Universidad de Navarra

International Seminar_GM

Guía docente 2026-27

PRESENTACIÓN

Breve descripción: Designed for Undergraduate students, this immersive programme presented by world leading academics and industry experts will equip students with tools to lead with purpose, innovate at scale, and navigate modern business challenges — all in the inspiring setting of Oxford.

- **Titulación**: International Seminar OIxford
- **Módulo/Materia**:
- **ECTS**: 3
- **Curso, semestre**: 1 Course; 4 year (8th semester)
- **Carácter**: Optional Course
- **Profesorado**: Prof. Dr. Marcel Meyer
- **Idioma**: English
- **Aula, Horario**: Soon to be announced.

RESULTADOS DE APRENDIZAJE (Competencias)

BC2: Students must know how to apply their knowledge to their work or vocation in a professional way and must have the competences that are usually demonstrated by means of preparing and defending arguments and solving problems within their area of study.

BC3: Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific and ethical topics

BC4: Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.

GC2: To identify, integrate and use the knowledge acquired to argue, discuss and solve relevant problems in economics and/or business.

GC4: To use independent critical reasoning on relevant topics in economics and business.

GC7: To analyse the process of defining and implementing goals and/or strategies in the company

CEO17: Possess complementary knowledge, skills, or abilities to the training in economics and/or business.

PROGRAMA

- **Leading with Purpose in a Complex World**
- **Entrepreneurship and Innovation for Global Impact**
- **Strategy and Growth**
- **AI: Power, Ethics and Innovation**
- **Communicating with Impact**

Included Features:

- Pre-Programme Online Onboarding
- Access to Oxford Saïd's Learning Platform
- Certificate of Completion from Saïd Business School, University of Oxford

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ACTIVIDADES FORMATIVAS

In addition to providing a comprehensive theoretical foundation through classroom-based instruction, this course is designed to foster a dynamic and engaging learning environment that extends well beyond traditional lectures. Participants will take part in structured group learning activities that encourage collaboration, discussion, and the practical application of concepts in team settings.

The course also incorporates unstructured—yet carefully guided—individual learning experiences, allowing participants to explore topics independently, reflect critically, and develop their own perspectives while receiving support and direction from instructors. Complementing these activities is a strong emphasis on self-study, encouraging learners to deepen their understanding through independent research, reading, and preparation.

To bridge theory and practice, the programme further includes a variety of experiential learning opportunities outside the classroom. These may include company visits, exposure to real-world organisational environments, and presentations or guest lectures delivered by experienced practitioners and industry professionals. Such activities are intended to provide practical insights, connect academic concepts with current professional practice, and enrich the overall learning experience through direct interaction with the business and professional community.

EVALUACIÓN

Generally, the final evaluation takes into consideration:

- **Certificate of completion (Oxford University) - 50%**
- **Final Exam - 50%**

To obtain a grade higher than 7, students need to pass the final exam.

CONVOCATORIA ORDINARIA

- **Information soon to come.**

CONVOCATORIA EXTRAORDINARIA

- **The extraordinary exam typically follows a similar structure as the standard exam.**

Students who:

1) … did not write the standard exam, but the extraordinary exam, will be evaluated following the standard proceeding (i.e.: 25% presentation + 20% written assignment + 55% final exam).

2) … write the extraordinary exam because they want to improve their grade, will be evaluated following the standard proceeding. Note: If the extraordinary exam turns out to have a worse grade than the one in the standard exam, the grade from the extraordinary exam is the one that counts.

In general, this course adheres to the general rules and guidelines established by the faculty / university.

HORARIOS DE ATENCIÓN

Prof. Dr. Marcel Meyer

Tutor Sessions: (soon to be announced)

Please make an appointment **by email** (mmeyer@unav.es) before a Tutor Session.

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BIBLIOGRAFÍA Y RECURSOS

- Soon to be presented.