

## **Business & Culture in Spain (Barcelona) PROGRAM DESCRIPTION & SYLLABUS**

### **MKT 393/490**

Spring Semester (Spring Break) 2019

**Instructor:** Jade Sims

**Email:** [sims@broad.msu.edu](mailto:sims@broad.msu.edu)

**Office Phone:** 517.884.1660

**Office:** 7 Eppley Center

**Meeting times (2019):** 7-9:30pm Wednesdays—23 Jan, 30 Jan, 13 Feb, 27 Feb, 1-10 Mar (spring break), 3 April, 10 April. On-campus meetings in 127 Chemistry Bldg.

**Office Hours:** I am available 1 hour prior to sessions scheduled on campus, as well as by private appointment to discuss any course/program related issues. Please feel free to email me with a few alternative days and times that fit your schedule, and I will be happy to set up a meeting time with you.

### **Program Description:**

This program is designed to provide you with a general understanding of major topics in international business, situated in the framework of Barcelona, Spain—a global city and industrial center in the region of Catalonia in northeastern Spain—and Madrid, Spain—the national political capital. 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 1-10<sup>th</sup>, 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 small, entrepreneurial family-owned establishments, with a focus on some of the country's largest industries: design, automotive, tourism, sparkling wine, sports, agriculture, logistics. We will speak with CEOs 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 exploration of world-renown architecture (in the Catalan Modernism style), and a medieval city. 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 solid foundation in the 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.

### **Program Goals:**

1. To gain an understanding of the basic concepts of international business, including its history and changes over time
2. To see how history and culture affect modern business, in the U.S. as well as abroad
3. To learn to identify opportunities in global markets and understand the strategic choices made in international business operations
4. To understand how political decisions affect international business operations
5. To gain an in-depth 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 from colonial times to the present.
- 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.

**Courses:**

MKT 393	Introduction to International Business	3 cr.
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OR:

MKT 490	Independent Study	3 cr.
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**Required Materials:**

Online materials and handouts with additional scholarly articles, case studies, current news items, and information on site visits will be required, including use of the globalEDGE website ([www.globalEDGE.msu.edu](http://www.globalEDGE.msu.edu)). Most readings will be posted on D2L; others may be handed out in class.

**Grading:**

-Exam (1): 10%

-Participation: 45%

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.

-Reflective Journal: 20%

Journal entries are required after each class session on campus (prior to the next class session), and each day while in Spain. Journal topics will be provided at the end of each class session or at the end of the required program events each day. These will be 1, double-spaced typed page (or handwritten equivalent)

-Quizzes (approx.2-6, at discretion of instructor): 10%

Quizzes will be given without prior notice throughout the course of the program, covering the homework readings assigned for that session.

-Final Paper & Presentation: 15%

A final paper and presentation 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. Further information will be provided. The sub-breakdown is as follows:

Proposal (due 30 January): 15% of grade

A ½ page proposal for what the student plans to research, how the topic fits into the student's overall interests and career plans, and what resources will be utilized.

Outline (due 13 February): 15% of grade

An outline covering the major topic areas of the research project to be completed, including a list 6 potential resources to be utilized.

Presentation (April 3 or 10): 35%

Paper (due at time of presentation): 35%

<u>Grading Evaluation Scale</u>	<u>Grade</u>
90 percent and above	4.0
85.0 to 89.9 percent	3.5
80.0 to 84.9 percent	3.0
75.0 to 79.9 percent	2.5
70.0 to 74.9 percent	2.0
65.0 to 69.9 percent	1.5
60.0 to 64.9 percent	1.0

#### **Grading Disputes:**

Questions regarding grade assessment should be directed to the instructor as soon as possible upon receipt of grade. Students have the opportunity to review grades throughout the course of the program; therefore, disputes should not be left until the end of the program or after grades are posted.

#### **Late Work:**

Late work may be accepted with a penalty of 10% per day past the official due date. Late work will not be accepted more than 1 week beyond the official due date.

#### **Expectations & Honor Code:**

Attendance is mandatory for all sessions and activities unless otherwise noted. Tardiness and/or failure to attend on-campus sessions will be directly reflected in the participation grade for the course. Tardiness and/or failure to attend in-country activities and comply with program rules may additionally result in disciplinary action, or dismissal from the program. Each student is responsible for obtaining information or materials missed and should contact the instructor as soon as possible if s/he misses a scheduled activity. Absences and tardiness will be evaluated on a case-by-case basis should a student be absent due to official MSU activities, religious reasons, illness, or other serious circumstances; in some cases, documentation will be required. If a student must miss an activity due to a planned event, s/he must submit a written request as soon as possible prior to the missed activity.

Each student is expected to be familiar with the guidelines for student academic integrity (<https://www.msu.edu/unit/ombud/academic-integrity/student-faq.html>) and also adhere to the Eli Broad College of Business Undergraduate Honor Code (<http://broad.msu.edu/undergraduate-honor-code/>). Students not compliant with these guidelines may receive lowered or failing grades on the assignment or enrolled course. Further disciplinary action may also be considered, depending on severity of the infraction. Note that unless otherwise stated, each assignment should be completed without assistance from others.

