

	COURSES IN ENGLISH		
	BUSINESS ADMINISTRATION & ECONOMICS	UM CREDITS *	ECTS
SEMESTER MARCH-JULY			
MARKETING I	This course introduces students to the basic principles of Marketing such as marketing behavior and brand positioning. It will focus on the pricing of products and services, distribution and advertising. It will also enable students to understand the customer's role in an international environment.	6	7,2
MARKETING INTERNACIONAL	The course explores international marketing challenges and the adaptations necessary to compete in a changing and dynamic environment; knowledge of global consumers and markets, with their cultural, economic, competitive, structural and political differences; the development of a global vision, evaluation of opportunities and market research, the impact of technology, and the development and implementation of marketing strategies and the marketing mix with a global approach.	3	3,6
COMPARATIVE LEGAL SYSTEMS	This program is designed to provide students with a general knowledge of contrasting International legal and tax systems, and their impact in business dealings between International agents.	6	7,2
ADVANCED MANAGEMENT	The course explains the purpose, success, and conditions of different management styles based on empowerment to optimize the potential of its staff to become more fit as an organization to the dynamic changes in the market.	2	2,4
SEMESTER AUGUST-DECEMBER			
FINANCIAL STATEMENT ANALYSIS	This is an introduction to accounting conventions, enabling students to analyze and interpretate the information contained in financial statements, explaining their limitations with reference to underlying theories.	7,5	9
STRATEGY	This course is concerned with strategic thinking. It studies situations in which two or more decision-makers interact in a strategic manner. Understanding strategy situations involving conflict and/or cooperation has proved useful in many areas of economics, business, political science, law, and social psychology. This course is an interaction of game theory, economics and strategic management.	6	7,2
INTERNATIONAL RELATIONS AND ORGANIZATIONS	The objective of the course is to provide the student with a conceptual framework within which they can analyze and understand the evolution of International Relations, the role of different international multilateral and regional organizations, familiarity with the international cooperation network, and issues related to the process. of globalization.	6	7,2
INTERNATIONAL ECONOMICS	The objective of this course is to understand the general theories and policies of international economics and to analyze their application in real-world scenarios. The study of international trade and money has always been a lively and controversial part of economics. As we shall see, economic development in the 20 th and 21 st centuries is intertwined with increased economic interdependence and trade among nations.	6	7,2
GLOBAL BUSINESS STRATEGY	The main objective of the course is the development of business strategies within a globalized world. Analyze the main factors that determine the success or failure of companies that do business internationally. International strategies developed by the most successful companies of the 21st century, operating in both developed and emerging economies, are studied, analyzed and discussed. Discussion of cases published by the most prestigious universities is encouraged.	6	7,2
CROSS- CULTURAL BUSINESS	This courses analyzes how cultural differences can affect the way of doing business. During the course, the nature and dimensions of culture will be investigated, issues related to cross-cultural problem solving, multicultural team management and leadership in different cultures would be evaluated.	4,5	5,4

INTERNATIONAL BUSINESS FINANCE	The subject addresses the different challenges that multinational companies face in financial markets and their possible solutions. How these markets impact the performance and valuation of corporations and the different instruments to deal with them.	7,5	9
INVESTMENT PROJECTS	Investment project concept. Parameters and types of investment. The project as a process and as a document. Projects formulation; commercial, technical, economic, financial justification. Execution planning. Project evaluation; macroeconomic evaluation.	6	7,2
INTERNATIONAL BUSINESS COMMUNICATION	It provides an authentic framework for developing an understanding and improvement of their language skills through a variety of relevant and challenging activities. Learners will be given the opportunity to present personalized and meaningful responses and to discuss their own ideas and opinions as a means of encouraging learning. All this is done in order to practice all four language skills.	4,5	5,4
MARKETING I	This course introduces students to the basic principles of Marketing such as marketing behavior and brand positioning. It will focus on the pricing of products and services, distribution and advertising. It will also enable students to understand the customer's role in an international environment.	6	7,2
	LAW		
SEMESTER MARCH-JULY			
COMMERCIAL LAW I	In times where personal and commercial relations between countries are globalized law professionals who graduate from UM cannot ignore how the legal system of the United States and its judicial practice function. In this way, they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a basic conceptual framework on commercial use contracts international. The problems that are generated by the diversity of regulations to be applied, the insecurity that this can give to those who participate and the recourse to transactions as solution to this problem. You will see the basic content and the clauses that cannot be missing for a safe and efficient transaction.	3	3,6
CORPORATIONS	Consultancy and planning in business activities. Legal policies. Constitution of a corporation. Management, control and distribution of power in a corporate structure. Shareholders.	3	3,6
CONTRACTS I	In times when personal and commercial relations between countries are globalized, legal professionals, graduating from UM cannot be unaware of how the United States legal system and its practice work. In this way, they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a basic conceptual framework on issues of civil contracts and contractual and tort liability.	3	3,6
INTRODUCTION TO THE US LEGAL SYSTEM	The language of law. Specific definitions. Historical background. The legal system in the United States. Cases. Laws, constitutions, legislative history and international agreements. The secondary source are books.	3	3,6
SEMESTER AUGUST-DECEMBER			

