The Catholic University of Ávila

Academic course 2014/2015

INTERNATIONAL PROGRAMS: DIPLOMAS, HONORS AND COURSES

1. Diplomas (30 ECTS)

DIPLOMA IN INTERNATIONAL BUSINESS MANAGEMENT		30 ECTS
Code	**Name of the course**	**ECTS**
	Strategic Management	**6**
	Financial Management	**6**
	Marketing Management	**6**
	Human Resource Management	**6**
	Integrated Operations Management	**6**
	Business English	**6**

EACH COURSE WILL HAVE 6 ECTS. STUDENTS MUST CHOOSE 5 OF THEM. THE DIPLOMA IS AWARDED WHEN 30 ETCS ARE COMPLETED.

DIPLOMA IN INTERNATIONAL ENVIRONMENTAL MANAGEMENT		30 ECTS
Code	**Name of the course**	**ECTS**
	GIS and Remote Sensing	**6**
	Biodiversity Conservation and Management	**6**
	Food Production and Industry	**6**
	Waste Management	**6**
	Integrated Operations Management	**6**
	Business English	**6**

EACH COURSE WILL HAVE 6 ECTS. STUDENTS MUST CHOOSE 5 OF THEM. THE DIPLOMA IS AWARDED WHEN 30 ETCS ARE COMPLETED.

DIPLOMA IN INTERNATIONAL HEALTH CARE MANAGEMENT		30 ECTS
Code	**Name of the course**	**ECTS**
	Health Care Management	**6**
	Business Management	**6**
	Waste Management	**6**
	Ethics and Professional Deontology	**6**
	Human Resources Management	**6**
	Business English	**6**

EACH COURSE WILL HAVE 6 ECTS. STUDENTS MUST CHOOSE 5 OF THEM. THE DIPLOMA IS AWARDED WHEN 30 ETCS ARE COMPLETED.

DIPLOMA IN INTERNATIONAL INDUSTRIAL MANAGEMENT		30 ECTS
Code	**Name of the course**	**ECTS**
	Automotive Sector and Industry	**6**
	Integrated Management System - Waste Management	**6**
	Business Management	**6**
	Ethics and Professional Deontology	**6**
	Human Resources Management	**6**
	Business English	**6**

EACH COURSE WILL HAVE 6 ECTS. STUDENTS MUST CHOOSE 5 OF THEM. THE DIPLOMA IS AWARDED WHEN 30 ETCS ARE COMPLETED.

2. Honors (36 ECTS)

HONORS IN INTERNATIONAL BUSINESS MANAGEMENT		36 ECTS
Code	**Name of the course**	**ECTS**
	Strategic Management	6
	Financial Management	6
	Marketing Management	6
	Human Resource Management	6
	Integrated Operations Management	6
	Business English	6

HONORS IN INTERNATIONAL ENVIRONMENTAL MANAGEMENT		36 ECTS
Code	**Name of the course**	**ECTS**
	GIS and Remote Sensing	6
	Biodiversity Conservation and Management	6
	Food Production and Industry	6
	Waste Management	6
	Integrated Operations Management	6
	Business English	6

HONORS IN INTERNATIONAL HEALTH CARE MANAGEMENT		36 ECTS
Code	**Name of the course**	**ECTS**
	Health Care Management	6
	Business Management	6
	Waste Management	6
	Ethics and Professional Deontology	6
	Human Resources Management	6
	Business English	6

HONORS IN INTERNATIONAL INDUSTRIAL MANAGEMENT		36 ECTS
Code	**Name of the course**	**ECTS**
	Automotive Sector and Industry	6
	Integrated Management System - Waste Management	6
	Business Management	6
	Ethics and Professional Deontology	6
	Human Resources Management	6
	Business English	6

3. Technical courses (6 ECTS)

Technical courses		ECTS
Code	**Name of the course**	**ECTS**
	Automotive Sector and Industry	**6**
	Biodiversity Conservation and Management	**6**
	Business English	**6**
	Business Management	**6**
	Ethics and Professional Deontology	**6**
	Financial Management	**6**
	Food Production and Industry	**6**
	GIS and Remote Sensing	**6**
	Health Care Management	**6**
	Human Resource Management	**6**
	Integrated Management System - Waste Management	**6**
	Integrated Operations Management	**6**
	Marketing Management	**6**
	Strategic Management	**6**
	Waste Management	**6**
	Introduction to Cartography and GIS	**6**
	GIS: Vectorial Analysis	**6**
	GIS: Raster Analysis	**6**
	Principles of Remote Sensing	**6**
	Digital Analysis of Remote Sensing images	**8**
	Introduction to Landscape Planning	**6**
	Technical approaches and applications of GIS and Remote Sensing for Landscape Planning	**8**

4. Course description

Automotive Sector and Industry (6 ECTS)

Students in this course will study innovations in technology, plus the rising demand and the increased manufacturing capacity as emerging markets change the automotive sector dramatically. The key technology trends that drive the industry now and in the future will be studied.

Biodiversity Conservation and Management (6 ECTS)

This course is divided into three parts:
Principles of Conservation Biology: The environmental significance of Biodiversity. Ecological indexes and biodiversity assessments through bio-indicator organisms. International, European and Spanish framework: conferences, Natura 2000 Network and Spanish conservation laws and types of protected areas. Diversification, extinction and global distribution patterns of biodiversity in Mediterranean ecosystems. Ex situ conservation vs. in situ conservation.
Diversity, conservation and management of flora and fauna in Spain: diversity and conservation status of flora and vegetation. Techniques and legislative framework for conservation of plants. Recovery and conservation plans of endangered species of plants; diversity and conservation status of vertebrates and invertebrates. Techniques and legislative framework for conservation of fauna. Recovery and conservation plans of endangered species of animals.
Planning and Management in protected areas: Management Plan of Natural Resources and Management Plan of Social Use. Forest Management Projects including management by forest stands and associated fauna y flora. Studies for the conservation management: Conservation status, dead wood, fragmentation and connectivity.

