



Broad College of Business MICHIGAN STATE UNIVERSITY

Business and Culture in Spain (IBUS393/MKT490)

Fall 2026 Syllabus

Course number: IBUS393/MKT490. Students will be enrolled in three (3) credits of either IBUS393 or MKT 490. Those that have previously completed a 393 course will be enrolled in MKT 490.

Credit hours: 3

Course Times: 6:30-9pm Thursdays—29 Jan, 5 Feb, 12 Feb, 19 Feb, 27 Feb through 7 Mar (spring break), 26 Mar.

Course Locations: On-campus meetings in **TBD**.

Course website address:

Course modality: in person

Instructor Information

Name: Pena Marin, Jorge, Ph.D.

Office: N345, North Business Complex

Office hours: by appointment.

E-mail: penamar1@msu.edu

Phone: 517-432-6429

Bio at the end of the syllabus.

Course Materials:

Readings and videos will be distributed via D2L and in class.

About This Course

Course Information / Program Description

This program is designed to provide you with a general understanding of major topics in international business, situated in the framework of Madrid, Spain—a cosmopolitan city known for its rich cultural heritage and dynamic business environment—and Seville, Spain—famous for its stunning architecture, historic significance, and a business hub in the southern region. It covers global factors pertinent to industries, markets, and institutions in making business decisions. In addition, cultural specifics will be explored to give an understanding of factors that make Spain unique in its culture and how this impacts thoughts and actions of Spaniards and Spanish companies.

From March 01-March 8 (we plan to leave Michigan on February 28), we will be traveling and experiencing how business is done in this part of the globe. We will be visiting an array of businesses, from large multinational corporations (MNCs) to smaller, entrepreneurial establishments, with a focus on some of the country's largest industries: tourism, technology,



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olive oil, sports, and agriculture. We will speak with managers as well as employees from all levels of the companies we visit in order to intimately understand how decisions are made and how these companies operate. To provide further understanding of modern business and business culture, we will explore the history of the country through field trips, including the exploration of the medieval city, Toledo.

Beyond participation in the study abroad program, participation in program sessions during the course of spring semester is required; 6, 2.5-hour evening seminars have been scheduled (4 pre-departure sessions and 2 post-program sessions). These on-campus sessions will provide a foundation in some basic concepts of international business as well as business cultures and will prepare you well for what you will see and experience abroad. Likewise, the sessions occurring after the actual experience abroad will help you “unpack” the experience—reflecting upon your time abroad and incorporating it both personally and professionally to help you best take advantage of what you have learned. See the course outline for a further in-depth description.

Learning Outcomes:

- To gain an understanding of the basic concepts of international business, including its history and changes over time
- To see how history and culture affect modern business, in the U.S. as well as abroad
- To learn to identify opportunities in global markets and understand the strategic choices made in international business operations
- To understand how political decisions affect international business operations
- To gain an understanding of the functional areas of business from a global standpoint.

Additionally, upon completion of the course:

- Students will be familiar with trade theory and recognize the evolution of globalization throughout the centuries.
- Students will recognize the underpinnings of the global trade system, the organizations responsible for trade regulation and how they function.
- Students will experience and articulate some of the challenges and benefits of small companies as compared with large multinationals in doing business abroad.
- Students will research factors (geography, governmental policy, history, culture) that make certain regions of the world hospitable for business sectors, comparing our host region to others.

Required Technologies

If for a change in policy some classes are to be held online:

1) High speed internet connection (above 25 Mbps)

- Guide for internet speed: <https://broadbandnow.com/guides/how-much-internet-speed-do-i-need>
- Information about accessing internet connections (including companies offering students free or reduced cost internet): <https://remote.msu.edu/learning/internet.html>



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- Guide for browser and mobile support that works best with D2L:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm
- I understand that not all students have access to reliable internet. If you encounter difficulties – including outages – during synchronous sessions, I expect you to consult the class materials posted on D2L.

2) Webcam

- Webcams are strongly encouraged to be turned on for lectures and discussion. They are **required** to be turned on for the final assessment.

