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**Study Abroad**

INTERNATIONAL PROGRAMMES  
UVIC | UVIC-UCC

**BARCELONA**

2024-2025





## University of Vic - Central University of Catalonia

The University of Vic - Central University of Catalonia (UVic-UCC) is an independent state-supported educational institution. It is owned by the Balmes University Foundation, two thirds of whose Board of Governors are representatives of local and Catalan national institutions, and it participates in the public university enrolment system and public student grant schemes.

UVic-UCC has a strong commitment to the economic and social development of the surrounding region of Barcelona and Catalonia through teaching, research and knowledge transfer, imbued with a distinctive international vocation. UVic-UCC considers multilingual training key to increased mobility of university students and staff, and the study of language and culture an excellent vehicle for gaining a wider awareness of today's world.

UVic-UCC currently has three campuses in Vic, Manresa and Barcelona, and a branch campus in Granollers. There are eight faculties, offering almost 40 degrees in fields such as biosciences, health sciences, social sciences, education, business, communication studies, design and engineering. The university has 25 research groups, 16 chairs and six research and knowledge transfer centres..



## UVic-UCC International Campus

This is an umbrella organisation for UVic-UCC activities aimed at an international public: providing mobility and exchange programmes, postgraduate courses, research programmes, continuing education and international cooperation projects.

UVic-UCC has exchange agreements with universities and institutions in forty-two countries all over the world and makes an effort to ensure that international students at UVic-UCC feel at home, and the small size of the university means more opportunities for student-staff interaction, promoting study and personal development. UVic-UCC meets the needs of international students through the International Relations Unit and Student Services.

**The International Relations Unit** coordinates and supports the international activities of faculties and teaching centres, working together with the international academic coordinators in each of our centres and international projects team to streamline and develop relations with educational institutions abroad.



# UVic-UCC locations



## UVic International Programmes



• The main campus in **Vic**. UVic Study Abroad Programmes in Vic.



• **BAU Design College of Barcelona**. UVic Study Abroad Programmes in Barcelona.

**THE** WORLD UNIVERSITY RANKINGS

<b>WORLD UNIVERSITY RANKINGS 2024</b>	<b>YOUNG UNIVERSITY RANKINGS 2023</b>
<b>5<sup>TH</sup></b> CATALAN UNIVERSITY	<b>2<sup>ND</sup></b> YOUNG CATALAN UNIVERSITY
<b>7<sup>TH</sup></b> SPANISH UNIVERSITY	



## UVic International Programme Locations



BAU School of Design  
Barcelona

## Barcelona

The international reputation of Barcelona, the capital of Catalonia, has encouraged links with cities all around the world. Barcelona is a friendly Mediterranean city, with over 2,000 years of history. Its commercial, manufacturing and creative talent has given the city a dynamic, modern atmosphere.

A strong commitment to knowledge creation, economic activity and sustainability make Barcelona an ideal gateway to southern Europe and the Mediterranean. The cosmopolitan character of the city and its capacity to attract international talent, fostering business development and entrepreneurial initiatives, with cutting-edge research, keep the city at the forefront of innovation and competition in a globalised world.

## Vic

Lying half way between the sea and the Pyrenees and sixty kilometres from Barcelona, Vic is the demographic, administrative and service centre for an area with 150,000 inhabitants. Its rich heritage, evident in its museums, archives, historic buildings and associations of all kinds, is the expression of the vibrant civic, cultural and artistic activity in the city.

Vic has many attractions for students. A small but dynamic city, safe, welcoming and well connected, the city offers all kinds of commercial services and tourism, a good selection of shows and popular weekly and annual street markets.

The Vic campus is the site of faculties, schools and research centres, providing students with a variety of services such as libraries, computer rooms, audiovisual services, a language school, a self-access centre for language learning, sports and cultural facilities, an entrepreneurship unit, career services and an accommodation service. All this renders UVic-UCC a welcoming university, an ideal place to live and study, surrounded by varied open countryside and with all the advantages of proximity to the city of Barcelona.



## Study Abroad Programmes

For international students who wish to spend one or two semesters in Barcelona or in Vic, the University of Vic - Central University of Catalonia offers courses in English in the fields of business, design, communication and engineering. On completion you receive a University of Vic - Central University of Catalonia certificate with academic credits that your home university may recognize. These courses are strongly oriented towards practice but they also cover the basic theory needed to work on real case studies. Professionals from each field are invited to some of the course sessions.

