Business Program  Fall  2017
BUSINESS IN ACTION: Local Companies in a Global World

Course contact hours: 45
Number of sessions: 30
Recommended credits: 6 ECTS – 3 US credits
Professor: Gabriel Izard

Objectives
To build a career in the international corporate world or as an entrepreneur it is helpful to follow a program that offers you the experience of analyzing and understanding how European businesses operate.

The goal of this module is to gain an insight into the different strategies and operational activities of Catalan and Spanish institutions and companies working within the European framework. Students will maintain direct contact with the business and economic world in Barcelona where, with the full personal support and collaboration of the Instructor, they will gain hands-on experience of observing, researching, interacting with and analyzing a range of local companies. Direct personal interviews with Business Managers are designed to supply students with first-hand, unique testimonials related to managerial experiences, competitive advantages and daily operations. The real life experience of this course helps students to bridge the gap between theory and practice. Each visit is prepared in advance following specific guidelines.

Requirements
• Fluent English
• Interest in business implementations in the real world in Europe and in Catalonia in particular

Learning outcomes
1. Understand the European and Spanish Business Environment
2. Identify key issues facing business in Europe regarding markets, regulations, and cross-cultural challenges
3. Analyze differences in strategies and business models for adaptation to changes
4. Understand sector developments in Europe and compare with home sectors
5. Gain knowledge of different business implementations in the Barcelona Area
6. Discover the main characteristics of the local economy and business developments
7. Develop relationship skills via interviews and meetings with local managers
8. Analyze key practical business issues for development in the Barcelona and European environment
Content

<table>
<thead>
<tr>
<th>Day</th>
<th>Content</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. - 13/9</td>
<td>Introduction to the course and presentations.</td>
<td>First case study readings and in-class discussions. Organization into groups.</td>
</tr>
<tr>
<td>2. - 20/9</td>
<td>Analysis of Barcelona Area economy, recent historical economic development.</td>
<td>Meeting with the Managers of The Area of Economy, Enterprise and Employment, Barcelona City Council</td>
</tr>
<tr>
<td>3. - 27/9</td>
<td>Preparation of next visit and business cases.</td>
<td>Group presentations and discussions. Case study readings and in-class discussions. Video and analysis.</td>
</tr>
<tr>
<td>4. - 4/10</td>
<td>Bodegas Torres</td>
<td>Meeting to the vineyard and cellars. Review of a History of a family business</td>
</tr>
<tr>
<td>5. - 11/10</td>
<td>Preparation of next visit and business cases.</td>
<td>Group presentations and discussions. Case study readings and in-class discussions. Video and analysis.</td>
</tr>
<tr>
<td>6. - 18/10</td>
<td>SEAT Factory</td>
<td>Plant and factory car visit through several production lines</td>
</tr>
<tr>
<td>7. - 25/10</td>
<td>Preparation of next visit and business cases.</td>
<td>Group presentations and discussions. Case study readings and in-class discussions. Video and analysis.</td>
</tr>
<tr>
<td>8. - 8/11</td>
<td>TMB Visit</td>
<td>Meeting with the Research and Development Director of the Barcelona Public Transport Network. Visit the Metro central Control Room.</td>
</tr>
<tr>
<td>9. - 15/11</td>
<td>Preparation of next visit and business cases.</td>
<td>Group presentations and discussions. Case study readings and in-class discussions. Video and analysis.</td>
</tr>
<tr>
<td>10. - 22/11</td>
<td>Mercadona Visit</td>
<td>Meeting with the Managers of External Relations. Store visit with managers to learn about practical implementations.</td>
</tr>
<tr>
<td>11 29/11</td>
<td>Revisions of the previous visit and business cases.</td>
<td>Group presentations and discussions. Case study readings and in-class discussions. Video and analysis.</td>
</tr>
<tr>
<td>12 13/12</td>
<td>DAMM</td>
<td>Meeting with the Visitors leader. Visit of the Factory located at El Prat de Llobregat.</td>
</tr>
<tr>
<td>13 20/12</td>
<td>Revisions of the previous visit. Final Exam</td>
<td>Group presentations and discussions. Final Exam</td>
</tr>
</tbody>
</table>

Subject to change

Theoretical input:

1. Introduction to the concept of Enterprise in the Catalonia area
2. Entrepreneurship culture, initiatives and roles
3. Predominant Business activities: market and competition situation
4. Sector analysis
   1. The Public sector
      a. Local or regional government institutions, managing services or activities related to the business and economic world within the Barcelona and Catalonia area
      b. Utilities and services companies whose activity has an impact on business and companies
   2. The Financial sector
      a. Stock Exchange Services
b. Finance Services

3. The Private sector
   a. Fast-moving consumer goods
   b. Industrial sector
   c. Retail
   d. Sports clubs

Pre- and post-visit tasks:

• In-class work before the visit
   Topics to be addressed include researching background information on the company, understanding the company’s target market, identifying the stakeholders and preparing questions or observations to be assessed during the visit.

• In-class work after the visit
   After each visit the student researches, writes and presents a report related to the most significant factors of each company. In addition students will be asked to prepare a presentation on the company including objectives, culture, success, failures, future, Swot analysis, etc.

Teaching methodology
The methodology is based on active student participation: reading cases, preparing visits with reference material and documents, preparing questions to be answered after visits, writing and delivering presentations and working in teams, being some examples.

A positive attitude and impeccable behavior is mandatory on the student’s part. Any student who misses one visit without official justification will fail the course. During visits students must be proactive when asking questions, and remember to be polite when talking with executives, directors or managers of the selected companies. Punctuality is also mandatory especially for the field trip days. Waiting time for the group will be maximum 5 minutes after the assigned time to leave.

The Professor’s role is to prepare the groundwork for the company visits: organizing the field trip, assuring good company contacts, preparing a list of topics to be covered in each visit, organizing and directing the group during the visit, guiding students when preparing their company presentations, etc.

Assessment criteria
Grade: Case study assignments: 30%; Participation: 30%; Final case or exam: 40%
Case-study assignments (30%): Quality - originality, and commitment.
Participation (30%): Participation in class and involvement in class debates during presentations is essential, as well the company visit related reports.
Reminder: Attendance at all company visits and the completion of related reports is mandatory. Failure to attend one single visit / or one complete report, constitutes an overall Fail grade.

Bibliography
Required reading: Business Case studies delivered in class.

Recommended reading:
https://www.youtube.com/watch?v=C-O59O0_DOY Doing business in Spain (4:05)
http://www.youtube.com/watch?v=gotozV_lqMUK Doing business in Catalonia (2:19)
http://www.economist.com/topics/catalonia
http://www.youtube.com/watch?v=EADligF6w#t=32 (4:10) Barcelona Growth. Business creativity towards the world