



## Developing International Experience for students through Virtual Mobility

Intellectual output 1: Catalogue of MOVIDIS courses



## Introduction:

This catalogue presents the pool of courses in the frame of students' Virtual Mobility to be offered among MOVIDIS partner institutions. Each course is described in terms of learning outcomes, indicative content, number of ECTS granted, name of course teacher, and language each course will be taught in.

In total, **27 courses** have been identified by **six higher education institutions** from France, Spain, Italy, and Germany. **22 of them are courses in Economics**, such as World Economy, Environmental Economics, Channel Management, Social Media Marketing, Company Formation, Business Strategy. They address undergraduate 2<sup>nd</sup>- or 3<sup>rd</sup>-year students in Economics who wish to take a course at any university abroad without leaving their countries. In addition, **4 foreign language courses** focusing on applying in the business context are included in the pool of Virtual Mobility courses: French, Italian, Spanish, and German.

A student is expected to choose a number of courses from this pool that allow him/her to earn at least **9 ECTS during one semester**. The relevant prerequisite is: one course of those 9 ECTS should be Foreign language course. The most obvious combination would be: **2 Economics courses + 1 language course**. Each course is supposed to be covered during one semester the duration of which is January – June 2021; September 2021 – January 2022 or January 2022 – June 2022.

All courses will be offered fully online and present a pedagogically-sound combination of synchronous live sessions and asynchronous learning activities. To earn ECTS indicated for each course, a student has to do the estimated workload, which is composed of attending online live sessions (approximately one third of the total student workload), asynchronous individual and/or collaborative learning tasks, and assessment activities (the rest of the workload). For example, taking a **course of 75 hours student workload means for a student attending approximately 20 hours of online live sessions, and investing approximately 45 hours into individual/collaborative learning activities, preparation to the final assessment**. The very final allocation of hours for any type of teaching, learning, and assessment activity within each course will be specified by responsible teacher in the related course documents.

There are **no geographical barriers** when selecting courses. The 9 ECTS indicated above can be taken at any institution that participates in the MOVIDIS Virtual Mobility. For example, it is possible to take one course at Università di Genova, one course at Université Côte d'Azur, and one at Universidad Complutense de Madrid.

Learn more about the Virtual Mobility opportunities by exploring the variety of MOVIDIS courses!

Sincerely yours  
MOVIDIS team



*Reminder: The very final allocation of hours for any type of teaching, learning, and assessment activity within each course will be specified by responsible teacher in the related course documents. But for example a course of 75 hours student workload means for a student attending approximately **20 hours of online live sessions, and investing approximately 45 hours into individual/collaborative learning activities, preparation to the final assessment.***

COURSE PROVIDER: UNIVERSITÉ CÔTE D'AZUR (FRANCE)				
Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Environmental Economics	3 ECTS, 75 hours	Mr Christophe Charlier	English	<p>The aim of this course is to provide an introduction to environmental economics and natural resources that can be further developed in specialized master programs. The course shows what can be the contribution of economic reasoning in the construction of environmental policies.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>- Measuring the benefits and costs of environmental preservation,</li> <li>- The different environmental policies,</li> <li>- Managing natural resources,</li> <li>- The environmental pillar of sustainable development.</li> </ul>
Industrial Economics	3 ECTS, 75 hours	Mr Patrice Bougette	English	<p>The aim of this course is to introduce companies' strategy in oligopolistic environments. To follow this course, the completion of the course Microeconomics is advisable.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>- Importance of defining the relevant markets,</li> <li>- Basic oligopoly models,</li> <li>- Product differentiation strategy (eg. Hotelling model),</li> </ul>