## Tailored courses

The University of Vic - Central University of Catalonia offers tailored courses for groups of international students and teachers in the fields of Education, Arts & Humanities, Social Sciences, Science, Experimental Sciences, Technology, Engineering, and Health Sciences. The programmes can be exclusively academic or combined with cultural visits and sightseeing. UVic-UCC can arrange all kinds of additional services such as accommodation, transport, guided tours and visits to organisations and enterprises of interest. The length of the course can be adjusted according to your needs.

For information about these programmes, contact the **UVic Unit of International Programmes** at [studyabroad@uvic.cat](mailto:studyabroad@uvic.cat)



## Summer courses

The University of Vic – Central University of Catalonia offers intensive academic summer programmes combined with cultural and social activities at the heart of the vibrant city of Barcelona. These courses from June to late July may be transferable for academic credit. The length of each course varies according to the programme.

This is a unique opportunity to focus on and explore a particular topic in depth and experience Barcelona's dynamic, multicultural environment.

### Spanish language and culture in Barcelona

4 weeks

### Business & Marketing 4.0

2 weeks

For further information, see:

[www.uvic.cat/en/summer-term](http://www.uvic.cat/en/summer-term)



# Study Abroad Programmes in Barcelona

## Calendar 2024-2025 - Barcelona

### Term 1 (Fall):

9 September - 20 December 2024

### Term 2 (Spring):

7 January - 11 April 2025



## BUSINESS, DESIGN & INNOVATION



Courses	Term
<b>Global Marketing</b> Globalization   Political risk & geographical factors   Global branding   Markets   Operations development	1 - 2
<b>Design Thinking</b> Creativity techniques   Market research   Product design techniques   Fast product development	1 - 2
<b>Start-up Creation</b> New business models   Entrepreneurship   Fund-raising and crowd-funding   Social innovation	1 - 2
<b>Marketing and Fashion</b> International competitiveness   Consumer behaviour   Marketing trends   Coolhunting	1 - 2
<b>Brand Design</b> Design and implementation of branding strategies   Brand positioning and values   Building a global brand   Naming new products and brand extensions	1 - 2
<b>Digital Business</b> Digital retailing   Augmented reality   Community management   Google Analytics	1 - 2
<b>Leadership, Business and Society</b> Leadership skills   Business role and impact on society   Impact of society on business   Team-building	1 - 2
<b>Psychology of Communication and Publicity</b> Human communication   Psychological paradigms of communication   Persuasive communication and creativity   Subliminal messages	1 - 2
<b>Luxury Marketing</b> Luxury industries   Brand building & luxury design   Luxury quality & price   Luxury communication & advertising   Luxury opportunities	2
<b>Retail Management</b> Retail strategies   Customer and market segmentation   Retail pricing   Store layout & control   Retail finance control   Operations management & logistics at the point of sales   Talent attraction	2
<b>International Economy: Emerging Markets &amp; Global Business</b> Political and economic drivers   Global business environment   Growing trends shaping the global economic and business system   Digital economy	2
<b>Financial Risk Management</b> Interest rate risks   Capital market   Valuation of financial risks   Foreign exchange market   Financial crisis	2
<b>Global Advertising and Public Relations Management</b> International communication trends & plans   Creation of international messages   Innovation in marketing & advertisement   analysis of international environments, organisations & publics	2

For further information:

[www.uvic.cat/study-abroad-business-design-innovation](http://www.uvic.cat/study-abroad-business-design-innovation)

[studyabroad@uvic.cat](mailto:studyabroad@uvic.cat)

# Study Abroad Programmes in Vic

## Calendar 2024-2025 - Vic

### Term 1 (Fall)

September 2024 - January 2025

### Term 2 (Spring)

January 2025 - June 2025



## INTERNATIONAL BUSINESS AND MARKETING



Courses Term 1	Courses Term 2
International Marketing	International Trade Management
Strategic Management and Planning	Corporate Social Responsibility
Cross-Cultural Studies	Network, 2.0, & Content Curator
Leadership, Business and Society	Sports Marketing
Internal Communication	Brand Building
Brand Design	Personal Branding
Advertising & Public Relations	International Affairs
International Campaign Management	Brand Content
Global Communication Strategies	Trade & Retail Marketing
Social Media	Customer Experience & Design Thinking
International Economics	Digital Marketing & E-Commerce
E-Business	Entrepreneurship

## COMMUNICATION AND MEDIA STUDIES



Courses Term 1	Courses Term 2
International Journalism	Entrepreneurship
Documentary Workshop	Digital Marketing and E-Commerce
TV Advert Workshop	Sports Marketing
Audiovisual Media Post-Production	Video Workshop
Internal Communication	Communication Research Methods
Communication Theory	Introduction to Audiovisual Animation
Brand Design	Social Journalism
Advertising & Public Relations International Campaign Management	Crisis Communication
Global Communication Strategies	Languages of Communication
Social Media	Network, 2.0, & Content Curator
Cross-Cultural Studies	Digital Audio Workshop
E-Business	Planning and Assessment of Online Media
	Personal Branding
	International Affairs
	Brand Content
	Customer Experience & Design Thinking

