaches and impressive cliffs, and the coast is less than a 2-hour drive from the breathtaking landscapes of the Picos de Europa mountains.

The region preserves important historical remains from the Prehistoric Era, Roman ruins such as those of Julióbriga, medieval settlements such as Santillana del Mar, and several examples of the civil and religious architecture of the nineteenth and twentieth centuries. Cantabria hosts some of the most impressive prehistoric caves in Europe, such as world-renowned Altamira. Just one hour drive away in neighboring Bilbao is the famous Guggenheim Museum.

Santander can be reached by plane with daily direct flights from Madrid and Barcelona. The Bilbao airport, the biggest of northern Spain, is just one hour drive away. The low-cost airline Ryanair flies from Santander into many European destinations, making it affordable to spend the weekend in places like London, Paris or Rome.



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