

SUMMER SCHOOL OF ECONOMICS & BUSINESS



Universidad Autónoma
de Madrid

June 28th - July 23rd, 2021
<https://uamsseb.education/>

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PRESENTATION

SPEND YOUR SUMMER STUDYING AT UAM IN MADRID!

June 28th - July 23rd, 2021

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

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 **complimented 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 new Summer School **[A Multidisciplinary Approach to Climate Change](#)**.

WANT TO DOWNLOAD PROMO MATERIALS?

[UAM SSEB poster 2021](#)

[UAM SSEB tri-fold brochure 2021](#)

APPLICATION: REQUIREMENTS, HOW TO APPLY, AND CALENDAR

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 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 hence it will be **deductible from the total payment due**. If applications for the requested course(s) are no longer accepted, you will be notified, and the application fee information will not be sent. This way we avoid you paying the fee if your application can no longer be processed.

EARLY-BIRD-DISCOUNT APPLICATION DEADLINE: FEB 28

REGULAR APPLICATION DEADLINE: MAY 31

EXTRAORDINARY-PERIOD APPLICATION DEADLINE: JUNE 21

You will receive notification of admission to the program within 10 days from the completion of your application (when we receive your non-refundable application fee). Admitted applicants must register by paying the full cost of the program (minus the already paid non-refundable application fee) within 30 days from admission (when we send you the e-mail confirming admission) if you applied during the early-bird-discount period; within 15 days from admission if you applied during the regular (no-discount) period; or within 7 days from admission if you applied during the extraordinary period. After 30, 15 or 7 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.

	Early-bird-discount period	No-discount period	Extraordinary period (if places still available)
Application Window	December 1 – February 28	March 1 – May 31	June 1 – June 21
Admission Window	Within 10 days from receiving the non-refundable application fee		
Registration / Payment Window	Within 30 days from admission	Within 15 days from admission	Within 7 days from admission
Classes	June 28 – July 23, 2021		

COURSES: DESCRIPTION

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 or not 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)

The students will be prepared to plan their business and careers, manage their relationships with co-workers, bosses, subordinates, Spanish organizations, and starting a business in Spain. 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 pertaining to five

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broad management topics related to doing business in Spain: a) understanding the Spanish culture; b) analyzing the Spanish firms; c) deciding to be employee or entrepreneur; d) knowing the negotiation processes; and e) 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 as employer or employee.

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 new Summer School [**A Multidisciplinary Approach to Climate Change**](#).

COURSES: ACADEMIC GUIDES AND SYLLABI

[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

Teaching takes place in the period **June 28th - July 23rd, 2021**.

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

Social and cultural events and academic field trips will take up some of the afternoons, leaving the remainder free. Some academic visits will take place in the mornings; in these cases, the schedule of classes will be adjusted to accommodate morning activities.

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

Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday
9:30-11:30	IF / DBIS	IF / DBIS	IF / DBIS	IF / DBIS	IF / DBIS
11:30-13:30	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

PROGRAM COSTS

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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Program costs (in Euros)	1 course (6 ECTS credits)	2 courses (12 ECTS credits)
Non-Partners	€ 1,299.00	€ 1,999.00
Non-Partners Early bird (until Feb 28)	€ 1,136.63	€ 1,749.13
Partners		
Partners Early bird (until Feb 28)	€ 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.

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!**

Detailed Program will be announced later on, but here are some examples of planned events:

- Paella on Campus,
- Madrid walking tour,
- visit to Deloitte,
- visit to the Prado Museum,
- visit to Madrid's City Hall,
- visit to Mahou-San Miguel brewery,
- visit to Madrid's Stock Market,
- visit to Spain's Congress,
- Farewell Dinner,
- etc.

Check 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

As in the case of most other summer programs around the world, the SSEB was cancelled for the summer 2020 due to the COVID-19 pandemic. Fortunately, things look much brighter for the next edition, and **our dates are confirmed for the summer 2021!**

Since September 2020, UAM has been operating with face-to-face classes on Campus, despite a second wave of COVID-19 across Europe. Thanks to the imposed security protocols (see below [“Current COVID-19 security protocols”](#)), UAM has been running smoothly, without outbreaks or contagions caused by the classes.

On the other hand, Spain already has a **vaccination plan** against COVID-19 that is **expected to start in January 2021**. It is anticipated that by summer the entire population of Spain will be vaccinated, but by May a situation will have been reached that will allow the current restrictions to be relaxed. In fact, the current State of Alert approved by the Parliament that allows for the application of current restrictions will be in effect until May 9, 2021, at the latest. (See below [“Current restrictions imposed by the State of Alarm”](#))

Therefore, we contemplate three scenarios for our program:

1. **Worst-case scenario:** The vaccines would not work as expected, and we would have to continue in the current situation. In this case, which we consider very unlikely, the program would be taught under the **same conditions as the teaching currently being carried out at UAM** (see below [“Current COVID-19 security protocols”](#)).
2. **Best-case scenario:** The vaccination plan would work as planned, and there would be a significant relaxation of the restrictions imposed as of May. This is what is expected now, and what we consider most likely. In this case, **the program would be carried out in the usual way**,

although it is very likely that even in this case some precautionary measures will be maintained (see below [“Measures that we expect to be applied in the program under any circumstances”](#)).

