

UJI Study Abroad Program 2022 #1

Course Title: International Business - Marketing and Trade

Course Schedule:

WEEK 1	Module 1. Globalization and international economics.		
	Session 1	Globalization: concept and evolution	Javier Ordóñez (UJI, IEI, INTECO)
	Session 2	Globalization, growth, and inequality	
	Session 3	Global trends and risks I	
	Session 4	Global trends and risks II	
Module 2. Trade policies and regional integration.			
WEEK 2	Session 1	International Economics: a view	Juan Carlos Cuestas
	Session 2	Models of international trade	
	Session 3	Tools of trade policy	
	Session 4	Effects of the deployment of trade restrictions measures	
	Module 3. Exchange rate risk in international trade.		
WEEK 2	Session 1	Exchange rate fluctuations, uncertainty and international trade I	Juan Ángel Lafuente
	Session 2	Exchange rate fluctuations, uncertainty and international trade II	
WEEK 3	Module 4. Digital and international marketing.		
	Session 1	The role of international marketing in globalization	Diego Monferrer Tirado
	Session 2	Impact of cultural elements on international marketing	
	Session 3	Digital Marketing	Luis J Callarisa Fiol
	Session 4	Integrated marketing communication	
	Module 5. Advanced analysis of consumers.		
WEEK 3	Session 1	Consumer behavior and marketing strategy.	Rosa María Rodríguez Artola
	Session 2	Types of purchases and consumer decision processes.	
WEEK 4	Modul 6. Market research techniques.		
	Session 1	Data exploration and data cleaning techniques. Basic Univariate analysis	Juan Carlos Fandos Roig
	Session 2	Bivariate data analysis	
	Session 3	Multivariate analysis (MVA)	Javier Sánchez García
	Session 4	Big Data and Business Intelligence	

UJI Study Abroad Program 2022 #2

Course Title: The European Union and the Spanish Integration Process

Course Schedule:

Module 1. The European Union: elements, institutions, and its functioning.		
Session 1	History of EU integration. Main milestones.	Mariam Camarero (UJI, INTECO)
Session 2	Institutions and levels of economic integration.	Mariam Camarero (UJI, INTECO)
Session 3	The EU Customs Union.	Santiago Ibáñez Mansilla (UV)
Session 4	The Single Market.	Francisco Requena (UV and INTECO)

Module 2. Spain in the European Union.		
Session 1	The Spanish Economy and its integration in the EU.	Ana Cuadros-Ramos (UJI, IEI)
Session 2	The Spanish Labor Market.	Andrés Picazo (UV, INTECO)
Session 3	Study visit #1	Valencian Generalitat (GVA)
Session 4	Study visit #2	Port of Castellón

Module3. EU Policies and Economic Effects.		
Session 1	EU Trade Policy and Global Value Chains.	Carmen Díaz-Mora (UCLM)
Session 2	EU Agricultural Policy.	Ernest Reig (UV)
Session 3	EU Environmental Policy.	Inmaculada Martínez-Zarzoso (UJI, U. of Goettingen, INTECO)
Session 4	EU Regional and Cohesion Policy in the Valencian Region.	Ana Enguïdanos (GVA)

Module4. The Economic and Monetary Union - Future and challenges.		
Session 1	The process of monetary integration in the EU.	Cecilio Tamarit (UV and INTECO)
Session 2	The ECB and Monetary Policy in Europe.	Asunción Prats Albentosa (U. of Murcia)
Session 3	Future challenges: Fiscal Union, post-covid world and the recovery plan.	Cecilio Tamarit (UV and INTECO)
Session 4	Tutorial.	