LEGAL WRITING AND ANALYSIS	In times when personal and commercial relations between countries are globalized, legal professionals graduating from UM cannot be unaware of how the United States legal system and its practice work. In this way, they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a practical framework that will allow the student to develop in all stages of work and communication with the client, study and preparation of the case, analyzing the precedents and applying them through the preparation of a memorandum to the proposed case. It is important to note that these practical tools will be applied to your entire professional life with the addition that they can also be used in English.	3	3,6
CONTRACTS II	In times when personal and commercial relations between countries are globalized, legal professionals graduating from UM cannot be unaware of how the United States legal system and its practice work. In this way, they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a basic conceptual framework on the most widely used forms of dispute resolution in the United States. Litigation and the large participation of the so-called "Alternative Modes of Conflict Resolution", Negotiation, Mediation and Arbitration. Its uses and regulations.	3	3,6
COMMERCIAL LAW II	In times where personal and commercial relations between countries are globalized law professionals who graduate from UM cannot ignore how the legal system of the United States and its judicial practice function. In this way they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a basic conceptual framework on the normative context of contracts commercials for international use, specifically in Latin America. The problems that are generated due to the diversity of regulations to be applied, the insecurity that this can give to those who participate and the use of transactions as a solution to this problem. The international organizations that analyze the problem and seek the signing of protocols to give clear and safe rules to international trade. Among others the WTO, the OAS, NAFTA, the EU.	3	3,6
RAISING CAPITAL IN THE WORLD FINANCIAL MARKETS	In times when personal and commercial relations between countries are globalized, legal professionals graduating from UM cannot be unaware of how the United States legal system and its judicial practice work. In this way, they will practice the English language and will be able to understand the use of certain practices and customs in the contractual, commercial area and analyze the guarantees offered by the US legal system to its inhabitants or to those who use its rules to regulate themselves. This course will provide a basic conceptual framework on the regulatory context of financial markets, its basic concepts. The problem of financing companies, the different modalities of capital acquisition. Specifically, the issuance of debt, the acquisition of loans in a bank or other entities. Their differences and regulatory requirements.	3	3,6
LATIN AMERICAN LAW, SOCIETY & BELIEFS	Latin America is a tapestry in terms of history, culture and beliefs. This course gives an overview of the continent before its discovery, the formal uniformity brought by colonization in 1492 and the consequences of the independence process of Latin America countries, leading back to pluralism in the 20th and 21st Centuries, based on existent Jewish and Christian values embodied in the Human Rights International Law. Focusing on the right to freedom of conscience and religion as a fundamental human right protected by international and domestic law, the course will deal with current challenges and risks, and will work on trying to solve the actual or apparent conflicts- between freedom of conscience or religion and	2	2,4

	law, as well as the tensions between freedom of religion or belief and other rights, such as freedom of expression.		
	HUMANITIES AND EDUCATION		
SEMESTER MARCH-JULY			
INTRODUCTION TO ACADEMIC WRITING	Course taught in English to enhance freshmen's academic writing skills. Main topics dealt with in class include: writing academic essays (exposition and argumentation), punctuation, systems of citation (APA, MLA, Chicago), cohesion and coherence.	6	7,2
CLASS MANAGEMENT	Students will be able to write a lesson plan to structure effective student learning.	3	3,6
ADVANCED COMMUNICATION SKILLS 1	Course taught in English aimed at enhancing freshmen's written and spoken communication skills. Requirements for admission: C1 level of English.	6	7,2
TEACHING SCIENCE	Through the approach to the theory, the analysis of planning, the observation of classes and the exchange of own experiences, the student will connect the knowledge acquired throughout his / her teacher training with the teaching of science specifically.	3	3,6
INTEGRATED SKILLS IN LANGUAGE LEARNING	This course will emphasize the programming of teaching units and attention to the diversity of students. Special emphasis will be given to the teaching of reading, writing, listening and speaking strategies.	3	3,6
DISCOURSE ANALYSIS	This course aims to equip students with the tools that will allow them to reach an advanced level of linguistic analysis.	7,5	9
CULTURAL STUDIES I	This course focuses on the cultural and social history of the Anglo-Saxon World. It responds to the need to bring past cultural practices to the present time in order to promote a better understanding of current cultural phenomena.	6	7,2
CULTURAL STUDIES III	For an English language teaching student, Anglo Saxon culture, its cultural heritage, evolution and transformation represents a fundamental aspect in its formation.	6	7,2
ENGLISH FOR SCIENCE AND TECHNOLOGY	This course aims to familiarize the student with scientific and technical discourse in the English language and develop the capacity for observation and analysis of the various topics.	4,5	5,4
LITERATURE III	The aim of this course is to study 19th century English Literature through Mark Twain, Walt Whitman, Emily Dickinson, George Eliot, Oscar Wilde in order to deepen student's understanding of text analysis and literature theory, as well as to develop their critical thinking skills and their linguistic knowledge.	6	7,2
LITERATURE IV	To develop a comprehensive understanding of the migratory, social and political movements that were born in the 20th century through authors such as Kurt Vonnegut, Alan Ginsberg, Raymond Carver and Margaret Atwood. English, Irish, Canadian and North American Literature.	6	7,2
CONTEMPORARY NORTH AMERICAN LITERATURE	To develop a comprehensive understanding of the four core genres of North American Literature: poetry, short stories, drama and the novel. Students will write essays and answer discussion questions. Scott Fitzgerald, Claude McKay, Tim O'Brien, Flannery O'Connor, Toni Morrison.	6	7,2
CULTURAL STUDIES IV	To discuss the evolution, transformations and cultural heritage of the English-speaking world and to develop a greater understanding and sensitivity towards its linguistic peculiarities. Modernity to postmodernism. The Jazz Age. The suffragette movement and feminism. The civil rights movement. The film industry.	6	7,2
MEDICAL ENGLISH	The aim of this course is to deepen students understanding of the English language by means of studying it in the context of medicine. Medical treatments, patient examinations, diagnoses, diseases, disorders and a great deal of vocabulary related to medicine will be studied to enhance translator's scientific knowledge.	6	7,2
SEMESTER AUGUST-DECEMBER			
ENGLISH LITERATURE I	What is literature? Middle Ages I. Middle Ages II. Geoffrey Chaucer. Elizabethan drama. English Literary Theory. Edmund Spenser. Metaphysical poets. John Milton. Restoration Comedy. John Dryden. Puritan Poetry. The Noble Savage.	6	7,2