3) Zoom

4) Access D2L

Technical Assistance:

If you need technical assistance (including how to access course material) at any time during the course or to report a problem you can:

- Visit the MSU Help site at <http://help.msu.edu>
- Visit the Desire2Learn Help Site at <http://help.d2l.msu.edu>
- Call the MSU IT Service Desk at (517)432-6200, (844)678-6200, or e-mail at ithelp@msu.edu
- Request assistance navigating and requesting instructional design help:
<https://tech.msu.edu/service-catalog/teaching/instructional-design-development/>
- Consider including pointers for which browsers and internet speeds are best for working with D2L: Browser/mobile support for D2L:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm
- Guide for internet speed: <https://broadbandnow.com/guides/how-much-internet-speed-do-i-need>. For most courses, 25 Mbps should work. If there is no mandatory video component, then students may be able to interact with the course with a slower connection. Most courses have a generic statement that says the course requires access to "high speed" internet.

MSU Community Compact regarding COVID-19:

COVID-19 information: This class will abide by all MSU policies concerning health and safety regarding COVID-19. Specifically, all students and instructors in this course will abide by the vaccine and masking policies as detailed on [Together We Will](#).

Self-Monitoring & Exposure to COVID-19. Students will self-monitor for covid-19-like symptoms. If a student experiences any symptoms, they will stay home and contact a health care provider to determine what steps should be taken. If you believe you have been exposed to someone with COVID-19, you should self-quarantine and monitor your symptoms. If feeling ill, students should contact MSU's COVID-19 hotline at 855-958-2678 or contact their health care provider. Faculty and staff should contact their primary care physician.



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Compliance and reporting. Those who come to MSU facilities must commit to the personal responsibility necessary for us to remain as safe as possible, including following the specific guidelines outlined in this syllabus and provided by MSU more broadly. There may be times when action will be necessary to reinforce expectations. **If you do not wear appropriate face coverings (see MSU's guidelines) or do not wear your face covering appropriately (i.e., over your mouth and nose), you will be asked to correct the situation or leave the facility.** In addition, MSU will utilize the processes already in place to respond to any issues of noncompliance with standards established for the health and safety of our community. For classroom disruptions or issues, the responses and processes that have been used previously remain the first line of action. If necessary, the student conduct system will be the avenue used to adjudicate student disciplinary situations.

Learning Continuity Statement:

Students who become unable to attend class for an extended period of time for any reasons that include but are not limited to COVID-related issues should proactively communicate with the instructor about the prolonged absences. All assignment, homework, and groupwork are expected to be met under those circumstances. Appropriate assessment accommodations will be made.

Course Continuity Statement:

If the instructor should be required to be absent for an extended period of time, the instructor will remain responsible for communicating with the students on all class components and making appropriate adjustments and modifications.

Course Format

Classes

MKT 393 will be a mixture of lecture and discussion. Readings will be assigned to be read **before class** (with a few exceptions; see course schedule below). Every student is expected to attend every session and to be prepared.

Discussion questions will be given *during* the lecture, and they will be covered in class. Each of the discussion questions covered in class are to be completed individually and **submitted via D2L by 11:59pm on Sunday each week**. In other words, every Sunday you will submit via D2L every discussion question discussed during the week's classes.

D2L Discussion Questions

During Pre-Departure Sessions 2 and 3, students will work on some discussion questions covering some of the topics discussed. The questions for the discussion session will be provided during class (also included in the ppt if posted on D2L).



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Each student must submit their own answers on D2L by 11:59 PM by Sunday (see course schedule). Students might complete this work during class time, but the assignment will be due by the end of the week (Sunday) to offer more flexibility.

If the assignment is submitted past this time but before noon of the following day (Monday), it will receive 50% of the credit, past this time will be marked incomplete and receive a grade of 0. Each question should be responded with **thoughtful paragraphs**.

Grading: Students will receive 100% of credit if they provide thoughtful answers. 60% of credit will be given if the answer doesn't respond the question properly. Students will receive 0% of credit if they don't answer the question.

Business Case

Pre-Departure Session 4 will cover one business case that you will need to purchase from the HBR Website ("**Zara: Fast Fashion**"; **Case #: 9-703-497**) as detailed in the outline. On the day when the case is scheduled, please come to class **prepared to discuss the case in detail**. You will also be responsible for a written analysis of the case. The write-up is due at the beginning of the class. You will receive questions beforehand that will form the basis for the write-up. It is expected that all students will work individually on their case write-up. **You will obtain credit for the business case if you turn in the write-up in time and you respond to the questions.** If you don't turn in the write-up before it is due, or if you don't respond to the questions, you won't receive any credit (no late policy for the business case). Business case grading will be as follows:

- 1) Class participation: 10%. Meaningful participation 100%; no participation 0%.
- 2) Executive summary (high level summary of the case): 20%. Responded correctly 100%; if responded but does not accurately summarize the case 60%; and if not responded 0%.
- 3) Two questions 35% each; total: 70%. If responded thoughtfully 100%; 60% if not responded properly; 0% if not responded at all.