## ENGINEERING



Courses Term 1	Courses Term 2
Numerical Methods	Databases and Interoperability with C#
Fluid Mechanics	Statistics and Data Analysis
Introduction to Financial Markets	Optimization and Operations Research
Probability: Measure Theory	Physical Signal Processing
Cryptography	EDP, Numerical Simulation and Fourier Analysis
Data Science and IA with Python	

## TECHNOLOGY AND MANAGEMENT



Courses Term 2	
International Trade	Digital Marketing and E-Commerce
Customer Experience and Design Thinking	Statistics and Data Analysis
	Big Data

# UVIC

UNIVERSITAT DE VIC  
UNIVERSITAT CENTRAL  
DE CATALUNYA

Carrer de la Sagrada Família, 7  
08500 Vic, Barcelona  
Tel. 0034 938 861 222  
studyabroad@uvic.cat

## PRACTICAL INFORMATION

### Accommodation

Different types of accommodation are available in Vic or Barcelona: flats and rooms for rent, rooms in halls of residence, hostels and hotels. UVic-UCC offers advice on accommodation to suit your budget and needs, ensuring that you have a comfortable stay during your studies. We recommend the following links:

#### Vic

[www.uvic.cat/en/sites/vic/accommodation](http://www.uvic.cat/en/sites/vic/accommodation)

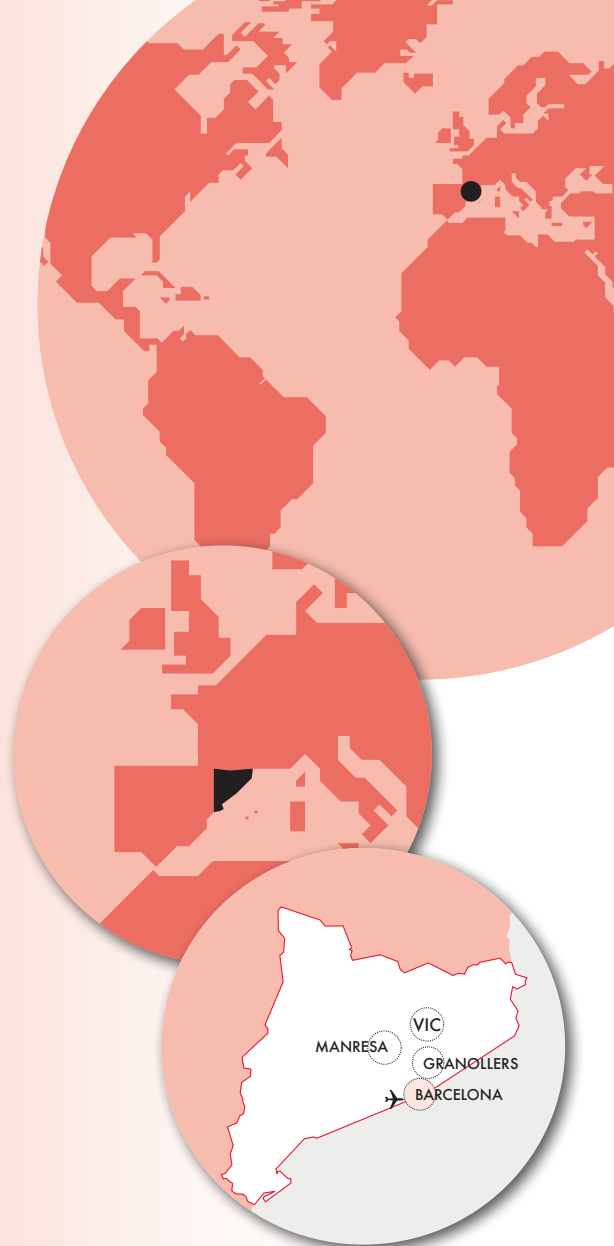
#### Barcelona

[www.bcu.cat/en/accommodation-in-barcelona/](http://www.bcu.cat/en/accommodation-in-barcelona/)

### Unit of International Programmes

The UVic-UCC Unit of International Programmes helps international students with all kinds of personal and academic issues and can deal with any questions you may have before, during or after your stay in Barcelona/Vic.

Carrer Miquel Martí i Pol, 1. 08500 Vic (Barcelona)  
Tel. (+34) 938 815 522  
studyabroad@uvic.cat  
www.uvic.cat



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