LITERATURE I	The aim of this course is the study of literature itself, what is meant when literature is spoken: definition, aesthetics, sounds and rhythm, figures, tropes, vocabulary, syntax, literal and implicit meanings.	6	7,2
LATIN AMERICAN CULTURE AND URUGUAY	The aim of the course is to develop historical awareness, highlighting similarities and differences, enhancing their capacity to understand change and continuity, developing empathy towards different cultures or periods, focusing on the cultural heritage of this unique continent, with special emphasis in Uruguay.	3	3,6
	COMMUNICATION		
SEMESTER MARCH-JULY			
LATIN AMERICA THROUGH ITS ART	Latin America is diverse demographically, ethnically, geographically and economically. It was a continent born in blood and fire, in conquest and slavery. The course will unravel the complexities of a number of countries that, although diverse, share historical and cultural traits. Cándido Portinari combined Brazilian politics with post war art, Diego Rivera and his murals described Mexico's history, Antonio Berni displayed the Argentinean working classes and the opening of factories. Uruguay's Juan Manuel Blanes or "the painter of the nation" gained widespread recognition for his historical paintings and depiction of "gaucho" life.	3	3,6
	ENGINEERING		
SEMESTER MARCH-JULY			
SHORT PROGRAM:GLOBAL SUPPLY	The GSP is an intensive three-week study Program designed for business and engineering students in their third or fourth year of study. It focuses on providing students with the fundamentals of international supply chain methods with a special focus on Latin America and Uruguay.	3	3,6
AGRIBUSINESS	The course will focus on the particular differences of the agribusiness, its importance and relevance in the nation's economy, the relationship with the rest of the agro-industrial sectors and the services related to the different chains of production and industrialization of goods and services.	3	3,6
INVESTMENT PROJECTS	The aim of this course is: -To develop in the student the capacity to face theoretically the dimensions involved in the project in terms of its technical and economic efficiency. - To acquire an integrated vision of the project - Adequate management of the economic and financial parameters of the project.	4,5	5,4
OPERATIONAL RESEARCH I	This subject is part of the basic sciences in the formation of the engineer. In this basic science, which is a branch of Mathematics, the use of mathematical and statistical models and algorithms is studied in order to solve complex problems, determining the optimal solution and thus allowing decision making.	6	7,2
ENERGY EFFICIENCY	This course aims to make the student understand the importance of making an efficient use of energy by carrying out an adequate management, in all areas where it has an impact on their professional activity. Know some of the most commonly used efficiency measures for different uses, quantify them and evaluate their suitability according to established criteria for measuring and verifying savings. To become aware of existing national and international policies to promote the implementation of saving projects and measures.	6	7,2
SEMESTER AUGUST-DECEMBER			
BUSINESS ANALYTICS, APPLIED MODELLINGAND PREDICTION	At the end of the course and having completed the essential reading and activities students should be able to: -apply modelling at varying levels to aid decision-making -understand basic principles of how to analyse complex multivariate datasets with the aim of extracting the important message contained within the large amount of data which is often available -demonstrate the wide applicability of mathematical models while, at the same time, identifying their limitations and possible misuse.	6	7,2

STATISTICAL METHODS FOR MARKET RESEARCH	<p>At the end of the course students should be able to:</p> <ul style="list-style-type: none">-define a market research problem and create an appropriate research design-perform independent data analysis in a market research setting-determine which statistical method is appropriate in a given situation and be able to discuss the merits and limitations of a particular method-use statistical software to analyse datasets and be able to interpret output-draw appropriate conclusions following empirical analysis and use to form the basis of managerial decision-making-demonstrate greater commercial awareness.	6	7,2
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