Reflective Journal

Journal entries are required after each class session on campus (prior to the next class session), and each day while in Spain. Each entry should be dated and can cover topics such as:

- Cultural observations and differences
- Personal reactions and feelings
- Challenges faced and how they were overcome
- New skills or knowledge gained
- Interactions with locals and other students
- Academic experiences and insights
- Reflections on language learning, if applicable

You can use as journal topics those included in the readings, keynotes, business and cultural events while being abroad, etc. The goal is for the student to engage in a reflection process and critical analysis.



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Each journal entry will approximately be 1, double-spaced typed page (or handwritten equivalent). Note you are not required to bring a computer to Spain, and you are welcome to leave it at home. That said, it could be helpful for certain tasks (such as completing the journal entries).

Final Paper

As part of the study abroad program "Business and Culture in Spain," a final paper will be required of all students. This will be each individual's opportunity to research in-depth a particular industry or topic area of interest related to the themes of the program. The project will be divided into two components: a proposal and the final paper. The breakdown of these components and detailed instructions are provided below.

Proposal (Due February 13) - 20% of Grade

The proposal is the first step in your research project. It should be a ½ page document that outlines your intended research topic. Your proposal should include the following:

1. Topic Description:
 - Clearly state the industry or topic area you plan to reflect upon.
 - Explain why you chose this topic and how it relates to your personal interests and career goals.
2. Relevance:
 - Discuss how this topic fits into the themes of the study abroad program (business and culture in Spain).
3. Plan for Reflection:
 - Outline the resources you plan to use, such as personal experiences, company visits, cultural activities, and academic resources.
 - Mention any specific companies or cultural experiences in Madrid or Seville that you plan to include in your reflection.

Final Paper (Due on first Post-Trip Session) - 80% of Grade

The final paper should be a comprehensive document that details your work. It should be 8-10 pages long, double-spaced, and include the following sections:

1. Introduction:
 - Introduce your topic and explain its significance to your interests and career goals.
 - Provide an overview of what you will discuss in your reflection.
2. Personal Experiences:
 - Describe your personal experiences in Madrid and Seville related to the topic.
 - Include specific examples from company visits, cultural activities, and interactions with locals.
3. Key Reflections:
 - Reflect on the key insights and learning experiences you gained.
 - Discuss how these experiences have influenced your understanding of the topic and your perspective on international business.



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4. Cultural and Business Insights:
 - Analyze the cultural factors that impact business practices in Spain.
 - Reflect on how your experiences have provided a deeper understanding of Spanish culture and its influence on business.
5. Conclusion:
 - Summarize your reflections and discuss the overall impact of the program on your personal and professional development.
 - Suggest how you might apply what you have learned in your future career.
6. References:
 - Include a bibliography of any sources you cited in your paper, formatted according to APA style.

Additional Notes

- Deadlines: Ensure all components are submitted by the deadlines specified.
- Plagiarism: Adhere to academic integrity policies; all work should be original and properly cited. **I will use AI software to assess the extent to which the content is AI generated. If the result is above 25%, it will be deemed invalid and will not be accepted.**

Support: Utilize the resources provided during the program, including faculty guidance, library access, and company visits, to enhance your reflection.

Paper Grade:

Overall structure, cohesiveness: /10

Quality/depth of info: /60

Correct incorporation of concepts learned in class/in Spain: /20

Citations of sources: /10

Total: /100

Attendance and Participation

This includes but is not limited to: arriving on-time, asking questions of presenters & instructor (both on-campus and at site visits and guest lectures), taking written notes (on paper), participating fully in each activity, contributing to group discussions, completing requested forms & assignments as they are due, acting as a leader at appropriate times and dutifully accepting leadership roles when requested to do so, and generally **behaving in a professional manner**. A note on use of cell phones/cameras/tablets & other technology devices: Phone conversations and reading/composing texts are prohibited during program activities, unless otherwise approved. Students will be given ample time to take photographs as well as communicate with family/friends outside of formal sessions.

