ESIC Business and Marketing School
Spanish Summer Programs 2017
“Learn more, Be different, Go further!

If you like the idea of learning Spanish while getting to know the traditions and way of life of a country rich in culture, ESIC Idiomas has a program for you.

International Business CSR: Spain and the European Union in a global context with Spanish Language and Culture Program in Seville.

Enhance the value of your degree and expand your worldview by studying in Spain during the summer. Learn about the European Union, Spanish society, business ethics, cross-cultural communication and doing business in Spain; improve your Spanish and discover the history, culture and traditions of Seville, one of the most popular European tourist destinations.

Optional cultural program:

ESIC offers an optional cultural program which includes two visits to important Spanish companies such as the Bodega Osborne (one of the most famous sherry producers in Spain) and the editorial offices of the national daily newspaper ABC. Cultural visits in Seville (a guided tour to the Cathedral and Royal Palace, Flamenco Museum, Maria Luisa Park and Plaza de España) and an excursion to Cordoba.

Accommodation:

During the stay in Seville, students will have the option of living in a student residence on a full-board basis or in a homestay on half-board (breakfast and dinner) according to their preferences.
Prices:

**Tuition fee**(1)

45 hours of Contemporary Spanish Society through Business Ethics in Spain and Europe  €1,950 - €1,560(2)
75 hours of Spanish Language and Culture

(1) A minimum of 6 students with the same level of Spanish is required for this program.
(2) 20% discount applied for 2017 new enrolments.

**1 week accommodation (7 nights)**

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<tr>
<th>Accommodation Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Student residence (FB) single room</td>
<td>€252</td>
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<td>Homestay (HB) shared room</td>
<td>€175</td>
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<td>Homestay (HB) single room</td>
<td>€203</td>
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**Contemporary Spanish Society through Business Ethics in Spain and Europe in Seville 5 weeks**

Option 1: Tuition Fee  €1,560

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Option 2: Tuition fee + cultural program + accommodation  €2,995  €2,620  €2,755

Option 3: Tuition fee + accommodation  €2,789  €2,410  €2,545
Program Description

Course 1. Contemporary Spanish Society through Business Ethics in Spain and Europe.

1. Spanish society – from dictatorship to democracy
   - Spain under Franco: imposition of social values, censorship, role of the church, economic development, relationship with the international community.
   - Political transition: constitutional monarchy, autonomous regions, internal independence movements, elections and political parties.
   - Changing values and attitudes to: the role of religion and the family; sexual equality and sexual freedom; marriage and divorce.
   - Changing socio-economic class-structure and expectations.
   - Attitudes to corruption in politics and business.
   - Developments in healthcare, social welfare (housing, unemployment, pensions).
   - Spain and the rest of the world: emigration, immigration, tourism, international trade and world politics.

2. Spain and the European Union
   - Conflict to collaboration: from World Wars to the creation of the European Union.
   - Institutions of the European Union.
   - The Euro – financial and economic integration and its future in a time of recession.

3. Business ethics – the cross-cultural dimension
   - Impact of culture on society in general and business in particular:
     - Negotiation and agreements with clients and suppliers.
     - Hiring and firing; leadership, motivation and teamwork, rewards and discipline.
     - Advertising, research, product development and intellectual property.
     - The environment.
   - Law, ethics and Corporate Social Responsibility.
   - Ways of classifying cultures and interpreting superficial and fundamental differences in attitudes and values.
   - Spanish business behavior and ethics in a European and worldwide context.

Course 2. Spanish Language and Culture.
Students’ testimonials

After our delicious paella by the beach, ESIC study abroad was an extremely enriching experience and something I will cherish for my life. My only regret is that I could not stay there longer! I found the professors to be extremely knowledgeable within their respective disciplines and as a whole, the program was run extremely well. I would recommend the program to all students at Northeastern.

(Michael Romano)

My teachers were incredible people. You could tell that each teacher cared for the students and wanted us to learn, but also have a good time. The home stay was great. We each had our own room which was a positive, but we were all on the same floor so it was easy to see and make plans with everyone. Overall, I had an amazing time and I wish I could go back! Hopefully ESIC will offer more classes that I can take!

(Brittny Tomaselly)

Seville. The jewel of Andalusia

Located on the shores of the Guadalquivir River, Seville is a peculiar mix of modern infrastructures mixed with deep-rooted tradition passed down through the centuries. You can experience first-hand a blend of cultures, evident in the art and architecture, mosaics and columns that depict and uphold the history of the Tartessans, Iberians, Arabs and Christians.

Not only can you enjoy the beautiful natural landscapes and historical monuments throughout the province, but also the rich handicrafts, colourful festivals and unique customs such as Holy Week and the April Fair, which have made Seville one of the top international tourist destinations.

Contact Information

To obtain further information, please contact Raquel Mateo, Director of Spanish Programs at ESIC Business & Marketing School.

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