				<ul style="list-style-type: none"> <li>- Elements of competitive dynamics,</li> <li>- advertisement as a source of market power.</li> </ul>
Econometrics	3 ECTS, 75 hours	Ms Catherine Laffineur	English	<p>The aim of this course is to introduce the key concepts used in Econometrics, such as linear regression model models, and propose concrete applications in the form of computational exercises and interpretation of results. This allows students to develop their data analysis skills, which are very useful in an environment where information becomes the main source of added value.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>- simple linear model,</li> <li>- multiple linear model,</li> <li>- generalized least squares.</li> </ul>
Spanish for Business	3 ECTS, 75 hours	Mr Antonio Neme Capitaine	Spanish	<p>Through this course, students will consolidate and develop their language skills in Spanish at the B1 level of the CEFR, in particular, the skills required to communicate in a professional context. They will also discover some aspects of the Hispanic cultures related to the financial and economic world such as marketing and management strategies, consumption habits of Spanish speaking countries or some examples of Hispanic enterprises. A2 level is required to apply.</p>
French for Business	3 ECTS, 75 hours	Ms Delphine de Wazières	French	<p>The course aims at empowering students to orientate and communicate in the French Business world. In particular, they will be enabled to apply for a job, make appointments, write professional letters, participate in companies' meetings in French. A2 level of the CEFR (Common European Framework of Reference for Languages) is required to apply for the course. The aim is to reach B1 level of the CEFR.</p>

COURSE PROVIDER: UNIVERSIDAD DE SEVILLA (SPAIN)				
Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Spanish and World Economy  <i>only from Sept 2021 to Jan 2022</i>	6 ECTS, 150 hours	Mr Antonio Navarro García	English	The course analyses the present characteristics of the World Economy, with special focus on the globalization process. Attention is paid to the three most important dimensions of globalization (namely, productive, commercial and financial). It also describes the key international organizations (e.g., World Bank, International Monetary Fund, World Trade Organization) and some of the main economic problems (development, population and environment). Additionally, the internationalization process of the Spanish Economy is also described, with a focus on the period from the integration into the European Union.
Financial Derivatives Markets  <i>only from Sept 2021 to Jan 2022</i>	3 ECTS 75 hours	Mr Filippo di Pietro	English	The objective of this course is to introduce the concepts of derivatives financial markets. Understand the main products used by companies to cover their risks. How derivatives work, the operational system. Identify the correct product according to the risk to cover. The main operatives' strategies with derivatives.
Corporate Finance  <i>Only from</i>	6 ECTS 150 hours	Ms Maria Victoria Aviles	English	The objective of the Course is to introduce the student to the fundamentals of Finance, with special emphasis on corporate financial management. As such, the Course includes an introduction to the processes of financial analysis, investment and financial project valuation, and to the concepts of working capital and cash management. By the end of this



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<p>Jan to June 2022</p>				<p>Course, the student would be able to:</p> <ul style="list-style-type: none"><li>a) Better understand and analyze policies and decisions made by financial decision-makers.</li><li>b) Use the standard tools of a financial analyst.</li><li>c) Understand the key issues in Corporate Finance.</li></ul> <p>Contents:</p> <p>Chapter 1: Financial Statements: Balance Sheet.</p> <p>Chapter 2: Cash operating cycle and Long-term cycle</p> <p>Chapter 3: Corporate Finance and Axioms.</p> <p>Chapter 4: Investment Evaluation</p> <p>Chapter 5: Economic Evaluation Criteria</p> <p>Chapter 6: Financing Evaluation, Weighted Average Cost (WAC), Cost of Capital, Economic and Financial Feasibility.</p>
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<p>Computerized business management Only from Jan to June 2022</p>	<p>6 ECTS 150 hours</p>	<p>Mr Pedro R. Palos -Sanchez</p>	<p>English or Spanish</p>	<p><i>Unit 1. The information system and digital transformation in tourism environments. 1.1 The company from a systemic perspective. 1.2. Characteristics of the current environment that influence the information system. 1.3. Definition of the Information System, in general and from a business perspective. 1.4. Evolution of the information system in the company: from data to knowledge. 1.5. Digitalisation as a key to competitiveness in companies. 1.6. Areas of work in a digitisation plan. 2.1. The spreadsheet and its use in business administration and management 2.2. Interface. Handling of the application 2.3. Formulas and predefined functions 2.4. Exploitation of the model. Tools. 2.5. Productivity improvement: model formulation and design guidelines. 3.1. Conceptualisation and previous considerations 3.2. The data warehouse 3.3. Business Intelligence tools 3.4. The Business Intelligence market.</i></p>
<p>Fundamentals of Optimization for Economics and Business Only from Jan to June 2022</p>	<p>4 ECTS 100 hours</p>	<p>Ms Maria del Mar Borrego Marin</p>	<p>English</p>	<p>This course covers mathematical tools used in economics and quantitative business decision making. The course focuses on teaching and solving optimization problems faced in modern economics and business studies. Topics include constrained and unconstrained optimization and contemporary and practical techniques of calculus in economic evaluation and business decision making. All topics in this course are taught using currently available, efficient tools, software and packages of economics and management sciences</p>