UJI Study Abroad Program 2022 #3

Course Title: An Introduction to Positive Work and Organizational Psychology

Course Schedule:

Module 1 - Work & Organizational Psychology (WOP): An introduction			
Monday 5/09	Session 1 9-14hs	Welcome and Introduction to the course Work Psychology and Occupational Health	Josefina Peláez Zuberbühler (1hs) Isabella Meneghel (4hs)
Tuesday 6/09	Session 2 (9-13hs)	HR Management	Enrique Ovejas
Wednesday 7/09	Session 3 (9-13hs)	Organizational change, climate and culture	Vicente González-Romá
Thursday 8/09	Session 4 (9-13hs)	Study Visit #1 - Vygon (Valencia) https://www.vygon.es/	Marta Villarino (Vygon) Josefina Peláez (UJI)

Module 2 – Positive Organizational Psychology (POP):			
Friday 9/09	Session 1 (9-13hs)	Positive Psychology and Positive Organizational Psychology	Marisa Salanova
Monday 12/09	Session 2 (9-13hs)	HEalthy and Resilient Organizations (HERO)	Josefina Peláez
Tuesday 13/09	Session 3 (9-13hs)	Work Engagement, Flow & Positive Resources	Alma Rodríguez
Wednesday 14/09	Session 4 (9-13hs)	Study Visit #2 – BP (British Petroleum – Castellón)	Marisa Sancho (BP) - Arí Gómez (UJI)

Module 3 – Practical Applications of Positive Work and Organizational Psychology			
Thursday 15/09	Session 1 (9-13hs)	Evaluation & Intervention Tools for applied WOP	Susana Llorens
Friday 16/09	Session 2 (9-13hs)	Interventions on Mindfulness and Healthy Emotionality	Cristián Coó
Monday 19/09	Session 3 (9-13hs)	Interventions on Coaching and Leadership	Josefina Peláez
Tuesday 20/09	Session 4 (9-13hs)	Applications on Character Strengths & Positive Psychological Resources	Arí Gómez
Wednesday 21/09	Session 5 (9-13hs)	Organizational-level interventions	Jonathan Peñalver
Thursday 22/09	Session 6 (9-12hs)	Best Practices on Gender Diversity	Eva Cifre
Friday 23/09	Session 7 (9-12hs)	Dissertations: Applied WOP projects	Josefina Peláez + academic tribunals

UJI Summer Course Program 2022 #4

Course Title: Human and Local Development, Sustainability and Depopulation

Course Schedule:

Module 1. Friendly Environment in rural areas: Urban Sustainability		
Module 2. Agenda 2030 Territory Alliances in rural areas: development opportunities		
Week 1		
5th Sept. (9:00-13:30 h)	Presentation of the course The SDG context. The ODS11 The depopulation in small rural villages	<i>María José Ruá</i>
6th Sept. (9:00-13:30 h)	The sustainability of the built environment. Case studies	<i>María José Ruá, Lucía Reig and Patricia Huedo</i>
7th Sept. (9:00-13:30 h)	Study Visit Natural reserves in the Serra Espadà mountains	<i>María José Ruá and Teresa Gallego</i>
8th Sept. (9:00-13:30 h)	2030 Agenda and good practices of territorial partnerships	<i>NGO expert</i>
9th Sept. (9:00-13:30 h)	Study Visit #2 Innovation, cares and development: Science, Technology and Business Park of UJI (Espaitec)	<i>M^a Raquel Agost and Chairman of Espaitec, UJI</i>

Module 3. Depopulation in rural areas: social sustainability		
Week 2		
12th Sept (9:00-13:30 h)	Depopulation. Analysis in Valencian Community	<i>Vicente Budí Orduña</i>
13th Sept (9:00-13:30 h)	Drivers of population growth	<i>Luisa Alama Sabater</i>
14th Sept (9:00-13:30 h)	Agricultural sector	<i>Expert in agricultural studies</i>
15th Sept (9:00-13:30 h)	People care services	<i>M^a Raquel Agost</i>
16th Sept (9:00-13:30 h)	Study Visit #3 Social services experience in elderly people	<i>Vicente Budí Orduña and M^a Raquel Agost</i>