Importantly, if a student is late for an activity while being overseas, a % of the participation grade will be deducted. This policy is to ensure the proper functioning of the program while being overseas. The following rule will apply:

1-2 times late	1% deduction each time (max. participation grade 28%)
3-4 times late	2% deduction each time (max 24%)



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5-6 times late	3% deduction each time (max 18%)
7-8 times late	4% deduction each time (max 10%)
9-10 times late	5% deduction each time (max 0%)

Pre-Departure Meetings are mandatory. If you miss class (a meeting); 2% of your participation grade will be deducted for each meeting missed. For instance, if one pre-departure meeting is missed, participation grade will go from 30% to 28% (see detail of grading below).

Grading

Participation	30%
Discussion Questions (D2L)	10% (5% each)
Business Case Questions (D2L)	10%
Reflective Journal	25%
Final Paper	25%
Total	100%

Grading Scale	
92.5-100.0%	4.0
85.0-92.4%	3.5
80.0-84.9%	3.0
75.0-79.9%	2.5
70.0-74.9%	2.0
65.0-69.9%	1.5
60.0-64.9%	1.0
≤60.0%	0.0

Course Policies

Please keep an eye on the Academic Calendar for other important dates and/or administrative deadlines. You can find it here: <https://reg.msu.edu/ROInfo/Calendar/Academic.aspx>

Attendance Policy

Students are expected to attend each class and ALL the activities. See participation policy.

Late Work Policy

There is no late work policy.

Grades of Incomplete

Incomplete grades will be assigned a grade of 0.

Grade Dissemination:



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Students will learn of their grades from assignments and assessments either through in-class turn back or D2L. If you have any questions about your grades, please see me during office hours.

Course Recordings, Intellectual Property, and Social Media Use

Recording, screenshotting, or redistributing lectures or content from this course it **not** permitted. **Doing so may result in disciplinary action.**

Changes to the Syllabus

I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a D2L Announcement, in class, or through MSU e- mail.

Student Expectations

The All-University Policy on Integrity Of Scholarship and Grades: All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's website](http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades) (<http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades>)

Eli Broad College of Business Honor Code

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code: <https://broad.msu.edu/undergraduate/policies/honor-code>

The Broad School program is committed to developing global leaders by embracing the values of integrity, teamwork, continuous improvement, and community service. As members of the Broad community, we share the responsibility to sustain an environment that supports these values at all times. This Honor Code embodies the standards of professional conduct adopted by the Broad School student body. Each student is responsible for reading and understanding the Honor Code prior to the first day of classes. All students have the responsibility to adhere to the standards articulated in the Honor Code.

Disability Access

Students must inform the instructor of any accommodations needed. Information related to disability access is available on the Students: to make an appointment with a specialist, call: (517) 353-9642 Or TTY: (517) 355-1293 or visit the [RCPD website](http://www.rcpd.msu.edu): <http://www.rcpd.msu.edu>.

Americans with Disabilities Act Accommodations:

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation ("VISA") form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.

Limits to Faculty/Student Confidentiality; Mandatory Reporting:



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MSU's Policy on Relationship Violence and Sexual Misconduct is available on the [RVSM website](https://www.hr.msu.edu/policies-procedures/university-wide/RVSM_policy.html) (https://www.hr.msu.edu/policies-procedures/university-wide/RVSM_policy.html)

Religious Observances:

Students are expected to notify their instructor in advance if they intend to miss class to observe a holy day of their religious faith. For a current schedule of major religious holidays, see the [office of inclusion and intercultural initiatives](http://www.inclusion.msu.edu/) (<http://www.inclusion.msu.edu/>).

Social Media:

As members of a learning community, students are expected to respect the intellectual property of course instructors. Please do not post class materials, recordings, or other course content on social media. Please refrain from using social media during class time.

EDUCATION ABROAD STATEMENT OF RESPONSIBILITY

Effective April 1, 2024

I am applying to an MSU Education Abroad (EA) program and, if accepted, I agree to the following.

- [Conduct](#)
- [Academic | Financial](#)
- [Logistics | On-site](#)
- [Risk | Release of Claims](#)

1. STUDENT CONDUCT

A. University Policies, EA Website, and Program-Specific Expectations. I am responsible for knowing and abiding by the rules, policies, regulations, and expectations outlined in this agreement and outlined below. I understand that as a participant in an Education Abroad program, I am considered a student and the Education Abroad and MSU policies outlined in this agreement and below are applicable.