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Microeconomics  Only from Jan to June 2022	6 ECTS, 150 hours	Ms Mercedes Castro Nuño	English	The course aims at enabling students to understand how individual decision-makers, both consumers and producers, behave in a variety of economic environments and markets regarding the allocation of resources and prices of goods and services, as a result and application of theoretical or formal representations about how the economy works.
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COURSE PROVIDER: UNIVERSIDAD COMPLUTENSE MADRID (SPAIN)				
Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Spanish Economy  only from Sept 2021 to Jan 2022	6 ECTS, 150 hours	Mr Manuel García-Goñi	English	The goal of this course is to provide knowledge on the Spanish economy and its main characteristics in the last decades. The approach taken for the analysis of the Spanish economy is based on the comparison with other countries, with special emphasis in the EU although also with the rest of the world. Upon completing the course, students will be able to: - understand the characteristics of the global economy, - apply concepts and tools needed to understand economic theory.
World Economy  only from Sept 2021 to Jan 2022	6 ECTS, 150 hours	Ms Clara García	English	The course provides the necessary information for analyzing today's global economy in a systemic way, including tendencies and contradictions, the behavior of actors, and relations of interdependence. The students will be enabled to analyze the growth, development, and regulation of the global economy as a whole, in developed and in developing economies, and of the major international economic relations – production, trade, and finance.

<p>History of Economic Thought</p> <p>from Jan to June 2021</p> <p>and from Jan to June 2022</p>	<p>4 ECTS, 100 hours</p>	<p>Ms Estrella Trincado</p>	<p>English</p>	<p>The course aims at analyzing the major authors and Schools of Thought who have created the theories and tools employed by economists.</p> <p>Upon completing the course, the students will be enabled:</p> <ul style="list-style-type: none"> <li>- to understand theories that the major economists have presented throughout history to solve the main economic problems;</li> <li>- to make use of the works of the great economists of the past;</li> <li>- to develop capacities for exposition, analysis and debate in an academic seminar.</li> </ul>
<p>Risk Analysis and Management</p> <p>from Jan to June 2021</p> <p>and from Jan to June 2022</p>	<p>4 ECTS, 100 hours</p>	<p>Ms Maria Jesus Segovia</p>	<p>English</p>	<p>"The 2008 financial crises and the present pandemic scenario have shown, more than ever, the importance of the risk function in the management of businesses. Therefore, this course will focus on the way in which business makes an assessment of, control and transfer risk. This process is known as risk management process and, nowadays, is becoming an increasingly important tool in the management of business. In fact, the risk management process involves identification of risks and associated potential costs, analysis of the causes of risk of financial loss, determination of various strategies to treat risk, selection of strategies appropriate to the goals and objectives of the business, implementation of the selected strategies, management and monitoring of results. The main objective of this course is to engage students in the study of risk management principles. Therefore, the course will provide the student with the necessary knowledge for the analysis of financial transactions and for the adoption of decisions under scenarios of risk and uncertainty and the preparation of basic financial information. "</p>