Module 4. Local development in rural areas: economic sustainability		
Week 3		
19th Sept (9:00-13:30 h)	Local development instruments	<i>Luisa Alama Sabater</i>
20th Sept (9:00-13:30 h)	Employment policies	<i>Vicente Budí Orduña</i>
21th Sept (9:00-13:30 h)	Financial services	<i>Emili Tortosa-Ausina</i>
22th Sept (9:00-13:30 h)	Public policies and territorial effects	<i>To be decided</i>
23th Sept (9:00-13:30 h)	Study visit #4 Social innovation proposal: La Niuada (Benlloch. Castellón)	<i>To be decided</i>

UJI Study Abroad Program 2022 #5

Course Title: New Imaging Technologies and Industrial Application

Course Schedule:

	Block	Lecturers
1	Use of Geospatial Technologies in the context of Smart Cities.	Carlos Granell , Associate Professor, INIT Sven Casteleyn , Associate Professor, INIT
2	Interactive Visualization Tools applied to Urban Environment.	Nacho Miralles , Innovation Agent, INIT Águeda Cambronero , Ph.D Student, Computer Science, INIT
3	Digital Content Creation Tools: Virtualizing the City.	Inmaculada Remolar , Associate Professor, INIT Cristina Rebollo , Associate Professor, INIT
4	Artificial Intelligence applied to Virtual Environments.	Raúl Montoliu , Associate Professor, INIT Emilio Sansano , Doctor, Computer Science, INIT
5	The Internet of Things (IoT) in the field of the Smart Cities.	Sergi Trilles , Doctor, Computer Science Carlos Granell , Associate Professor, INIT
6	Innovation, project management and entrepreneurship.	Nacho Miralles , Innovation Agent Rubén García , Project Manager, INIT ESPAITEC
7	Communication and “soft-skills”	Alejandro Estelles , Audiovisual Communication Degree, INIT Rubén García , Project Manager, INIT ESPAITEC

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
B1 (2h) B6 (2h)	B1 (2h) B6 (2h)	B1 (2h) B6 (2h)	B3 (3h) B7 (1h)	B3 (3h) B7 (1h)
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
B1 (2h) B6 (2h)	B1 (2h) B6 (2h)	B1 (2h) B6 (2h)	B3 (3h) B7 (1h)	B3 (3h) B7 (1h)
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
B2 (2h) B5 (2h)	B2 (2h) B5 (2h)	B2 (2h) B4 (2h)	B4 (3h) B7 (1h)	B4 (3h) B7 (1h)
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
B2 (2h) B5 (2h)	B2 (2h) B5 (2h)	B2 (2h) B4 (2h)	B4 (2h) B7 (2h)	City Visit Farewell

UJI Study Abroad Program 2022 #6

Course Title: Computational Thinking

Course Schedule:

	Block	Lecturers
1	Agile project development	Reyes Grangel Seguer , Associate Professor, Department of Computer Languages and Systems.
2	Design Thinking and entrepreneurship	Meche Segarra Ciprés , Associate Professor, Department of Business Administration and Marketing.
3	Emotional Intelligence	Kike Algora Sebastiá , Director and co-founder of OREMIT.
4	Creativity	Kike Algora Sebastiá , Director and co-founder of OREMIT.
5	Machine Learning	Óscar Belmonte Fernández , Associate Professor, Department of Computer Languages and Systems, INIT.
6	Deep Learning	Emilio Sansano Sansano , Labor Associate Professor, Department of Industrial Systems.
7	Statistics	Marina Martínez García , Assistan Professor, Department of Mathematics.
8	Quantum Computing	José Martínez Sotoca , Associate Professor, Department of Computer Languages and Systems, INIT.
9	Cloud Computing	Ricardo Borillo Domenech , Analysis and TI Development at UJI.
10	Low-Code/No-Code	Sergio Aguado Gonzalez , CIO and co-founder of Cuatrochenta.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Wellcome (2 h.) M1 (2 h.)	M1 (2 h.) M5 (2 h.)	M1 (1 h.) M5 (3 h.)	M2 (2 h.) M5 (2 h.)	M2 (2 h.) M5 (2 h.)
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
M2 (1 h.) M6 (3 h.)	M3 (2 h.) M6 (2 h.)	M3 (2 h.) M6 (2 h.)	M3 (1 h.) M4 (1 h.) M6 (2 h.)	M4 (2 h.) M7 (2 h.)
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
M4 (2 h.) M7 (2 h.)	M7 (2 h.) M8 (2 h.)	M7 (2 h.) M8 (2 h.)	M7 (1 h.) M8 (3 h.)	M8 (2 h.) M9 (2 h.)
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
M9 (2 h.) M10 (2 h.)	M9 (2 h.) M10 (2 h.)	M9 (2 h.) M10 (2 h.)	M9 (1 h.) M10 (3 h.)	Prj (2 h.) Study visits (2 h.)