Business English (6 ECTS)

This course is a B1 reading, listening, speaking and writing course for learners who need to understand and express the key concepts of business and economics in English. The areas covered in the course will include the topics contained in the textbook used in the course.
The course will be focused on a practical way in order to help students learn business language in “real life” situations with emphasis on reading strategies, analytical thinking, discussion and oral presentations.

Business Management (6 ECTS)

This comprehensive program shows students how to create a business plan, secure financing, distribute product, develop promotions and use the power of the Internet. Students will learn the latest online business techniques from knowledgeable instructors..

Ethics and Professional Deontology (6 ECTS)

Students will study ethical attitudes. Applied Ethics: Life, society, culture; Ethics and life; Ethics and society; Ethics and multiculturalism; Ethics and religion. This course will study Deontologist professionals, Ethics, work and economy. Ethics and Environment: towards sustainability; Ethics and new technologies; Ethics and Information Technology.

Financial Management (6 ECTS)

Students in this course will analyze the financing structure of a company for decision making, learn about the internal and external sources of funding. How to make investment decisions based on various criteria. Compare and contrast low and high risk investment projects.

Food Production and Industry (6 ECTS)

This program is designed for students of Agricultural Engineering, Animal Science or Environmental Science and also for professionals of these areas. The goal of the program is to acquire broad knowledge about the grape and olive tree cultivation, and wine and olive oil production and processing in order to obtaining top-quality products. This course will also tackle Iberian pig production presenting the raising of this animal native to the Iberian Peninsula and the array of high-quality cured products originating from this livestock sector.

GIS and Remote Sensing (6 ECTS)

In the GIS part students are expected to gain fundamental knowledge about the practical use of Geographic Information Systems, get experience in handling geospatial data, conduct spatial and statistical analysis using vector and raster data, work independently on GIS projects and small research studies. Besides students are expected to generate the digital elevation model and generate thematic maps (slope, aspect, curvature, insolation, shading and watershed) to make optimal decision planning and management; statistical models for the generation of continuous maps of environmental variables (biomass, C02, biodiversity); and finally representations of 3D. Students are expected to gain fundamental knowledge about the theory of landscape structure and learn about the numerous existing landscape metrics and the restriction of them.

In the Remote Sensing part students will learn how to detect and measure the composition of the environment and its biophysical properties by selecting an appropriate remotely sensed data set and apply the relevant image processing, interpretation and analysis techniques. More specifically, by the end of the course students are expected to be able to: understand the concepts of spatial, spectral, radiometric and temporal resolutions of remotely sensed data; identify the range of commercially available airborne and satellite remotely sensed data sets, as well as their properties and limitations; apply basic image pre-processing operations to produce image data sets that can be integrated with other forms of digital spatial data; and interpret images provided remote sensors and explain the steps used to convert an image into a thematic map (e.g. land-cover) or quantitative map (e.g. water depth).
In both parts students will be able to create and handle projects integrating all the created data in both GIS and Remote sensing parts.

Health Care Management (6 ECTS)

Students will learn about the administration and management of health care services; the functions and management models and the organization of health care; the direction and leadership in the different departments of health care management. Exercise planning techniques. Design charts. Develop categories of staff. Calculate staff job description. Learn communication techniques, conflict resolution, decision making, evaluate the quality of a successful health care system.

Human Resource Management (6 ECTS)

This course will include conducting job analyses, planning personnel needs, recruiting the right people for the job, orienting and training, managing wages and salaries, providing benefits and incentives, evaluating performance, resolving disputes, and communicating with all employees at all levels. Examples of core qualities of HR management are extensive knowledge of the industry, leadership, and effective negotiation skills.

Integrated Management System – Waste Management (6 ECTS)

The course covers the translation of product and service requirements into facilities, procedures, and operating organizations. It includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management. Uses live case analyses. This course will also enlighten the state of the art in waste management technology, organizational and legislative developments and practices and financial burdens and benefits of handling waste.

Integrated Operations Management (6 ECTS)

The course covers the translation of product and service requirements into facilities, procedures, and operating organizations. It includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management. Uses live case analyses.

Marketing Management (6 ECTS)

Marketing Management is designed to serve as an introduction to the theory and practice of marketing. Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategy implementation programs. In addition, students will have the opportunity to communicate and defend their recommendations and build upon the recommendations of their peers. We will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual assignments, and group projects. We will draw materials from a variety of sources and settings including services, consumer and business-to-business products.

Strategic Management (6 ECTS)

Strategic management is about running the total business enterprise. It seeks to understand the challenges and the environment in which the business operates, the management intends to head, the strategic plans for getting the enterprise moving in the intended direction and the tasks of implementing the chosen strategy successfully. This course aims to equip you with the core concepts, frameworks, and techniques of strategic management, which will allow you to understand what managers must do to make an organization – be it a for-profit or a non-profit one – to achieve superior performance.

Waste Management (6 ECTS)

The aim of this course is to enlighten the state of the art in waste management technology, organizational and legislative developments and practices and financial burdens and benefits of handling waste. The course covers the introduction to waste management; minimum requirements for the handling, classification and disposal of hazardous waste, waste disposal by landfill, and water monitoring at waste management facilities; recycling and resource management; waste prevention, minimisation and optimisation (scientific calculators required to complete examples).