- [MSU General Student Regulations](#)
- [The Spartan Code of Honor Academic Pledge](#)
- [Education Abroad Website](#)
- [Residence Hall Regulations](#) (if participating in First-Year Seminar Abroad Program)
- [Acceptable Use Policy for MSU Information Technology Resources](#)
- Any program-specific conduct and academic expectations outlined by my program director(s), host institution, and/or on-site provider.

I understand that the Office for Education Abroad may review the conduct history of applicants, and that being on academic and/or behavioral probation or recessed from Michigan State University constitutes grounds for denial of my application. If I am put on academic and/or behavioral probation or recessed from Michigan State University after acceptance of my



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application, I understand that I am no longer eligible to participate and responsible for withdrawing from the education abroad program.

B. Local Laws and Customs. I will abide by the laws of my host country/countries. I will be sensitive to local cultures and customs. I will treat my hosts and local communities with respect and dignity.

C. Alcohol and Drugs. I must abide by host country laws and local institutional regulations with respect to alcohol and other drugs. Unless permitted by host country law and local institutional regulations, I will not possess, consume, furnish, or distribute any alcoholic beverages. Furthermore, I understand that Michigan State University has a zero-tolerance policy with respect to the possession, use, manufacture, production, sale, exchange, or distribution of illegal drugs. Whether a drug is illegal is governed by U.S. federal drug laws, the laws of the State of Michigan, and host country laws. I am responsible for knowing and obeying the laws of the host country, as well as all local institutional regulations, regarding alcohol and other drugs. I will adhere at all times to the Office for Education Abroad's [Alcohol Misuse and Drug Use policy](#). I understand that violations of law or policy may result in disciplinary action upon my return to campus and may result in (i) probationary requirements for the remainder of the program abroad; (ii) removal from the program (grade determination will be made by the Sponsoring College's Associate/Assistant Dean for Undergraduate Education in consultation with the instructor); and/or (iii) academic withdrawal from MSU for the semester in progress and/or suspension or expulsion from MSU.

****Alcohol Misuse and Drug Policy****

If you are of legal drinking age in your host country, you are permitted to consume alcohol during non-program hours. However, alcohol must be consumed responsibly and cannot be misused. **Alcohol misuse** is consumption of alcohol that is or has the potential to be harmful to the individual and/or is disruptive to the program. Alcohol misuse is often a factor in student conduct issues abroad.

The MSU Drug and Alcohol Policy applies to EA programs. MSU has a **zero-tolerance drug policy** that prohibits the possession, use, manufacture, production, sale, exchange or distribution of illegal drugs by education abroad participants. Whether a drug is illegal is governed by U.S. federal drug laws, the laws of the State of Michigan, and host country laws. Students should be mindful that marijuana is prohibited on EA programs regardless of any local laws.

****Students that violate this policy will be removed from the program and face disciplinary action upon return to campus.****

D. Disciplinary Action. I understand that violations of this Statement of Responsibility, MSU policies, or policies, regulations, and expectations outlined by my program director(s), host institution, and/or on-site provider(s) may result in disciplinary action on-site and/or upon return to campus, academic consequences, removal from the program, and/or suspension or expulsion



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from Michigan State University. A description of disciplinary procedures is available online on the Office for Global Health, Safety, and Security's [Student Conduct While Abroad](#) webpage.

E. Program Removal. If it is determined that my continued presence is likely to impede the achievement of program objectives or to disrupt program activity, or that I pose a danger to the health or safety of myself or others, I may face summary removal from the program. A decision to remove me from an MSU-sponsored education abroad program is the responsibility of the Executive Director of the Office for Education Abroad. If my program includes an internship placement, takes place at a host institution, is offered by an EA program provider, and/or is a medical rotation/clerkship, and if I am removed from such a placement by decision of the institution/organization offering the experience, I may also face summary removal from the associated education abroad program. Any decision to remove me from a program would be final with no refund and take effect immediately. Housing and transportation back to the United States would be my responsibility and at my own expense. Removal from an education abroad program may invalidate my international insurance coverage and access to support from the Office for Global, Health, Safety and Security.

The Office for Education Abroad oversees all Domestic Study Away programs and some policies listed above may or may not be applicable to domestic travel. Financial obligations will vary by program for domestic study away. Students are responsible for any financial commitments, including but not limited to deposits and program fees. For further information, please contact your program coordinator.