UJI Study Abroad Program 2022 #7

Course Title: Spanish Language and Culture

Course Schedule:

Module 1. Spanish language		
Session 1-8	Spanish course	One group can be divided in two different levels (A1 to C1). Each session is 4 hours (total 32 hours).

Module 2. Historical heritage and popular culture		
Session 1	Sociocultural manifestations in Castellón countryside	Vicent Querol
Session 2	Rurality and society in 21 st century in Spain	Vicent Querol
Session 3	Architecture to remember . Landscapes changes at the Mediterranean countryside	Javier Soriano
Session 4	Drystone architecture: from Mediterranean area to the world	Javier Soriano
Session 5	Study Visit #1 Maestrat rural architecture and popular culture	(resp: Vicent Querol / Javier Soriano)

Session: 2 hours

Module 3. From Iberia to Hispania: rites and beliefs		
Session 1	Pre-Roman Iberian people: myths, and tradition.	Coré Ferrer
Session 2	Roman Hispania: acculturation, and syncretism.	Coré Ferrer
Session 3	Study Visit #2 Borriana archeological site	(resp: Coré Ferrer / Josep Benedito)

Session: 2 hours

Module 4. Spanish art and history of cinema		
Session 1	The Baroque. Introduction and key ideas	Cristina Igual
Session 2	The greatest artworks	Cristina Igual
Session 3	Spanish cinema and the making of a national identity	Vicente Benet
Session 4	Spanish cinema and popular music	Vicente Benet
Session 5	Study visit #3 Valencia city: architecture and museums	(resp: Cristina Igual)

Session: 2 hours

Module 5. Paths to democracy in Spain		
Session 1	Spanish Second Republic: first democratic experience	Vicent Sanz-Rozalén
Session 2	Civil War and international links	Vicent Sanz-Rozalén
Session 3	Francoism: footprints of a dictatorship	Vicent Sanz-Rozalén

Session 4	Making Spanish democracy: Spain in transition	Vicent Sanz-Rozalén
Session 5	Study visit #4 War heritage sites: trenches, shelters, airfield...	(resp: Vicent Sanz-Rozalén)

Session: 2 hours

Module 6. Spanish Gastronomy		
Session 1	Some clues of the Spanish cuisine	Juanjo Roda
Session 2	Practicing: cooking (and eating) a paella	Juanjo Roda

Session: 2 hours

WEEK 1					
	Mon	Tue	Wed	Thr	Fri
9h-11h	Spanish	Spanish	M2/S1	M2/S2	Study visit #1
11h-13h	Spanish	Spanish	M2/S3	M2/S4	
WEEK 2					
9h-11h	Spanish	Spanish	M3/S1	M3/S2	Study visit #2
11h-13h	Spanish	Spanish	M4/S3	M4/S4	
WEEK 3					
9h-11h	Spanish	Spanish	M4/S1	M4/S2	Study visit #3
11h-13h	Spanish	Spanish	M5/S1	M5/S2	
WEEK 4					
9h-11h	Spanish	Spanish	M5/S3	M6/S1	Study visit #4
11h-13h	Spanish	Spanish	M5/S4	M6/S2	