3. **Intermediate scenario:** There are delays in the vaccination plan. In this case, although the current restrictions would be relaxed, it is likely that **more precautionary measures of the current security protocols would be kept.**

CURRENT RESTRICTIONS IMPOSED BY THE STATE OF ALARM (until May 9, 2021, if not lifted earlier)

- Curfew from 00:00 to 06:00.
- Social or family gatherings, both in public and private spaces, open or closed, are permitted, as long as they do not exceed 6 people (cohabitants and work, institutional, and education activities are not included in this limitation).
- Hotels, restaurants, cinemas, theaters, auditoriums, circuses, multipurpose halls, establishments for public shows and recreational activities, university residences, halls of residence, sports facilities, parks, gardens, and gambling establishments must close at the latest at 00:00 hours and may not open before 06:00 hours. In the case of hotels and restaurants, they cannot admit clients after 23:00 hours.
- All commercial, retail and professional service establishments, as well as open-air markets, may not begin their activities before 06:00 hours and must close at 22:00 hours, with the exception of pharmacies, medical and veterinary establishments, gas stations and establishments that provide essential and undelayable services. Shopping centers where there are cinemas, restaurants or leisure facilities may close at 00:00 hours.
- The maximum seating capacity allowed in places of worship, indoor sports facilities, hotels, and indoor restaurants, is reduced to 50%. This percentage is 75% in theaters, cinemas, other cultural facilities (including museums), open-air terraces at restaurants, and

commercial establishments. The percentage is 40% in multi-purpose halls.

- All parks and gardens in the city of Madrid are open but continue to close until further notice from 10:00 pm to 6:00 am.

CURRENT COVID-19 SECURITY PROTOCOLS AT UAM

A) General rules

A.1) Outdoor spaces:

- Mandatory use of masks.
- In general, a distance of at least 1.5 meters should be maintained between people.
- Traffic on the sidewalks should be on the right side to avoid crossings between the two senses.
- Pedestrian tours of the campus should be reduced and limited to those cases where it is strictly necessary.

A.2) Interior spaces:

- Mandatory use of masks.
- In general, a distance of at least 1.5 meters should be maintained between people.
- Avoid unnecessary walking through buildings and interior spaces.
- The use of gloves is not recommended, except for cleaning tasks and in laboratories where the material is in common use. If the eyes, nose, or mouth are touched with the gloves, the gloves become contaminated and must be changed.

A.3) Protocol for cases of COVID-19:

- Any person who tests positive for COVID-19, in addition to following the recommendations of his or her health center and not attending the University, will immediately inform the person responsible for

COVID-19 in his or her Faculty or School and UAM's Health Service (servicio.medico@uam.es) so that from this service or from the Faculty or School (in the case of students) the necessary actions are put in place to communicate to possible close contacts the actions to be carried out.

- Any person who has symptoms compatible with COVID-19 must stay home. If you feel unwell at UAM, you will leave home as soon as possible, minimizing the use of public transportation. You will contact as soon as possible your health service, and UAM's Health Service (servicio.medico@uam.es).

B) Specific rules for students

B.1) On-campus presence:

- Students must bring their own masks from home. Under no circumstances will these masks include an exhalation valve, since in this case the air is exhaled directly to the environment without any kind of retention, and this would favor, if present, the spread of the virus.
- Students will only stay on campus as long as it is necessary for their academic activities.

B.2) Classroom behavior:

- Student groups will be kept stable, so that close contacts in the event of a possible case of COVID-19 are recorded and restricted. For the same reason, students will not attend classes of teaching groups that are not theirs.
- Whenever possible, students will occupy the same position in the classroom throughout the day.
- To avoid crowding at the doors and corridors, the entrance and exit of the classrooms will be held in a staggered manner.
- Avoid sharing any kind of material with other students or with teachers.

C) Specific rules for professors

- A safety distance of at least 2 meters must be maintained between the teacher and the students while the class is being taught. When it is not possible to maintain that distance, additional protective and hygienic measures should be taken to prevent the risks of contagion.
- All classrooms will have an anti-virucidal surface cleaner, and a paper roll or similar. Each teacher is responsible for cleaning with these materials the surfaces of their workstation (table, chair, eraser, etc.), as well as the controls of the audiovisual equipment they use. This cleaning will be done by the teacher at the beginning and the end of each class.
- Whenever possible, classrooms will be kept ventilated with natural ventilation (open windows). Directional ventilation is not recommended (opening windows and doors) while classrooms are occupied, since this type of ventilation acts by potentially transporting the contaminated aerosols from whoever generates them to other people.

MEASURES THAT WE EXPECT TO BE APPLIED IN THE PROGRAM IN ALL CIRCUMSTANCES

- Mandatory use of masks.
- Frequent ventilation of the classrooms.
- Special measures of hygiene and disinfection of the facilities.
- Provision of hydroalcoholic gel for students and teachers.

CONCLUSIONS ON COVID-19

We expect that the SSEB will be held in a similar way to previous years, but with the few precautions mentioned above. The most significant difference for students is that we expect the use of masks to remain mandatory.

Although it is by no means a likely scenario now, it is already planned that the SSEB will not be cancelled in the event of an uncontrolled pandemic that

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makes face-to-face classes impossible. Instead, we would switch to an online format. In this case, program costs would be reduced by 20%. This will also apply to students from countries where the pandemic is not under control at the time of the SSEB, and who cannot travel to Spain as a result.