[i] Responsibilities may vary by program type. MSU-Sponsored Programs refer to faculty-directed, direct-enroll, exchange, provider, and First-Year Seminar Abroad programs arranged by MSU, including the Japan Center for Michigan Universities (JCMU). Non-MSU-Sponsored Programs are credit-bearing programs offered through unaffiliated third-parties and external institutions and organizations. In some cases, this will include certain independent internships and COM/CHM rotations. MSU and the Office for Education Abroad assume no responsibility or liability for programs not sponsored by Michigan State University. Nevertheless, students participating in non-MSU-Sponsored programs are expected to adhere to the responsibilities outlined below unless otherwise specified.

[ii] If you are participating in a First-Year Seminar Abroad program, deciding not to attend Michigan State University does not automatically withdraw you from the First-Year Seminar Abroad program. Official notice must be sent to the Office for Education Abroad.

[iii] Participants in exchange or direct-enroll programs will be withdrawn from the carrier credits (CSX or CSP) associated with the program by the Office for Education Abroad. First-Year Seminar Abroad (FSA) participants, will be withdrawn from the FSA course(s) by the Office for Education Abroad

[iv] Only applicable to MSU-Sponsored Education Abroad programs.

[v] Only applicable to MSU-Sponsored Programs. Students participating in a Non-MSU Sponsored Program are responsible for familiarizing themselves with the program's stated travel policies. I understand that if I am a participant on a First-Year Seminar Abroad program that I am responsible for any costs associated with travel to campus for orientation. I must obtain



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written permission from a parent or guardian if I plan to travel independently from the group, otherwise I must stay with the group at all times and will notify my program director if I am accidentally separated from the group.

[vi] I understand that FSA programs do not allow accompanying family members or guests. If I have family or guests in the area with whom I would like to spend time, I must have written permission from my parents or guardians submitted to my faculty leader and the Office for Education Abroad.



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Course Schedule

*The course schedule may have changes based on the development of the course and unforeseen changes to company visits and activities. Company visits may change based on availability.

Check on D2L and with me regularly for any announcement.

Date	Topic	Preparation Before – During – After Class	Turn in/assignment
Thursday, Jan 29	<p>Introduction Part 1: Business and Culture in Spain Orientation</p> <p>Introduction Part 2: Review of Syllabus</p> <p>Intro to International Trade.</p>	<p><u>Readings During and After Class:</u></p> <p>“USA International Trade Admin - Spain Business Travel”</p>	<p>Reflective journal</p> <p>No Discussion Question the first Week.</p>
Thursday, Feb 5	<p>Session 2 Part 1: International Trade (DQ).</p> <p>Session 2 Part 2: Orientation to Culture, Six Cultural Dimensions.</p>	<p><u>Readings Before Class:</u></p> <p>“10 cultural differences between the USA and Spain”</p> <p>“Post-Pandemic Travel/ Spain, The Second Most-Visited Country On Earth”</p>	<p>Reflective journal</p> <p>Discussion Question on D2L (turn-in) by Sunday Feb 8th at 11:59pm.</p>
Thursday, Feb 12	<p>Session 3 Part 1: Personal Culture.</p> <p>Session 3 Part 2a: Discussion Spanish Economy and Business Environment</p> <ul style="list-style-type: none"> “How to Conquer New Markets with New Skills. HBR” (DQ) <p>Session 3 Part 2b: Discussion Spanish Culture and Best Business Practices</p> <ul style="list-style-type: none"> “The European Experience. HBR Case”. 	<p><u>Readings Before Class:</u></p> <p>“The European Experience. HBR Case”.</p> <p>“How to Conquer New Markets with New Skills. HBR”</p> <p>“Spain's Deoleo says olive oil sector faces one of its toughest moments”</p> <p>“Auto industry in Spain: https://www.investinspain.org/en/industries/automotive-mobility”</p>	<p>Reflective journal</p> <p>Discussion Question on D2L (turn-in) by Sunday Feb 15th at 11:59pm.</p>
Thursday, Feb 19	<p>Session 4. Part 1. Final Pre-Departure Guidelines:</p> <ul style="list-style-type: none"> Barbora Pravdikova (ISP) 	<p><u>Readings Before Class:</u></p> <p>“Zara Business Case”</p>	<p>Reflective journal</p>



