



## Study Abroad

INTERNATIONAL PROGRAMMES  
UVIC | UVIC-UCC

## BARCELONA

2025-2026



## 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 6 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 International Programme 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.



### 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.

## 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.

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**Business, Design and Innovation** - Barcelona

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**Global Studies** - Vic

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**International Business and Marketing** - Vic

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**Communication and Media Studies** - Vic

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**Engineering** - Vic

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**Art & Design** - Barcelona (in collaboration with BAU)

## 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 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.

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**Spanish Culture in Barcelona** - 4 weeks

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**Business & Marketing 4.0** - 2 weeks

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**English for academic purposes (B2)** - 2 weeks



For further information, see:

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



## 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)

# Study Abroad Programmes in Barcelona

## 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>Corporate Finance</b> Financial analysis   Financial modelling   Valuation   Private Equity   Strategic Finance   M&A   Distressed Asset Management	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   WACC & CAPM	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
<b>Sports Marketing</b> Sports media & communication strategies   Sponsorship & revenue models   Digital transformation & fan engagement   Global branding & commercialization of sports	2
<b>Applied AI for Business</b> Artificial Intelligence   Generative Pre-trained Transformer (GPT)   AI driven-business opportunities   Machine & Deep Learning   Ethics & AI risks	2

### Calendar 2025-2026 - Barcelona

#### Term 1 (Fall):

8 September - 19 December 2025

#### Term 2 (Spring):

7 January - 21 April 2026



# Study Abroad Programmes in Vic

## Calendar 2025-2026 - Vic

### Term 1 (Fall)

September 2025 - January 2026

### Term 2 (Spring)

January 2026 - June 2026

## GLOBAL STUDIES



Courses	Term
<b>Education for Global Development</b> Educational Equity   Global Citizenship Education   Education Policy and Governance   Learning and Inclusion	2
<b>Global Economics and Business Fundamentals</b> Globalization and Trade   Economic Development and Inequality   Multinational Corporations   Financial Markets and Institutions	2
<b>Information and Communication Technologies</b> Digital Divide   Artificial Intelligence   Media and Digital Literacy   Internet Governance   Tech for Development	2
<b>International Affairs and Geopolitics</b> Power and Hegemony   Diplomacy and Conflict Resolution   Global Governance   Geopolitical Risks   Soft Power and Cultural Diplomacy	2
<b>Society, Gender and Development</b> Intersectionality and Social Change   Gender and Economic Empowerment   Feminist Movements and Global Advocacy   Gender-Based Violence and Human Rights	2



## INTERNATIONAL BUSINESS AND MARKETING



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



## COMMUNICATION AND MEDIA STUDIES

### Courses Term 1

International Journalism

Documentary Workshop

TV Advert Workshop

Audiovisual Media Post-Production

Internal Communication

Communication Theory

Brand Design

Global Communication Strategies

Social Media

Cross-Cultural Studies

E-Business

Advertising & Public Relations  
International Campaign  
Management

Neuromarketing

Science and technology  
journalism

### Courses Term 2

Sports Marketing

Video Workshop

Communication Research Methods

Introduction to Audiovisual  
Animation

Social Journalism

Crisis Communication

Languages of Communication

Network, 2.0, & Content Curator

Digital Audio Workshop

Planning and Assessment of Online  
Media

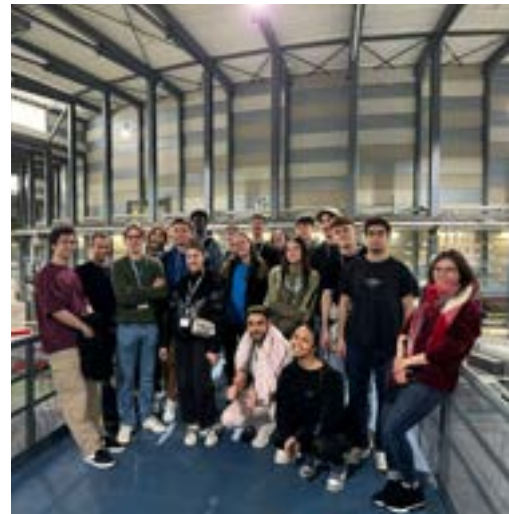
Personal Branding

Brand Content

Customer Experience & Design  
Thinking

Current Affairs Seminar

Artificial Intelligence in Marketing  
and Communication



## ENGINEERING

### Courses Term 1

Artificial Intelligence and Data  
Science

Fluid Mechanics

Introduction to Financial Markets

Probability: Theory of Measurement

Optimization and Operational  
Research

Numerical Methods

Eco-conception

Python Language

### Courses Term 2

Databases and Interoperability  
with C#

Statistics and Data Analysis

Fluid Mechanics

Signal Processing

EDP, Numerical Simulation and  
Fourier Analysis

# UVIC

UNIVERSITAT DE VIC  
UNIVERSITAT CENTRAL  
DE CATALUNYA

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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)

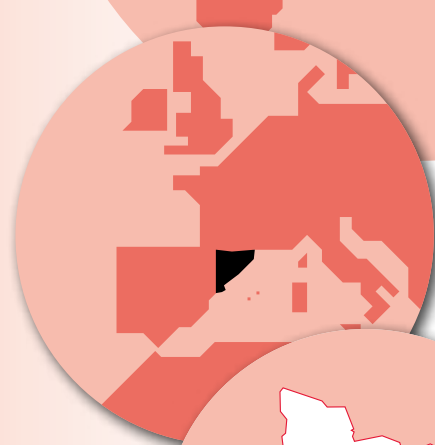
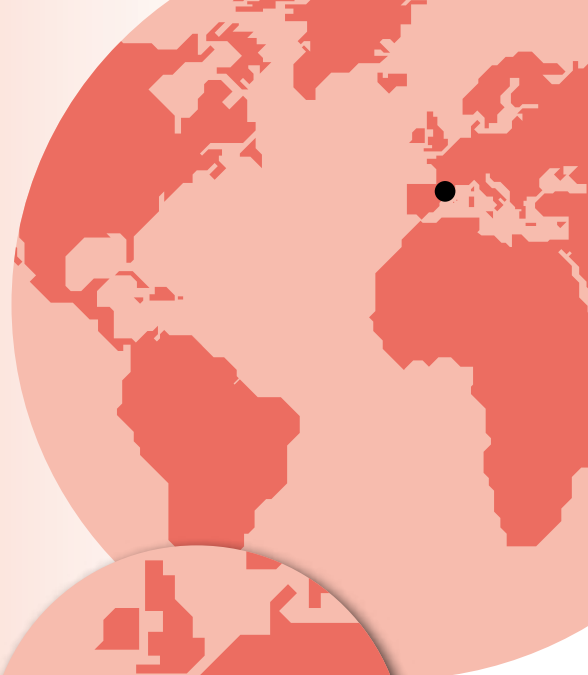
#### Barcelona

<https://bcu.cat/en/accommodation/>

### 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.

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[www.uvic.cat](http://www.uvic.cat)

In collaboration with:

