

## Academic offer in English at the Universidad del Salvador, Buenos Aires

### **School of History, Geography & Tourism**

**Course: Geography III:** The course will provide students with tools to differentiate local environments, to establish the existing interrelations among the ecologic systems and the socio-economic configurations which determine a specific spatial organization in the country, to differentiate the local/regional lifestyles and tourist development poles, to develop a scale of values in order to conserve and enhance Argentinean natural and cultural heritage and to demonstrate the relevant contributions of adventure and ecotourism to the environmental social, cultural and economic well-being of destinations and local communities.

**36 class hours; 3rd Year, Tourism Undergraduate degree Program**

**Course: Argentine and Latin America History of Art:** The course is necessary to understand the artistic and cultural production in Argentina and Latin America. It will provide an insight into different cultures and artistic expressions through the analysis of painting, sculpture and architecture that will serve to contextualize and analyze diversity in the search of a Hispanic identity. Students taking this course will be able to understand and contextualize the main artistic and cultural expressions of Argentina and Latin American through critical judgment on the issues raised in the highlights of the history of Argentine and Latin American Art.

**36 class hours. 2nd Year, Art History Undergraduate degree Program.**

**Course: History of American and Argentine Culture:** Students taking this course will understand the hallmarks of Argentine cultural identity through the analysis of various historical periods, analyze the positioning of Argentina in a world of changes during the 20th Century, in the light of the historical projection of the founding milestones in Argentine culture as an original contribution to universal culture, strengthen critical and reflective skills through the management of methodological tools such as literature analysis and documental sources management.

**36 contact hours. 2nd Year, History Undergraduate Degree Program.**

### **School of Social Sciences**

**Course: Comparative Politics:** This course will provide a general introduction to Comparative Politics. In order to fulfill this idea, we will analyze different topics that will be divided in six parts: Democracy and democratization; Presidential and Parliamentary Systems; Legislatures; Political Parties and Party System; Latin American Political Parties and Party Systems and Institutional Change. Course meetings will combine lectures and discussion of previously assigned articles. Students are expected to do all the assigned readings for each week and participate in class discussion. The course has two take-homes that will combine traditional questions with personal research.

**54 class hours; 3rd Year, Political Science Undergraduate Program.**

**Course: Latin American Political Systems:** This course is framed in the 1980-2009 context and starts by analysing the state building process in Latin America and its differences with the American and European models. A considerable amount of time is devoted to other crucial questions such as the direction and pace of regime change in Latin America, and the relationship between democracy and development. The course also endeavors to explore some of the most urgent challenges facing Latin American countries such as neo-populism, market reforms, and democratic consolidation. The course concludes with a discussion on the future of the state, democracy and development in the region.

**54 class hours, 3rd Year International Relations undergraduate Program.**

## School of Education & Social Communication

**Course: Consumer Behavior:** This course has been designed to train students in the area of Consumer behavior using basic knowledge, to help them interconnect this subject to others by applying concepts related to psychology, market research, sociology and communications, to allow for the recognition of the role of advertising inside the process of consumer behavior research and to motivate students to behave ethically as they acquire this knowledge and information.

**72 class hours. 2nd Year, Advertising Undergraduate degree Program.**

**Course: Introduction to Journalism:** The course is an introduction to the ever-changing world of journalism. It provides a historical and social overview of journalism with special emphasis on the print media as a key aspect to a successful democracy. Through readings, videos and class assignments, students will gain a greater understanding of issues involving journalism and society.

**72 class hours. 1st Year, Journalism Undergraduate degree Program.**

**Course: Introduction to Public Relations:** This course will provide a solid vision and scope of the Public Relations professional skill and tasks by introducing students to the general problem of the discipline, by defining the occupational field of public relations, stating the terms of professional practice and its stages, identifying the role of identity, image and corporate reputation as intangible assets of any organization and providing a comprehensive and integrated view of strategic links with stakeholders as a management and institutional function.

**72 class hours; 1st Year, Public Relations Undergraduate degree Program.**

## School of Business

**Course: Coaching:** Definition of learning. Definition of Coaching and Organizational Coaching. Origins of Coaching. The Manager as Coach-Manager. The process of organizational coaching and other forms of interaction. Learning and cultural change. Integrity and authenticity of the coach. Organizational change. Emotional Management. Conversational skills. Coordination of actions and organizational effectiveness. Basic abilities to create a human and operational context aimed at learning and improving effectiveness skills. Necessary conditions. Factors that clog the use of learning opportunities. Action Strategies.

**54 class Hours. 3rd Year, Human Resources Management Undergraduate degree Program.**

**Course: Accounting:** The accounting system. Assets structure and registration. Cash and banks. Investments. Credits. Inventories, fixed assets. Intangible assets and deferred charges . Debts. Contingencies. Balance sheet and result.

**54 class Hours. 1st Year Business Undergraduate degree Program.**

**AUGUST 31, 2015.**