



NEW IAU MADRID COURSES 2024-2025 Academic Year

[MAD IRL/POL 331 HUMAN RIGHTS, MIGRATION, AND GLOBAL CIVIL SOCIETY](#) (3 units)

Required course for students in the Human Rights, Refugee, and Migration Studies concentration. Open to all students who meet the prerequisites.

How have globalization and transnational human rights issues impacted the standing and practices of civil society in the global struggle for social justice? How have media technologies transformed civil society and cross border activism in the quest for safeguarding indivisible and interdependent rights? In this context, migration and refugee protection continue to challenge and expose the limitations of our current global governance to defend and promote the universal human rights of all peoples. In this course, students will learn about contemporary migration processes at the core of human rights debates, comprehending the increasingly visible, and sometimes invisible, role of global civil society. Understanding and legitimizing the impact of civil society as frontline advocates for accountable global governance, drawing upon international treaties and conventions to assert their demands, is essential for making sense of human rights issues in international and local politics and for deconstructing the existing power relations amongst state and non-state parties. In this line, the dynamic and practical nature of this course provides students with actual local experiences to dive into the intersection of human rights, migration, and civil society actors and practices, closely studying the crucial part played by non-governmental organizations (NGOs), grassroots movements, and individuals in advocating for social justice and promoting transformative change at the local and global scale.

MAD SOC 314 SERVICE LEARNING EXPERIENCE (3 units)

Required course for students in the Human Rights, Refugee, and Migration Studies concentration. Open to all students who meet the prerequisites. Please see further information on application deadline.

Earn college credit while making an impact. Students enrolled in the course earn first-hand experience at a service learning placement in a nonprofit, NGO, or similar organization dedicated to advocacy or policy change. Students are expected to complete a minimum of 120 total hours at their placement under supervision, in addition to successful completion of the Service Learning Experience seminar under IAU Madrid faculty guidance. In this course, students meet and communicate regularly on their progress, learn about relevant issues concerning the NGOs and nonprofits where students are placed, and work on a final portfolio of their placement, organization, and the scope and impact of their service. Service ethics are also at issue in the course as part and parcel of the student experience to have students develop skills for navigating questions of inequality, access, difference, and discrimination firsthand with self-critical cultural sensitivity to others and their own experiences.

Students can expect to spend at least 10 weekly hours Monday through Friday at their placement, with an additional 2 hours per week of academic study outside of the placement. Students will be expected to work in 4-hour blocks as a minimum, have a regular schedule during the semester, and may require a commute by public transportation to the placement site.

MAD IRL/POL 332 GLOBAL MOBILITY, DISPLACEMENT, AND HUMAN RIGHTS ADVOCACY (3 units)

As the international community grapples with unparalleled levels of displacement, this course aims to explore the intricacies of the movement of people across borders and the intersection of international institutions' work to safeguard human rights. Through an anthropological approach and practical methodologies, this course critically examines all forms of historical and contemporary global displacement, its main causes and effects on the livelihood of individuals, thus enabling students to comprehend in depth the particular challenges faced by displaced populations throughout their entire migration process. While this course mainly studies the imperative for human rights

advocacy led by prominent international institutions, it also provides insight into the local initiatives that have influenced and continue to shape the course of public policies, political initiatives, and social attitudes. By identifying and situating specific global processes that are relevant to the context of the Western Mediterranean, students will have the distinctive possibility to get acquainted with the work and policy efforts of international organizations, including the UN Refugee Agency (UNHCR), Amnesty International and Human Rights Watch in Spain.

