

UNIVERSIDAD DE CANTABRIA Vicerrectorado de Internacionalización y Compromiso Global

Summer Program

Business, Banking and Finance

Sixth Edition 2022 May 21 th- June 22 th

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University of Cantabria

The University of Cantabria (UC) is a public university and one of the most efficient universities in Spain, occupying the second place in research quality and the seventh place in the universities' competitiveness ranking. Its main objective is to contribute to social progress through its commitment to teaching and scientific excellence.

Internationalization is one of the priorities of the UC. The UC is aware of the challenges and opportunities of the globalized world which is why it participates in networks at national, European and global levels and maintains cooperation and mobility agreements with other institutions of the world.

Vicerectorate for Internationalization and Global Commitment

The International Relations Office (IRO) dependent on the Vice-rectorate for Internationalization and Co-operation, is the focal point for students received within the framework of agreements and International programs.

They are teachers that play the role of academic tutors to the students who are taking part in the program and play an essential role in the academic organization and success of student experience.

It is the reference service for all the administrative issues and procedures throughout the exchange period such as registration, record management and the issuance of stay certificates and transcripts.



Santander



Santander is a modern city located on a beautiful south-facing bay, which belongs to the Club of the World's Most Beautiful Bays. Few cities can boast including within ready to give the best of themselves both their urban area a dozen beaches with such diverse characteristics and, at the same time, so attractive: family beaches, sheltered beaches, distinguished beaches and sporting

beaches. Los Peligros, La Magdalena, Bikini, El Camello, the beaches of El Sardinero, Los Molinucos, Mataleñas and La Maruca. All during the summer days.

Cantabria







Cantabria has more than two hundred The various caves in Cantabria with kilometres of coastline, an extension drawings, paintings and engravings like Alenclosing a wide variety of landscapes. tamira are the core of a broader group ca-Steep cliffs alternate with small islands, lled Cantabrian Palaeolithic Art. In 2008, deep estuaries, spacious bays and beautiful nine Cantabrian caves were declared World beaches. Of the six protected natural areas Heritage by UNESCO in the region, three are directly linked to the coast.



Years of experience

2015-2021







Summer Program: Activities

Business, Banking and Finance Courses (6 ECTS).

Spanish Language and Culture Course (2 ECTS).

Guided Excursions

Visit to relevant historical sites of Cantabria (Santillana, Comillas,Gaudí architecture...)

Weekends

Free for the students. Some Saturdays there will be optional whole day excursions as long as all the students attend. They should confirm it in advance. The rest of the weekends students can arrange trips to other cities in Spain and Europe (Madrid, Barcelona, Rome, London, Paris...).

Common Activities

Visit to firms and institutional organizations of Cantabria. Thematic dinners are also included and other leisure activities. Every week there will be at least one leisure activity and one thematic dinner (the exact date of these activities will be notified during the week since most of them depend on the weather conditions).

Courses:

Course 1: Corporate, Finance and Banking in Europe

It provides a useful treatment of Banking and International finance in an environment that is changing rather rapidly.

Course 2: Marketing Management for European markets and customers

It considers the key strategic issues of the management of customer relationships ininternational industrial marketing.

Course 3: International Economics

The objective of this module is to widen the student's knowledge on this field: analysis from a monetary perspective with an analytical approach, but it will focus on practice.

Course 4: Decision making and entrepreneurship

The objective of this module is to offer students a general and practical view about the decision making process and the entrepreneurship phenomena.





Spanish Language and Culture Course

This course is scheduled so that it can be taken in combination with any of the other four courses of Business, Banking and Finance.

The University of Cantabria Language Center (CIUC) has offered summer courses in Spanish as a Foreign Language for well over two decades. Furthermore, over the last few years the presence of a large multinational student body, the result of exchange programs such "Erasmus/Socrates" and others, has led to the learning programs being both perfected and enlarged, and these are now offered throughout the year. The students will do a pre-test for advance their level of Spanish.

Some Fridays there will be cultural activities where students will visit cultural places in Cantabria.

Activities and Excursions

Trip to Picos de Europa

- · Town visit of Potes.
- · Cable car and mountain hike in Fuente Dé.

A trip from prehistory to the middle ages

- Guided tour in Museum of Prehistory "Altamira", world famous prehistoric cave sites.
- Guided walk in Santillana del Mar, careful ly preserved medieval villlage of extreme beauty.

Trip to Castro and Bilbao

- Castro Urdiales, walk along its fishermen harbor and well-preserved plaza in his beautiful fishermen village.
- · Bilbao, biggest city in Northern Spain.
- · Guggenheim Museum guided tour.

Thematic Dinners

- Spanish food dinners
- Show cooking to learn how Spanish people cook.



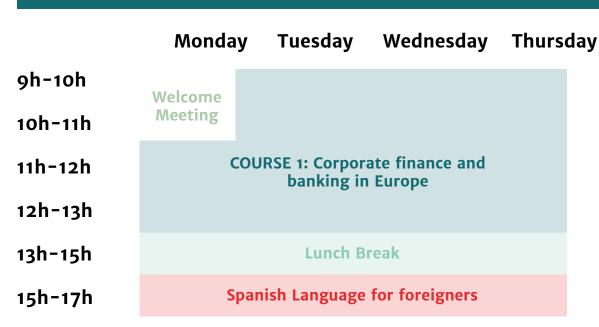






Academic agenda May 21 th-June 22 th

Week 1



^{*}Fridays will be reserved for cultural activities



Week 2

Monday Tuesday Wednesday Thursday



^{*}Fridays will be reserved for cultural activities



Week 3

Monday Tuesday Wednesday Thursday

9h-10h

10h-11h

COURSE 3: International economics

11h-12h

12h-13h

13h-15h

Lunch Break

15h-17h

Spanish Language for foreigners

^{*}Fridays will be reserved for cultural activities





Week 4

Monday	Tuesday	Wednesday	Thursday
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9h-10h		
10h-11h	COURSE 4: Decision making and entrepreneurship	
11h-12h		
12h-13h		
13h-15h	Lunch Break	
15h-17h	Spanish Language for foreigners	

Week 5

Closure and delivery of diplomas: Farewell reception

UC

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