



## CULTURE AND BUSINESS IN SPAIN

SUMMER PROGRAM

# JOIN THE CULTURE AND BUSINESS IN SPANISH PROGRAM IN MADRID





# ABOUT OUR SUMMER PROGRAM: Earn 5 ECTS Exploring Madrid

June – July, 2024

## LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Human to Human Marketing in the Age of AI from esteemed experts.
- Make the most of your time by earning 5 Brilliant. ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Deep Cultural Understanding:** cultivate an in-depth understanding of Spain's unique business culture for effective engagement and leadership in Spanish business contexts.
- **Master Communication Skills in another language** – learn about negotiation and influence to build strong, productive relationships in Spanish environments.
- **Navigate Spain's cultural landscape** – develop the ability to detect diverse regional influences so you can adapt and be effective in different business scenarios.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



# CULTURE AND BUSINESS IN SPAIN: THE PROGRAM

## WEEK 1:

### MODULE I: INTRODUCTION TO SPANISH CULTURE

Cultural history and impact on business  
Spanish business etiquette  
Role of family and regional identities

## WEEK 2:

### MODULE III: STRATEGIC MANAGEMENT IN SPAIN

Leadership styles and global practices  
Managing teams in Spain: motivation, hierarchy  
Conflict resolution

### MODULE II: COMMUNICATION & NEGOTIATION IN SPAIN

Spanish communication style and context  
Negotiation strategies  
Personal connections & networking

### MODULE IV: ADAPTING BUSINESS STRATEGIES

The Spanish Consumer  
Legal and regulatory environments in Spain  
Market entry strategies

CAPSTONE PROJECT

CONVERSATIONAL SPANISH

# DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

**DISCOVER** a new world of opportunities in the vibrant city of Madrid

02.

**MASTER** cultural insights and communication strategies for effective management

03.

**RELATE** to a global community of holistic thinkers who lead through example

04.

**EXCEL** in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.