MAD IRL/POL 404 INTERNATIONAL MIGRATION: BORDER SECURITY AND TRANSNATIONAL COOPERATION (3 units)

The aftermath of the 2015 migration and refugee crisis has raised serious questions as to what extent European Union (EU) member states have unilaterally agreed upon border security strategies and transnational cooperation to address the arrival and reception of migrants and refugees. Intending to highlight the complex juncture of political dilemmas, legal responsibilities, and moral obligations at the core of these issues, this course equips students with the comprehensive framework to critically understand and assess the following intricate dynamic. On one hand, the significance of preserving national security and enhancing regional cooperation, while equally abiding by international law and upholding commitments to protect fundamental rights on the other. In a similar light, through interdisciplinary perspectives and systems thinking, students will be able to articulate the specific contexts in which migratory processes to Europe take place and in parallel, address aspects of colonial legacy, historical political ruptures, and continuities within the continent. With a focus on the Iberian Peninsula and the North African region, students will experience closely the tortuous relationship between Spain and Morocco, studying the countries' political ties and most importantly, their strategic geography as both the gateway to the promise of safety within the EU and a perilous passage for an unprecedented number of migrants and refugees.

MAD COM 313 INTERNATIONAL PUBLIC RELATIONS (3 units)

Required course for students in the International Public Relations and Media concentration. Open to all students who meet the prerequisites.

This course introduces students to the fundamental principles, concepts, and relationships between the theory and practice of communication strategies in public relations, with a focus on international case studies. Special emphasis will be placed on the role of PR in society, public opinion, effective strategies and tactics, process, identification of publics, publicity techniques, and effective use of media. Students will learn to differentiate between public relations, marketing, and advertising. They will understand the role of public relations in the corporate world and the media market, will practice writing press releases and media advisories, will learn how to represent a client, and will design a public relations media campaign kit. Fieldwork and guest speakers in Madrid, Spain, integrated into the curriculum.

MAD COM 315 MEDIA, INFLUENCE, AND SOCIETY (3 units)

Required course for students in the International Public Relations and Media concentration. Open to all students who meet the prerequisites.

In this course we will investigate new digital, social, and traditional mass media to understand how media messages are crafted with communication strategies, as well as how different audiences receive them. Taking up comparatist and international case studies, we will analyze the potential impacts and effects of the media on consumers, culture and society, to gain a nuanced understanding of the roles of the media in a globalized world. What powers of influence do the media have? What are their uses and their ethics? How are they targeting mass audiences? What responsibility do publics have today when receiving, consuming, and, in the digital era, producing their own media? Among other topics, while addressing the digital revolution of the contemporary era, we will learn to identify and discern the impact of “fake news” and its influence on different societies.

MAD BUS/MGT 332 SUSTAINABLE LUXURY MANAGEMENT (3 units)

Required course for students in the Sustainable Luxury Management and Design concentration. Open to all students who meet the prerequisites.

This course investigates the unique business and management dynamics of the luxury industry, characterized by its need for opulence and sustainability. It seeks to familiarize students with the idiosyncrasies inherent in luxury management that are distinct from conventional business frameworks in other industries. Emphasis is placed on the significance of Corporate Social Responsibility (CSR) within the luxury sector, recognizing the unique social and environmental challenges in decisions confronting luxury enterprises. Case studies and fieldwork visits to Madrid businesses enhance local place-based learning for students to have firsthand contact with sustainable and luxury businesses during their study abroad experience.

Integral to class discussions is an exploration of sustainable biomaterials and their pivotal role in sustainable luxury management. Sustainable alternatives, derived from renewable sources and often possessing biodegradable properties, offer a pathway for luxury corporations to reconcile their pursuit for new products with environmental stewardship. By integrating sustainable materials into their products and processes, luxury brands can mitigate their ecological footprint while maintaining their allure to discerning consumers and stakeholders.

MAD BUS/MGT 359 DESIGN THINKING (3 units)

Required course for students in the Sustainable Luxury Management and Design concentration. Open to all students who meet the prerequisites.

This course introduces students to the principles and practices of Design Thinking, a human-centered approach to problem-solving and innovation. Students will learn how to empathize with users, define problems, ideate creative solutions, prototype concepts, and test and iterate designs. Through hands-on projects and case studies, students will develop critical thinking skills and a deep understanding of the iterative design process.