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	<ul style="list-style-type: none"> Benjamin Ladd (Program Coordinator) Jorge (Program Director) <p>Session 4. Part 2. Zara Business Case</p>		Business Case Question on D2L (turn-in) <u>before the start of the class.</u>
Friday, Feb 27	Departure for Spain (DTW)		Reflective journal
Saturday, Feb 28	<p>Arrive to Madrid (Barajas Airport)</p> <p>Hotel Check-in (www.emperadorhotel.com)</p> <p>Afternoon. Madrid tour through the eyes of a local (https://www.spain.info/en/destination/madrid/)</p> <p>Evening. Welcome dinner with traditional flavors</p>	Madrid history	Reflective journal
Sunday, March 1	<p>Morning. Visit to an olive oil farm and presentation (https://proyectolosaireas.com/en/)</p> <p>Afternoon. Guided tour of Toledo - exploring the medieval heritage of Spain (https://www.spain.info/en/route/toledo/)</p>	<p>Toledo history</p> <p>Olive oil readings</p> <p>Biographies of speakers & organizations</p>	Reflective journal
Monday, March 2	<p>Morning. US Commercial Service (US Embassy) (https://es.usembassy.gov/business/)</p> <p>Afternoon. Visit to Campofrío Food Group. Sustainable Food Innovations. (https://vivacampofrio.com)</p>	Biographies of speakers & organizations	Reflective journal
Tuesday, March 3	<p>Morning. Visit to Cervecería Península (https://cerveceraopeninsula.com)</p> <p>Afternoon. Visit to the Real Madrid Santiago Bernabéu</p>	Biographies of speakers & organizations	Reflective journal



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	<p>Stadium (20th Century Best Club in the World). https://www.realmadrid.com/en-US/bernabeu-stadium</p>		
Wednesday, March 4	<p>Morning. Transfer to Seville. Bullet train. https://www.spain.info/en/destination/seville/</p> <p>Hotel Check-in www.nh-hotels.com</p> <p>Afternoon. Visit to the Real Alcázar of Seville & Santa Cruz District https://www.alcazarsevilla.org</p>	<p>Seville history</p> <p>Biographies of speakers & organizations</p>	Reflective journal
Thursday, March 5	<p>Morning. One of:</p> <ul style="list-style-type: none"> Visit to La Fábrica de Sevilla. Computer science start-up. https://lafabricadesevilla.com/en/ Visit to University of Seville. Meeting with US students. https://www.us.es <p>Evening. Flamenco Show at Casa de La Memoria https://casadelamemoria.es/en/</p>	<p>University of Sevilla history.</p> <p>Biographies of speakers & organizations</p>	Reflective journal
Friday, March 6	<p>Gospa Citrus Orange Farm https://gospacitrus.com/en/home/</p> <p>Afternoon. Hotel check-out Transfer to Madrid. Bullet train.</p> <p>Evening. Farewell dinner in the heart of Madrid.</p>	Biographies of speakers & organizations	Reflective journal
Saturday, March 7	Return to East Lansing (via DTW)	Work on final projects	Reflective journal
One of the following days from 6:30pm to 8pm: - March 9 - March 11	<p>Unpacking Session for All Spring Break Programs.</p> <p>This session will help you reflect on your Program with students from other programs</p>	Work on final projects	N/A



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- March 17 - March 18	<i>Location: M036</i>		
Thursday, March 26	Discussion Session Key Takeaways from the Program Final Paper Questions Farewell.	Work on final projects	Delivery of all reflective journals. Delivery of all Final Papers.



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PROFESSOR'S BIOGRAPHY

Prof. Jorge Pena Marin

Assistant Professor of Marketing

Ph.D., in Marketing (Consumer Behavior), University of Texas at San Antonio
Ex. Ed., Strategic Marketing Management, Columbia Business School
M.A., Marketing and Sales Management, IE Business School
B.A., Business Administration, University San Pablo C.E.U. (Spain)

A native from Spain, Jorge Pena Marin is Assistant Professor in the Marketing Department at MSU. He teaches Consumer Behavior (undergrad course) and Judgment and Decision-Making (PhD seminar). He is also the Director of the Study Abroad Program Business and Culture in Spain. Prior to joining MSU, Jorge has taught Marketing Management at IESE Business School, Brand Management, and Influence Strategies at the University of Cincinnati, and Principles of Marketing and Integrated Marketing Communications at the University of Texas at San Antonio.

Before joining academia, Prof. Pena Marin worked for more than ten years in marketing management and business consultancy positions at companies such as TBWA, Mercedes-Benz, and Accenture.

Jorge also loves to play tennis. He played ITF (ATP) tournaments before going to college, and now he still is an avid tennis player always eager to meet new hitting partners.