Email is the official means of communication at MSU. You are responsible for checking your email on a consistent basis and meeting program obligations that may be discussed therein. D2L will be used fairly extensively; please make sure that your email is connected to your D2L account so that you will receive notifications in a timely manner.

**Tentative Course Outline:**

This is a tentative calendar; assignments and visits may be adjusted (added, deleted, or moved) depending on the speed at which the material is covered and if new opportunities occur. If assignments, readings, or deadlines change, these changes will be discussed in class. **NOTE:** Readings for each class are to be completed prior to that meeting. This includes the reading assignment for the first meeting. Program activity times are approximate. Any changes to the below will be discussed in class.

		Prepare prior to class:	Turn in before class:
January 23 7:00-9:30pm	Introduction and expectations/ Program orientation Lecture: Globalization, overview of structure of European Union Lecture: Trade theory & history of global commerce  Video: Everybody Hates NAFTA Video: Why Do Countries Restrict Trade?	Read: Ip, Greg. "We Are Not the World." <i>The Wall Street Journal</i> , 6 Jan. 2017, <a href="http://www.wsj.com/articles/we-arent-the-world-1483728161">http://www.wsj.com/articles/we-arent-the-world-1483728161</a>	Quiz 1
January 30 7:00-9:30pm	Continuation of trade lecture  Logistics & supply chain	Albert, Manuel J. "A Mosque, a Cathedral, and Also a Beer." <i>EL PAÍS</i> . 12 Mar. 2015. Web. 26 Jan. 2017	Reflective journal 1  Research proposal
February 13 7:00-9:30pm	International Marketing Global reach of Spanish companies. Spanish companies operating in Michigan		Research outline

February 27 7:00-9:30pm	Trade: Exports, FDI, logistics, finance (WSJ container shipping video) Spanish history & culture Exam 1		Reflective journal 3: 1-page research on a US company involvement in Spanish market OR Spanish company involvement in US market (as exporter, JV partner, WOFE, other FDI, etc) Outline for final paper/presentation
March 1	Departure for Spain (DTW)		
March 2	Arrive in Madrid Hotel check-in Madrid historical center food tour  Evening lecture  <a href="https://www.esmadrid.com/en">https://www.esmadrid.com/en</a>	Orientation materials Reading on Spanish history & the Catholic church	Reflective journal 4
March 3	Full day trip to Toledo medieval city/world heritage site  <a href="https://en.wikipedia.org/wiki/Toledo,_Spain">https://en.wikipedia.org/wiki/Toledo,_Spain</a>	-A beer, Case study: US business entering Spain/EU	Reflective journal 5
March 4	Business Visit: US Commercial Service (US Embassy) conversation on doing business in Spain Business Visit: Digital transformation and change management @ SAP <a href="https://Export.gov">https://Export.gov</a> <a href="https://www.sap.com/index.html">https://www.sap.com/index.html</a>	-Biographies of speakers & organizations -Madrid pedestrian city article	Reflective journal 6

March 5	Business visit: Technologies in the sports industry Global Sports Innovation Center Check-out of hotel Train to Barcelona <a href="https://sport-gsic.com/">https://sport-gsic.com/</a>	Biographies of speakers & organizations	Reflective journal 7
March 6	Guided bike tour of Barcelona Tour of Gaudi's Barcelona  <a href="https://en.wikipedia.org/wiki/Antoni_Gaudí">https://en.wikipedia.org/wiki/Antoni_Gaudí</a>	Readings on current political situation/independence movement Role of municipality health in firm's site decisions Barcelona's growth as tourist central and current strategies Gaudi readings	Reflective journal 8
March 7	Doing Business in Spain/Spanish-legal perspective, Gomez-Acebo & Pombo Abogados (GA_P) <a href="https://www.ga-p.com/">https://www.ga-p.com/</a> Business visit: Automotive Assembly plant (SEAT) <a href="https://www.seat.com/">https://www.seat.com/</a> Business visit: Ubisoft (mobile tech software) <a href="https://www.ubisoft.com/en-us/">https://www.ubisoft.com/en-us/</a>  **FREE TIME/FC Barcelona game <a href="https://www.fcbarcelona.com/">https://www.fcbarcelona.com/</a>	Biographies of speakers & organizations Political and cultural context of business in Spain & EU Catalonia as tech & innovation hub	Reflective journal 9
March 8	Day trip: San Sadurni d'Anoia Company visit: History & economics of wine & agriculture (Freixenet & Gramona) <a href="https://www.freixenet.com/">https://www.freixenet.com/</a>  <a href="http://www.gramona.com/en/">www.gramona.com/en/</a>	Biographies of speakers & organizations	Reflective journal 10
March 9	Cultural event: Palau de la Musica <a href="http://www.palaumusica.cat/en">www.palaumusica.cat/en</a>  Cultural event: Farewell cooking class		Reflective journal 11
March 10	Return to East Lansing (via DTW)	Work on final projects	

April 3	Group de-brief Presentations	Work on final projects	Reflective journal 12 Research papers for those presenting
April 10	Group & individual Presentations	Work on final projects	Research papers for those presenting