UJI Study Abroad Program 2022 #8

Course Title: Spanish Language Short Course

Course Schedule:

Module 1 First week. Free Time and Leisure at University and City		
Session 1	Language: <i>Nuestra universidad Our university</i>	Partner Language School
	Sports: Guided tour of the sports facilities.	Juan María Beltrán
Session 2	Language: <i>Nuestra ciudad Our city</i>	Partner Language School
	Sports: To get to know Castelló downtown by running or walking	Juan María Beltrán
Session 3	Language: <i>Actividades en la UJI</i>	Partner Language School
	Sports: Sport 1	Juan María Beltrán
Session 4	Language: <i>Actividades en la ciudad</i>	Partner Language School
	Sports: Sport on the beach of Castelló	Juan María Beltrán
Session 5	Final module test. Record a video to introduce yourself and show Universitat Jaume I to your fellow students in Japan.	Partner Language School
	Sports: Sport 2	Juan María Beltrán

Module 2 Second week. Mens sana in corpore sano: Years, Centuries and Millennia		
Session 1	Language: <i>Una comarca de historia y deporte</i>	Partner Language School
	Sports: To learn to use the gym	Juan María Beltrán
Session 2	Language: <i>Juego de pelota</i>	Partner Language School
	Sports: To visit the soccer stadium of Villarreal C.F.	Juan María Beltrán
Session 3	Language: <i>LaLiga Santander</i>	Partner Language School
	Sports: Sport 3	Juan María Beltrán
Session 4	Language: <i>El deporte en su entorno histórico y cultural</i>	Partner Language School
	Sports: Greenway route from Benicasim to Oropesa (by bicycle)	Juan María Beltrán
Session 5	Final module test. To prepare a graphical report or a slide presentation on the game of Valencian ball.	Partner Language School
	Sports: Sport 4	Juan María Beltrán

Module 3 Third week. Let's go on a tour!		
Session 1	Language: <i>Tierra de castillos</i>	Partner Language School
	Sports: Competitive games	Juan María Beltrán

Session 2	Language: <i>Museos</i>	Partner Language School
	Sports: How to do a soccer warm-up & stretching	Juan María Beltrán
Session 3	Language: <i>Ligeros de equipaje</i>	Partner Language School
	Sports: Sport 5	Juan María Beltrán
Session 4	Language: <i>Del mar a la montaña</i>	Partner Language School
	Sports: Mountain route in Vilafamés and lunch	Juan María Beltrán
Session 5	Final module test. To write a report about a place, a village or a special tradition of Castelló.	Partner Language School
	Sports: Sport 6	Juan María Beltrán

Module 4 Fourth week. Our gastronomy: from toasted bread with olive oil to the paella		
Session 1	Language: <i>Vamos de tapas</i>	Partner Language School
	Sports: Balancing games	Juan María Beltrán
Session 2	Language: <i>Viajeros gourmets</i>	Partner Language School
	Sports: Fitball exercises & early mobility exercises	Juan María Beltrán
Session 3	Language: <i>Mi especialidad japonesa</i>	Partner Language School
	Sports: Sport 7	Juan María Beltrán
Session 4	Language: <i>Domingos de paella</i>	Partner Language School
	Sports: Mountain route through the Desert of las Palmas and cook a paella	Juan María Beltrán
Session 5	Final assignment of course Choose one of the following options. Record a video to... <ol style="list-style-type: none"> 1. introduce yourself and show Universitat Jaume I to your fellow students in Japan. 2. show the game of Valencian <i>pilota</i>. 3. present a place, a town or a special tradition of Castelló 4. show a list of customs of Castelló and its regions. 	Partner Language School
	Sports: Sport 8	Juan María Beltrán