



Internationalization Programs Study Abroad 2020

Course title: ECONOMY: CINEMA, TOURISM AND DEVELOPMENT

Teaching period: 6 to 17 July, 2020

Teaching hours: 45

Academic coordinator: Juan Uribe-Toril and Belen Payán Sánchez

Knowledge area: Applied Economy and Marketing and Market Research

1. INTRODUCTION

Almeria is well known all over the world for having been a stage for tv films and blockbusters, from westerns starring Clint Eastwood and directed by Sergio Leone, to the recent appearance in tv series such as "Game of Thrones" or "La casa de papel". Almería "Land of Cinema" receives every year hundreds of professionals of the audiovisual sector that find in the special landscape of locations the perfect picture for their works.

This course aims to study Economics using cinema as a methodological resource. For this reason, each theoretical module will be focused on a film or TV series shot in Almeria. The binomial economy and cinema will be used with a double purpose: On the one hand, as didactic support to follow the plot of books, films and series, while recognizing theories, stereotypes or economic-social models. On the other hand, serving in itself as a dynamic element of the environment and generator of economic growth.

Cinema, television and its auxiliary industry (throughout merchandising or tourism), promote economic and social development. Social media has transformed productions into authentic mass phenomena, with hundreds of thousands of followers who analyze each chapter or film.

As examples (without serving as a spoiler of the course), taking as reference Game of Thrones series or the third part of Indiana Jones, we can study money or the Central Banks, make a historical analysis of the evolution of tourism since World War II, or why not, analyzing how Universities spend their budgets (it is assumed that Dr. Jones is professor at University of Marshall and his expeditions funded by the University ... right?).



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2. OBJECTIVES

1. To understand the relationship between Economy, local development, population and territory.
2. To comprehend the role of Economy and innovation in business, economic and social activity, and acquire the skills to assess current economic movements.
3. To enhance the transversal knowledge between Economy and Development.

3. CONTENT

Modules	Description
MODULE 1: Economy and Business: Social Science	<p style="text-align: center;"><i>Asterix in the Olympic Games</i> by José Luis Ruiz</p> <ul style="list-style-type: none"> • Social Sciences • Economy and Business: Social Science • Economy and Business: a Marketing point of view
MODULE 2: Economic Factors	<p style="text-align: center;"><i>Indiana Jones and the Last Crusade</i> by Bruno Nievas</p> <ul style="list-style-type: none"> • Land, labor and capital. • Human Resources: Leadership and Success. • The Hero's journey. Based on the theory of Joseph Campbell.
MODULE 3: Elasticity	<p style="text-align: center;"><i>El niño</i> por Juan Milán</p> <ul style="list-style-type: none"> • Price elasticity of demand. • Income elasticity. • Cross elasticity. • Supply elasticity. • Case study.



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<p>MODULE 4: Employment</p>	<p style="text-align: center;"><i>Assassin's Creed</i> by Alejandro Galindo</p> <ul style="list-style-type: none"> • General notions about employment • New jobs in the 21st century: The importance of augmented reality. • New market niches: Virtual tours and video games.
<p>MODULE 5: Teamwork and Negotiating skills</p>	<p style="text-align: center;"><i>Money Heist</i> by Belén Payán</p> <ul style="list-style-type: none"> • General notions about teamwork. Theory and practice. • Business negotiation processes. • Games theory and applications. • Case studies.
<p>MODULE 6: Money and Central Bank</p>	<p style="text-align: center;"><i>Game of Thrones</i> by Juan Uribe</p> <ul style="list-style-type: none"> • What is money? • European Union: Achievements • European Central Bank vs The Iron Bank of Braavos

4. METHODOLOGY

Teaching methodology will be based in active participation, encouraging the engagement of students.

Classroom sessions will include theoretical seminars, role-playing sessions, case studies and other activities.

The sessions in the classroom will be enriched with debates, forums, and outdoor training activities, which will allow fixing, through an experience based-learning, the conceptual skills.