COURSE PROVIDER: UNIVERSITÀ DI GENOVA (ITALY)				
Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Social Media Marketing from Jan to June 2021  and from Jan to June 2022	3 ECTS, 75 hours	Ms Giorgia Profumo	English	The course will provide concepts and techniques useful in order to make social media marketing decisions, focusing on the implication of social media as well as opportunities for marketers and organisations. In particular, the course examines the fundamental principles of a social media marketing strategy, and provides a detailed understanding of the principal social networks and digital channels, together with the social media environment and characteristics of social consumers. At the end of the course, students will be able to understand how social media can be used for promoting brands, communicating with customers and analysing their needs.
Topics in Mathematical Finance with R  only from Sept 2021 to Jan 2022	3 ECTS, 75 hours	Ms Marina Resta	English	The course is aimed at providing basic programming insights about the R (free software environment for statistical computing and graphics) with a special focus on topics in Financial Mathematics. At the end of the course, students will be able to effectively use R for data analysis in the financial/economic context.

<p>Multivariate analysis</p> <p>only from Sept 2021 to Jan 2022</p>	<p>3 ECTS, 75 hours</p>	<p>Mr Corrado Lagazio</p>	<p>English</p>	<p>The module will introduce students to the use of some of the multivariate techniques most frequently used in market analysis, namely principal components and cluster analysis. The module will be focused on applications in the socio-economic field, and on the use of free statistical software to perform the analyses. After completing the module, the students will:</p> <ul style="list-style-type: none"> <li>- know the main principles of multivariate data analysis;</li> <li>- be able to choose the best statistical tool on the basis of the problem and of the available data;</li> <li>- be able to apply standard methods of analysis,</li> <li>- read and interpret appropriately the results that they get.</li> </ul>
<p>Financial Markets and Intermediaries</p> <p>from Jan to June 2021</p> <p>and from Sept 2021 to 2022</p>	<p>3 ECTS, 75 hours</p>	<p>Ms Francesca Querci</p>	<p>English</p>	<p>The course will provide concepts and techniques useful to understand the functioning of financial markets and how financial intermediaries work. In particular, the course examines the fundamental principles of financial intermediation, and provides a detailed understanding of financial instruments, capital markets, banks and other financial institutions. At the end of the course, students will be able to understand how households and enterprises achieve the financial resources that are necessary to support their consumption and investment decisions, as well as the risks to which financial intermediaries are exposed and the supervisory requirements that they have to meet.</p>
<p>Italian for Business Purposes</p>	<p>3 ECTS, 75 hours</p>	<p>Mr Simone Torsani</p>	<p>Italian</p>	<p>The course aims at developing the learners' communicative competence in Italian as a Second Language for the domain of business at the B1 level of the CEFR (Common European Framework of Reference for Languages). Therefore, the course syllabus will focus on such topics as banking and finance, types of enterprises and professional communication in all language skills. The course will integrate short lectures, multimedia-enhanced input, online collaborative tasks and self-access content.</p>



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**COURSE PROVIDER: UNIVERSITÀ DEGLI STUDI DI TORINO (ITALY)**

Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Business Strategy  <i>only from Jan to June 2021  and from</i>	5 ECTS, 125 hours	Ms Milena Viassone	English	This course aims at providing to students the necessary tools in order to analyze the competitive advantage of firms and to carry out business strategies throughout the application of concrete case studies. At the end of the course students will be able to: <ul style="list-style-type: none"> <li>- understand the relationship cause-effect among the definition of the objectives of a firm, strategic decisions and impact on economic results;</li> <li>- do a strategic analysis and to individuate the competitive advantage of a company;</li> <li>- choice the most suitable strategies to carry out in different contexts.</li> </ul>



Jan to June 2022				
<p>Business Organization</p> <p>only from Sept 2021 to Jan 2022</p>	5 ECTS, 125 hours	Ms Francesca Ricciardi	English	<p>The course focuses on demonstrating the links between business model and organizational solutions, presenting main types of organizational forms, and explaining some important mechanisms and tools for improving coordination and control in organizations. Upon completing the course, the students will be able:</p> <ul style="list-style-type: none"> <li>-To understand the main solutions adopted by enterprises and public institutions to address organizational problems,</li> <li>- To apply organizational concepts and techniques in the analysis of simplified business cases,</li> <li>- To make judgements all around the organizational issues,</li> <li>- To illustrate and discuss, also through digital tools, specific business organization issues.</li> </ul>
<p>Management of Tourist Firms</p> <p>only from Jan to June 2021</p> <p>and from Jan to June 2022</p>	5 ECTS, 125 hours	Ms Milena Viassone	English	<p>The course provides to students the necessary tools in order to manage tourist organizations and destinations and to carry out strategies of tourist development throughout the application of concrete case studies.</p> <p>At the end of the course students will be able to:</p> <ul style="list-style-type: none"> <li>- understand changes in the tourist sector,</li> <li>- analyze the new challenges faced by tourist destinations,</li> <li>- carry out analysis of the main types of tourist firms and their problems,</li> <li>- select the most suitable strategies to carry out in different tourist firms and destinations.</li> </ul>
<p>Marketing</p> <p>only from Sept 2021 to Jan 2022</p>				<p>This course focuses on the role of marketing inside a company and illustrate its principles and rules. The objective is to professionalize students with the necessary notions in order to work in a marketing team. Through the examples provided students have the chance to developed their skills in the problem-solving approach. Moreover,</p>



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	5 ECTS, 125 hours	Ms Chiara Giachino	English	<p>it will be explained how the external environment can influence the decisions taken by marketing managers.</p> <p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the basics about the history of marketing and its main function in companies,</li> <li>- analyze the main marketing functions and the strategies used on the market,</li> <li>- link the external events with the companies' reactions,</li> <li>- recognize how the different "p" can influence consumers' choices.</li> </ul>
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**COURSE PROVIDER: FACHHOCHSCHULE DES MITTELSTANDS (GERMANY)**

Name of the course	ECTS & student workload (in hours)	Name of teacher	Language	Short course description
Marketing	6 ECTS, 150 hours	Ms Sonja Kieffer-Radwan	English	<p>Marketing as a consciously market-oriented management tool in the company is considered one of the major pillars in modern corporate management. This course explains the basic terms and definitions and shows the central problem areas of market-oriented decisions in the company focusing on a practical relevance.</p> <p>After completing the module, the students will be able to:</p>



				<ul style="list-style-type: none"> <li>- define the basic elements and application fields of marketing,</li> <li>- solve practice-oriented issues from the marketing perspective,</li> <li>- apply specific marketing mix instruments,</li> <li>- develop instrumental marketing concepts.</li> </ul>
Company Formation	6 ECTS, 150 hours	Mr Ralf Bruening	English	<p>The trend towards starting a business after university continues to gain momentum. This course helps develop professional and personal competences for being an entrepreneur. It provides the basic knowledge of building and running a company. The founding process is addressed in all its various facets, from finding a business idea through creating a business concept to an economically viable business plan. The course also deals with the opportunities and risks of a start-up.</p> <p>After completing the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>- recognize the entrepreneur as an important opportunity for personal independence,</li> <li>- develop business ideas and business concepts,</li> <li>- draw up a business plan.</li> </ul>
Business German	3 ECTS, 75 hours	Ms Maja Fliedner	German	<p>The course aims at empowering students to orientate and communicate in the German Business world. In particular, they will be enabled to apply for a job, make appointments, write professional letters, participate in companies' meetings in German language and in German context. The course will correspond to the level B1 of the Common European Framework of Reference for Languages (CEFR). The recommended German level for attending the course is A2 of the CEFR.</p>