

The background of the entire page is a teal-tinted photograph of students in a classroom or computer lab. In the foreground, a student with glasses is seen in profile, looking towards the right. Behind them, another student wearing a baseball cap is visible, also looking in the same direction. The image is slightly blurred, giving it a sense of depth and focus on the educational environment.

# UC

UNIVERSIDAD  
DE CANTABRIA

Vicerrectorado de  
Internacionalización y  
Compromiso Global

*Summer Program*

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# Business, Banking and Finance

Sixth Edition

2022

May 21 th- June 22 th

[www.unican.es](http://www.unican.es)

**SANFI**

SANTANDER FINANCIAL INSTITUTE

Fundación UCEIF



# University of Cantabria

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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

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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

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**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 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, Matalaños and La Maruca. All ready to give the best of themselves both during the summer days.



# Cantabria

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**Cantabria** has more than two hundred kilometres of coastline, an extension enclosing a wide variety of landscapes. Steep cliffs alternate with small islands, deep estuaries, spacious bays and beautiful beaches. Of the six protected natural areas in the region, three are directly linked to the coast.

The various caves in Cantabria with drawings, paintings and engravings like **Altamira** are the core of a broader group called **Cantabrian Palaeolithic Art**. In 2008, nine Cantabrian caves were declared **World Heritage by UNESCO**



# Years of experience

2015-2021



*Business, Banking and Finance*

# Summer Program: Activities

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**Business, Banking  
and Finance  
Courses**  
(6 ECTS).

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**Spanish Language  
and Culture  
Course**  
(2 ECTS).

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

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## **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...).

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## **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:

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## **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 in international 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.

*Business, Banking and Finance*







# Spanish Language and Culture Course

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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 as “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

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## 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*, carefully preserved medieval village 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



	Monday	Tuesday	Wednesday	Thursday
9h-10h	Welcome Meeting	COURSE 1: Corporate finance and banking in Europe		
10h-11h				
11h-12h				
12h-13h				
13h-15h				
15h-17h	Spanish Language for foreigners			

*\*Fridays will be reserved for cultural activities*



## Week 2

Monday    Tuesday    Wednesday    Thursday

9h-10h

10h-11h

11h-12h

12h-13h

13h-15h

15h-17h

**COURSE 2: Marketing management  
for European markets and customers**

**Lunch Break**

**Spanish Language for foreigners**

*\*Fridays will be reserved for cultural activities*



## Week 3

Monday Tuesday Wednesday Thursday

9h-10h

10h-11h

11h-12h

12h-13h

13h-15h

15h-17h

**COURSE 3: International economics**

**Lunch Break**

**Spanish Language for foreigners**

*\*Fridays will be reserved for cultural activities*





## Week 4

Monday Tuesday Wednesday Thursday

9h-10h

10h-11h

11h-12h

12h-13h

13h-15h

15h-17h

**COURSE 4: Decision making and entrepreneurship**

**Lunch Break**

**Spanish Language for foreigners**

## Week 5

**Closure and delivery of diplomas: Farewell reception**

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