Depending on the activity proposed, students will work both individually and in teams, thus contributing to develop their ability to work as a team, and the negotiation and communication skills.

The course will have a virtual classroom that will serve as a meeting point between students and teachers, facilitating the individualized follow-up of the student and the agile resolution of questions, as well as the possibility of sharing resources that complement the classroom teaching activities.

The program will be offered in Spanish and English.



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5. PROFESSIONAL VISITS AND COMPLEMENTARY ACADEMIC ACTIVITIES

Cinema tells stories that sometimes take us to parallel universes. We propose activities that contribute to join fiction and reality, getting the student into an active part.

FIELD VISIT 1: Film-Set of Sergio Leone.

Visit to the authentic Sets of Sergio Leone, where you will feel like a Cowboy. Original and authentic Film-Set of some of the most famous spaghetti western such as “A fistful of Dollars” or “Once upon a time in the West”.

FIELD VISIT 2: Cinema’s house.

Visit to the museum dedicated to cinema and John Lenon’s residence in Almeria during the filming of: “How I won the war”.

6. ASSESSMENT

To complete this course, an individualized formative evaluation will be performed. It will be necessary to attend at least 80% of the face-to-face sessions and an active participation in class will be positively valued. Additionally, participants must elaborate and pitch the results of their teamwork.

7. LECTURERS

Alejandro Galindo

Architect, specializing in interior design and project management projects architecture of spaces and modular, as well as in the infographic, the graphic design, 3D modeling and in the virtual visits in 360°. Awarded with two European prizes in the architecture EUROPAN 11 and international mentions in the VIII Ibero-American Architecture Biennial.

Juan Milán

PhD by the University of Almeria specialized in the area of Sustainable Local Development. He currently teaches in the area of Applied Economics at the University of Almeria, in subjects related to theoretical foundations of economics (Micro/Macroeconomics).

Bruno Nieves



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Pediatrician with a master's degree in health management and experience in medical dissemination with participation in national magazines, national radio and TV programs. Author of several applications and books for parents and a pediatric web for parents with more than three million visits. Currently doing a doctoral thesis about the usefulness of eHealth. As a writer, author of three novels and two short stories.

José Luis Ruiz

Ph.D. in Marketing. Marketing Professor of the University of Almería and General Secretary of AECIT (Spanish Association of Scientific Experts in Tourism). Has coordinated several European projects, among them the IBRAVE (Improvement of Branding for Rural Areas through Vocational Education). Collaborator of the Tourism Promotion Agency of Central America (CATA), as well as with different entities and Business Schools in Latin America. Speaker at Conferences and Training Workshops in Guatemala, Costa Rica, Panama, Nicaragua, Mexico. Consultant in the Marketing area at the Florida Institute of Management (Miami, USA), consultant and tutor in the Degree in Marketing and Market Research at the Open University of Catalonia (UOC), visiting professor at the Changchun University (China), professor guest at numerous national and international universities, such as Julius-Maximilians-Universität Würzburg (Germany), Opole University of Technology (Poland), Koçaeli University (Turkey), or Gaia Business School (Guatemala).

Belén Payán Sánchez

Bachelor in Economics at the University of Almería and Ph.D. in Business Management at the same University. Since 2015 she has been part of the University of Almería as researcher and teacher, collaborating in several European research projects in calls of the European Commission. Her research is focused on the search of innovation with a sustainable nature in the firm, integrating mechanisms of stakeholder engagement, open innovation and collaboration processes such as business alliances. In the teaching sphere, she gives classes on Strategic Management, Business Economics and Business Management and Administration.

Juan Uribe-Toril

Ph.D. in Economics. Bachelor in Law at the Complutense University of Madrid. During the last 19 years he has focused his professional work on Local Development and the promotion of the entrepreneurial culture. He currently combines his position as European Projects Manager in Andalusia Emprende and Professor in the area of Applied Economics. He is one of the responsables in Spain for the Erasmus Young Entrepreneurs program.

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