The course will be an opportunity for students to immerse themselves in the business environment and urban fabric of Madrid city. The co-curricular activities will provide students with hands-on experience in designing and

planning solutions to creative problems. Some of these cases will address local cultural, art and design firms around Madrid. Case studies and fieldwork visits to Madrid businesses enhance local place-based learning for students to have firsthand contact with sustainable and luxury businesses during their study abroad experience.

MAD SPA 317 SPANISH FOR THE MEDICAL PROFESSION (3 units)

This course is designed for students who need Spanish in the healthcare field, that is, students who are preferably studying biology, pre-medicine, nursing, pharmacy, or psychology. In the classroom, learning strategies and activities will serve to introduce the student to common situations within the medical-health field and acquire specific terminology in these professions through comprehension exercises and oral and written production. Students will also learn about the Spanish national health system in the host culture.

Course topics include learning vocabulary and practicing comprehension and oral production in situations that involve: human anatomy, ailments, symptoms, medical specializations, pharmacy, healthcare systems and coverage, and real-life dialogues between patients and healthcare professionals.

MAD SPA/LIT 352 WRITING THE CITY. MADRID THROUGH ITS BARRIOS (3 units)

Taking Madrid's diverse neighborhoods as our point of departure for exploration, this course aims to have advanced students of Spanish work on perfecting their writing and speaking skills and on developing a unique voice in Spanish communication. Skills sets will focus on broadening Spanish language vocabulary, deepening understanding of style and narrative register, and gaining greater self-confidence in communicative situations. Exercises are designed to have students engage and write about Madrid's many neighborhoods and their identities, while exploring one's own relationship to these spaces. Fieldwork and activities will necessarily take students to Madrid's *barrios*.

Students are expected to read and engage with assigned texts that also explore these themes, including works in different narrative and literary genres. We will participate in group discussions and engage with different kinds of texts, from creative think-pieces to academic essays, interviews, summaries, and stories. Students will interview a Madrid resident as part of the course.

MAD SPA/ART 368 ART AND ACTIVISM (IN SPANISH) (3 units)

In this course we will explore and investigate cultures of protest and their artistic and aesthetic expression in contemporary Spain. We will garner understanding for the intersections between art and politics, and learn to analyze cultural material in activist archives, museums, and cultural centers in Madrid. At the same time, we will question New Social Movements from a comparatist perspective by investigating the place of activism in relation to contemporary history, society, and politics both locally and globally. Students will acquire vocabulary and critical frameworks in advanced Spanish to analyze the cultures of protest in archives.

Please note that we will discuss political histories that may prove to be sensitive topics of debate, including but not limited to: the histories of antifascist struggles, anarchist movements, LGBTQ+ liberation struggles, queer and anti-AIDS activisms, feminisms, civil rights for racialized minorities, animal rights movements, environmentalist movements, and, per urban theorist Henri Lefebvre, struggles for the “right to the city” against processes of gentrification. We will relate how these struggles are unique in their expressions locally in Madrid, but also prove inherently linked to global movements.

MAD SPA/ARH 411 CULTURE LAB (4 units)

Required course for students in the Spanish Honors Abroad program. Open to all students who meet the prerequisites.

Taught in Spanish with workshop and lecture components. Conducted in the style of a laboratory, this class will take up contemporary debates on literary, artistic, and cultural works from Medieval Iberia to contemporary Spain, allowing students to acquire and practice the tools to analyze Iberian cultures and their margins. How do the chosen case studies of cultural works capture the predominant thought and questions underpinning each historical period, or how

do they brush against them? How is “culture” contested, shifting, and plural? In what ways do these primary materials—poetry, narrative, audiovisuals, art and architecture, city spaces, etc.—relate to the historical context of the moment when they were produced? How do they help researchers understand the “structures of feeling”, per Raymond Williams, with nuance and cultural specificity? Students will investigate what the study of cultural objects can tell us about the ways of life, values, and social attitudes of peoples, past and present, to gain an advanced understanding of the politics of culture.

Students will be expected to develop their own guided, independent analyses of cultural material in the laboratory, which aims to prepare students in the preliminary exploratory phase for a research project or honors thesis in a subsequent semester. Study visits to museums, galleries, and cultural institutions form an integral part of the course, allowing students to have contact with primary materials and archives whenever possible. Attendance on the study trips (day trips and overnight), fieldwork, and guest speakers are required for students in the course.

Existing IAU-ACM Courses offered as new in Madrid for 2024-25

MAD BUS 301 INTERNATIONAL BUSINESS (3 units)

The world’s economies are now part of an integrated global system. Increasingly, firms of all sizes consider the entire world when deciding where to produce and where to sell their goods and services. Global trends and international macroeconomic shocks influence the decisions of business leaders all over the world. At the same time, national borders and differences remain an essential fact of the global economy. This course will study the changing world in which international business operates, with a particular emphasis on developing a global perspective through the study abroad experience. Its focus is on the ‘macro’ environment but it will also consider managerial implications.

MAD ECO/IRL 308 INTERNATIONAL ECONOMICS AND THE EUROPEAN UNION (3 units)

The European Union (EU) is a unique political and economic construction. For many economists, its defining characteristic is its four freedoms of movement of goods, services, people, and capital within the world's largest single market. Nineteen member states have gone even further in economic integration and share a common currency, the euro. The EU's policies influence the everyday lives of those who live inside and outside its borders. This course will study the benefits and costs for the people of the EU, and indeed the world, of this 'ever closer' union using the tools of international economics. Its focus is the economic integration of Europe from the end of the Second World War to the present day.

MAD BUS 329 DOING BUSINESS IN EUROPE (3 units)

A distinctive feature of the European market is the opportunity for firms to work either in individual countries or on a multi-country level across and among market groupings—most notably, the 27 countries of the European Union (EU). Doing business in Europe therefore requires a solid understanding of European political and economic integration, and how this has shaped both the European business environment and management practice of European and non-European firms. This course will study how firms of all shapes and sizes handle the many opportunities and challenges that have arisen from European integration. It has a particular emphasis on developing a European perspective to business through the study abroad experience.

MAD POL/IRL 303 INTERNATIONAL RELATIONS (3 units)

International relations encompasses more today than just relations between governments. This course will place the emphasis on the various actors in international relations. Central to the course are utilizing the advantage of living abroad for a semester. This includes following closely current events and attending local conferences.

MAD POL/IRL 318 THE ISRAELI-PALESTINIAN CONFLICT (3 units)

This course addresses the causes and evolution of the Arab-Israeli conflict from the 19th century to the present. It provides an in-depth understanding of the

conflict by exploring its history and the narratives of the parties. We will follow a timeline beginning with the inception of the conflict. We will study the 1948 War, the various armed confrontation which pitted Israel against its neighboring countries. We will address the various attempts at peace. We will do so by addressing the international, historical and political developments. A particular focus of the course will be the Israeli and Palestinian societies, their history and their culture.

MAD POL 307 THE EUROPEAN UNION: HISTORY, INSTITUTIONS, AND POLICIES (3 units)

Analysis of the historical evolution, the institutions, and the policies of the European Union within the context of European diplomatic history.

MAD IRL/POL 308 GEOPOLITICS OF THE MEDITERRANEAN (3 units)

Living and studying in Madrid gives students first-hand experience of one of the many identities that encompass the Mediterranean basin. This culturally diverse region has been connected for millennia by a shared geographic space. It has created some of the greatest monuments to human intelligence and creativity, and at times has been a cauldron of violence and instability. Students will read texts on the geopolitical issues facing the countries of the Mediterranean basin today as well as analyze contemporary policies to have a better understanding of the future of this fascinating region.

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